

# **Gonzales Research & Marketing Strategies**

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**Conducted for:  
Humane Society of the United States**

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**Contact: Patrick Gonzales 410-974-4669**

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## Methodology

Patrick E. Gonzales graduated from the University of Baltimore in 1981 with a degree in political science. He is the former president of *Mason-Dixon Campaign Polling* and *Gonzales/Arscott Research & Communications, Inc.*

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

This survey was conducted by *Gonzales Research & Marketing Strategies* from October 16<sup>th</sup> through October 21<sup>st</sup>, 2007. A total of 839 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 for error, 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, race or party affiliation.



## Maryland Statewide Poll Sample Demographics

Gender		Race		Region	
Male	418 (50%)	White	627 (75%)	Eastern Shore/S Md	109 (13%)
Female	421 (50%)	Black	189 (23%)	Baltimore City	76 (9%)
		Other/Ref	23	Baltimore Suburbs	310 (37%)
				Washington Subs	243 (29%)
				Western Maryland	101 (12%)
<b>Party Registration</b>					
Democrat	468 (56%)				
Republican	275 (33%)				
Independent	96 (11%)				

**Regional Groupings are as follows:**

Eastern Shore/ Southern Md	Baltimore City	Baltimore Suburbs	Washington Suburbs	Western Maryland
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.				

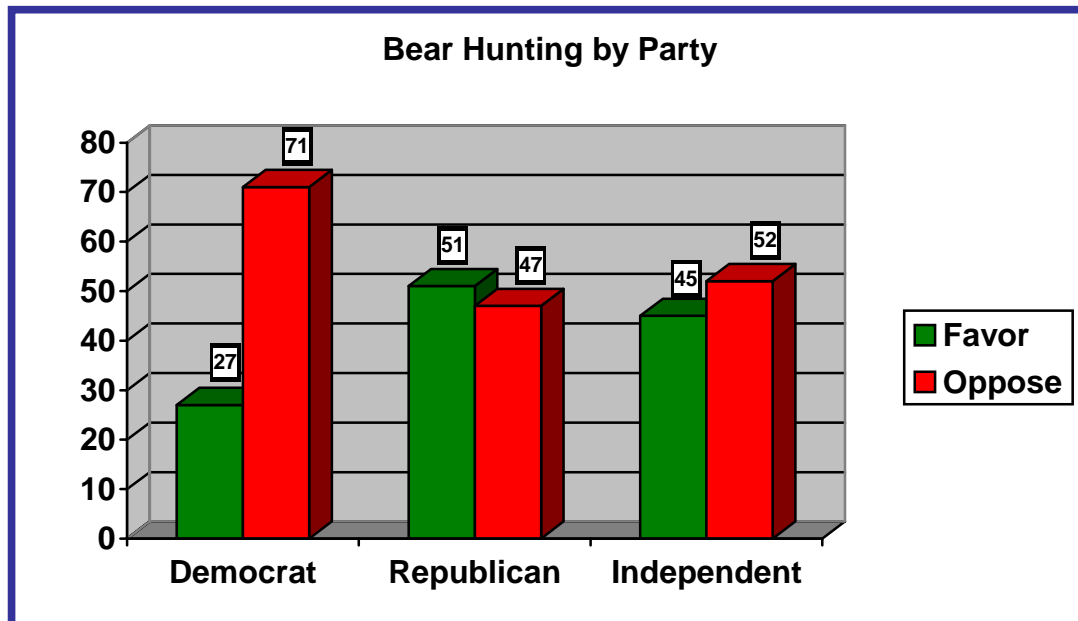


## Summary

We began this survey by asking Maryland voters, without prompting, whether they favor or oppose the recreational hunting of black bears. Statewide, 43% say they favor (16% “strongly favor” and 27% “moderately favor”) the hunting of black bears, while a majority of 51% oppose the hunting of black bears (36% “strongly oppose” and 15% “moderately oppose”), with 6% giving no opinion.

