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**“Maryland’s leader in public opinion polling”**

## **Maryland Poll**

**Most Important Issue**

**Presidential Election**

**U.S. Senate Election**

**Question 4**

**Question 6**

**Question 7**

**September 2012**

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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 September 17<sup>th</sup> through September 23<sup>rd</sup>, 2012. A total of 813 registered voters in Maryland who say they are going to vote in the November general election 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>GENDER</u>	<u>Number</u>	<u>Percent</u>
Male	386	47.5 %
Female	427	52.5 %
Total	813	100.0 %
<u>PARTY AFFILIATION</u>	<u>Number</u>	<u>Percent</u>
Democrat	458	56.3 %
Republican	245	30.1 %
Independent	110	13.5 %
Total	813	100.0 %
<u>RACE</u>	<u>Number</u>	<u>Percent</u>
White	595	73.2 %
African-American	199	24.5 %
Other/Refused	19	2.3 %
Total	813	100.0 %
<u>REGION</u>	<u>Number</u>	<u>Percent</u>
Eastern Sh/So MD	111	13.7 %
Baltimore City	76	9.3 %
Baltimore Suburbs	285	35.1 %
Washington Suburbs	250	30.8 %
Western MD	91	11.2 %
Total	813	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

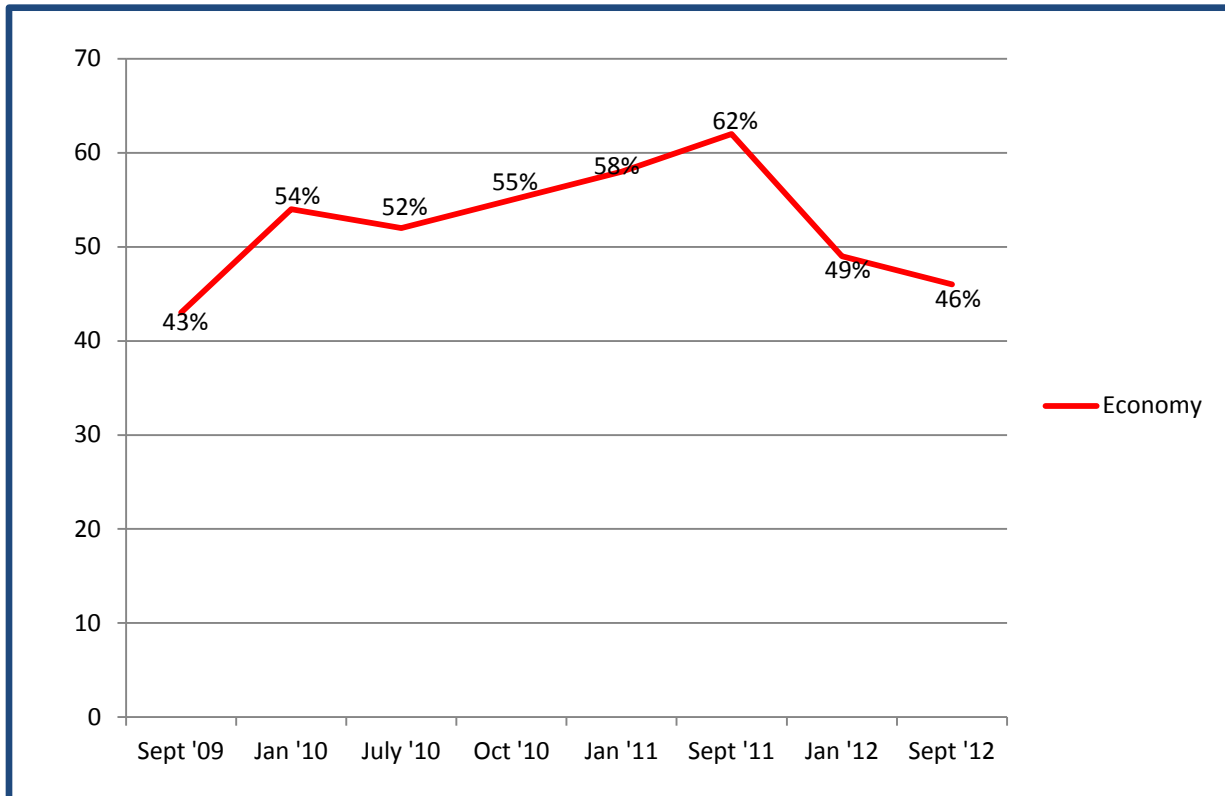
### Most Important Issue facing State

Heading into the election, concern about the economy remains most important to Maryland voters.

