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**Conducted for:**

**St. Ambrose Housing Aid Center**

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## Methodology

Patrick E. Gonzales graduated from the University of Baltimore in 1981 with a degree in political science. He began his career as an analyst with *Mason-Dixon Opinion Research* and is the former president of *Mason-Dixon Campaign Polling*.

Mr. Gonzales has polled and analyzed hundreds of elections in Maryland since the mid 1980's. Additionally, he and his associates have conducted numerous market research projects and crafted message development programs for businesses and organizations throughout the state.

Laslo V. Boyd is a partner of *Gonzales Research & Marketing Strategies*. Dr. Boyd received his Ph.D. from the University of Pennsylvania and has over 30 years of experience in higher education, government, and public policy.

Hilary Duff Gonzales is Director of Sales and Marketing for *Gonzales Research & Marketing Strategies*. Mrs. Gonzales has over 20 years experience promoting the state of Maryland, particularly in the tour and travel industry.

This survey was conducted by *Gonzales Research & Marketing Strategies* from January 13<sup>th</sup> through January 19<sup>th</sup>, 2011. A total of 802 registered voters in Maryland who vote regularly were interviewed by telephone. A cross-section of interviews was conducted in each jurisdiction within the state to reflect general election voting patterns.

The margin of error (MOE), according to customary statistical standards, is no more than plus or minus 3.5 percentage points. There is a 95 percent probability that the "true" figures would fall within this range if the entire survey universe were sampled. The margin for error is higher for any demographic subgroup, such as gender or race.

## Maryland Statewide Poll Sample Demographics

<u>PARTY AFFILIATION</u>	<u>Number</u>	<u>Percent</u>
Democrat	458	57.1 %
Republican	241	30.0 %
Independent	103	12.8 %
Total	802	100.0 %

<u>RACE</u>	<u>Number</u>	<u>Percent</u>
White	599	74.7 %
African-American	184	22.9 %
Other/Refused	19	2.4 %
Total	802	100.0 %

<u>GENDER</u>	<u>Number</u>	<u>Percent</u>
Male	386	48.1 %
Female	416	51.9 %
Total	802	100.0 %

<u>REGION</u>	<u>Number</u>	<u>Percent</u>
Eastern Sh/So MD	111	13.8 %
Baltimore City	68	8.5 %
Baltimore Suburbs	294	36.7 %
Washington Suburbs	233	29.1 %
Western MD	96	12.0 %
Total	802	100.0 %

**Regional Groupings are as follows:**

<b>Eastern Shore/ Southern Md</b>	<b>Baltimore City</b>	<b>Baltimore Suburbs</b>	<b>Washington Suburbs</b>	<b>Western Maryland</b>
Calvert Co.	Baltimore City	Anne Arundel Co.	Montgomery Co.	Allegany Co.
Caroline Co.		Baltimore Co.	Prince George's Co.	Carroll Co.
Cecil Co.		Harford Co.		Frederick Co.
Charles Co.		Howard Co.		Garrett Co.
Dorchester Co.				Washington Co.
Kent Co.				
Queen Anne's Co.				
Somerset Co.				
St. Mary's Co.				
Talbot Co.				
Wicomico Co.				
Worcester Co.				

## Summary

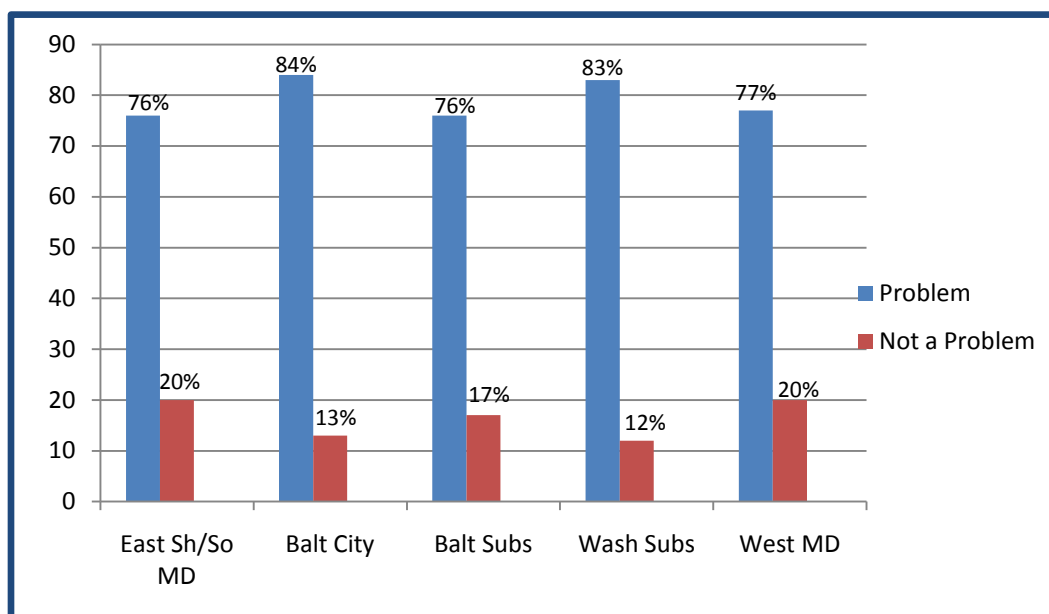
Among Maryland voters, 79% believe affordable housing is a problem (41% think it’s a “very big problem” and 38% think it’s “somewhat of a problem”), 10% think it is not “much of a problem,” 6% say it’s “not a problem at all,” and 5% offered no response.

