

Gonzales Research & Marketing Strategies

“Maryland’s leader in public opinion polling”



Maryland Poll Part 1

Most Important Issue
Governor’s Contest
U.S. Senate

September 2009

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www.gonzalesresearch.com

Gonzales Research & Marketing Strategies

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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* and *Gonzales/Arscott Research & Communications, Inc.*

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 September 8th through September 17th, 2009. A total of 833 registered voters in Maryland 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.

Maryland Statewide Poll Sample Demographics

Gender		Race		Region	
Male	409 (49%)	White	617 (74%)	Eastern Shore/S Md	113 (13%)
Female	424 (51%)	Black	198 (24%)	Baltimore City	73 (9%)
		Other/Ref	18	Baltimore Suburbs	308 (37%)
				Washington Subs	241 (29%)
				Western Maryland	98 (12%)
Party Registration					
Democrat	458 (55%)				
Republican	265 (32%)				
Independent	110 (13%)				

Regional Groupings are as follows:

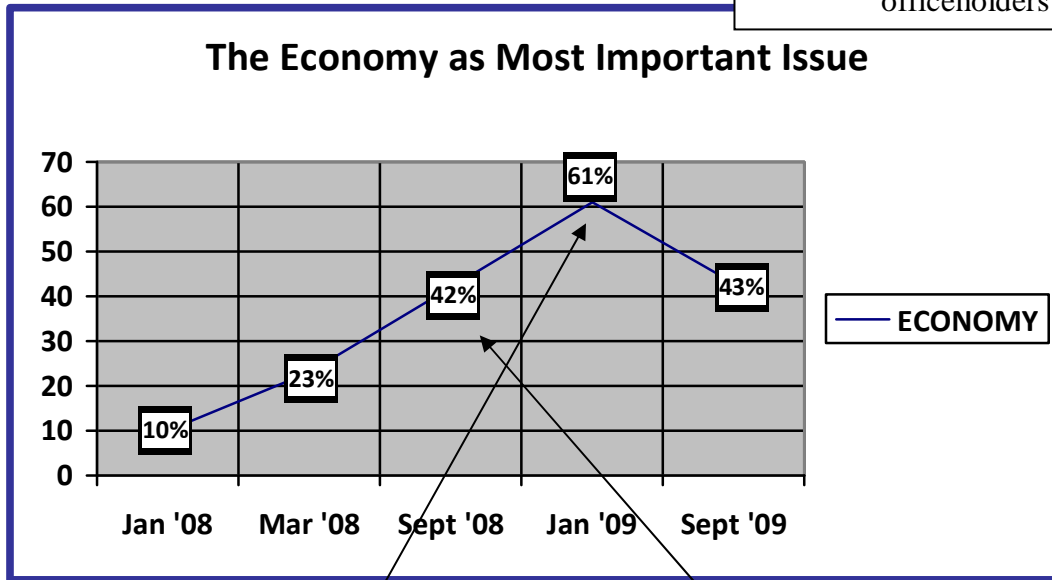
Eastern Shore/ Southern Md	Baltimore City	Baltimore Suburbs	Washington Suburbs	Western Maryland
Calvert Co.	Baltimore City	Anne Arundel Co.	Montgomery Co.	Allegany Co.
Caroline Co.		Baltimore Co.	Prince George's Co.	Carroll Co.
Cecil Co.		Harford Co.		Frederick Co.
Charles Co.		Howard Co.		Garrett Co.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

Summary

Most Important Issue facing State

Statewide, 43% of voters say that the economy is the most important issue facing Maryland, followed by health care (13%), taxes (12%), the budget deficit (7%), and education (7%).

The fact that 55% of Maryland voters cite either the economy or taxes as most important issue is a warning signal for incumbent officeholders



Concern about the economy among Marylanders is down from the beginning of the year

But it's still a point higher than it was one year ago, when 42% cited it as most important issue

Governor Martin O’Malley

Among Marylanders, 47% have a favorable opinion of Martin O’Malley, 28% have an unfavorable opinion of him, and 23% are neutral.

O’Malley’s job approval remains essentially where it was at the beginning of the year. Statewide, 48% of voters approve of the job O’Malley is doing as governor, while 37% disapprove of the job he is doing, with 15% offering no opinion.

By party, 68% of Democrats approve of the job O’Malley is doing as governor and 20% say they disapprove; but among Republicans, only 16% approve of the job O’Malley is doing, while 66% disapprove; among independents, 41% approve and 39% disapprove.