Statewide, 46% of voters today say that the economy is the most important issue facing the state, 12% say taxes are most important, 10% cite education, and 10% say health care is the most important issue facing the state.

For three years unease over the economy and jobs has dominated Maryland opinion, never polling under forty percent during this period.

Figure 1 Economy/jobs Most Important Issue over the past 3 years



## Presidential Election

Maryland voters were asked their attitudes toward the four major national candidates.

	<u>Favorable Opinion</u>	<u>Unfavorable Opinion</u>	<u>Neutral Opinion</u>
Barack Obama	54%	32%	12%
Joe Biden	47%	34%	19%
Mitt Romney	35%	50%	15%
Paul Ryan	36%	38%	19%

Maryland has been one of the most reliably “blue” states over the past 20 years in presidential elections and appears so again.

Statewide, 55% say they’ll vote for the Democratic ticket of Barack Obama and Joe Biden, 36% say they’ll vote for the Republican ticket of Mitt Romney and Paul Ryan, 1% say they’ll vote for someone else, and 8% are undecided.

The results by party and gender:

	<u>Obama/Biden</u>	<u>Romney/Ryan</u>	<u>Undecided</u>
Democrats	81%	11%	9%
Republicans	5%	86%	8%
Independents	59%	28%	9%
Men	47%	44%	8%
Women	62%	29%	9%

President Obama enjoys a better than 2-to-1 advantage over Romney among unaffiliated voters in Maryland

Governor Romney labors under a huge deficit among female voters in Maryland

## U. S. Senate Election

To paraphrase entertainer and civil rights leader Paul Robeson, “If a politician can inspire himself to spend a million dollars on television ads, name recognition will follow.” Democratic Senator Ben Cardin is in a comfortable position leading into his re-election bid, but second place appears up for grabs.

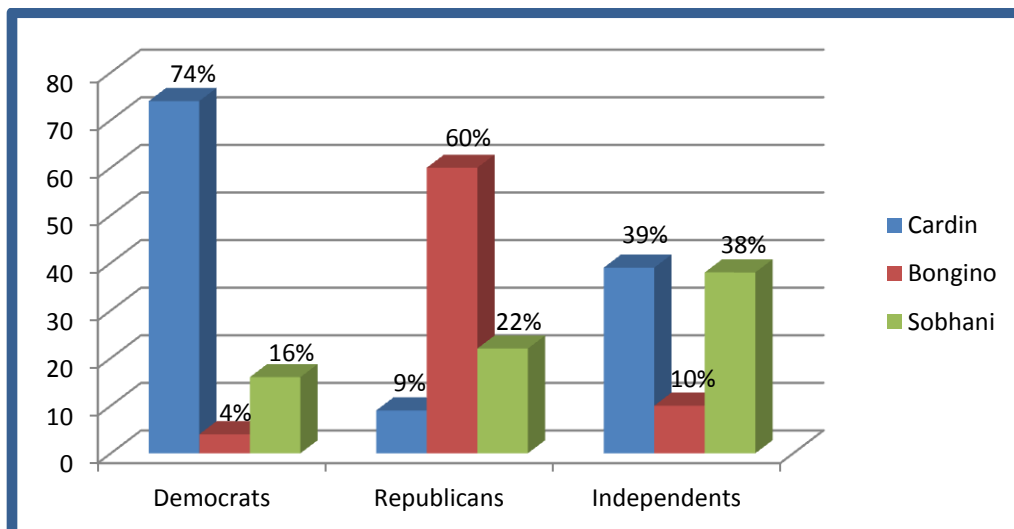
In the race for United States Senate, 50% say they’ll vote Cardin, 22% say they will vote for Republican Dan Bongino, and 21% say they will for Rob Sobhani, who is running as an independent and who has invested a sizeable amount of money on TV advertisements over the past month.

