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Center for the Study of Local Issues
Anne Arundel Community College
101 College Parkway, Arnold MD, 21012-1895
Contact: Dan Nataf 410-777-2733

County Survey finds Voters Focused on Taxes and the Economy

A 2014 survey of 411 Anne Arundel County residents conducted October 13, 14, 15, 16 by students assisting the Center for the Study of Local Issues (CSLI) at Anne Arundel Community College asked respondents about a variety of issues related to the upcoming elections on November 4. A constant theme emerged that:

- Most voters and county residents generally were preoccupied by taxes and the economy. When asked what was “the most important problem facing the residents of Anne Arundel County at the present time,” 28 percent said taxes, followed by 18 percent saying the economy.
- Asked about the “one factor [that] has the greatest importance in deciding for whom to vote for governor,” 24 percent said taxes, with another 10 percent saying the economy.
- Asked about the “one factor [that] has the greatest importance in deciding for whom to vote for county executive,” 25 percent said taxes, although only 5 percent mentioned the economy.
- Asked about the “highest priority of the next county executive,” 19 percent mentioned taxes and 13 percent said the economy – although these were eclipsed by education (24 percent).

According to Dan Nataf, the director of the Center for the Study of Local Issues (CSLI), “these preoccupations on the economy and taxes tended to favor Republican candidates. GOP candidates for governor and county executive maintained a significant electoral edge overall and particularly among voters identifying taxes and the economy as key factors shaping their votes.”

The survey also asked a range of other questions about the local economy and its impact upon residents. A set of issues including removing speed cameras, doubling the number of high schools, increasing the county’s income tax rate to pay for an additional high school in Crofton, the storm water runoff fee and whether residents would prefer a 3 percent tax cut or adding services were also covered.

A detailed review of these issues as well as other results follows the summary of findings. The actual questionnaire and percentages can be found in Appendix A at the end of the press release.

Summary of Main Findings

Most important problems facing county residents: Twenty-eight percent said taxes, eighteen percent cited the economy. Education was mentioned by 11 percent.

Perceptions of the economy: The survey found that 44 percent viewed the county’s economy as excellent or good – down from last fall when it was 50 percent; 28 percent said the same for Maryland’s economy (a drop of 12 points) and 16 percent favorably rated the national economy, down 5 points.

Right direction/wrong direction: The percentage of those saying that the **county** was moving in the right direction was nearly unchanged (49 percent). Smaller numbers felt that the **state** (27 percent – down 4 points) and the **country** (23 percent – down 4 points) were heading in the right direction.

Economic conditions experienced by individuals: Various measures have been tracked since March 2008 although this section removed some items subject to previous tracking and added two new items. The fall 2014 survey found three notable changes since the March 2014 survey: a 9 percentage point increase in concern about taxes; a 6 point increase in the percentage saying that wages or salaries were not rising as fast as the cost of living; and a 14 point increase in those saying that “Health care insurance is unavailable, too expensive or inadequate.” A high percentage (45 percent) said that it was “Hard to afford the cost of education” – asked for the first time in the fall 2014 survey.

Consumer confidence: There were only small changes in economic expectations over the next twelve months with slightly more optimism about employment and inflation, but slightly less about personal financial situation and growth.

County and state proposals: There was little support for increasing the salary of the next county executive or increasing the county’s income tax to pay for a high school in Crofton. There was some support for doubling the number of county high schools and shrinking their size. Respondents were divided on the fee level associated with the storm water runoff fee, with a slight majority saying that it was about right or too low. There was a somewhat greater preference for cutting property taxes than adding to public safety or education.

Elections and voter preferences for governor and county executive:

- Interest in the upcoming elections was greater among Republicans (61 percent saying “very interested”) than Democrats (51 percent). Republicans were slightly more likely to vote (84 percent) than Democrats (77 percent). Overall, information levels for the race for governor was at 38 percent saying “very informed” – with Republicans at 44 percent compared to Democrats at 33 percent. By contrast, in the race for county executive, information levels were nearly half as large with only 20 percent saying “very informed.”
- Asked which candidate they are more likely to support for governor, Republican Larry Hogan carried a 29 point advantage (51 percent) over his opponent Democrat Anthony Brown (22 percent) although 24 percent were still undecided. Respondents felt that Brown would ultimately win the election in Maryland (53 percent) against Hogan (23 percent). Taxes were the dominant issue in this race, although Hogan supporters were three times more likely to cite taxes as the main factor shaping their voting decision than were Brown supporters who tended to focus more on education, the environment and women’s issues. Brown was more likely to be favored by those saying “party affiliation” than was Hogan.
- For county executive, Republican Steve Schuh maintained a sizable lead (40 percent) over Democrat George Johnson (26 percent). By nearly equal numbers, respondents thought Schuh would beat Johnson. As in the race for governor, the Republican candidate was supported by voters concerned with taxes – the top cited issue – while the Democrat’s supporters focused on education, more services, the environment and party affiliation. Similar results were found when asking respondents about the “highest priority for the next county executive.”
- When asked how they obtained information about county executive candidates, respondents pointed first to newspapers and television, along with direct mail, as their main methods.

Officeholders' job approval: Both Governor Martin O'Malley (27 percent saying "approve") and President Obama (32 percent) saw their job approval percentages slide 6 or 7 points since the CSLI survey last spring. County executive Laura Neuman (50 percent) also experienced a 4 point drop.

Which party do you trust? The percentage favoring Democrats rose slightly from 32 to 34 percent since last spring. However, the Republican percentage rose more dramatically from 31 to 39 percent, with the percentage saying "neither" dropping 7 points to 21 percent.

Methodology: The survey polled a random sample of 411 county residents who were at least 18 years old. It was conducted October 13, 14, 15 and 16, 2014 during evening hours. Phone numbers were derived from a database of listed landline numbers, cell phone numbers as well as computer chosen, randomly assigned numbers. There was about a 4.8 percent statistical margin of error for the overall sample; the error rate was higher for subgroups such as "Democrats" or "likely voters." The dataset was weighted by gender and political party to better represent the general population. College students were trained and used as telephone interviewers.

Contact Dan Nataf, Ph.D., center director, for additional comments or questions at 410-777-2733 or ddnataf@aacc.edu. Check the CSLI website for results for this and previous surveys: www2.aacc.edu/csli.

Detailed Review of Survey Findings

The Most Important Problem Facing Residents

Recent CSLI surveys have consistently shown high levels of concern about the state of the economy in answer to the question, “What is the most important problem facing the residents of Anne Arundel County at the present time?”

The fall survey showed that the level of concern for the economy has remained stable – with only a small increase from 16 to 18 percent since spring 2014. As shown on Table 1, crime, which had been slightly higher than in the past, dipped a bit from 8 to 6 percent. The most notable change for fall 2014 was a record high percentage citing taxes as the key problem – rising from a previous record 22 percent last spring to a new record - 27 percent - this fall. Education remained stable, dropping only one point from 12 to 11 percent.

In fall 2013, the partial federal government shutdown had apparently led to increasing percentages citing government as unethical, corrupt or wasteful.¹ Graph 1 shows changes over time in this (and other) areas – but the significant finding is that in the absence of a government shutdown, attention to government as unethical or corrupt dropped significantly, from 17 to only 5 percent in October 2014.

Table 1: “Most Important Problem Facing Residents” – Fall 2007 to Fall 2014²

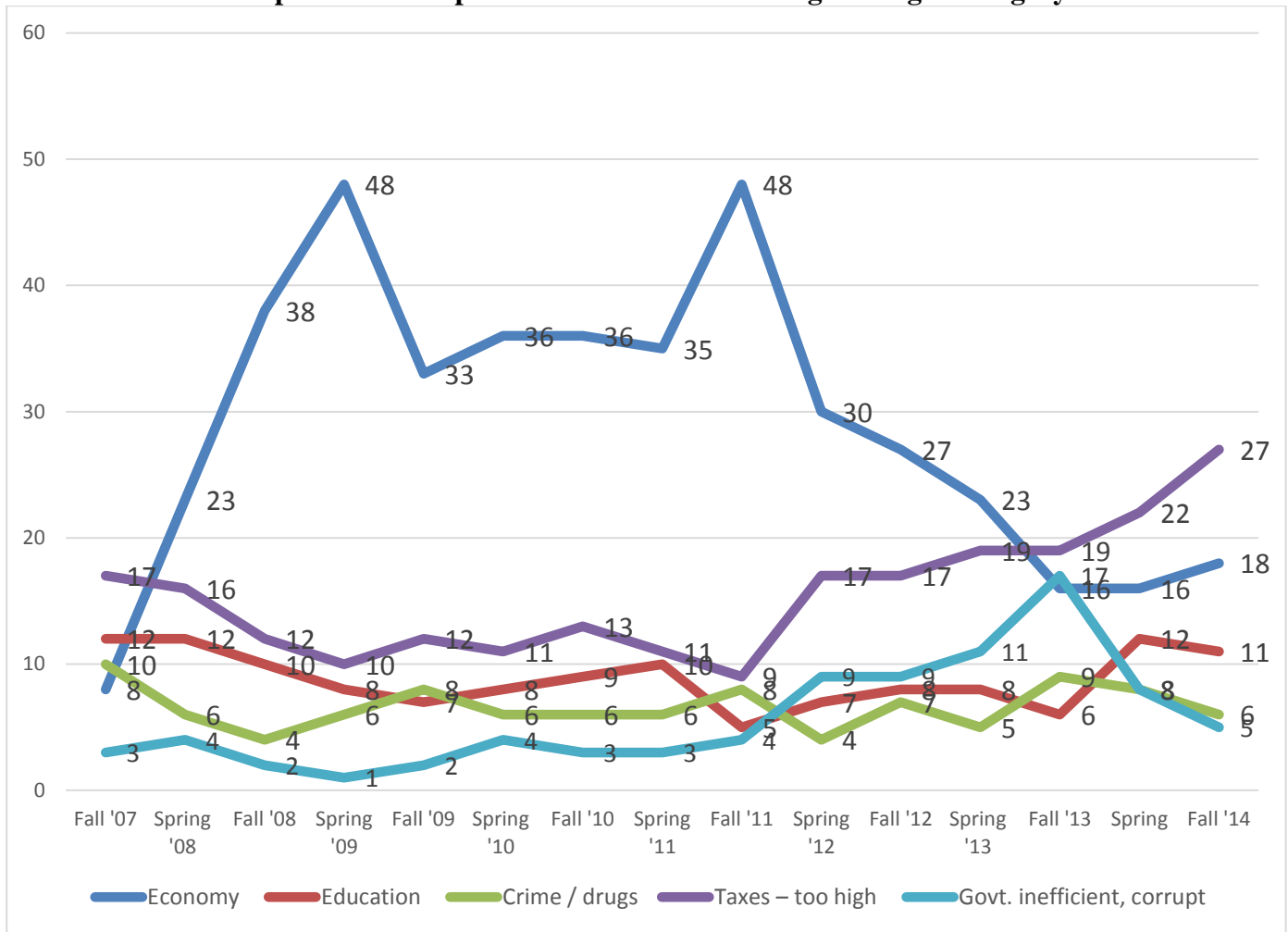
	Fa '07	Sp '08	Fa '08	Sp '09	Fa '09	Sp '10	Fa '10	Sp '11	Fa '11	Sp '12	Fa '12	Sp '13	Fa '13	Sp '14	Fa '14
Economy	8	23	38	48	33	36	36	35	48	30	27	23	16	16	18
Taxes – too high	17	16	12	10	12	11	13	11	9	17	17	19	19	22	28
Growth / development	16	12	9	5	5	5	2	4	4	4	3	2	4	4	2
Education / school problems	12	12	10	8	7	8	9	10	5	7	8	8	6	12	11
Traffic congestion/ problems	12	7	6	4	5	6	6	3	5	5	6	5	4	4	5
Crime / drugs	10	6	4	6	8	6	6	6	8	4	7	5	9	8	6
Unsure/no answer	6	9	7	8	10	10	8	12	8	9	9	10	12	11	12
Other answer	19	15	14	11	21	17	21	19	13	24	23	29	30	23	19
Total	100	100	100	100	101	99	101	100	100	100	100	101	100	100	101

Note: In this and other tables, totals may not equal 100 percent due to rounding. Unless otherwise noted, all numeric values included in tables and graphs are percentages.