We next imparted the following information to respondents: *“Black bears were once hunted to near extinction in Maryland, but after a half century of protection, they made a comeback and established a small population of a few hundred bears in the western part of the state. For the last three years, however, the state of Maryland has allowed recreational trophy hunters to kill black bears, and 101 bears have been killed by hunters. Another bear hunt is scheduled to begin next week.”*

After this, support for hunting black bears dropped to 37% and opposition increased to 61%. By party, 71% of Democrats oppose the hunting of black bears in Maryland (48% “strongly oppose” and 23% “moderately oppose”), 47% of Republicans are opposed (29% “strongly oppose” and 18% “moderately oppose”), and 52% of independents oppose the hunting of black bears in Maryland (31% “strongly oppose” and 21% “moderately oppose”).



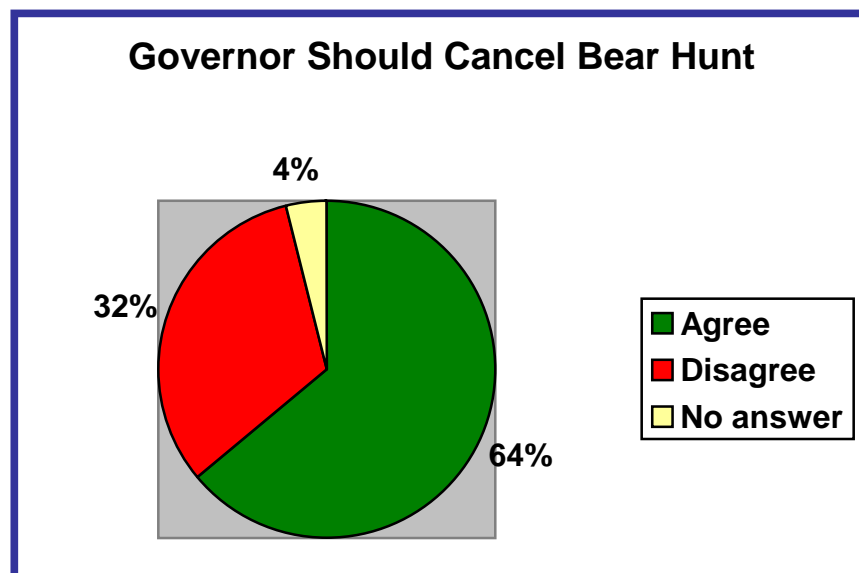
We next asked Maryland voters if they would prefer that state officials address bear conflicts using non-lethal measures such as public education, trash management, rubber pellets and loud noises to frighten bears away, instead of hunting. Statewide, 72% agreed that state officials should address conflicts through non-lethal measures (53% “strongly agree” and 19% “moderately agree”), while only 25% disagreed (12% “moderately disagree” and 13% “strongly disagree”).

Majority support for using non-lethal methods, such as public education, trash management, rubber pellets and loud noises to frighten bears away, instead of hunting, spanned all demographic sub-groups.

We ended with the following: *“Since 1953, eight Maryland governors, both Republicans and Democrats, protected black bears from recreational hunting. That protection ended in 2004. The current Governor can decide whether to continue the bear hunt, or restore the half century tradition of bear protection. Do you strongly agree, moderately agree, moderately disagree, or strongly disagree that the Governor should cancel the bear hunt, which is scheduled to begin next week?”*

By a 2-to-1 margin Maryland voters agree that Governor O’Malley should cancel the bear hunt. Statewide, 64% say he should (44% “strongly agree” and 20% “moderately agree”), while 32% don’t think he should cancel the hunt (19% “moderately disagree” and 13% “strongly disagree”).

Seventy percent of Democrats think he should cancel the hunt, as do 89% of African-Americans, and 72% of women.