To put Sobhani’s showing into perspective, when Cardin first ran for Senate in 2006, the third-party candidate received one percent of the vote.

The results by race and gender:

	<u>Cardin</u>	<u>Bongino</u>	<u>Sobhani</u>
White	43%	26%	23%
African-American	71%	8%	15%
Men	41%	29%	24%
Women	58%	15%	19%

Figure 2 U.S. Senate Election by Party



## Ballot Initiatives

### Question 4 – Dream Act

Statewide, 58% of Maryland voters say they will vote For Question 4 in the November election, while 34% say they will vote Against Question 4, with 8% undecided.

The results by party, gender and race:

	<u>FOR</u>	<u>AGAINST</u>
Democrats	75%	18%
Republicans	29%	62%
Independents	51%	40%
Men	48%	43%
Women	67%	27%
White	54%	39%
African-American	70%	21%

Support for Question 4 is very high among Democrats and African-Americans, which is a winning combination in Maryland

Sixty-seven percent of women support Question 4, compared to 48% of men.

### Question 6 – Same-Sex Marriage

Statewide, 51% of voters say they will vote For Question 6, while 43% say they will vote Against Question 6, with 6% undecided.

The results by party, gender and race:

	<u>FOR</u>	<u>AGAINST</u>
Democrats	66%	29%
Republicans	17%	75%
Independents	66%	28%
Men	44%	48%
Women	57%	38%
White	53%	40%
African-American	44%	52%

Although a majority of black voters say they'll vote against Question 6, support is up from our January survey when only 33% favored same-sex marriage, suggesting public pronouncements in the interim from the President and others have had an ameliorative impact for proponents

### Question 7 – Expanded Gaming

Statewide, 45% of Maryland voters say they will vote For Question 7, while 46% say they will vote Against Question 7, with 9% undecided.

The results by party, gender and race:

	<u>FOR</u>	<u>AGAINST</u>
Democrats	51%	39%
Republicans	35%	58%
Independents	40%	50%
Men	44%	47%
Women	45%	45%
White	49%	40%
African-American	31%	64%

Registered Democrats and African-American voters diverge on this issue, which could present an obstacle on Election Day for supporters of expanded gaming in Maryland

Additional millions of dollars will be spent by both sides over the next 6 weeks trying to get their position over the finish line first in what is a close contest.

### Intensity

We asked voters which of these three ballot questions was most likely to get them out to vote: 34% said same-sex marriage, 26% said expanded gaming and 25% said in-state tuition.

Among those who say in-state tuition is most likely to get them out to vote, 64% say they'll vote **FOR** Question 4; and among those who say same-sex marriage is most likely to get them out to vote, 56% say they'll vote **FOR** Question 6, indicating intensity is on the side of supporters on these two issues.

Among those who say expanded gaming is most likely to get them out to vote, 54% say they'll vote **AGAINST** Question 7, representing intensity on the side of opponents.



**QUESTION:** *What do you consider the most important issue facing Maryland today?*

<u>MOST IMPORTANT ISSUE</u>	<u>Number</u>	<u>Percent</u>
Economy/jobs	375	46.1 %
Taxes	97	11.9 %
Education	80	9.8 %
Health care	78	9.6 %
Budget deficit	31	3.8 %
Environment	26	3.2 %
Need new elected leaders	23	2.8 %
Gay marriage	16	2.0 %
Gambling	15	1.8 %
Transportation/roads	15	1.8 %
Presidential election	11	1.4 %
Crime/drugs	10	1.2 %
Illegal immigration	6	0.7 %
Abortion	5	0.6 %
Affordable housing	4	0.5 %
Security	3	0.4 %
No answer	18	2.2 %
Total	813	100.0 %

**QUESTION:** *Do you have a favorable, unfavorable, or neutral opinion of Barack Obama?*

<u>NAME IDENTIFICATION: BARACK OBAMA</u>		Number	Percent
Favorable		439	54.0 %
Unfavorable		278	34.2 %
Neutral		96	11.8 %
Total		813	100.0 %

NAME IDENTIFICATION: BARACK OBAMA

	Favorable	Unfavorable	Neutral
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GENDER

Male	169 43.8%	171 44.3%	46 11.9%
Female	270 63.2%	107 25.1%	50 11.7%

NAME IDENTIFICATION: BARACK OBAMA

	Favorable	Unfavorable	Neutral
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PARTY AFFILIATION