¹ A variety of items are included in the “other answer” category including government corrupt/unethical, government wasteful or inefficient (5 percent cited), government lacks resources (3 percent), environment (5 percent), healthcare (1 percent) as well as other random answers.

² From spring 2007 to spring 2010, surveys’ answer categories for “most important problem” included “lack of affordable housing” for interviewers to check off. Previously, that answer to the open-ended question would have been categorized under “economy” a practice which was resumed in fall 2010. The running totals in Table 1 combine both answers into the single “Economy” category. Similarly, crime includes those saying “crime” and “illegal drugs.”

Graph 1: Most Important Problem – Percentage Citing a Category



Rating Economic Conditions – Anne Arundel County

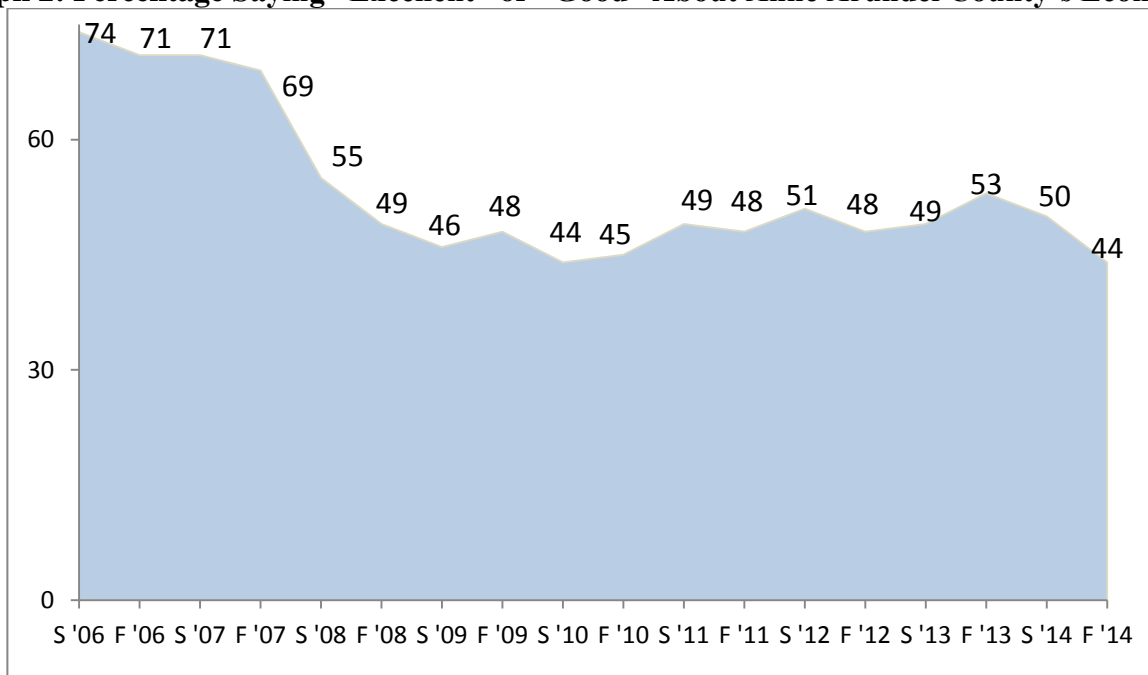
Since March 2002, the CSLI semi-annual survey has asked a benchmark question about the economy: “How would you rate economic conditions in Anne Arundel County – ‘excellent,’ ‘good,’ ‘only fair’ or ‘poor?’ ”

As shown on Table 2, since March 2007 the county’s historical average saying that the economy was a combined “excellent” or “good” was 51 percent. One year ago, the percentage saying excellent or good exceeded the historical average by reaching 53 percent (also shown on Graph 2). However, rather than being indicative of an upward trend, the spring value dropped to 50 percent – a trend continued in fall 2014 as the percentage dropped sharply to 44 percent and equaling the previous low in spring 2010.

Table 2: Perceptions of County Economic Conditions – Spring 2007 to Fall 2014

Condition	Sp '07	Fa '07	Sp '08	Fa '08	Sp '09	Fa '09	Sp '10	Fa '10	Sp '11	Fa '11	Sp '12	Fa '12	Sp '13	Fa '13	Sp '14	Fa '14	Mean
Excellent +good	71	69	55	49	46	48	44	45	49	48	51	48	49	53	50	44	51
Excellent	12	10	6	6	2	4	3	3	3	4	2	5	3	6	8	4	5
Good	59	59	49	43	44	44	41	42	46	44	49	43	46	47	42	40	46
Fair	22	25	36	37	43	38	41	45	38	40	37	39	38	35	40	41	37
Poor	4	5	8	12	10	11	13	8	12	11	11	12	11	10	9	12	10
Don't know	3	2	2	2	2	3	2	2	2	2	1	2	3	3	3	2	2
Total	100	101	101	100	101	100	100	100	101	101	100	101	101	101	101	99	101

Graph 2: Percentage Saying “Excellent” or “Good” About Anne Arundel County’s Economy



Rating Economic Conditions – Maryland and the National Economy

Since spring 2009, the question about rating economic conditions has been extended to the state of Maryland and the country overall.

Regarding the state of Maryland, Table 3 shows that there was also a negative change in perceptions from spring to fall of this year: The percent claiming that economic conditions were excellent or good fell from 40 to 28 percent. This reversed a recent upward movement and nearly equaled the previous low mark (27 percent) from spring 2009.

Table 3: Perceptions of State Economic Conditions – Spring 2009 to Fall 2014

Condition	Sp '09	Fa '09	Sp '10	Fa '10	Sp '11	Fa '11	Sp '12	Fa '12	Sp '13	Fa '13	Sp '14	Fa '14
Excellent+good	27	30	31	32	35	33	38	33	30	40	40	28
Excellent	1	2	2	1	3	1	4	3	1	4	4	1
Good	26	28	29	31	32	32	34	30	29	36	36	27
Fair	49	45	46	47	43	41	40	42	41	36	40	40
Poor	22	21	21	19	21	24	21	23	24	21	18	30
Don't know	2	4	2	2	1	2	2	2	4	4	2	2
Total	100	100	100	100	100	100	101	100	99	101	100	100

Economic appraisal of the national economy has always lagged significantly behind the county and state. In fall 2014, there was a five point drop – from 21 to 16 percent saying excellent or good – equaling a mark from two years ago. Looking at the values in Table 4 for fall 2014, the five point drop was partly redistributed to the “fair” and “poor” categories, although there was a one point increase in the percentage saying “don’t know.” Despite this drop, the overall percentage did not equal previous low marks – and was three times higher than the percentage from spring 2009. Thus, while the appraisal of the national economy was not positive, anxiety about a downward direction in the economy was focused more on the county and state.

The national mood as measured by the Gallup polling organization was similar – 23 percent saying excellent or good.³ The Gallup data indicates that the national trend has been stuck around 20 percent for the last six months.

Table 4: Perceptions of National Economic Conditions– Spring 2009 to Fall 2014

Condition	Sp '09	Fa '09	Sp '10	Fa '10	Sp '11	Fa '11	Sp '12	Fa '12	Sp '13	Fa '13	Sp '14	Fa '14
Excellent+Good	5	11	11	11	11	9	13	16	12	14	21	16
Excellent	0	1	1	2	2	2	1	2	2	1	1	1
Good	5	10	10	9	9	7	12	14	10	13	20	15
Fair	30	39	42	41	43	28	47	37	38	31	41	42
Poor	63	48	46	47	45	62	39	46	47	55	37	40
Don't know	1	2	2	1	2	2	2	1	3	1	1	2
Total	99	100	101	100	101	101	101	100	100	101	100	100

³ See <http://www.gallup.com/poll/110821/gallup-daily-us-economic-conditions.aspx> for Gallup’s running totals for this question.

Economic Conditions Applying to Respondents

Respondents were asked: “Thinking about your personal circumstances, please tell me whether any of these economic conditions apply to you or your household.” Table 5 shows the results for recent CSLI surveys. The fall 2014 survey significantly modified the list of items included – two new items were included (“Hard to afford the cost of education” and “Hard to afford the cost of food and groceries”), while several previous items were dropped. Other modifications have occurred over the years, such as the inclusion of questions asking about a “salary increase or other increase in income recently” and whether the respondent had “found a new or better job recently” – these were items introduced in fall 2011.

Table 5: Economic Conditions Applying to Personal Circumstances – Fall 2008 to Fall 2014

Condition	Fa '08	Sp '09	Fa '09	Sp '10	Fa '10	Sp '11	Fa '11	Sp '12	Fa '12	Sp '13	Fa '13	Sp '14	Fa '14
Taxes are too high in relation to the govt. services provided	58	59	59	63	60	63	58	63	63	62	66	65	74
Wages or salaries are not rising as fast as the cost of living	59	55	55	56	56	63	59	66	59	59	60	57	63
Hard to afford the cost of education	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	45
Health care insurance is unavailable, too expensive or inadequate	30	29	33	32	34	35	32	32	27	32	29	26	40
Received a salary increase or other increase in income recently	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	26	35	31	34	29	36	33
Hard to afford the cost of food and groceries	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	33
Facing the possibility of unemployment	15	24	24	19	21	20	21	17	14	19	17	16	17
Found a new or better job recently	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	14	16	11	14	16	14	12
Delay in making a major purchase such as a home or car	n.a.	51	46	47	44	47	51	45	38	42	38	43	n.a.
Hard to afford cost of utilities such as electricity or gas	50	53	42	44	43	46	39	39	32	31	29	37	n.a.
Significant losses in your stock or retirement accounts	71	75	70	56	60	52	60	44	38	32	32	26	n.a.
Hard to afford cost of transportation	32	21	17	21	24	41	30	36	30	27	24	24	n.a.
Unable to find affordable housing	11	12	13	15	10	14	11	15	9	12	14	10	n.a.
Facing the possibility of house foreclosure or loss	4	6	8	7	7	9	8	8	4	7	7	4	n.a.

