GOUCHER POLL

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HOGAN, CARDIN, AND FROSH LEAD; ECONOMY MOST IMPORTANT ISSUE FOR VOTERS IN GOVERNOR'S RACE

BALTIMORE—The Goucher Poll asked Maryland likely voters for their opinions regarding candidates for Maryland governor, attorney general, and U.S. Senate.

Maryland Governor

If the general election were held today, **54 percent** of Maryland likely voters say they will vote for Republican candidate Larry Hogan and **32 percent** for Democratic candidate Ben Jealous. **One percent** say they will vote for Green Party candidate Ian Schlakman and another **one percent** say they will vote for Libertarian candidate Shawn Quinn. **Nine percent** are currently undecided.

Seventy-three percent of those who decided on a candidate say they are set on their candidate. **About a quarter** say they could change their mind.

Economy/jobs (**25 percent**), education (**13 percent**), racial/social justice (**13 percent**), President Trump/national political concerns (**13 percent**), and health care (**11 percent**) were identified as the most important issues in determining a vote for governor among likely voters.

Voters were asked whether they had more confidence in Larry Hogan or Ben Jealous to handle education, economic development and job creation, and health care.

- **66 percent** had more confidence in Larry Hogan to handle economic development and job creation and **23 percent** had more confidence in Ben Jealous.
- **51 percent** had more confidence in Larry Hogan to handle education and **36 percent** had more confidence in Ben Jealous.
- **51 percent** had more confidence in Larry Hogan to handle health care and **35 percent** had more confidence in Ben Jealous.

The majority of likely voters—**60 percent**—say that their opinions toward President Donald Trump will have no or only a little effect on their choice for governor. **Thirty-nine percent** say that their opinion toward the president will have some or a lot of effect.

Voters were also asked whether they would be more or less likely to vote for a candidate if they had an endorsement from Hogan or Jealous.

- **38 percent** would be more likely to vote for a candidate if they had Hogan's endorsement, **25 percent** would be less likely, and **30 percent** say Hogan's endorsement would make no difference.
- **26 percent** would be more likely to vote for a candidate if they had Jealous's endorsement, **35 percent** would be less likely, and **30 percent** say Jealous's endorsement would make no difference.

"Ben Jealous has faced a months-long barrage of negative ads and has a substantial disadvantage in campaign fundraising—and it's prevented him from defining his candidacy to the public and making gains on his opponent," said Mileah Kromer, director of the Sarah T. Hughes Field Politics Center at Goucher College. "Hogan's electoral strength continues to be grounded in political moderation and the confidence the public has in him to handle economic issues. We have less than two months to see whether Hogan can maintain his bipartisan voting coalition or if Jealous can turnout enough progressives to make up the difference."

Maryland Attorney General and U.S. Senate

Incumbents Sen. Ben Cardin and Maryland Attorney General Brian Frosh are both up significantly on their challengers.

When asked about the senatorial election, **56 percent** of Maryland likely voters say they will vote for Democratic candidate Ben Cardin and **17 percent** for Republican candidate Tony Campbell. **Eight percent** say they will vote for Independent candidate Neal Simon and **1 percent** for Libertarian candidate Arvin Vohra. **Fourteen percent** are currently undecided.

In the race for Maryland Attorney General, **58 percent** of Maryland likely voters say they will vote for Democratic candidate Brian Frosh and **26 percent** for Republican candidate Craig Wolf. **Twelve percent** are currently undecided.

"Ben Cardin and Brian Frosh are both in a strong position to easily win their reelection bids in November," said Mileah Kromer. "They both earn strong support from their Democratic base, as well as a solid percent of independent voters."

About the Goucher Poll

The Goucher Poll is conducted under the auspices of the Sarah T. Hughes Field Politics Center at Goucher College. Directed by Dr. Mileah Kromer, the Goucher Poll conducts surveys on public policy, economic, and social issues in Maryland.

Goucher College supports the Goucher Poll as part of its mission to instill in its students a sense of community where discourse is valued and practiced. The Goucher Poll is fully funded by the Sarah T. Hughes Field Politics Center endowment and does not take additional funding from outside sources. The Goucher Poll seeks to improve public discourse in Maryland by providing neutral, unbiased, and independent information on citizen perceptions and opinions. The data collected by the Goucher Poll are used to support faculty and student research.

The Sarah T. Hughes Field Politics Center is a member of the Association of Academic Survey Research Organizations and the American Association for Public Opinion Research Transparency Initiative.