Democrat	360 78.6%	47 10.3%	51 11.1%
Republican	12 4.9%	196 80.0%	37 15.1%
Independent	67 60.9%	35 31.8%	8 7.3%

NAME IDENTIFICATION: BARACK OBAMA

	Favorable	Unfavorable	Neutral
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RACE

White	253 42.5%	271 45.5%	71 11.9%
African-American	176 88.4%	3 1.5%	20 10.1%

**QUESTION:** *Do you have a favorable, unfavorable, or neutral opinion of Joe Biden?*

NAME IDENTIFICATION: JOE BIDEN	Number	Percent
Favorable	381	46.9 %
Unfavorable	273	33.6 %
Neutral	158	19.4 %
Don't Recognize	1	0.1 %
Total	813	100.0 %

NAME IDENTIFICATION: JOE BIDEN

GENDER

	Favorable	Unfavorable	Neutral	Don't Recognize
Male	147 38.1%	160 41.5%	79 20.5%	0 0.0%
Female	234 54.8%	113 26.5%	79 18.5%	1 0.2%

NAME IDENTIFICATION: JOE BIDEN

PARTY AFFILIATION

	Favorable	Unfavorable	Neutral	Don't Recognize
Democrat	302 65.9%	71 15.5%	84 18.3%	1 0.2%
Republican	23 9.4%	171 69.8%	51 20.8%	0 0.0%
Independent	56 50.9%	31 28.2%	23 20.9%	0 0.0%

NAME IDENTIFICATION: JOE BIDEN

RACE

	Favorable	Unfavorable	Neutral	Don't Recognize
White	220 37.0%	249 41.8%	125 21.0%	1 0.2%
African-American	153 76.9%	18 9.0%	28 14.1%	0 0.0%

**QUESTION:** *Do you have a favorable, unfavorable, or neutral opinion of Mitt Romney?*

NAME IDENTIFICATION: MITT ROMNEY		Number	Percent
Favorable		285	35.1 %
Unfavorable		406	49.9 %
Neutral		122	15.0 %
Total		813	100.0 %

NAME IDENTIFICATION: MITT ROMNEY		
Favorable	Unfavorable	Neutral

GENDER

Male	162 42.0%	159 41.2%	65 16.8%
Female	123 28.8%	247 57.8%	57 13.3%

NAME IDENTIFICATION: MITT ROMNEY		
Favorable	Unfavorable	Neutral

PARTY AFFILIATION

Democrat	71 15.5%	341 74.5%	46 10.0%
Republican	177 72.2%	13 5.3%	55 22.4%
Independent	37 33.6%	52 47.3%	21 19.1%

NAME IDENTIFICATION: MITT ROMNEY		
Favorable	Unfavorable	Neutral

RACE

White	254 42.7%	246 41.3%	95 16.0%
African-American	27 13.6%	149 74.9%	23 11.6%

**QUESTION:** *Do you have a favorable, unfavorable, or neutral opinion of Paul Ryan?*

NAME IDENTIFICATION: PAUL RYAN		Number	Percent
Favorable		292	35.9 %
Unfavorable		307	37.8 %
Neutral		151	18.6 %
Don't Recognize		63	7.7 %
Total		813	100.0 %

NAME IDENTIFICATION: PAUL RYAN

GENDER

	Favorable	Unfavorable	Neutral	Don't Recognize
Male	171 44.3%	116 30.1%	68 17.6%	31 8.0%
Female	121 28.3%	191 44.7%	83 19.4%	32 7.5%

NAME IDENTIFICATION: PAUL RYAN

PARTY AFFILIATION

	Favorable	Unfavorable	Neutral	Don't Recognize
Democrat	63 13.8%	259 56.6%	92 20.1%	44 9.6%
Republican	191 78.0%	5 2.0%	37 15.1%	12 4.9%
Independent	38 34.5%	43 39.1%	22 20.0%	7 6.4%

NAME IDENTIFICATION: PAUL RYAN

RACE

	Favorable	Unfavorable	Neutral	Don't Recognize
White	262 44.0%	200 33.6%	100 16.8%	33 5.5%
African-American	26 13.1%	96 48.2%	47 23.6%	30 15.1%