Table 5 is ordered by the highest percentage of respondents saying a condition applies in fall 2014. Continued anxiety about the loss of purchasing power was suggested by the high scores received by “taxes are too high” (74 percent) and “wages/salaries are not rising as fast as the cost of living” (63 percent). These were both up rather sharply since spring 2014. The tax item was cited by a record percentage of respondents in fall 2014.

Another indicator that jumped substantially was “Health care insurance is unavailable, too expensive or inadequate.” This indicator had been steadily dropping since fall 2013 – possibly suggesting an impact of the Affordable Care Act (ACA). However, the rise from 26 to 40 percent would seem to suggest that the impact of the ACA is not clear or consistent.

The new indicators – about the cost of education (45 percent) and food/groceries (33 percent) – show that economic anxiety about these items was on par or higher than levels for transportation and utilities for the previous couple of years. The cost of education (45 percent citing) was an especially surprising finding given the predominance of public schools – and might be expressing a concern about the tax bill associated with providing such education.

Table 5a shows the impact of income on the indicators of economic conditions applying to personal circumstances. Dividing the sample of respondents into those earning \$75,000 or less into one group and those earning over \$75,000 into a second group, it is clear that every desirable outcome favors the higher income group. Wage stagnation was especially acute for the lower income group: about half as many had obtained an increase in income recently. The lower income group was more than twice as likely to say that buying basic necessities such as groceries or food was “hard.” That group was also nearly twice as likely to be facing the possibility of unemployment. Overall, these findings pointed to the distinctly more negative outlook for those earning under \$75,000.

Table 5a: Income Groups and Economic Indicators

Condition	Under \$75,000	\$75,000+
<i>Taxes are too high in relation to the government services provided</i>	79	72
<i>Wages or salaries are not rising as fast as the cost of living</i>	72	55
<i>Hard to afford the cost of education</i>	47	40
<i>Health care insurance is unavailable, too expensive or inadequate</i>	46	29
<i>Hard to afford cost of food and groceries</i>	45	22
<i>Received a salary increase or other increase in income recently</i>	23	44
<i>Facing the possibility of unemployment</i>	22	13
<i>Found a new or better job recently</i>	10	14

Note: Desirable outcomes are italicized.

Consumer Confidence

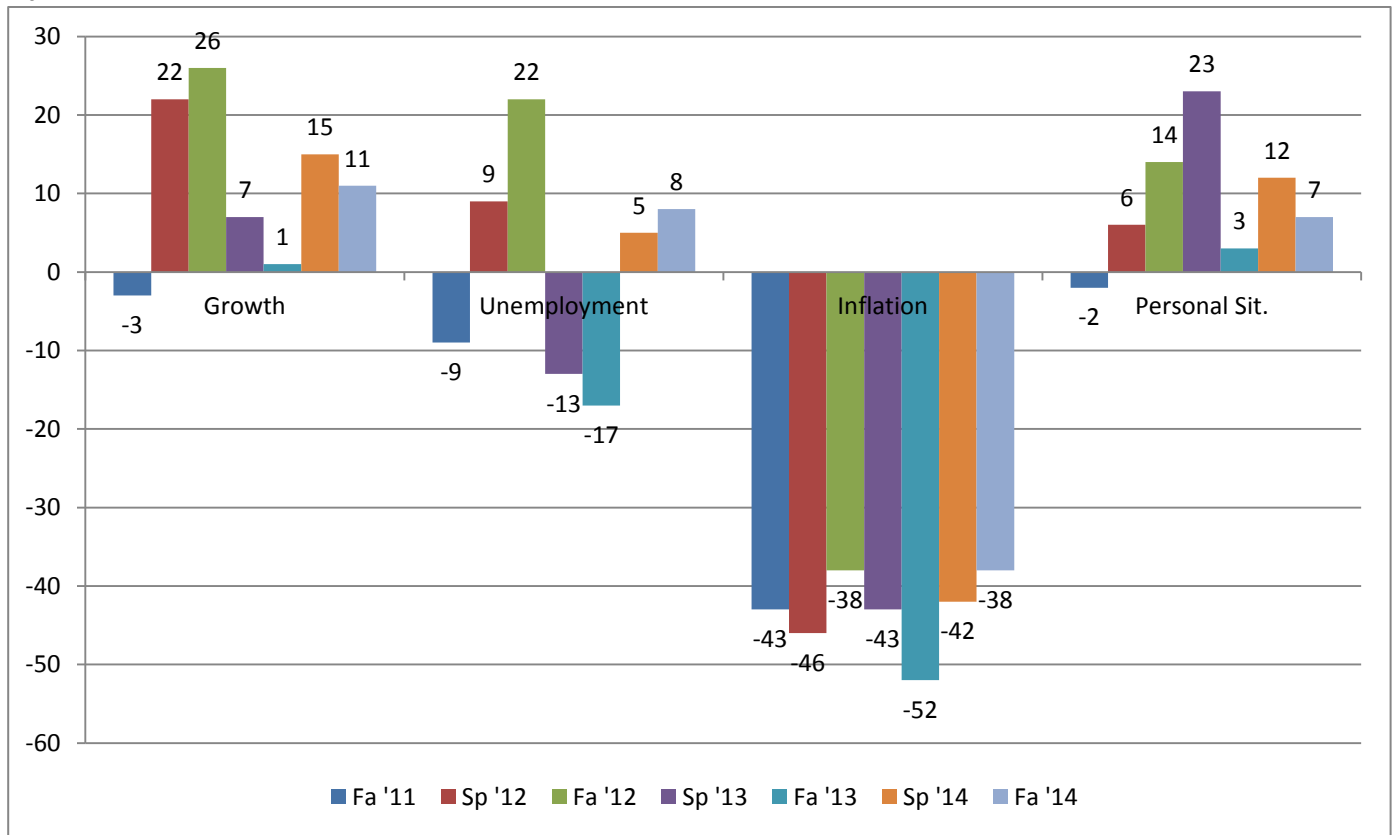
Since fall 2011, four questions have been used to measure the public’s confidence in the future of the economy. These questions reference economic growth, unemployment, inflation and the respondent’s personal financial situation, asking the respondent to think about the next 12 months and say whether a particular condition will be better, the same or worse. Table 6 shows the results just for fall 2014; Graph 3 shows the results since fall 2011, calculated by subtracting the value of “worse” from the value of “better” (with a higher number indicating greater economic optimism).

Graph 3 shows relatively little change in these measures of economic confidence. While estimates for growth decreased a bit (4 points), evaluations for unemployment (a better outlook indicated by a 3 point rise) and inflation were more positive (four percent less negative for inflation). Personal outlook did drop five points however. While other indicators mentioned in this document showed heightened anxiety about the economy, these specific measures did not show much change.

Table 6: Economic Conditions over the Next 12 Months

	Better	Same	Worse	Unsure/NA	Total
Economic growth	30	43	19	8	100
Unemployment	32	38	24	6	100
Inflation	12	30	50	8	100
Your personal financial situation	25	53	18	5	101

Graph 3: Economic Conditions over the Next 12 Months – Better-Worse for Fall 2011 Through Fall 2014



Major Issues facing the State and County

The fall 2014 survey asked respondents whether they supported, opposed or were unsure about a variety of proposals that might be considered by the state or county. Table 7 shows the results ranked by the percentage saying “support.”

Table 7: State and County Proposals – Support, Oppose, Unsure

	Support	Oppose	Unsure/NA
Doubling the number of high schools over the next 20 years, but making them much smaller than current high schools	54	32	14
Removing speed cameras and losing \$300,000 in county income	44	47	9
Increasing the county’s income tax rate to help create a high school in Crofton	28	62	10
Increasing the salary of the next county executive from \$130,000 to \$142,000	19	74	7

The public seemed closely divided about the wisdom of removing speed cameras and thereby losing county income. There was no such ambiguity about the proposal increasing the next county executive’s salary – an overwhelming majority opposed such a move.

On education issues, a proposal echoing county executive candidate Steve Schuh’s proposal to double the number of high schools and decreasing their size was favorably appreciated – 54 percent supported the idea. Following up on a question asked in spring 2014 – “the construction of a new high school in the Crofton area” – which was favored by 64 percent, in fall 2014 the question was rephrased to include a funding mechanism – a rise in the county’s income tax rate. Only 28 percent favored building the high school in Crofton if attached to a tax increase. This suggests that proposals that do not include a price tag will garner more support based on the intention – creating neighborhood schools – but that the public’s reluctance to embrace these proposals rises once a specific trade-off or cost is proposed.

Two tax items were included in the survey. The first asked about the county’s storm water runoff fee. In this case, the question included the intention – repairs of storm pipes and waterways to decrease pollution – as well as the current cost– \$85 a year for a single family home. Last spring, a similar question found a thin plurality in support – 44 percent vs. 41 percent opposed. This fall, the answer choices were different – the question was whether the fee was too low, too high or about right. The “too high” value (38 percent) was quite close to the “opposed” value from spring 2014 (41 percent). However a majority (51 percent) said that the fee was about right or too low. In this case, the laudable intention – decreasing water pollution – was supported despite the inclusion of a price tag.

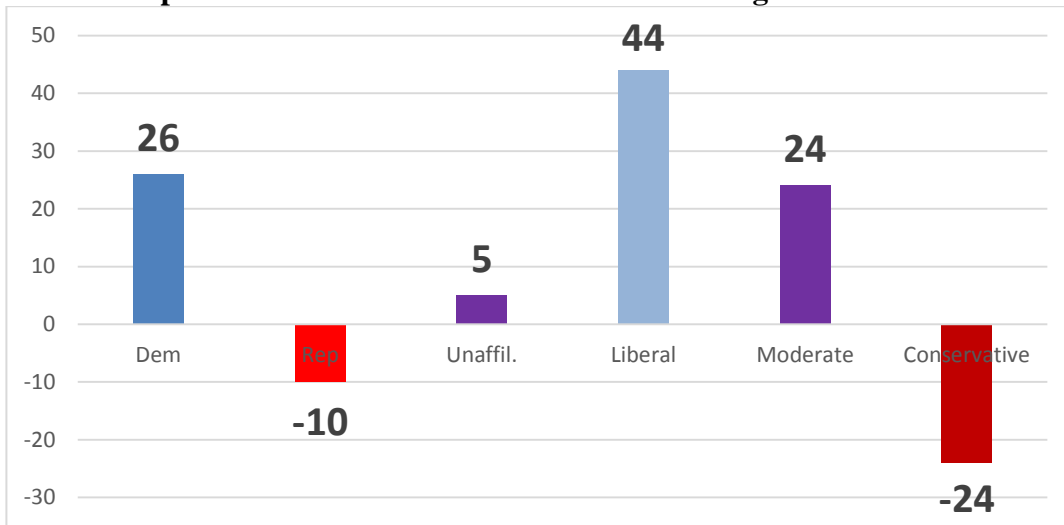
In the second instance, respondents were given the choice between adding services – education and public safety – or cutting taxes by 3 percent. The survey found that respondents preferred cutting taxes (52 percent) rather than adding services (41 percent).