O’Malley Job Approval	Approve	Disapprove	No opinion
September 2009	48%	37%	15%
January 2009	49%	37%	14%
September 2008	45%	35%	20%
March 2008	37%	48%	15%
January 2008	39%	49%	12%
October 2007	46%	31%	23%
March 2007	52%	21%	27%

Former governor Bob Ehrlich, who was defeated by O’Malley in 2006, is viewed favorably by 42% of Maryland voters, while 26% have an unfavorable opinion of him, and 26% say they have a neutral opinion of Ehrlich.

Former lieutenant governor Michael Steele is viewed favorably by 40%; unfavorably by 34%; and 15% are neutral.

In an election match-up with Ehrlich, O’Malley leads 49% to 38%, with 13% undecided. Ehrlich appears to be about where he was 3 years ago when he left office: well-enough liked, but unable to get much beyond his base.

In an election match-up with Steele, O’Malley leads 52% to 37%.

United States Senate

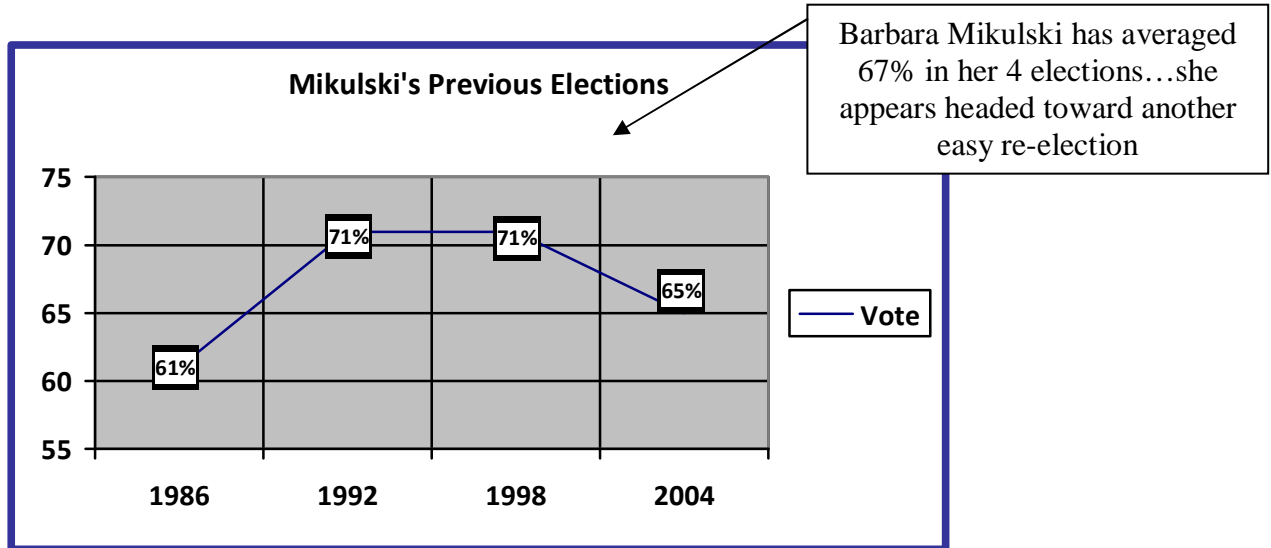
Statewide, 64% of voters have a favorable opinion of Barbara Mikulski, 23% have an unfavorable opinion of her, and 12% are neutral.

Sixty-seven percent approve of the job Mikulski is doing as senator, while 22% disapprove of the job she's doing.

By party, an astounding 82% of Democrats approve of the job Mikulski is doing, while only 5% disapprove; among Republicans, 38% approve of the job Mikulski is doing and 52% disapprove; among independents, 73% approve and 21% disapprove.

Mikulski Job Approval	Approve	Disapprove	No opinion
September 2009	67%	22%	11%
October 2004	59%	25%	16%
June 2004	65%	21%	14%
March 2004	62%	23%	15%

Among Maryland voters, 55% say they will re-elect Barbara Mikulski next year, only 19% say they'll definitely vote to replace, while 26% say they would like to consider another candidate.



Budget Issues

Statewide, 75% of voters think the budget issues facing Maryland are a “very big problem” and 22% think they are “somewhat of a problem,” while only 1% think they’re “not much of a problem.”