**QUESTION:** *If the November general election were held today for whom would you vote for president: the Democratic ticket of Barack Obama and Joe Biden; the Republican ticket of Mitt Romney and Paul Ryan; or someone else?*

<u>PRESIDENTIAL ELECTION</u>	Number	Percent
Obama/Biden	447	55.0 %
Romney/Ryan	292	35.9 %
Someone Else	6	0.7 %
Undecided	68	8.4 %
Total	813	100.0 %

<u>PRESIDENTIAL ELECTION</u>			
Obama/Biden	Romney/Ryan	Someone Else	Undecided

GENDER

Male	181 46.9%	169 43.8%	5 1.3%	31 8.0%
Female	266 62.3%	123 28.8%	1 0.2%	37 8.7%

<u>PRESIDENTIAL ELECTION</u>			
Obama/Biden	Romney/Ryan	Someone Else	Undecided

PARTY AFFILIATION

Democrat	369 80.6%	49 10.7%	1 0.2%	39 8.5%
Republican	13 5.3%	212 86.5%	1 0.4%	19 7.8%
Independent	65 59.1%	31 28.2%	4 3.6%	10 9.1%

<u>PRESIDENTIAL ELECTION</u>			
Obama/Biden	Romney/Ryan	Someone Else	Undecided

RACE

White	261 43.9%	274 46.1%	5 0.8%	55 9.2%
African-American	175 87.9%	14 7.0%	1 0.5%	9 4.5%

**QUESTION:** *If the November general election were held today for whom would you vote for U.S. Senate: Ben Cardin, the Democrat; Dan Bongino, the Republican; or Rob Sobhani, an independent?*

U.S. SENATE ELECTION	Number	Percent
Cardin	405	49.8 %
Bongino	176	21.6 %
Sobhani	170	20.9 %
Undecided	62	7.6 %
Total	813	100.0 %

	U.S. SENATE ELECTION			
	Cardin	Bongino	Sobhani	Undecided
<u>GENDER</u>				
Male	157 40.7%	113 29.3%	91 23.6%	25 6.5%
Female	248 58.1%	63 14.8%	79 18.5%	37 8.7%

	U.S. SENATE ELECTION			
	Cardin	Bongino	Sobhani	Undecided
<u>PARTY AFFILIATION</u>				
Democrat	339 74.0%	19 4.1%	73 15.9%	27 5.9%
Republican	23 9.4%	146 59.6%	55 22.4%	21 8.6%
Independent	43 39.1%	11 10.0%	42 38.2%	14 12.7%

	U.S. SENATE ELECTION			
	Cardin	Bongino	Sobhani	Undecided
<u>RACE</u>				
White	254 42.7%	157 26.4%	136 22.9%	48 8.1%
African-American	141 70.9%	16 8.0%	30 15.1%	12 6.0%

**QUESTION:** *Question Four is a referendum that establishes that specified individuals, including undocumented immigrants, who have filed state taxes and have graduated from a Maryland high school, are eligible to pay in-state tuition rates at public colleges; and extends the time in which honorably discharged veterans may qualify for in-state tuition rates.*

*If the election were held today, would you vote For this referendum or Against this referendum?*

QUESTION 4	Number	Percent
For	470	57.8 %
Against	279	34.3 %
Undecided	64	7.9 %
Total	813	100.0 %

	QUESTION 4		
	For	Against	Undecided
<u>GENDER</u>			
Male	185 47.9%	164 42.5%	37 9.6%
Female	285 66.7%	115 26.9%	27 6.3%

	QUESTION 4		
	For	Against	Undecided
<u>PARTY AFFILIATION</u>			
Democrat	343 74.9%	83 18.1%	32 7.0%
Republican	71 29.0%	152 62.0%	22 9.0%
Independent	56 50.9%	44 40.0%	10 9.1%

	QUESTION 4		
	For	Against	Undecided
<u>RACE</u>			
White	319 53.6%	230 38.7%	46 7.7%
African-American	140 70.4%	42 21.1%	17 8.5%