Table 7a: State and County Tax Proposals

The County's storm water fee, which pays for repairs of storm pipes and waterways to decrease pollution, will generate \$17 million next year and \$22 million the following year. Do you feel this fee – currently costing \$85 a year for a single family home – is too low, too high, or just right?	<u>Too low</u> 5	<u>About right</u> 46	<u>Too high</u> 38	<u>NA</u> 11
Which option to you prefer – cutting property taxes by 3 percent, or adding more county services related to education or public safety	<u>Cut taxes</u> 52	<u>Add services</u> 41	<u>Unsure</u> 4	<u>NA</u> 3

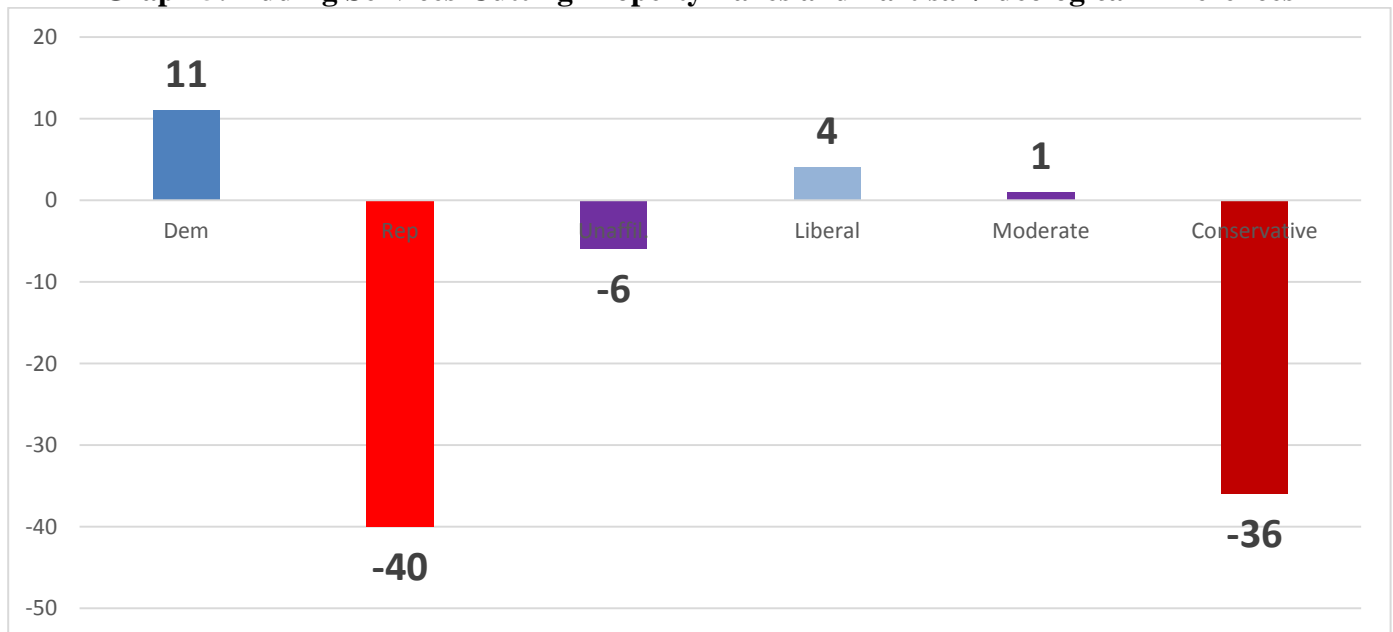
Looking at partisan and ideological impacts on one of these tax-related proposals, Graph 4 shows the relationship to the storm water runoff fee. The percentages shown were calculated by subtracting the percentage saying “too high” from the combined total of those saying “about right” or “too low.”

Graph 4: Storm Water Fee and Partisan/Ideological Differences



Clearly the partisan and ideological differences were sharp (both statistically significant $p=.01$). While Republicans generally opposed the fee, conservatives were much more polarized against it. Democrats generally supported the fee, but liberals were much more likely to favor it. Moderates were closer to Democrats, while unaffiliated voters were approximately between Republican and Democratic positions.

Graph 5: Adding Services-Cutting Property Taxes and Partisan/Ideological Differences



Graph 5 shows the relationship between party registration and ideology regarding the question about cutting property taxes by 3 percent vs. adding services to public safety and education. While polarization occurs along similar lines – with Democrats and liberals generally favoring the addition of services and Republicans/conservatives against – Republicans were even more likely than conservatives to favor cutting taxes. Democrats were more favorable to adding services than liberals. Thus, party affiliation trumped ideology in polarizing the public for this question. However, the challenge posed to Democratic candidates was also apparent: Democrats were only slightly favorable to additional spending on public safety and education, while Republicans were steadfastly against. Unaffiliated voters leaned against as well.

Democratic candidates opposing a tax cut would have a harder time rallying the Democratic base than Republicans would in rallying their base in advocating a tax cut.

Gubernatorial and County Executive Races

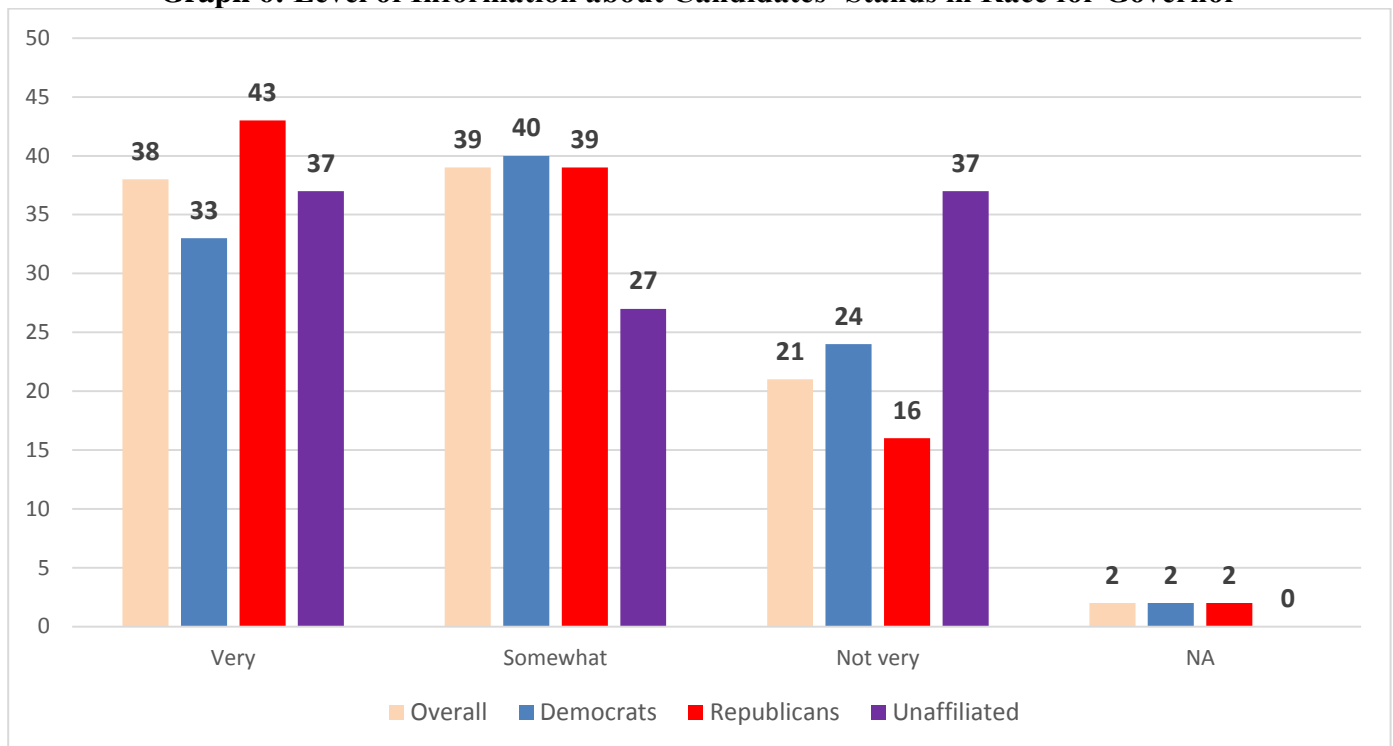
The fall survey anticipated general elections in late October (early voting) and November 4 (general election) and asked respondents to respond to a variety of electorally oriented questions pertaining to the race for governor or county executive.

Interest in the election was higher for Republicans (66 percent saying “very interested” than Democrats (51 percent). Likelihood to vote was also higher among Republicans (84 percent saying “very likely” compared to 77 percent for Democrats.⁴

Gubernatorial Race

Graph 6 shows information levels about this race – overall and among registered voters by party. Slightly more than one-third (38 percent) say that they are “very informed” about the issues in the race for governor. However, Republicans demonstrated a substantially higher level of perceived information than Democrats (43 vs. 33 percent). Unaffiliated voters showed the highest percentage of “not very informed” respondents (37 percent).

Graph 6: Level of Information about Candidates’ Stands in Race for Governor



⁴ The sample of unaffiliated voters was rather small (N=31) so the high percentage saying they were likely to vote (87 percent) probably overstates the case. Historically, unaffiliated voters are the least likely group to vote.

Table 8 shows the percentage of the vote claimed by Democrat Anthony Brown and Republican Larry Hogan.⁵

First, it should be noted that one quarter of the electorate was undecided. Whether these voters would eventually vote at all, and if so, how they would split their votes cannot be determined – a one-sided split could significantly impact the vote totals. Based on the 29 point separation between Hogan and Brown, the main unknown is how the undecided voters will affect Hogan’s margin of victory – not whether Hogan will win his race in Anne Arundel County.

Second, every pre-election poll is built on an estimate of turnout from different groups. The turnout model here assumes that Democrats and Republicans will turnout roughly in proportion to the percentages of registered voters. The higher levels of interest and information by Republican voters in the survey may result in an underestimation of the Republican turnout.

Third, the turnout of African-American voters is especially hard to estimate. Since Brown represents the first Democratic African-American candidate for governor in a Maryland General Election, turnout among African-Americans may exceed historical numbers and reduce the spread between Brown and Hogan. Moreover, African-American representation in the CSLI poll was somewhat below census values, again creating the possibility of an undercount of African-American turnout – and a likely underestimate of Democratic support.

Fourth, other characteristics of voters may not be exactly represented in the sample of likely voters used in this survey. For example, should young voters be especially energized about this election, the voting model would tend to underrepresent them and thus generate inaccurate predictions.