The results by party:

	<u>Problem</u>	<u>Not a Problem</u>
Democrats	88%	10%
Republicans	59%	31%
Independents	86%	8%

The results by region:

Figure 1 Affordable Housing by Region



We asked respondents who they believe is most responsible for assisting Marylanders who cannot afford to buy a house. Fourteen percent say they think the government is most responsible, 12% say it’s the private market, 47% say the individuals themselves are most responsible, and 20% say it is non-profit housing groups.

Attitudes differ sharply by party affiliation: among Democrats responses are generally spread, with 31% saying the individual, 25% saying non-profits, 18% saying the private market, and 16% saying the government; while among Republicans, 73% put the onus on the individuals themselves.

And among independents, 56% say the individual, 18% say the government, 13% say non-profits, and 8% say the private market.

When asked, 24% of Marylanders claim that in their charitable giving they donate to groups that provide affordable housing to low income families. Thirty-six percent of independents, 30% of African-Americans, and 25% of residents in Baltimore City assert that they donate to groups that provide affordable housing.

Given the high percentage of respondents who indicated that affordable housing was a serious or somewhat serious problem, the proportion saying that they currently give to affordable house organizations may in part reflect an acknowledgement that they see it as a worthy objective. These numbers suggest that there are opportunities to expand the giving pool for affordable housing.

**QUESTION:** *How big of a problem do you think affordable housing is in Maryland: a very big problem, somewhat of a problem, not much of a problem, or not a problem at all?*

HOW BIG A PROBLEM IS AFFORDABLE HOUSING IN MARYLAND		
	Number	Percent
Very big	330	41.1 %
Somewhat	303	37.8 %
Not much	80	10.0 %
Not at all	47	5.9 %
No answer	42	5.2 %
Total	802	100.0 %

HOW BIG A PROBLEM IS AFFORDABLE HOUSING IN MARYLAND				
Very big	Somewhat	Not much	Not at all	No answer

PARTY AFFILIATION

Democrat	198 43.2%	206 45.0%	43 9.4%	1 0.2%	10 2.2%
Republican	83 34.4%	58 24.1%	34 14.1%	41 17.0%	25 10.4%
Independent	49 47.6%	39 37.9%	3 2.9%	5 4.9%	7 6.8%

HOW BIG A PROBLEM IS AFFORDABLE HOUSING IN MARYLAND				
Very big	Somewhat	Not much	Not at all	No answer

RACE

White	248 41.4%	208 34.7%	64 10.7%	45 7.5%	34 5.7%
African-American	76 41.3%	85 46.2%	16 8.7%	0 0.0%	7 3.8%

**HOW BIG A PROBLEM IS AFFORDABLE HOUSING IN MARYLAND**

	Very big	Somewhat	Not much	Not at all	No answer
<b><u>GENDER</u></b>					
Male	151 39.1%	136 35.2%	48 12.4%	28 7.3%	23 6.0%
Female	179 43.0%	167 40.1%	32 7.7%	19 4.6%	19 4.6%

**HOW BIG A PROBLEM IS AFFORDABLE HOUSING IN MARYLAND**

	Very big	Somewhat	Not much	Not at all	No answer
<b><u>REGION</u></b>					
Eastern Sh/So MD	43 38.7%	42 37.8%	11 9.9%	11 9.9%	4 3.6%
Baltimore City	24 35.3%	33 48.5%	8 11.8%	1 1.5%	2 2.9%
Baltimore Suburbs	122 41.5%	102 34.7%	31 10.5%	19 6.5%	20 6.8%
Washington Suburbs	96 41.2%	97 41.6%	18 7.7%	9 3.9%	13 5.6%
Western MD	45 46.9%	29 30.2%	12 12.5%	7 7.3%	3 3.1%

