

MEMORANDUM

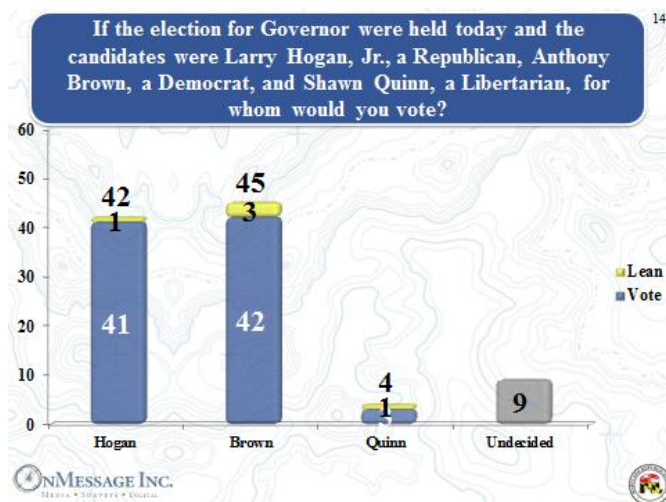
To: Maryland GOP Leadership
From: Wes Anderson
Date: August 21, 2014
Re: Maryland Statewide Survey

KEY FINDINGS

The following are key findings from our recent statewide survey of likely voters. With two and a half months to go, Larry Hogan is well positioned to take advantage of a growing tax revolt in Maryland. Lt. Governor Brown suffers from the lack of Democrat enthusiasm plaguing his party nationally as well as tax and spending fatigue here in Maryland brought on by eight years of Governor O'Malley's policies. In fact, that dynamic is so strong that it is not an overstatement to say that if this election becomes a referendum on Governor O'Malley's record, Larry Hogan will win this election.

Gubernatorial Ballot Test

The ballot currently stands at 45% for Brown, 42% for Hogan, 4% for Libertarian Shawn Quinn and 9% undecided. In deep blue Maryland, that signals real trouble for Governor O'Malley's right hand man. More importantly, Independents favor Hogan by 8 points with a quarter still undecided. That's remarkable considering that Hogan is still unknown to most Independents with an image of 27% favorable and 14% unfavorable. But Independents know Brown better and don't particularly like what they see. Brown's image among Independents currently stands at 32% favorable to 39% unfavorable.

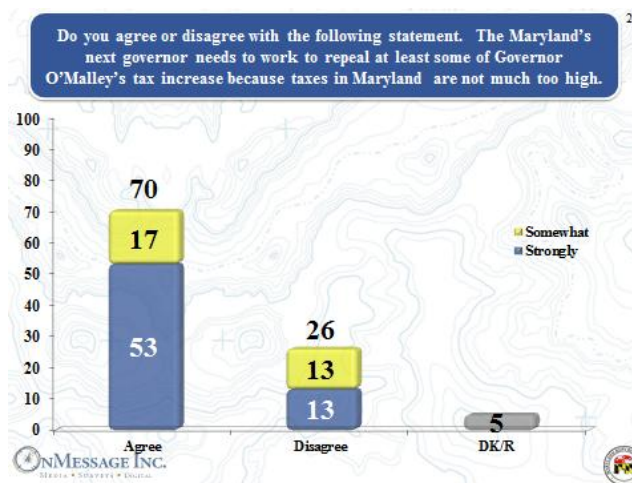


Ballot Test	Dem	Ind	GOP
Hogan	15%	35%	89%
Brown	78%	27%	3%
Quinn	2%	14%	3%
Undecided	5%	25%	4%

Tax Revolt

So what's driving Hogan's strong showing? In a word, taxes. More accurately, in two words, O'Malley's taxes. Consider two important findings. First, 71% of the voters say taxes in Maryland are now too high. Seventy percent (70%) agree with the statement that we need to repeal at least some of Governor O'Malley's tax increases. Secondly, the Governor's image is upside down at 45% favorable to 49% unfavorable among all voters. Among voters who believe we need to repeal "at least some of Governor O'Malley's tax increases" his image is badly upside down at 29% favorable to 66% unfavorable. Furthermore, the ballot among those same voters currently stands at 57% Hogan to 30% Brown. Maryland voters are ready for a tax revolt and Larry Hogan's chances of success continue to grow alongside anger over the O'Malley/Brown tax increase.

Finally, 60% of undecided voters believe we need to repeal at least some of the O'Malley/Brown tax increases.



CONCLUSION

If the election were held today there is little doubt that the margins would be close. Given the anti-tax attitudes among a sizable majority of undecided voters, it would likely be too close to call. If he can successfully communicate his anti-tax message to Maryland's voters he will be in good position to pull off the upset.

METHODOLOGY

The above statewide survey was conducted by OnMessage Inc. in Maryland. Telephone interviews were conducted August 18-19, 2014. This survey consists of 500 likely general election voters and was stratified by county to reflect historic voter trends. The margin of error for this survey is +/- 4.38%.

ABOUT US

Wes Anderson is a leading GOP pollster with 20 years of experience in opinion research. As a founding partner, Wes now leads the polling divisions of OnMessage Inc. and OnMessage Sports, providing political and corporate clients with a full spectrum of quantitative and qualitative opinion research products. You can read more about Wes Anderson at onmessageinc.com.