Fifth, the survey’s field work was started 10 days prior to the start of early voting and 22 days prior to the general election. Events and campaign effects may ultimately shape the race in ways unanticipated by the survey.

Table 8: Gubernatorial Race 2014

Choices	Percentage
Vote for Brown	22
Vote for Hogan	51
Someone else	2
Undecided	24
Won’t vote for any candidate	1
Won’t say, no answer	1

The CSLI survey then asked these respondents the following question: “Regardless of your choice, who do you think will win, Mr. Brown or Mr. Hogan?” The results on Table 8a show that by a margin about equal to the Hogan margin of victory of Brown, respondents expected Brown to win the election.

Table 8a: Respondents’ Expectation of Likely Victor in Race for Governor

Choices	Percentage
Anthony Brown	53
Larry Hogan	23
Unsure or no answer	24

⁵ The survey considered “likely voters” to be both those saying they were “very likely” and “somewhat likely” to vote.

The last item related to the race for governor asked by the CSLI survey focused on the “one factor” having the greatest importance in determining the respondent’s choice of candidate. Table 8b shows each of the main factors mentioned by respondents and the percentages expressing a voting preference for either candidate, undecided voters, along with the percentage of the overall sample mentioning this item.

The results appear consistent with the themes associated with the two candidates’ campaigns. Hogan has focused almost entirely on the economy – citing high taxes, fees and excessive regulation as the main issues. Taxes (24 percent) dominated the overall rankings, with the economy a distant second (12 percent). For Hogan voters, taxes were far more likely to be cited (31 percent) compared to Brown voters (11 percent). There was less difference regarding the economy – with Hogan having his voters somewhat more likely (14 percent) to cite it compared to Brown’s voters (10 percent). On fiscal restraint, Hogan was more likely to have his voters mention something about the state budget (6 percent) as opposed to Brown voters (2 percent).

Brown’s campaign focused on toting achievements in areas such as school spending, along with a negative focus on Hogan on women’s issues, education spending, and gun control. In looking at the results for these items, Brown had a massive advantage among those citing education (17 vs. 1 percent/Hogan). On women’s issues, Brown also had an advantage (5 vs. 0 percent). Another policy area typically favored by Democrats – the environment – was squarely in Brown’s camp (6 vs. 0 percent/Hogan). The gun control issue seemed to have worked slightly to Brown’s favor (8 vs. 5 percent/Hogan). Finally, on health care, the percentage mentioning this area of concern was small (2 percent overall), but they loaded up on the Hogan side (4 vs. 2 percent/Brown), suggesting that some voters might have been persuaded by Hogan’s argument that Brown fumbled the rollout of the health care exchange Web site.

A few other observations derived from the results shown on Table 8b can be offered. Hogan was favored by those emphasizing honesty and integrity (10 vs. 5 percent/Brown). Those saying they were voting due to party affiliation were much more likely to favor Brown (20 vs. 5 percent/Hogan). This factor shows the challenge faced by Hogan statewide since Democrats have a much higher percentage of registered voters. Hogan depends on unaffiliated voters, defecting Democrats and a strong Republican turnout to win in November.

Table 8b: Major Factor Affecting Choice of Candidate

Factor	Overall	Brown Voters	Hogan Voters	Undecided
Taxes	24	11	31	20
Economy (jobs, general)	12	10	14	9
Background, Experience	9	5	7	4
Education	8	17	1	11
Honesty Integrity	8	5	10	11
Party	8	20	5	4
Broad vision/plan	6	8	3	13
Gun Control	5	8	5	2
Fiscal policy/Budget	4	2	6	2
Business Help	2	3	3	0
Environment	2	6	0	0
Health Care	2	2	4	0
Morality	2	2	1	5
Crime or Public Safety	1	0	1	2
Women’s Issues	1	5	0	2
Other	7	2	9	9

Strength of Party Affiliation and Likelihood to Vote for a Candidate

The fall survey asked respondents to indicate whether they were “strong,” “somewhat strong,” or “not strong” Democrats or Republicans. The first row of Table 8c shows the percentages of the sample that fell into each of these categories and in parentheses the percentage of those within a party classified in gradations of party strength. Several observations are possible:

- There are far more “not strong” Democrats (35 percent) than Republicans (16 percent).
- Among those “not strong” Democrats there was a massive defection to Hogan (50 point advantage over Brown vote), while nearly no “not strong” Republicans defected to Brown, with Hogan maintaining a 30 point advantage over Brown among weakly attached Republicans.
- Johnson also suffered from significant defections among “not strong” Democrats, although not nearly to the same degree as Brown.
- Johnson had a high percentage of “somewhat strong” Democrats still undecided (46 percent) compared to “somewhat strong” Republicans undecided about Schuh (26 percent).

Overall, the Democratic candidates suffered from having a disproportionately high percentage of voters registered in their party having weak attachment to the party and having a strong inclination to defect to the Republican candidate or to remain undecided.

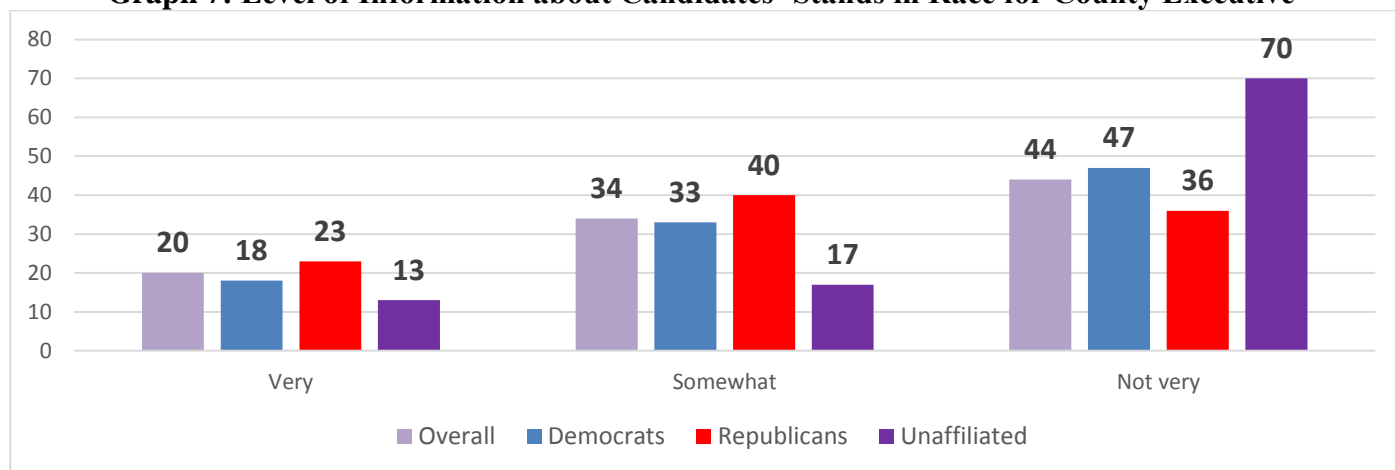
Table 8c: Strength of Party Affiliation and Likelihood to Vote for a Candidate

	Dem Strong	Dem Somewhat Strong	Dem Not Strong	Rep Strong	Rep Somewhat Strong	Rep Not Strong
Overall	13 (30)	14 (33)	15 (35)	14 (39)	17 (43)	6 (16)
Hogan	6	24	58	89	82	35
Brown	72	46	8	2	7	5
Undecided	19	26	31	9	12	60
Schuh	9	14	34	74	68	40
Johnson	70	39	30	7	4	10
Undecided	17	46	34	19	26	50

County Executive Race

Information levels about the issues associated with the two county executive candidates were much lower than was true for the gubernatorial candidates. While 38 percent claimed to be “very informed” about positions taken by Hogan and Brown, only 20 percent were equivalently informed about the county executive candidates’ stands. As was the case with the governor’s race, Republicans claimed to be more informed than Democrats (23 vs. 18 percent/Democrats). Unaffiliated voters were very unlikely to be informed (70 percent saying “not very informed” – see Graph 7).

Graph 7: Level of Information about Candidates' Stands in Race for County Executive



The spring 2014 survey asked respondents to evaluate whether they were more favorable to Republican Steve Schuh or Democrat George Johnson regarding certain traits. Table 9 shows the results. Schuh leads in all categories, but especially in “right experience” and “ensures best value for taxes collected.” The latter finding seems to correspond to traditional ideological differences between Republicans and Democrats – with the former favoring lower taxes. The percentage of respondents saying they “don’t know enough” reinforces the notion that voters do not have much information upon which to base their voting decisions.

Table 9: Candidate Favorability on Various Issues

Trait	On this issue are you more favorable to Johnson or Schuh...?			
	Johnson	Schuh	Undecided	Don't know enough
Has the right experience for the job	11	29	21	39
Connects with you personally	13	25	24	38
Has high ethical standards	12	21	21	45
Ensures best value for taxes collected	11	29	20	41
Treats everyone fairly	12	18	24	46

Table 9a shows the results for the question about the factor with the greatest importance in deciding for whom to vote for county executive. As was the case with the race for governor, taxes prevailed as the most cited issue (25 percent), again loading up especially among Schuh 35 vs. 10 percent/Johnson) voters. Unlike the state-wide race, the economy was not as important – running seventh with only 5 percent citing it. Instead, personal attributes of the candidates – background, experience, honesty, integrity – were much more likely to be cited although these did not seem to favor one candidate over the other. Again as with Brown, Democrat Johnson depended on party (18 percent) to a greater extent than Schuh (10 percent) – implying in this case Schuh’s attraction to defecting Democrats and unaffiliated voters as mentioned above. As was apparent for Brown, education was much more likely to be cited by Johnson voters (16 percent) compared to Schuh supporters (3 percent). Those focused on county budgets were inclined to favor Schuh (6 vs. 2 percent/Johnson), while those favoring more services, public safety and the environment favored Johnson.

Table 9a: Major Factor Affecting Choice of Candidate for County Executive

Factor	Overall	Johnson	Schuh	Undecided
Taxes	25	10	35	23
Background, Experience	12	16	11	10
Ethics/Honesty/Integrity	10	8	11	10
Party	10	18	10	2
Education	9	16	3	10
Broad vision/plan	8	7	7	12
Economy	5	5	4	5
Fiscal County Budget	5	2	6	7
Services	3	5	0	7
Business Help	2	0	4	0
Crime Public Safety	2	5	0	3
Environment	2	5	0	3
Morality	1	0	0	3
Other	6	2	8	5
Total	100	99	99	100

As shown on Table 9b, when asked for whom they were inclined to vote, a plurality favored Schuh (40 percent) over Johnson (26 percent), with one-third undecided. The reason for Schuh’s lead is also suggested on Table 9b and echoes the analysis offered earlier about defections and the strength of party affiliation. Johnson only obtained the clear support of 45 percent of Democrats – 33 percent were undecided and another 19 percent defected to Schuh. By contrast, Republican defections to Johnson were only 6 percent; he also had a lower percentage of Republican undecided voters – perhaps surprising after the tense primary battle between Schuh and his competitor Laura Neuman. Schuh also did better among unaffiliated voters, many of whom had yet to decide at the time of the survey (Oct. 13-16).