Survey Methodology
To ensure all Maryland residents are represented, the Goucher Poll is conducted using random digit dialing (RDD) of a county-level stratified random sample using landline and cellular telephone numbers. The sample of telephone numbers for the survey is obtained from Survey Sampling International, LLC (http://www.surveysampling.com/).

The survey was conducted **Tuesday, September 11, to Sunday, September 16, 2018**. During this time, interviews were conducted noon to 9 p.m. on Monday to Friday and 1 p.m. to 5 p.m. on Saturday and Sunday. The Goucher Poll uses Voxco Computer-Assisted Telephone Interviewing (CATI) software to administer its surveys. Interviews are conducted by a staff of professionally trained, paid, student interviewers.

Interviewers attempted to reach respondents with working phone numbers a maximum of five times. Only Maryland adults—residents aged 18 years or older—were eligible to participate. Interviews were not conducted with adults who were reached at business or work numbers. Eighty-three percent of the interviews were conducted on a cell phone, and 17 percent were conducted on a landline.

Interviews for this survey were completed with 831 Maryland adults. For a sample size of 831, there is a 95 percent probability the survey results have a plus or minus 3.4 percentage point sampling error from the actual population distribution for any given survey question. Margins of error are higher for subsamples.

In addition to sampling error, all surveys are subject to sources of non-sampling error, including question wording effects, question order effects, and non-response bias. Margin of error is not adjusted for design effects. Data is weighted by gender, age, race, region, and educational attainment of the state to represent adult population targets established by the most recent American Community Survey (ACS).

Survey Question Design

The Goucher Poll provides the questions as worded and the order in which they are administered to respondents.

BRACKETED ITEMS [ ]: Items and statements in brackets are rotated to ensure respondents do not receive a set order of response options, which maintains question construction integrity by avoiding respondent agreement based on question composition.

Example: [agree or disagree] or [disagree or agree]

PROBE (p): Some questions contain a "probe" maneuver to determine a respondent's intensity of opinion/perspective. Probe techniques used in this questionnaire mainly consist of asking respondents if their responses are more intense than initially provided.

Example: Do you have a [favorable or unfavorable] opinion of President Obama?
          PROBE: Would you say very favorable/unfavorable?

OPEN-ENDED: No response options are provided for an open-ended question, i.e., it is entirely up to the respondent to provide the response information. Any response options provided to the interviewer are not read to the respondent; they are only used to help reduce interviewer error and time in coding the response.

VOLUNTEER (v): Volunteer responses means the interviewer did not offer that response option in the question as read to the interviewer. Interviewers are instructed not to offer "don't know" or "refused" or "some other opinion" to the respondent, but the respondent is free to volunteer that information for the interviewer to record.

Goucher Poll Sample Demographics (in percent)

	Maryland Adult Population Parameter	Weighted Sample Estimate Adults (n=831)	Weighted Sample Estimate Registered Voters (n=696)	Weighted Sample Estimate Likely Voters (n=472)
Gender				
Male	47	47	46	43
Female	53	53	54	57
Age				
18 to 24	12	12	10	9
25 to 34	18	18	17	11
35 to 44	16	16	15	14
45 to 54	18	18	19	22
55 to 64	17	17	19	19
65+	19	18	20	26
Race				
White	61	61	64	68
Black	30	30	28	26
Other	9	9	8	6
Education				
High school or less	35	35	31	25
Tech school/some college	26	26	27	26
College degree	21	21	22	25
Adv./professional degree	18	18	20	25
Geography				
Central Region	21	21	22	23
Montgomery County	17	17	17	18
Prince George's County	15	15	14	15
Baltimore County	14	14	15	14
Baltimore City	11	11	11	10
Western Region	8	8	7	7
Eastern Shore Region	8	8	8	8
Southern Region	6	6	6	5

Counties included in regions:
- Central: Anne Arundel, Carroll, Harford, and Howard
- Western: Allegany, Garrett, Frederick, and Washington
- Eastern Shore: Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, and Worcester
- Southern: Calvert, Charles, and St. Mary's

Registered Voters

Registered voter screen question:

Q: REGVOTE
Are you registered to vote at your current address?
If "**Yes,**" follow up: Are you registered as a Republican, Democrat, Independent, unaffiliated, or something else?