**QUESTION:** For Marylanders who cannot afford to buy a house, who do you believe is most responsible for assisting them? (ORDER ROTATED)

- *The government*
- *The private market*
- *The individuals themselves*
- *Non-profit housing groups*

<u>MOST RESPONSIBLE FOR ASSISTANCE</u>	<u>Number</u>	<u>Percent</u>
Government	108	13.5 %
Private market	95	11.8 %
Individual	374	46.6 %
Non-profits	161	20.1 %
No answer	64	8.0 %
Total	802	100.0 %

	<u>MOST RESPONSIBLE FOR ASSISTANCE</u>				
	<u>Government</u>	<u>Private market</u>	<u>Individual</u>	<u>Non-profits</u>	<u>No answer</u>
<u>PARTY AFFILIATION</u>					
Democrat	73 15.9%	80 17.5%	141 30.8%	115 25.1%	49 10.7%
Republican	16 6.6%	7 2.9%	175 72.6%	33 13.7%	10 4.1%
Independent	19 18.4%	8 7.8%	58 56.3%	13 12.6%	5 4.9%

	<u>MOST RESPONSIBLE FOR ASSISTANCE</u>				
	<u>Government</u>	<u>Private market</u>	<u>Individual</u>	<u>Non-profits</u>	<u>No answer</u>
<u>RACE</u>					
White	75 12.5%	65 10.9%	304 50.8%	111 18.5%	44 7.3%
African-American	31 16.8%	29 15.8%	61 33.2%	44 23.9%	19 10.3%



**MOST RESPONSIBLE FOR ASSISTANCE**

	Government	Private market	Individual	Non-profits	No answer
<b><u>GENDER</u></b>					
Male	54 14.0%	40 10.4%	189 49.0%	66 17.1%	37 9.6%
Female	54 13.0%	55 13.2%	185 44.5%	95 22.8%	27 6.5%

**MOST RESPONSIBLE FOR ASSISTANCE**

	Government	Private market	Individual	Non-profits	No answer
<b><u>REGION</u></b>					
Eastern Sh/So MD	13 11.7%	14 12.6%	57 51.4%	17 15.3%	10 9.0%
Baltimore City	15 22.1%	7 10.3%	25 36.8%	16 23.5%	5 7.4%
Baltimore Suburbs	36 12.2%	36 12.2%	147 50.0%	59 20.1%	16 5.4%
Washington Suburbs	34 14.6%	33 14.2%	92 39.5%	48 20.6%	26 11.2%
Western MD	10 10.4%	5 5.2%	53 55.2%	21 21.9%	7 7.3%

**QUESTION:** *In your charitable giving, do you donate to groups that provide affordable housing to low income families, or not?*

<u>DONATE TO AFFORDABLE HOUSING GROUPS</u>	<u>Number</u>	<u>Percent</u>
Yes	189	23.6 %
No	598	74.6 %
No answer	15	1.9 %
Total	802	100.0 %

**DONATE TO AFFORDABLE HOUSING GROUPS**

<u>Yes</u>	<u>No</u>	<u>No answer</u>
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**PARTY AFFILIATION**

Democrat	134 29.3%	313 68.3%	11 2.4%
Republican	18 7.5%	220 91.3%	3 1.2%
Independent	37 35.9%	65 63.1%	1 1.0%

**DONATE TO AFFORDABLE HOUSING GROUPS**

<u>Yes</u>	<u>No</u>	<u>No answer</u>
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**RACE**

White	126 21.0%	464 77.5%	9 1.5%
African-American	55 29.9%	124 67.4%	5 2.7%

DONATE TO AFFORDABLE HOUSING  
GROUPS

	Yes	No	No answer
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GENDER

Male	94 24.4%	287 74.4%	5 1.3%
Female	95 22.8%	311 74.8%	10 2.4%

DONATE TO AFFORDABLE HOUSING  
GROUPS

	Yes	No	No answer
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REGION

Eastern Sh/So MD	20 18.0%	91 82.0%	0 0.0%
Baltimore City	17 25.0%	51 75.0%	0 0.0%
Baltimore Suburbs	59 20.1%	230 78.2%	5 1.7%
Washington Suburbs	68 29.2%	158 67.8%	7 3.0%
Western MD	25 26.0%	68 70.8%	3 3.1%