

# *Polling Results*

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## *Clerk of Court, Howard County (MD)*

*Final Report*

*Polling Dates August 11-12, 2010*

*Howard County, MD*

*Certified Margin of Error 5%-6%*

***CONFIDENTIAL***

**A. Do you vote in Howard County?**

a - Yes

b - No (Thank and Terminate)

This question assures that all person who were included in the polling survey we residents and of legal voting age.

1. What is your age: (READ LIST)

a - Under 18 (Thank and Terminate)	<u>M</u>	<u>F</u>	<u>Total</u>	<u>R</u>	<u>D</u>	<u>I</u>
b - 18 – 25	1%	1%	2%	1%	1%	0%
c - 26 – 35	3%	4%	7%	3%	3%	1%
d - 36 - 49	8%	14%	22%	8%	10%	4%
e - 50 - 65	11%	28%	39%	11%	24%	4%
f - Over 66	14%	16%	30%	12%	11%	7%

The sample is consistent with voting patterns. Over 35 are the majority of voters.

2. INTERVIEWER: Record Gender by observation Total R D I

a - Male	37%	14%	12%	11%
b - Female	63%	17%	35%	11%

The sample is consistent with voting patterns. Women vote at a higher ratio and often decide elections.

3. What is your most trusted source of information when learning about a candidate: **(READ LIST)**

	<u>M</u>	<u>F</u>	<u>Total</u>	<u>R</u>	<u>D</u>	<u>I</u>
a - Literature received in the mail	3%	7%	10%	2%	5%	3%
b - Visits to your home by a candidate	5%	2%	7%	3%	2%	2%
c - Visiting a candidate's website	13%	12%	25%	9%	12%	4%
d - Seeing a television commercial	8%	17%	25%	9%	10%	6%
e - Listening to a radio commercial	2%	4%	6%	1%	4%	1%
f – Other (please describe) NEWSPAPER	9%	18%	27%	9%	15%	3%

The sample suggests your campaign media budget needs to be focused on Newspaper, Newspaper Websites and Television. Specifics are found in questions 4, 13 and 15.

4. Which of these newspapers are you most likely to read: **(READ LIST)**

	<u>M</u>	<u>F</u>	<u>Total</u>	<u>R</u>	<u>D</u>	<u>I</u>
a - Baltimore Sun	11%	18%	29%	10%	13%	6%
b - Howard County Times	4%	19%	23%	11%	9%	3%
c - Columbia Flier	1%	9%	10%	2%	7%	1%
d - Washington Post	14%	22%	36%	9%	19%	8%
e - Daily Record	1%	1%	2%	1%	1%	0%

The sample suggests Washington Post is the best choice to reach key Female voters.

5. Do you read political literature that is left on your doorstep?

	<u>M</u>	<u>F</u>	<u>Total</u>	<u>R</u>	<u>D</u>	<u>I</u>
a - Yes	12%	13%	25%	7%	14%	4%
b - Sometimes	15%	19%	34%	7%	22%	5%
c - Never	13%	28%	41%	17%	13%	11%

The sample is consistent with other polling nationwide for the past six years. The numbers in the “never” category are starting to rise. In Howard County, core Republican voters do not read at the level required to suggest this media option.

6. From this list, select the last name of a candidate currently running for election in Howard county:  
**(READ LIST, GET A YES OR NO AFTER EACH)**

	<u>M</u>	<u>F</u>	<u>Total</u>	<u>R</u>	<u>D</u>	<u>I</u>
a - Perreault (purr-ALT)	4%	7%	11%	5%	5%	1%
b - Reddish	2%	4%	6%	2%	4%	0%
c - Radnofsky (rad-NOFF-skee)	5%	4%	9%	3%	4%	2%
d – None/Don't Know <b>(DO NOT READ)</b>	26%	48%	74%	19%	39%	16%

The sample shows real weakness in the “Reddish” campaign’s name recognition.

The “Don’t Know” response is the key. The 74% “not knowing” supports the responses in question 16.

7. What quality do you value most in a candidate: **(READ LIST)**

	<u>M</u>	<u>F</u>	<u>Total</u>	<u>R</u>	<u>D</u>	<u>I</u>
a - Youth	1%	2%	3%	2%	1%	0%
b – Experience, or	20%	42%	62%	16%	31%	15%
c – Something else (please describe)						
HONESTY/TRUST/INTEGRITY	10%	25%	35%	12%	16%	7%

The sample confirms that “experience” is much more important than “youth” in Howard County.