Table 9b: County Executive Race, 2014

Choices	Percentage	Democrats	Republicans	Unaffiliated
Vote for George Johnson	26	45	6	24
Vote for Steve Schuh	40	19	66	35
Undecided	32	33	27	35
Won’t vote for any/NA	2	3	2	7
Total	100	100	101	101

Unlike the race for governor, in which Hogan was the clear choice but voters expected Brown to ultimately win the race, Schuh was seen to be both the likely winner (41 vs. 25 percent/Johnson) as well as the one claiming the most supporters in the survey (40 vs. 26 percent/Johnson). About one-third in both cases were undecided (34 percent for the question “Regardless of your choice, who do you think will win”).

Highest Priority for Next County Executive

The survey asked respondents to identify their highest priority for the next county executive.

Table 9c: Highest Priority by County Executive Choice

Factor	Overall	Johnson	Schuh	Undecided
Education	24	31	17	23
Taxes	19	9	31	16
Economy	13	9	19	12
Fiscal/ County Budget	8	4	8	12
Crime Public Safety	7	4	12	4
Environment	5	9	0	7
Transportation	4	9	0	2
Honesty/ethics	4	0	6	7
Services	4	9	2	0
Broad vision/county	3	2	2	5
Development/Growth	3	6	0	4
Other	7	9	4	9
Total	101	101	101	101

As seen in Table 9c, some results seem consistent with previous findings. Johnson is favored by those seeking additional county services, helping education, and dealing with the environment and land use/growth. Schuh is favored by those concerned with taxes, the economy, the county budget, ethics and, surprisingly given Johnson’s long experience in law enforcement, crime/public safety.

Methods Used by Voters to Gain Information about Candidates

The survey asked respondents to convey the extent that they obtained information about county executive candidates using an array of different methods.⁶ Table 10 shows the results.

Table 10: Methods Used to Obtain Information about Candidates

Method	A lot+Some	A lot	Some	None	No answer/ DK
Local newspapers (either in print or online)	64	37	27	31	5
Television	60	19	41	36	5
Mail from the candidate	49	16	33	46	6
Information from friends or family	45	15	30	52	4
Radio	39	9	30	56	5
Candidate Web site or social media	35	14	21	58	7
Personal contact with a candidate or a representative	31	15	16	63	6
Information from an interest group or political party	31	8	22	65	5

⁶ Upon reflection, it seems likely that respondents were unable to disentangle highly visible races – such as the race for governor – from less visible ones like county executive. Since neither county executive candidates had a presence on television at the time the survey was fielded, unlike the situation for Hogan and Brown, the propensity for respondents to blend any forms of exposure to candidates into their answer seems likely.

The most common way for respondents to gain information about candidates was via newspapers – the “a lot” category (37 percent) being twice as likely to be cited as the next method – television – at 19 percent but nearly equal for the combined “a lot” and “some” category. A majority (58 percent) did not gain any information by using the Internet. Information from an interest group or political party along with personal contact with the candidate or a representative also produced high percentages claiming to have obtained no information from these sources.

Job Approval: Governor, County Executive, President, Congress

The survey asked respondents to indicate approval or disapproval of the job performed by the incumbent in an office.

Table 11: Job Approval for Governor, County Executive, President and Congress

Elected official	Approve		Disapprove		No answer/ DK	
	Sp '14	Fa '14	Sp '14	Fa '14	Sp '14	Fa '14
Governor Martin O'Malley	33	27	55	63	12	8
County Executive Laura Neuman	54	50	11	18	35	33
President Barack Obama	39	32	52	58	9	9

As shown in Table 11, both Democrats – Governor Martin O'Malley and President Barack Obama – saw their job approval numbers slide 6 or 7 points since spring. County executive Laura Newman also experienced a slightly less dramatic drop from 54 to 50 percent approving of her job performance.

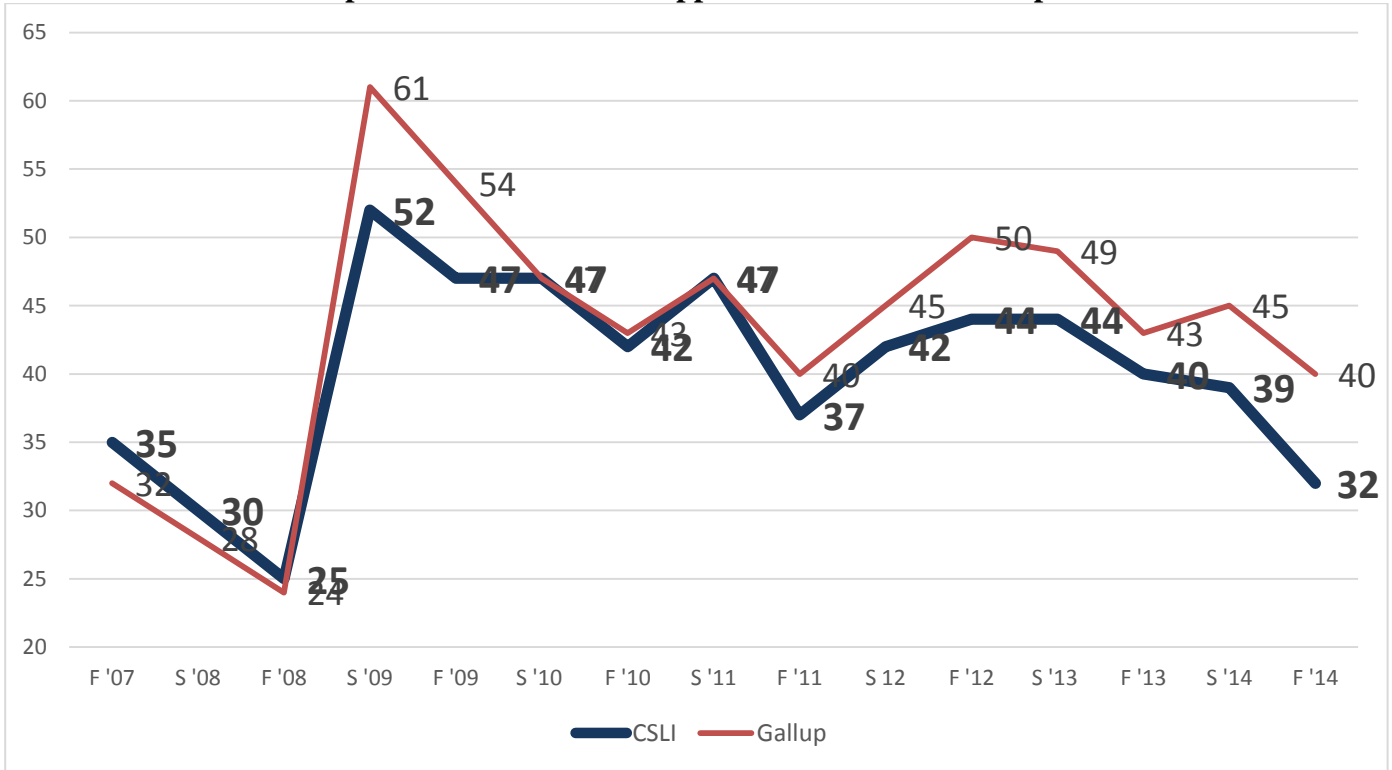
Regarding presidential job approval, since fall 2007 CSLI polls of county residents have generally tracked national presidential job approval trends as indicated by Gallup surveys.⁷ For the period closest to that during which CSLI was calling residents, Gallup's presidential job approval surveys conducted October 16-18 indicated that 40 percent approved of the president's performance. CSLI's own polling revealed a percentage that was somewhat lower: 32 percent (see Table 12 and Graph 8). That finding is consistent with a tendency for President Obama's job approval in Anne Arundel County to run a few points lower than in the country as a whole, although the gap between his national job approval and that expressed by residents of Anne Arundel County appears to be growing.

Table 12: Presidential Job Approval

Issue	Sp '08	Fa '08	Sp '09	Fa '09	Sp '10	Fa '10	Sp '11	Fa '11	Sp '12	Fa '12	Sp '13	Fa '13	Sp '14	Fa '14
Approve	28	24	53	47	47	42	47	37	42	44	44	40	39	32
Disapprove	62	69	31	42	45	49	44	56	49	50	51	53	52	58
No answer	10	8	16	11	8	10	9	7	8	6	4	7	9	9
Total	100	101	100	100	100	101	100	100	99	100	99	100	100	99

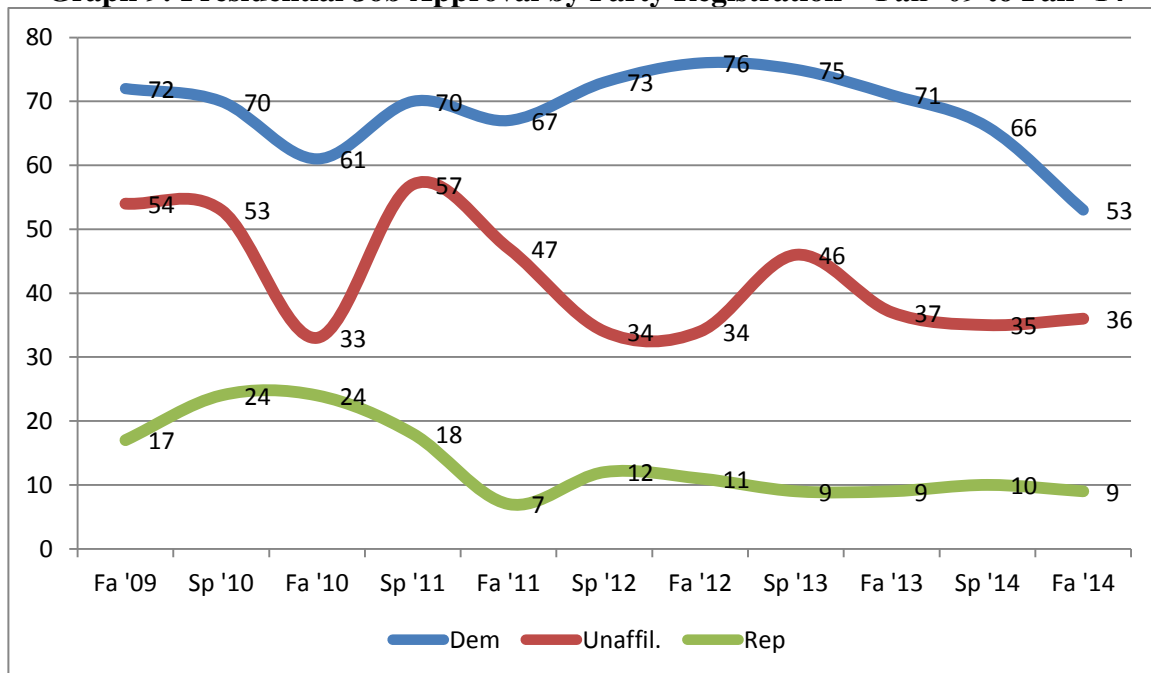
⁷ See <http://www.gallup.com/poll/113980/gallup-daily-obama-job-approval.aspx> for Obama job approval findings cited here.