**QUESTION:** *Do you strongly favor, moderately favor, moderately oppose, or strongly oppose the recreational hunting of black bears in Maryland?*

### Statewide Results

Response	Statewide
Strongly Favor	<b>16%</b>
Moderately Favor	<b>27%</b>
Moderately Oppose	<b>15%</b>
Strongly Oppose	<b>36%</b>
No answer	<b>6%</b>

**Total Favor- 43%**

**Total Oppose- 51%**

**Party** – *Favor or oppose the hunting of black bears in Maryland?*

Party	Strongly Favor	Moderately Favor	Moderately Oppose	Strongly Oppose	No Answer
Democrat	8%	23%	18%	47%	4%
Republican	29%	30%	10%	24%	7%
Independent	18%	38%	15%	16%	13%

**Race** - *Favor or oppose the hunting of black bears in Maryland?*

Race	Strongly Favor	Moderately Favor	Moderately Oppose	Strongly Oppose	No Answer
White	20%	31%	14%	28%	7%
African-American	3%	14%	17%	62%	4%



**Gender - Favor or oppose the hunting of black bears in Maryland?**

Gender	Strongly Favor	Moderately Favor	Moderately Oppose	Strongly Oppose	No Answer
Male	23%	28%	18%	22%	9%
Female	9%	26%	12%	50%	3%

**Region - Favor or oppose the hunting of black bears in Maryland?**

Region	Strongly Favor	Moderately Favor	Moderately Oppose	Strongly Oppose	No Answer
Eastern Shore/ Southern MD	15%	28%	17%	31%	9%
Baltimore City	11%	11%	18%	59%	1%
Baltimore Suburbs	13%	37%	16%	30%	4%
Washington Suburbs	9%	23%	14%	45%	9%
Western Maryland	46%	17%	11%	21%	5%



**QUESTION:** *Black bears were once hunted to near extinction in Maryland, but after a half century of protection, they made a comeback and established a small population of a few hundred bears in the western part of the state. For the last three years, however, the state of Maryland has allowed recreational trophy hunters to kill black bears, and 101 bears have been killed by hunters. Another bear hunt is scheduled to begin next week. Do you strongly favor, moderately favor, moderately oppose, or strongly oppose the hunting of black bears in Maryland?*

### Statewide Results

Response	Statewide
Strongly Favor	<b>12%</b>
Moderately Favor	<b>25%</b>
Moderately Oppose	<b>21%</b>
Strongly Oppose	<b>40%</b>
No answer	<b>2%</b>

**Total Favor- 37%**  
**Total Oppose- 61%**

### Party – Favor or oppose the hunting of black bears in Maryland? (PROMPTED)

Party	Strongly Favor	Moderately Favor	Moderately Oppose	Strongly Oppose	No Answer
Democrat	6%	21%	23%	48%	2%
Republican	23%	28%	18%	29%	2%
Independent	9%	36%	21%	31%	3%

### Race - Favor or oppose the hunting of black bears in Maryland? (PROMPTED)

Race	Strongly Favor	Moderately Favor	Moderately Oppose	Strongly Oppose	No Answer
White	15%	29%	23%	31%	2%
African-American	2%	12%	16%	69%	1%





**Gender - Favor or oppose the hunting of black bears in Maryland?**  
**(PROMPTED)**

Gender	Strongly Favor	Moderately Favor	Moderately Oppose	Strongly Oppose	No Answer
Male	16%	32%	20%	29%	3%
Female	8%	18%	22%	51%	1%

**Region - Favor or oppose the hunting of black bears in Maryland?**  
**(PROMPTED)**

Region	Strongly Favor	Moderately Favor	Moderately Oppose	Strongly Oppose	No Answer
Eastern Shore/ Southern MD	10%	31%	23%	33%	3%
Baltimore City	8%	8%	19%	64%	1%
Baltimore Suburbs	12%	33%	20%	34%	1%
Washington Suburbs	6%	18%	24%	51%	1%
Western Maryland	32%	24%	16%	22%	6%



