

MEMORANDUM

TO: INTERESTED PARTIES
FROM: CHRIS PERKINS, PARTNER
SUBJECT: MARYLAND STATE SURVEY RESULTS
DATE: DECEMBER 5, 2016

The following memo highlights the key findings of a study conducted in Maryland on behalf of Larry Hogan for Governor. The study finds that Governor Hogan is well-liked among Maryland voters and in a good position to win reelection if he is properly funded.

Methodology

On behalf of Larry Hogan for Governor, WPA Opinion Research conducted a study of 500 likely voters in Maryland. The final results for this survey were stratified based on gender, age, party, and geography. Respondents were contacted by phone via a live telephone operator interview November 28-30, 2016. The study has a sample size of n=500 likely voters with a margin of error equal to ±4.4%, with 36% of the interviews contacted by cell phone.

Most voters believe Maryland is heading in the right direction

- Three-in-five likely voters believe that Maryland is heading the right direction (60%), while just under one-in-five believe it is headed in the wrong direction.

	%
Right Direction	60%
Unsure	22%
Wrong Track	18%

Governor Hogan has a strong, positive image among Maryland voters

- Maryland voters have a very favorable impression of Governor Hogan (71%), and his favorables have increased by 6% in the past year.

	Oct 2015	Nov 2016
Favorable	65%	71%
Unfavorable	20%	14%
Name ID	96%	96%

Most voters approve of the job Larry Hogan has done as Maryland Governor

- More than three-in-four likely voters (76%) approve of the job that Governor Hogan is doing, and that number has increased 13% since last year.

	Oct 2015	Nov 2016
Total Approve	63%	76%
Total Disapprove	22%	15%

- The Governor has strong job approval numbers across party lines and Independents give him an 85% approval rating.

	Republican (26%)	Independent (19%)	Democrat (55%)
Total Approve	89%	85%	66%
Total Disapprove	6%	5%	22%

Conclusion

Governor Hogan's numbers continue to get better and voters feel the direction of the state under the Governor's leadership is on the right track. Governor Hogan's approval rating is bipartisan, with nearly nine-in-ten (89%) Republicans and two-in-three (66%) Democrats. Given how well-liked Governor Hogan is among Maryland voters, if he can remain properly funded and maintain his public presence, he has an excellent chance of being re-elected.

About Wilson Perkins Allen Opinion Research

Since 1998, WPA Opinion Research has been a leading provider of political polling for campaigns from President to Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2013-2014 election cycle, 83% of WPA clients won. WPA clients' win ratio has exceeded the standard by double digits for four straight political cycles.

WPA has been nationally recognized for providing cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a "Pollie" to WPA for our Predictive Analytics and Adaptive Sampling techniques. The award highlighted these advanced methodologies which allowed us to buck national GOP polling trends and deliver industry-leading results.

In addition to our political and policy research, WPA has conducted market research for more than 110 fortune 500 corporations, donor research for more than 200 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.