Of the **831** Maryland adult residents surveyed, **696** indicated they were registered voters with the Democratic, Republican, or other party or registered unaffiliated (i.e., independent) and **472** voters were identified as likely to vote in the November general election.

Maryland Voter Registration (in percent)

	Party Registration (July 2018)	Weighted Sample Estimate **Registered Voters** (n=696)	Weighted Sample Estimate **Likely Voters** (n=472)
Democratic Party	55	56	61
Republican Party	26	26	27
Unaffiliated (Independent)	18	15	11
Other Party (Green/Libertarian/Other)	2	3	1
Total=	100	100	100

Information on voter registration in Maryland from the Board of Elections can be found at
http://www.elections.state.md.us.

Q: IDEO
Do you consider yourself to be politically [**conservative, moderate, or progressive**]?

	All Adults	Registered Voters	Likely Voters
Conservative	22	23	22
Moderate	44	44	39
Progressive	29	30	37
Don't know (v)	5	3	2
Total=	831 +/-3.4	696 +/-3.7	472 +/-4.5

The following questions were asked to the sample of **696 Maryland registered voters**. Please refer to **page 15** for the results by key demographics. Results are in percent and may not add up exactly to 100 due to weighting and rounding.

Q: INTEREST
As you know, Maryland will hold statewide general elections for Congress, governor, and other state and local offices this coming November.

How interested would you say you are in these elections: **extremely interested, very interested, somewhat interested, or not interested**?

	FEB 17	SEPT 17	FEB 18	APR 18	SEPT 18
Not interested	7	11	0	6	7
Somewhat interested	25	27	25	26	24
Very interested	29	28	33	32	29
Extremely interested	38	34	42	36	40
Don't Know (v)	1	0	0	0	0
Total=	698 +/-3.7	671 +/-3.8	658 +/-3.8	524 +/-4.2	696 +/-3.7

Screen 1
IF "not interested," "somewhat interested," "don't know," or "refused" SKIP to DEMOGRAPHICS
IF "very interested" or "extremely interested" GO to VOTE16

Q: VOTE16
Thinking back to the presidential elections in November 2016, did you vote in that election?

	SEPT 18
Yes	95
No	5
Total=	476 +/- 4.5

Q: VOTE14

Now, thinking back to the elections for Maryland governor in November 2014, did you vote in the 2014 Democratic primary elections?

	SEPT 18
Yes	84
No	16
Total=	476 +/- 4.5

Q: LV

What are the chances that you will vote in the general elections for U.S. Congress, Maryland governor, and other state-level offices this coming November? Are you **absolutely certain to vote, very likely to vote, are the chances 50-50, or don't you think you will vote**?

	SEPT 18
Don't think you will vote	>1
Chances are about 50-50	1
Very likely to vote	9
Absolutely certain to vote	90
Total=	476 +/- 4.5

Screen 2

IF "don't think you will vote," "chances are about 50-50," "don't know," or "refused" SKIP to DEMO
IF "very likely to vote" or "absolutely certain" GO to SENELECT

To receive the following questions the respondent must indicate the following:

- **Currently registered to vote**
- **Be very or extremely interested in the 2018 elections**
- **Absolutely certain or very likely to vote**

Q: SENELECT

OK. If the election for U.S. Senate were held today, who would you vote for…

[candidates rotated]

Democratic candidate Ben Cardin
Republican candidate Tony Campbell
Independent candidate Neal Simon
Libertarian candidate Arvin Vohra

	SEPT 18
Ben Cardin	56
Tony Campbell	17
Neal Simon	8
Arvin Vohra	1
Undecided (v)	14
Refused (v)	4
Total=	472 +/- 4.5

Q: AGELECT

Next, if the election for Maryland attorney general were held today, who would you vote for…

[candidates rotated]

Democratic candidate Brian Frosh
Republican candidate Craig Wolf

	SEPT 18
Brian Frosh	58
Craig Wolf	26
Undecided (v)	12
Refused (v)	4
Total=	472 +/- 4.5

Q: GOVELECT

OK. If the election for governor of Maryland were held today, who would you vote for…

[candidates rotated]

Republican candidate Larry Hogan
Democratic candidate Ben Jealous
Green Party candidate Ian Schlakman
Libertarian candidate Shawn Quinn

	SEPT 18
Larry Hogan	54
Ben Jealous	32
Ian Schlakman	1
Shawn Quinn	1
Undecided (v)	9
Refused (v)	3
Total=	472 +/- 4.5

IF "some other candidate," "don't know," or "refused" SKIP to HANDLE

Q: GOVFIRM

Ok. Is there a chance you could change your mind or are you set on this candidate for governor?