With the population increase in and around Howard County from expansion of the National Security Administration (NSA), this would be a consistent response for Government professionals required to submit to background checks.

8a. Have you recently had a candidate or candidate representative visit your home either by appointment or randomly knocking on your door?

	<u>M</u>	<u>F</u>	<u>Total</u>	<u>R</u>	<u>D</u>	<u>I</u>
a – Yes	8%	8%	16%	7%	6%	3%
b – No (skip to Q9)	29%	55%	84%	22%	43%	19%

The sample suggests your concerns about Reddish’s door knocking campaign hurting your campaign is not supported at the time of this polling.

8. What is the name of that candidate?

Names Mentioned:

<u>Males</u>	<u>Females</u>	<u>Republicans</u>	<u>Democrats</u>	<u>Independent</u>
JODY VENKATESAN	KEN ULMAN	JODY VENKATESAN	KEN ULMAN	T. KITTLEMAN
TRENT KITTLEMAN	BOB FLANAGAN	JOHN BAILEY	MARY KAY SIGATY	
MARY KAY SIGATY	JOHN BAILEY	LARRY WALKER	BOB FLANAGAN	
BOB FLANAGAN	LARRY WALKER		BOB EHRLICH	
JASON REDDISH	BOB EHRLICH		JASON REDDISH	

The sample shows “Reddish” only appearing once.



9. Do you have an elected official in your county with the last name Rappaport (rap-UH-port)?

	<u>M</u>	<u>F</u>	<u>Total</u>	<u>R</u>	<u>D</u>	<u>I</u>
a - Yes	26%	42%	68%	24%	28%	16%
b - No	8%	10%	18%	2%	12%	4%
c - I do not know ( <b>DO NOT READ</b> )	4%	10%	14%	4%	8%	2%

The sample shows “Rappaport” name entrenched in the minds of the Howard County Electorate.

10. Is the county Clerk of Court an elected office in Howard County?

	<u>M</u>	<u>F</u>	<u>Total</u>	<u>R</u>	<u>D</u>	<u>I</u>
a - Yes	32%	57%	89%	24%	45%	20%
b - No	2%	2%	4%	1%	2%	1%
c - I do not know ( <b>DO NOT READ</b> )	2%	5%	7%	4%	1%	2%

The sample shows an educated electorate in Howard County and is consistent with the education and income levels of the Howard County.

11. Would you say your party affiliation is: (**READ LIST**)

	<u>M</u>	<u>F</u>	<u>Total</u>	<u>R</u>	<u>D</u>	<u>I</u>
a - Democrat	13%	35%	48%	0%	48%	0%
b - Republican	17%	20%	37%	37%	0%	0%
c - Independent	8%	7%	15%	0%	0%	15%

The sample reflects Howard County's political demographics in 2010.

12. For the September 14th Primary are you most likely to: **(READ LIST)**

	<u>M</u>	<u>F</u>	<u>Total</u>	<u>R</u>	<u>D</u>	<u>I</u>
a - Vote by mail	2%	3%	5%	2%	2%	1%
b - Vote at a polling place	29%	51%	80%	26%	41%	13%
c - Not vote	5%	10%	15%	4%	7%	4%

The sample suggests targeting voters who vote at a polling place is the best use of campaign media funds.

13. Which Internet site do you read daily for news, if any? **(IF NONE, ENTER 'NONE' AND CONTINUE)**

	<u>M</u>	<u>F</u>	<u>Total</u>	<u>R</u>	<u>D</u>	<u>I</u>
<b>BALTIMORESUN.COM</b>	1%	0%	1%	0%	1%	0%
<b>CNN.COM</b>	4%	3%	7%	1%	4%	2%
<b>COMCAST.NET</b>	1%	0%	1%	1%	0%	0%
<b>FOX NEWS</b>	4%	2%	6%	5%	0%	1%
<b>DRUDGE REPORT</b>	0%	2%	2%	1%	0%	1%
<b>MSN</b>	2%	5%	7%	1%	6%	0%
<b>WASHINTONPOST.COM</b>	7%	9%	16%	8%	7%	1%
<b>YAHOO.COM</b>	5%	6%	11%	2%	5%	4%
<b>NONE</b>	17%	32%	49%	16%	30%	3%

The sample suggest Online banner advertising on WashingtonPost.com with the impressions targeted to only zip codes in Howard County would be a viable media option to reach the base and persuadable voters.