Graph 8: Presidential Job Approval – CSLI and Gallup 2007-2014



As seen on Graph 9, Obama’s popularity among Democrats diminished considerably since last spring – down 13 points – an 18 point drop over one year. There was no change in support among Republicans (steady at 9 percent) and little change among unaffiliated voters (from 35 to 36 percent).⁸

Graph 9: Presidential Job Approval by Party Registration – Fall '09 to Fall '14



⁸ Again, the reminder that the number of unaffiliated voters is quite small; any estimates for this group are subject to much larger margins of error.

Trust in Political Parties

Since 2008, the CSLI survey has asked which party “do you trust to do a better job in coping with the main problems the nation faces over the next few years.” Table 13 shows that Republicans have rebounded the most since the low point in fall 2013 - prompted by the government shutdown - going from 23 percent then to 39 percent at this time. The “neither” option (which is volunteered by the respondent without prompting by the interviewer) dropped from 37 percent in fall 2013 to only 21 percent in fall 2014.

Table 13: Which Party do you Trust?

	2008		2009		2010		2011		2012		2013		2014	
	Sp	Fa	Sp	Fa	Sp	Fa	Sp	Fa	Sp	Fa	Sp	Fa	Sp	Fa
Democrats	42	37	33	34	37	37	34	31	37	37	37	34	32	34
Republicans	30	28	31	37	34	38	32	30	34	38	32	23	31	39
Neither	20	27	31	21	21	17	29	32	21	17	26	37	29	21
No opinion/ other	8	7	6	8	7	9	4	7	7	9	4	6	8	6
Total	100	99	101	100	99	101	99	100	99	101	99	100	100	101

County – Right or Wrong Direction?

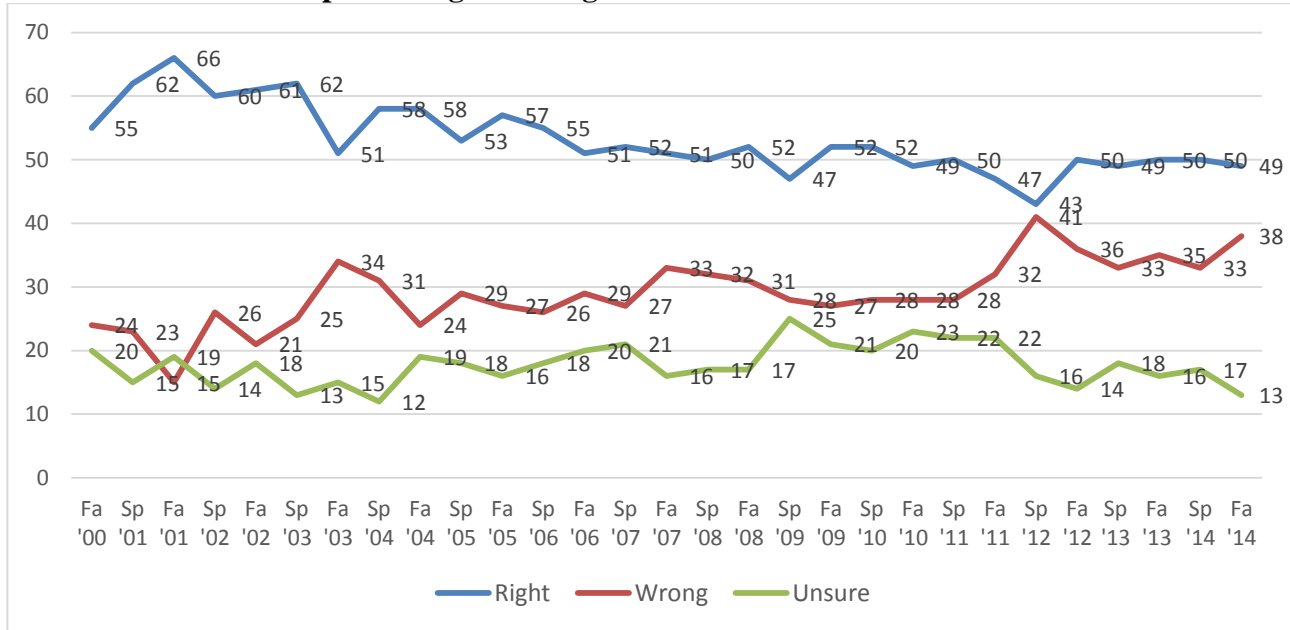
The survey included a CSLI benchmark question whose results are seen on Table 14 and Graph 10: “Overall, would you say that the county is headed in the right direction or in the wrong direction?”

Table 14 and Graph 10 show little change since fall 2012. There was a decrease in the right-wrong score for fall 2014 mostly due to a five point increase in the wrong direction score.

Table 14: Anne Arundel County - Right vs. Wrong Direction Fall 2009 to Fall 2014

Response	Fa '09	Sp '10	Fa '10	Sp '11	Fa '11	Sp '12	Fa '12	Sp '13	Fa '13	Sp '14	Fa '14	Average
Right direction	52	52	49	50	47	43	50	49	50	50	49	49
Wrong direction	27	28	28	28	32	41	36	33	35	33	38	33
Unsure	21	20	23	22	22	16	14	18	16	17	13	19
Right-wrong	25	24	21	22	15	2	14	16	15	17	11	16
Total	100	100	100	100	101	100	100	100	101	100	100	100

Graph 10: Right/Wrong Direction Fall 2000 to Fall 2014



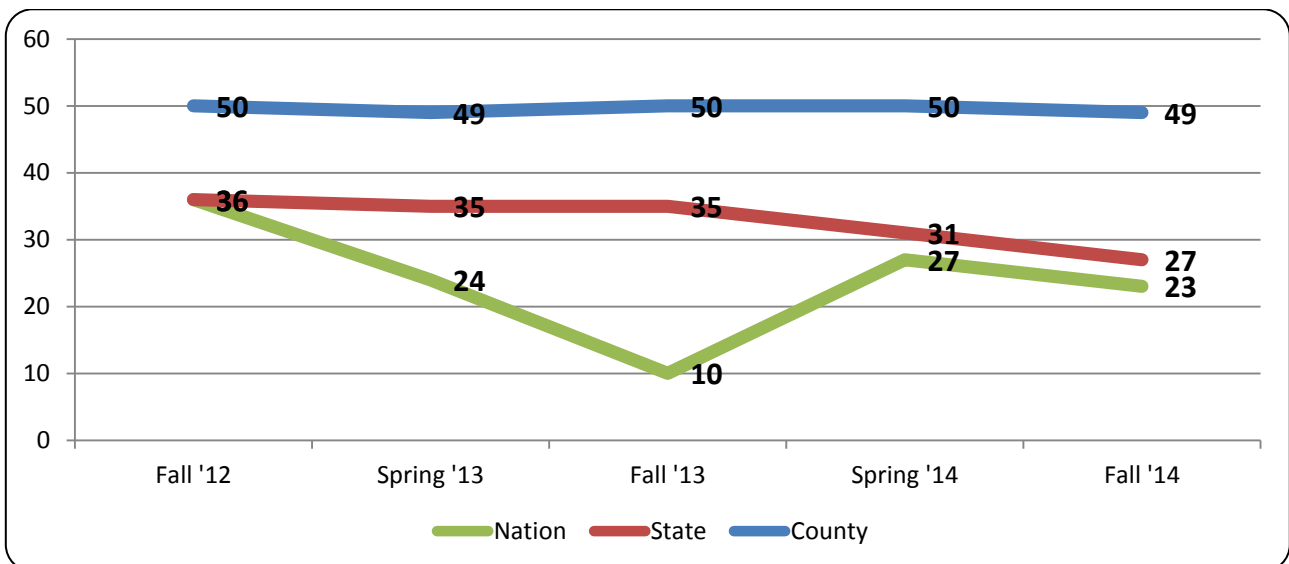
The survey also asked individuals to indicate right/wrong views about the state and the nation. Table 15 shows the results along with those for the county.

Graph 11 shows the trend for the last three CSLI surveys at each level of government. The graph shows the relative stability of the “right direction” score for the county, but less predictable and recently declining scores for the state and nation.

Table 15: Right/Wrong Direction for County, State and Nation, Fall 2014

	Right	Wrong	Unsure/ Don't know
County	49	38	13
State	27	65	8
Nation	23	77	7

Graph 11: Right Direction Percentage for County, State and Nation, Fall 2012-Fall 2014



Methodology

The survey polled a random sample of 411 county residents who were at least 18 years old. It was conducted October 13, 14, 15, 16, 2014 during evening hours. Phone numbers were derived from a database of listed landline numbers, cell phone numbers as well as computer chosen, randomly assigned numbers. There was about a 4.8 percent statistical margin of error for the overall sample; the error rate was higher for subgroups such as “Democrats” or “likely voters.” The dataset was weighted by gender and political party to better represent the general population. College students were trained and used as telephone interviewers.

Contact Dan Nataf, Ph.D., center director, for additional comments or questions at 410-777-2733 and ddnataf@aacc.edu. Check the CSLI website for results from this and previous surveys: www2.aacc.edu/csl.

Appendix A:

CSLI Semi-Annual Survey – Fall, 2014 with Frequencies (percentages instead of coded values)

1. What do you think is the most important problem facing the residents of Anne Arundel County at the present time? (DON'T READ THE LIST! Have them *volunteer* an answer)

Problem	Percentage
Crime/Drugs	6
Economy – (e.g., no jobs, high cost of living, business closing or losses)	18
Education, problems with schools	11
Environment (e.g., air or water pollution, saving the Bay)	5
Government ethics – corrupt, immoral	4
Government waste – inefficient, spends too much	1
Government lack resources –for roads, schools, services	3
Growth/overpopulation- too much development	2
Healthcare (cost, access)	1
Taxes – too high	28
Transportation problems/traffic congestion	5
Other answer - write in:	4
Unsure/No Answer	12

2. The next questions ask you to say whether things are going in the right or wrong direction. First, would you say that the county is headed in the right direction or in the wrong direction? How about the state of Maryland? How about the nation as a whole? How about you personally?

	Right	Wrong	Unsure/Don't know
2.1 County	49	38	13
2.2 State	27	65	8
2.3 Nation	23	77	7

3. Next I would like to know how you would rate economic conditions in Anne Arundel County, in Maryland, and in the United States generally. First how would you rate economic conditions in Anne Arundel County -- excellent, good, only fair, or poor? How about the state? How about the nation?

	Excellent	Good	Only fair	Poor	Unsure/Don't know
3.1 County	4	40	41	12	2
3.2 State	1	27	40	30	2
3.3 Nation	1	15	42	40	2

4. Thinking now about your personal circumstances, please tell me whether any of these economic conditions apply to you or your household.