	SEPT 18
Could change mind	26
Set on candidate	73
Don't know (v)	1
Total=	414 +/-4.8

Q: GOVISSUE

Next, I'm going to read you a list of issues. I know that voters care about a lot of different issues, but please tell me which of these is usually the **most important** issue for you in determining your choice for governor. Is it…
[READ ITEMS 1-8]

	SEPT 18
Economy and jobs	25
Taxes	10
Transportation and infrastructure	4
Education	13
Racial and social justice issues	13
Environment	5
Health care	11
President Trump/what is going on nationally	13
Something else (v)	5
Don't know (v)	1
Refused (v)	1
Total=	414 +/-4.8

Q: CHANGE

Do you think it's more important for a governor to be [**more focused on bringing about change or more focused on ensuring stability**]?

	SEPT 18
Change	47
Stability	36
Both are important (v)	8
Neither are important (v)	1
Don't know (v)	3
Refused (v)	5
Total=	414 +/-4.8

Q: HANDLE

Next, I'm going to read you a list of broad issues that a governor would have to address. Regardless of who you are voting for, please tell me whether you have more confidence in [**Larry Hogan or Ben Jealous**] to handle it. **[HANDLE_ECN to HANDLE_HLT randomized]**

Q: HANDLE_ECN

Do you have more confidence in [**Larry Hogan or Ben Jealous**] to handle education?

Q: HANDLE_EDU

Do you have more confidence in [**Larry Hogan or Ben Jealous**] to handle economic development and job creation?

Q: HANDLE_HLT

Do you have more confidence in [**Larry Hogan or Ben Jealous**] to handle health care?

	Larry Hogan	Ben Jealous	Neither (v)	Both (v)	DK (v)	Ref (v)
Economic development/job creation	66	23	0	0	8	2
Education	51	36	1	0	12	1
Health care	51	35	1	0	11	1

n=476, +/-4.5

Q: CT_HOGAN

Now, thinking about some of the other candidates on the ballot this November…

Would you be [**more likely or less likely**] to vote for a candidate if that candidate had Larry Hogan's support or endorsement?

	SEPT 18
Less likely	25
Would make no difference	30
More likely	38
It depends on the candidate (v)	2
Don't Know (v)	4
Refused (v)	1
Total=	472 +/- 4.5

Q: CT_JEALOUS

Would you be [**more likely or less likely**] to vote for a candidate if that candidate had Ben Jealous's support or endorsement?

	SEPT 18
Less likely	35
Would make no difference	30
More likely	26
It depends on the candidate (v)	3
Don't Know (v)	4
Refused (v)	1
Total=	472 +/- 4.5

Q: TRUMPEFF

OK, still thinking about this election, how much—[**not at all, a little, some, or a lot**]—do you think your views toward President Donald Trump is influencing your vote for governor of Maryland?

	FEB 17	FEB 18	APR 18	SEPT 18
Not at all	31	49	50	50
A little	11	11	12	10
Some	10	11	11	12
A lot	45	27	25	27
Don't know (v)	2	1	2	1
Refused (v)	1	1	0	0
Total=	644 +/-3.8	658 +/-3.8	449 +/-4.6	472 +/- 4.5

Likely Voter Results by Demographics (in percent)

• Column percentages
• Unless specified, "don't know," "refused," and other volunteered responses are not included below
• Margin of error is higher for subsamples
• Refer to tables above for questions as worded

	Likely Voters											
		Party Registration			Gender		Age			Race		
	All (n=472)	Dem (n=285)	Ind (n=53)	Rep (n=126)	Male (n=204)	Female (n=268)	18-34 (n=93)	35-54 (n=169)	55+ (n=210)	White (n=322)	Black (n=122)	Other (n=28)
Q: SENELECT												
Ben Cardin	56	83	34	9	52	60	63	49	59	48	78	61
Tony Campbell	17	1	8	56	20	15	5	20	19	23	1	11
Neal Simon	8	4	21	12	11	6	10	10	5	7	7	18
Q: AGELECT												
Brian Frosh	58	85	48	4	52	64	74	52	57	48	80	79
Craig Wolf	26	4	22	77	33	20	11	34	26	34	5	18
Q: GOVELECT												
Larry Hogan	54	38	57	91	64	47	33	59	61	64	35	37
Ben Jealous	32	48	17	1	22	38	52	28	25	24	49	41
Q: GOVFIRM												
Could change	26	27	53	14	29	23	38	28	19	23	34	28
Set	73	71	48	86	70	76	59	72	80	77	66	60
Q: CHANGE												
Change	47	54	51	30	42	52	67	40	44	44	55	48
Stability	36	29	37	53	46	29	24	40	38	37	31	48
Q: HANDLE_ECN												
Larry Hogan	66	55	61	94	76	59	54	65	72	73	48	64
Ben Jealous	23	34	19	2	15	29	37	23	18	16	42	30