14. For the November 2nd General Election are you most likely to: **(READ LIST)**

	<u><b>M</b></u>	<u><b>F</b></u>	<u><b>Total</b></u>	<u><b>R</b></u>	<u><b>D</b></u>	<u><b>I</b></u>
a - Vote by mail	2%	6%	8%	2%	5%	1%
b - Vote at a polling place	34%	53%	87%	27%	44%	16%
c - Not vote	1%	4%	5%	1%	1%	3%

The sample is consistent with the question 12. Suggests your media needs to be focused on the last two weeks of the campaign.

15. Which of the following is true? (READ LIST)

	<u>M</u>	<u>F</u>	<u>Total</u>	<u>R</u>	<u>D</u>	<u>I</u>
a - I subscribe to cable television	31%	55%	86%	27%	41%	18%
b - I subscribe to a satellite television provider	5%	1%	6%	1%	2%	3%
c - I watch television free using an antenna	1%	2%	3%	1%	2%	0%
d - I do not watch television	1%	4%	5%	1%	3%	1%

The sample suggests that Cable television is an effective media option to reach your core and the persuadable voters.

16. In the election for clerk of court of Howard County are you most likely to vote for: **(READ LIST)**

	<u>M</u>	<u>F</u>	<u>Total</u>	<u>R</u>	<u>D</u>	<u>I</u>
a - Jason Reddish	4%	1%	5%	2%	3%	0%
b - Margy Rappaport (rap-UH-port)	18%	29%	47%	15%	22%	10%
c – Neither <b>(DO NOT READ)</b>	14%	34%	48%	13%	23%	12%

The sample suggests at the time of the polling that this race is not close. “Rappaport” is the clear favorite.

The "neither" number is one of the responses that help gauge the percentage of voters who will actually be voting by mail or at the polls. You will find that maybe half of the eligible voters will vote in an off-year election. The other part of the "neither" reply is undecided voters, but with the disparity being so large between “Rappaport” and “Reddish”, it is a non-factor.

2008 Howard County Election results show 73% of eligible voters did vote. With the strong top of the ticket Governors race the number of voters may be near 60%. Because the number voters who of ‘Vote by Mail’ historically in Howard County is low, I think 55-65% voter turnout could be expected.

17. Do you listen to automated phone calls with information about a candidate running for office in your county?

	<u>M</u>	<u>F</u>	<u>Total</u>	<u>R</u>	<u>D</u>	<u>I</u>
a - Yes	2%	5%	7%	2%	4%	1%
b - No	32%	49%	81%	22%	41%	18%
c - Sometimes	2%	10%	12%	6%	4%	2%

The sample suggests that the use of automated phone calls is not advised to persuade the electorate in Howard County.





CALL DISPOSITION			TOTAL	PERCENT
2	tipna	No answer	1507	40.84%
3	tipam	Answering machine	605	16.40%
4	tipbusy	Busy	39	1.06%
5	tipdisc	Disconnected phone	650	17.62%
6	tipbuss	Business/Government phone	123	3.33%
7	tiprna	Respondent not available	180	4.88%
8	tipsoftir	Soft refusal	168	4.55%
9	tiphardir	Hard refusal	0	0.00%
10	tiptone	Computer tone	152	4.12%
11	tiplang	Language problems	7	0.19%
13	tiphardcb	Hard Appointment	0	0.00%
14	tipsoftcb	Soft Appointment	57	1.54%
16	tipstop	Mid Interview Stop (appointment)	4	0.11%
56	tipblock	Caller ID Block	0	0.00%
58	tipdnc	Add To Do Not Call List	15	0.41%
60	tipterm1	NQ:QA - NO	59	1.60%
61	tipterm2	NQ:Q1 - UNDER 18	1	0.03%
90	tipterm31	Qualified Refusal	0	0.00%
91	tipterm32	Qualified Refusal	0	0.00%
92	tipterm33	Qualified Refusal	0	0.00%
97	tiptermbc	Quit before Qualification	2	0.05%
98	tiprmoq	Removed Over Quota	0	0.00%
99	tiprms	Removed by supervisor	0	0.00%
17	tipoq	Over quota	0	0.00%
30	tipoff	Break off termination	8	0.22%
1	tipcomp	Completed Interview	110	2.98%
TOTAL ATTEMPTS			3690	