We queried Marylanders on several steps that could be taken to deal with the budget deficit. The results:

Reduce state aid for public education

Favor 16%

Oppose **80%**

Reduce state services for the poor

Favor 22%

Oppose **70%**

Increase the state income tax

Favor 26%

Oppose **67%**

Reduce state aid for higher education

Favor 27%

Oppose **67%**

Increase the state sales tax

Favor 31%

Oppose **64%**

Reduce state funding for environmental programs

Favor 38%

Oppose **56%**

Reduce state funding for transportation projects

Favor 40%

Oppose **51%**

Budget Steps

A majority of voters **oppose** each of these steps we tested as a way for Maryland to deal with the budget deficit

QUESTION: *What do you think is the most important issue facing the state of Maryland today?*

Economy	43%
Health care	13%
Taxes	12%
Budget deficit	7%
Education	7%
Lack of honesty in government	6%
Environment	4%
Crime	3%
Transportation/Roads	3%
Illegal immigration	1%
No answer	1%

Name Recognition

I am going to read you the names of several individuals. After I mention each name, I would like you to tell me if you recognize that person. If you do, I would then like you to tell me whether you have a favorable, unfavorable, or neutral opinion of that individual.

The first (next) name is _____. Do you recognize that name?

(IF YES) Do you have a favorable, unfavorable, or neutral opinion of that person?

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Neutral</u>	<u>Don't Recognize</u>
Barbara Mikulski	64%	23%	12%	1%
Martin O'Malley	47%	28%	23%	2%
Bob Ehrlich	42%	26%	26%	6%
Michael Steele	40%	34%	15%	11%
Doug Duncan	21%	7%	33%	39%
Janet Owens	12%	2%	27%	59%
Wayne Curry	12%	1%	27%	60%

Name ID results
for 3 possible
challengers to
O'Malley in a
Democratic
Primary

QUESTION: *Do you approve or disapprove of the job Martin O’Malley is doing as governor?*

Statewide Results

Response	Statewide
Approve	48%
Disapprove	37%
No answer	15%

Party - Martin O’Malley job performance - approve or disapprove?

Party	Approve	Disapprove	No Answer
Democrat	68%	20%	12%
Republican	16%	66%	18%
Independent	41%	39%	20%

QUESTION: *Do you approve or disapprove of the job Barbara Mikulski is doing as a United States Senator?*

Statewide Results

Response	Statewide
Approve	67%
Disapprove	22%
No answer	11%

Party – Barbara Mikulski job performance - approve or disapprove?

Party	Approve	Disapprove	No Answer
Democrat	82%	5%	13%
Republican	38%	52%	10%
Independent	73%	21%	6%

QUESTION: *If the November 2010 general election for governor were held today, for whom would you vote if the candidates were Martin O'Malley, the Democrat **and** Bob Ehrlich, the Republican?*

Statewide Results

Response	Statewide
O'Malley	49%
Ehrlich	38%
Undecided	13%

QUESTION: *If the November 2010 general election for governor were held today, for whom would you vote if the candidates were Martin O'Malley, the Democrat **and** Michael Steele, the Republican?*

Statewide Results

Response	Statewide
O'Malley	52%
Steele	37%
Undecided	11%

QUESTION: *If the November 2010 general election for United States Senate were held today, would you vote to re-elect Barbara Mikulski, would you want to consider another candidate, or would you vote to replace Barbara Mikulski?*

Statewide Results

Response	Statewide
Re-elect	55%
Replace	19%
Consider another	26%

QUESTION: *How big a problem do you think the budget issues facing the State of Maryland are: a very big problem, somewhat of a problem, not much of a problem, or not a problem at all?*

Statewide Results

Response	Statewide
Very big problem	75%
Somewhat of a problem	22%
Not that much of a problem	1%
Not a problem at all	-
No answer	2%

QUESTION: Would you favor or oppose the following steps to balance Maryland's budget:

Increase the state income tax?

Favor	26%
Oppose	67%
No answer	7%

Reduce state funding for transportation projects?

Favor	40%
Oppose	51%
No answer	9%

Increase the state sales tax?

Favor	31%
Oppose	64%
No answer	5%

Reduce state funding for environmental programs?

Favor	38%
Oppose	56%
No answer	6%

Reduce state services for the poor?

Favor	22%
Oppose	70%
No answer	8%

Reduce state aid for public education?

Favor	16%
Oppose	80%
No answer	4%

Reduce state aid for higher education?

Favor	27%
Oppose	67%
No answer	6%

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