	Likely Voters							
	College		Region			Ideology		
	>4-year degree (n=238)	4-year degree + (n=234)	MG/ PG (n=157)	Central/ Balt Metro (n=224)	Outside Urban Corridor (n=91)	Cons (n=106)	Mod (n=184)	Prog (n=773)
Q: SENELECT								
Ben Cardin	45	68	73	50	43	20	57	79
Tony Campbell	22	11	6	15	39	55	10	1
Neal Simon	9	7	4	12	3	8	13	3
Q: AGELECT								
Brian Frosh	53	63	74	55	39	16	60	84
Craig Wolf	32	20	11	27	48	71	23	1
Q: GOVELECT								
Larry Hogan	60	49	45	56	68	79	67	26
Ben Jealous	27	36	40	29	23	10	21	57
Q: GOVFIRM								
Could change	24	27	29	26	18	13	31	28
Set	74	72	68	73	82	87	67	72
Q: CHANGE								
Change	48	46	51	47	40	39	35	69
Stability	37	36	33	34	47	50	46	18
Q: HANDLE_ECN								
Larry Hogan	70	63	56	69	76	81	78	45
Ben Jealous	22	25	31	21	17	12	13	42

	Likely Voters											
	Party Registration			**Gender**		**Age**			**Race**			
	All (n=472)	**Dem** (n=285)	**Ind** (n=53)	**Rep** (n=126)	**Male** (n=204)	**Female** (n=268)	**18-34** (n=93)	**35-54** (n=169)	**55+** (n=210)	**White** (n=322)	**Black** (n=122)	**Other** (n=28)
Q: HANDLE_EDU												
Larry Hogan	51	37	44	84	59	44	33	52	57	56	36	54
Ben Jealous	36	52	30	5	32	40	59	32	30	29	54	43
Q: HANDLE_HLT												
Larry Hogan	51	39	43	85	58	47	30	50	62	58	35	46
Ben Jealous	35	49	34	5	32	36	60	35	23	26	54	50
Q: CT_HOGAN												
Less likely	25	37	13	2	17	31	40	22	21	20	40	25
More likely	38	22	36	77	45	33	32	37	41	43	26	36
No difference	30	35	38	15	29	30	24	34	29	31	26	36
Q: CT_JEALOUS												
Less likely	35	23	19	70	38	33	12	37	43	40	24	31
More likely	26	38	17	3	19	32	52	22	18	21	39	31
No difference	30	32	47	18	32	29	30	32	29	32	26	28
Q: TRUMPEFF												
Not at all/little	60	52	59	76	65	56	50	65	60	63	50	61
Some/a lot	39	47	35	22	34	43	50	34	39	36	47	39

	Likely Voters							
	College		Region			Ideology		
	>4-year degree (n=238)	4-year degree + (n=234)	MG/ PG (n=157)	Central/ Balt Metro (n=224)	Outside Urban Corridor (n=91)	Cons (n=106)	Mod (n=184)	Prog (n=773)
Q: HANDLE_EDU								
Larry Hogan	58	43	36	56	63	79	61	22
Ben Jealous	29	44	44	34	30	12	27	61
Q: HANDLE_HLT								
Larry Hogan	56	47	41	55	62	79	61	23
Ben Jealous	29	41	41	33	26	11	28	57
Q: CT_HOGAN								
Less likely	20	31	30	26	15	7	22	41
More likely	47	29	26	40	52	77	37	15
No difference	25	35	33	30	26	12	32	37
Q: CT_JEALOUS								
Less likely	40	31	24	38	47	64	38	15
More likely	24	29	31	26	17	9	19	46
No difference	27	34	33	30	25	17	36	31
Q: TRUMPEFF								
Not at all/little	61	59	50	67	58	70	67	45
Some/a lot	37	41	48	32	40	27	33	53