**QUESTION:** *Question Six is a referendum that allows gay and lesbian couples to obtain a civil marriage license; protects clergy from having to perform any particular marriage ceremony in violation of their religious beliefs; and affirms that each religious faith has exclusive control over its own theological doctrine regarding who may marry within that faith.*

*If the election were held today, would you vote For this referendum or Against this referendum?*

QUESTION 6	Number	Percent
For	414	50.9 %
Against	348	42.8 %
Undecided	51	6.3 %
Total	813	100.0 %

	QUESTION 6		
	For	Against	Undecided
<u>GENDER</u>			
Male	170 44.0%	184 47.7%	32 8.3%
Female	244 57.1%	164 38.4%	19 4.4%

	QUESTION 6		
	For	Against	Undecided
<u>PARTY AFFILIATION</u>			
Democrat	300 65.5%	134 29.3%	24 5.2%
Republican	41 16.7%	183 74.7%	21 8.6%
Independent	73 66.4%	31 28.2%	6 5.5%

	QUESTION 6		
	For	Against	Undecided
<u>RACE</u>			
White	316 53.1%	235 39.5%	44 7.4%
African-American	88 44.2%	104 52.3%	7 3.5%

**QUESTION:** *Question Seven is a referendum that expands commercial gaming in the State of Maryland for the primary purpose of raising revenue for education to authorize video lottery operation licensees to operate "table games" as defined by law; to increase from 15,000 to 16,500 the maximum number of video lottery terminals; and to increase from 5 to 6 the maximum number of video lottery operation licenses that may be awarded in the State and allow a video lottery facility to operate in Prince George's County.*

*If the election were held today, would you vote For this referendum or Against this referendum?*

QUESTION 7	Number	Percent
For	363	44.6 %
Against	375	46.1 %
Undecided	75	9.2 %
Total	813	100.0 %

QUESTION 7

For	Against	Undecided
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GENDER

Male	169 43.8%	181 46.9%	36 9.3%
Female	194 45.4%	194 45.4%	39 9.1%

QUESTION 7

For	Against	Undecided
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PARTY AFFILIATION

Democrat	233 50.9%	179 39.1%	46 10.0%
Republican	86 35.1%	141 57.6%	18 7.3%
Independent	44 40.0%	55 50.0%	11 10.0%

QUESTION 7

For	Against	Undecided
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RACE

White	292 49.1%	239 40.2%	64 10.8%
African-American	62 31.2%	128 64.3%	9 4.5%

**QUESTION:** Which of these referenda is most likely to get you out to vote: in-state tuition, same-sex marriage, or expanded gaming?

WHICH REFERENDA IS MOST LIKELY TO GET YOU OUT TO VOTE		
	Number	Percent
Same-sex marriage	279	34.3 %
Expanded gaming	209	25.7 %
In-state tuition	205	25.2 %
No answer	120	14.8 %
Total	813	100.0 %

Among Those Who Say Same-Sex Marriage is Most Likely to Get Them to Vote

QUESTION 6		
	Number	Percent
For	155	55.6 %
Against	119	42.7 %
Undecided	5	1.8 %
Total	279	100.0 %

Among those saying the same-sex marriage referendum is most likely to get them out to vote, 56% are voting For Question Six and 43% are voting Against Question Six

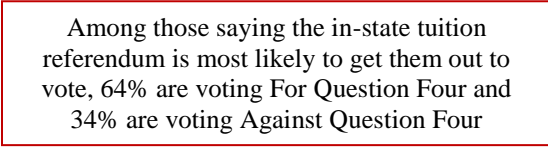
Among Those Who Say Expanded Gaming is Most Likely to Get Them to Vote

QUESTION 7		
	Number	Percent
For	92	44.0 %
Against	114	54.5 %
Undecided	3	1.4 %
Total	209	100.0 %

Among those saying the expanded gaming referendum is most likely to get them out to vote, 44% are voting For Question Seven and 54% are voting Against Question Seven

Among Those Who Say In-State Tuition is Most Likely to Get Them to Vote

<u>QUESTION 4</u>	<u>Number</u>	<u>Percent</u>
For	131	63.9 %
Against	70	34.1 %
Undecided	4	2.0 %
Total	205	100.0 %



Among those saying the in-state tuition referendum is most likely to get them out to vote, 64% are voting For Question Four and 34% are voting Against Question Four