	Applies	Doesn't apply	Unsure, no answer
4.1 Wages or salaries are not rising as fast as the cost of living	63	32	4
4.2 Received a salary increase or other increase in income recently	33	63	4
4.3 Facing the possibility of unemployment	17	78	5
4.4 Found a new or better job recently	12	83	5
4.5 Hard to afford the cost of food and groceries	33	66	2
4.6 Hard to afford the cost of education	45	51	4
4.7 Health care insurance is unavailable, too expensive or inadequate	40	55	5
4.8 Taxes are too high in relation to government services provided	74	23	3

5. Thinking about the next twelve months and the county's economy, please answer the following questions by saying whether a particular condition will be better, the same or worse:

	Better	Same	Worse	Unsure/NA
5.1 Economic growth	30	43	19	8
5.2 Unemployment	32	38	24	6
5.3 Inflation	12	30	50	8
5.4 Your personal financial situation	25	53	18	5

5.5 Do you support or oppose the following policies that might be considered by state or county government...

	Support	Oppose	Unsure/NA	
5.5a Removing speed cameras and losing \$300,000 in county income	44	47	9	
5.5b Increasing the salary of the next county executive from \$130,000 to \$142,000	19	74	7	
5.5d. Doubling the number of high schools over the next 20 years, but making them much smaller than current high schools	54	32	14	
5.5e Increasing the county's income tax rate to help create a high school in Crofton	28	62	10	
	1	2	3	0
5.5f The County's storm water fee, which pays for repairs of storm pipes and waterways to decrease pollution, will generate \$17 million next year and \$22 million the following year. Do you feel this fee – currently costing \$85 a year for a single family home - is too low, too high, or just right?	1. Too low 5%	2. About right 46%	3. Too high 38%	0. NA 11%
5.5g Which option to you prefer – cutting property taxes by 3 percent, or adding more county services related to education or public safety	1. Cut taxes 52%	2. Add services 41%	3. Unsure 4%	0. NA 3%

6. With which political party, if any, are you registered?

(1) Democratic 1% unspecified => **(ASK: Do you consider yourself a**

(1a) strong, 13%

(1b) somewhat strong, 13%

(1c) not a strong Democrat 15% (Total Democrats: 42%)

(2) Republican => 2% unspecified **(ASK: Do you consider yourself a**

(2a) strong, 13%

(2b) somewhat strong, 16%

(2c) not a strong Republican 6% (Total Republicans: 37%)

(3) Unaffiliated (or “independent”) 2% unspecified

=> **(ASK: Do you consider yourself to be leaning more towards**

(3a) Democratic 4%

(3b) Republican candidates 3% (Total Unaffiliated 9%)

(4) Other .5%

(5) None (not registered to vote =4% =>

Go to question 13 on page 5

(0) No Answer 8% =>

The next few questions deal with the upcoming elections for state and local offices on November 4th. (Asked only of those who were registered to vote. Those who were not were skipped to question 13.1)

=> Early voting for the upcoming general elections for state and local offices will start on October 23; November 4 is Election Day.

6.1 How interested are you in these elections – very, somewhat or not very interested?

(1) Very 57

(2) Somewhat 29

(3) Not very interested 12

(0) No Answer 2

6.2 Are you very, somewhat or not very likely to vote at that time?

(1) Very likely 81

(2) Somewhat likely 10

(3) Not very likely 8 or

(4) (0) Unsure/No answer 2 => **(jump to question 13 on page 5)**

(Questions 6.3 through 12.2h were asked only of those saying they were at least “somewhat likely” to vote in the elections)

6.3 Thinking about the governor’s race between Democrat Anthony Brown and Republican Larry Hogan, how well informed do you think you are about the candidates’ stands on major issues facing the state – very informed, somewhat or not very informed?

- (1) Very 38
- (2) Somewhat 39
- (3) Not very informed 21
- (0) No Answer 2

6.4 What one factor has the greatest importance in deciding for whom to vote for governor?
 _____ see in text _____

7. At this time, would you say you are more likely to vote for Mr. Brown, Mr. Hogan, someone else, or are you undecided or just unlikely to vote for any candidate?

Choices	Percentage
Vote for Brown	22
Vote for Hogan	51
Someone else	2
Undecided (volunteered)	24
Won’t vote for any candidate	1
Won’t say, no answer	1

7.1 Regardless of your choice, who do you think will win, Mr. Brown or Mr. Hogan?

Choices	Circle one
Anthony Brown	53
Larry Hogan	23
Unsure or no answer	24

8. Turning now to the race for county executive between Democrat George Johnson and Republican Steve Schuh (*pronounced “shoe”*) do you consider yourself very informed, somewhat informed or not very informed about the candidates’ stands on major issues facing our county??

- (1) Very 20%
- (2) Somewhat 34%
- (3) Not very informed 44%
- (0) No Answer 2%

9. When I mention a factor, tell me if you are more favorable to Democrat George Johnson or Republican Steve Schuh. If you are undecided or just don’t know enough, please say so.

	On this issue are you more favorable to Johnson or Schuh...?			
	Johnson	Schuh	Undecided	Don’t know enough
9.1 Has the right experience for the job	11	29	21	39
9.2 Connects with you personally	13	25	24	38
9.3 Has high ethical standards	12	21	21	45
9.4 Ensures best value for taxes collected	11	29	20	41
9.5 Treats everyone fairly	12	18	24	46

10.0 What one factor has the greatest importance in deciding for whom to vote for county executive?
 _____see in text_____

11. At this time, would you say you are more likely to vote for Democrat George Johnson or Republican Steve Schuh or are you undecided or just unlikely to vote for any candidate?

Choices	Percentage
Vote for George Johnson	26
Vote for Steve Schuh	40
Undecided	32
Won't vote for any	1
Won't say, no answer	2

12.0 Regardless of your choice, who do you think will win,

(1) Mr. Johnson 25% or (2) Mr. Schuh 41% (0) Unsure/NA 34%

12.1 What should be the highest priority of the next county executive? _____see in text_____

12.2 Voters get information about candidates in many different ways. Thinking about how you have obtained information about county executive candidates, indicate whether the method mentioned below provided a lot, some or no information about the candidates.

Method	A lot	Some	None	No answer/ DK
12.2a Television	19	41	36	5
12.2b Radio	9	30	56	5
12.2c Local newspapers (either in print or online) (If yes, which: _____)	37	27	31	5
12.2d Candidate Web site or social media	14	21	58	7
12.2e Personal contact with a candidate or a representative	15	16	63	6
12.2f Mail from the candidate	16	33	46	6
12.2g Information from friends or family	15	30	52	4
12.2h Information from an interest group or political party	8	22	65	5

=>13.0 Do you approve or disapprove of the way the following elected officials are handling their jobs:

Elected official	Approve	Disapprove	No answer/ DK
13.1 Governor Martin O'Malley	27	63	8
13.2 County Executive Laura Neuman	50	18	33
13.3 President Barack Obama	32	58	9

14. Overall, which party, the (Democrats) or the (Republicans), do you trust to do a better job in coping with the main problems the nation faces over the next few years?

- (1) Democrats 34
- (2) Republicans 39
- (3) Neither (volunteered) 21
- (4) Other (volunteered) 2
- (0) No answer 4

We are almost done. The last few questions will help us to better understand your responses.

15. Which of the following best describes your political beliefs: Conservative, Moderate or Liberal?

- (1) Conservative 33
- (2) Moderate 44
- (3) Liberal 20
- (0) Other, No Answer 4

16 What is your age? _____ (0) No Answer

Age Range	Percentage
18-30	7
31-40	13
41-50	18
51-60	27
61-65	10
66+	24

17. I am going to read some categories relating to education. Please stop me when I reach the category in which the highest level of your formal education falls.

(1) less than a high school diploma 2%	(5) Completed a 4 year bachelor’s degree 27%
(2) a high school diploma 10%	(6) post graduate work 24%
(3) some college 25%	(7) Something else? 3%
(4) Completed a 2 year associate college degree 10%	(0) No Answer 0%

18. I am going to read some categories relating to income. Please stop me when I reach the category in which your household income falls.

- (1) Less than \$30,000 4
- (2) \$30,000 to \$50,000 10
- (3) \$50,001 to \$75,000 15
- (4) \$75,001-\$100,000 14
- (5) \$100,001-\$150,000 20
- (6) \$150,001-\$250,000 13
- (7) Over \$250,000 7
- (0) No Answer 18

19. Stop me when I reach the employment category that best describes your situation. If you have retired and re-entered the workforce then indicate retired and as well as your current employment category.

Category	Percentage
Retired	23
Self employed	14
Employed full time for a company in the private sector	23
Employed full time for government in a non-defense related activity such as education, public works or public safety	14
Employed full time in a defense related activity	6
Employed in a private non-profit organization	3
Employed part time	5
Student	1
Unemployed and seeking a job	3
Unemployed and not seeking a job	6
No answer	3

20. Regarding race, how would you describe yourself?

(1) White	82
(2) Black or African American	8
(3) Hispanic or Latino	1
(4) Asian	2
(5) Other	2
(0) No answer	5

21. Regarding religion, how would you describe yourself?

(1) None	8
(2) Non-practicing	8
(3) Evangelical or born again Christian	14
(4) Catholic	24
(5) Jewish	2
(6) Protestant	25
(7) Some other Christian	6
(8) A 'spiritual person' not associated with an organized religion	2
(9) Other	5
(0) No Answer	6

22. What is your current marital status?

- | | |
|------------------------|----|
| (1) Single | 10 |
| (2) Married | 76 |
| (3) Separated/divorced | 6 |
| (4) Widowed | 8 |
| (5) Other | 0 |
| (6) No answer | 1 |

23. I have one last request: In an attempt to provide students with more opportunities to survey the public, the Center is asking respondents if they would like to be contacted no more than once a month by email to participate in short surveys taking no more than a couple of minutes to complete. Can we count on your help?

(1) Yes 26% (2) No 74%

23.1 IF YES: What email address shall we use to contact you?

(CLEAR SPELLING/HANDWRITING PLEASE!)

SAY: That concludes our survey, thanks for participating.

Once the respondent hangs up, make sure to enter GENDER and ZIP CODE

24. Gender of respondent to whom you were speaking: (1) Male 49% (2) Female 51%

25. Zip code _____

	Percentage
20714.00	.4
20724.00	1.7
20733.00	1.3
20751.00	.6
20754.00	.2
20755.00	.6
20764.00	.6
20765.00	.5
20776.00	2.0
20778.00	1.0
20779.00	.3
21012.00	3.7
21032.00	2.1
21035.00	1.7
21037.00	4.6
21041.00	.1
21043.00	.2
21054.00	2.4
21060.00	4.3
21061.00	9.0
21076.00	1.9
21090.00	2.1
21108.00	4.5
21113.00	2.9
21114.00	5.0
21122.00	11.5
21141.00	.3
21144.00	4.7
21146.00	11.2
21222.00	.1
21225.00	.3
21226.00	.2
21401.00	7.8
21403.00	4.9
21409.00	4.9
21446.00	.2
Total	100.0