**QUESTION:** *Bears sometimes cause conflicts, mostly related to trash cans and birdfeeders. Please indicate whether you strongly agree, moderately agree, moderately disagree, or strongly disagree with the following statement: I prefer that state officials address bear conflicts using non-lethal measures such as public education, trash management, and rubber pellets and loud noises to frighten bears away, rather than hunting.*

### Statewide Results

Response	Statewide
Strongly Agree	<b>53%</b>
Moderately Agree	<b>19%</b>
Moderately Disagree	<b>12%</b>
Strongly Disagree	<b>13%</b>
No answer	<b>3%</b>

**Total Agree- 72%**

**Total Disagree- 25%**

**Party** – *Prefer that state officials address bear conflicts using non-lethal measures*

Party	Strongly Agree	Moderately Agree	Moderately Disagree	Strongly Disagree	No Answer
Democrat	62%	19%	9%	8%	2%
Republican	41%	17%	15%	23%	4%
Independent	44%	24%	19%	7%	6%

**Race** - *Prefer that state officials address bear conflicts using non-lethal measures*

Race	Strongly Agree	Moderately Agree	Moderately Disagree	Strongly Disagree	No Answer
White	50%	18%	15%	14%	3%
African-American	63%	22%	4%	9%	2%



**Gender** - *Prefer that state officials address bear conflicts using non-lethal measures*

Gender	Strongly Agree	Moderately Agree	Moderately Disagree	Strongly Disagree	No Answer
Male	44%	21%	15%	16%	4%
Female	62%	17%	9%	10%	2%

**Region** - *Prefer that state officials address bear conflicts using non-lethal measures*

Region	Strongly Agree	Moderately Agree	Moderately Disagree	Strongly Disagree	No Answer
Eastern Shore/ Southern MD	41%	22%	20%	14%	3%
Baltimore City	62%	15%	6%	12%	5%
Baltimore Suburbs	54%	23%	11%	10%	2%
Washington Suburbs	60%	16%	12%	8%	4%
Western Maryland	39%	13%	11%	34%	3%



**QUESTION:** *Since 1953, eight Maryland governors, both Republicans and Democrats, protected black bears from recreational hunting. That protection ended in 2004. The current Governor can decide whether to continue the bear hunt, or restore the half century tradition of bear protection. Do you strongly agree, moderately agree, moderately disagree, or strongly disagree that the Governor should cancel the bear hunt, which is scheduled to begin next week?*

### Statewide Results

Response	Statewide
Strongly Agree	<b>44%</b>
Moderately Agree	<b>20%</b>
Moderately Disagree	<b>19%</b>
Strongly Disagree	<b>13%</b>
No answer	<b>4%</b>

**Total Agree- 64%**

**Total Disagree- 32%**

### Party – *The Governor should cancel the bear hunt*

Party	Strongly Agree	Moderately Agree	Moderately Disagree	Strongly Disagree	No Answer
Democrat	51%	19%	17%	11%	2%
Republican	35%	21%	20%	18%	6%
Independent	34%	23%	25%	10%	8%

### Race - *The Governor should cancel the bear hunt*

Race	Strongly Agree	Moderately Agree	Moderately Disagree	Strongly Disagree	No Answer
White	35%	21%	24%	17%	3%
African-American	73%	16%	3%	1%	7%



**Gender - *The Governor should cancel the bear hunt***

Gender	Strongly Agree	Moderately Agree	Moderately Disagree	Strongly Disagree	No Answer
Male	33%	23%	19%	19%	6%
Female	55%	17%	19%	7%	2%

**Region - *The Governor should cancel the bear hunt***

Region	Strongly Agree	Moderately Agree	Moderately Disagree	Strongly Disagree	No Answer
Eastern Shore/ Southern MD	37%	23%	21%	15%	4%
Baltimore City	61%	13%	9%	7%	10%
Baltimore Suburbs	35%	21%	24%	16%	4%
Washington Suburbs	56%	22%	14%	5%	3%
Western Maryland	38%	15%	20%	26%	1%

