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

## **Maryland Poll**

**Most Important Issue  
Governor’s Election  
Senator Barbara Mikulski  
President Barack Obama  
Direction of State**

**July 2010**

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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 July 13<sup>th</sup> through July 21<sup>st</sup>, 2010. A total of 807 registered voters in Maryland who are likely to vote in the 2010 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	389	48.2 %
Female	418	51.8 %
Total	807	100.0 %

<u>RACE</u>	<u>Number</u>	<u>Percent</u>
White	600	74.3 %
African-American	185	22.9 %
Other/Refused	22	2.7 %
Total	807	100.0 %

<u>POLITICAL PARTY</u>	<u>Number</u>	<u>Percent</u>
Democrat	444	55.0 %
Republican	259	32.1 %
Independent/other	104	12.9 %
Total	807	100.0 %

<u>REGION</u>	<u>Number</u>	<u>Percent</u>
Eastern Shore	107	13.3 %
Baltimore City	74	9.2 %
Baltimore Suburbs	286	35.4 %
Washington Suburbs	241	29.9 %
Western Maryland	99	12.3 %
Total	807	100.0 %

**Regional Groupings are as follows:**

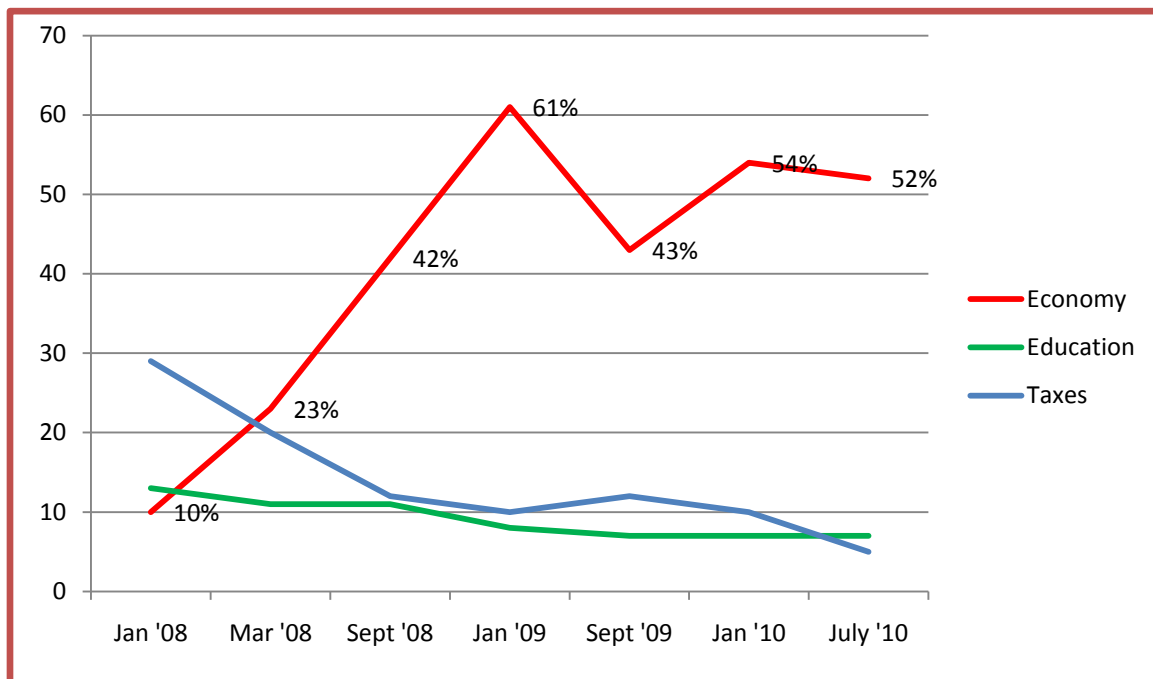
<b>Eastern Shore/ Southern Md</b>	<b>Baltimore City</b>	<b>Baltimore Suburbs</b>	<b>Washington Suburbs</b>	<b>Western Maryland</b>
Calvert Co.	Baltimore City	Anne Arundel Co.	Montgomery Co.	Allegany Co.
Caroline Co.		Baltimore Co.	Prince George's Co.	Carroll Co.
Cecil Co.		Harford Co.		Frederick Co.
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

The economy continues to be the number one issue for Maryland voters. Statewide, 52% of the electorate says that the economy is the most important issue facing the state, while 9% say it's the budget deficit, 7% say education, 7% say traffic, and 5% say taxes.

A look at the most important issue for Marylanders since January 2008, when taxes topped the list at 29%:



Moreover, the percentage of respondents identifying the economy as the top issue has stayed dramatically higher than normal in our polling for this question over a number of years of asking this question.

If the level of concern about the economy remains this high through the fall, it may end up being, as it has in many previous elections, the key factor in determining the decisions of voters.

And this is not good for incumbents.

## Governor Martin O'Malley Job Approval

Statewide, 48% of Maryland voters say they approve of the job Martin O'Malley is doing as governor, while 39% disapprove of the job he is doing, with 13% offering no opinion.

By party, 68% of Democrats approve of the job O'Malley is doing as governor and 23% disapprove; while among Republicans, 14% approve of the job O'Malley is doing and 68% disapprove.

Among registered independents, 45% approve and 40% disapprove.

<b>O'Malley Job Approval</b>	<b>Approve</b>	<b>Disapprove</b>	<b>No opinion</b>
<b>July 2010</b>	<b>48%</b>	<b>39%</b>	<b>13%</b>
<b>January 2010</b>	<b>46%</b>	<b>36%</b>	<b>18%</b>
<b>September 2009</b>	<b>48%</b>	<b>37%</b>	<b>15%</b>
<b>January 2009</b>	<b>49%</b>	<b>37%</b>	<b>14%</b>
<b>September 2008</b>	<b>45%</b>	<b>35%</b>	<b>20%</b>
<b>March 2008</b>	<b>37%</b>	<b>48%</b>	<b>15%</b>
<b>January 2008</b>	<b>39%</b>	<b>49%</b>	<b>12%</b>
<b>October 2007</b>	<b>46%</b>	<b>31%</b>	<b>23%</b>
<b>March 2007</b>	<b>52%</b>	<b>21%</b>	<b>27%</b>

## Former Governor Bob Ehrlich

Among Maryland voters, 46% have a favorable opinion of Bob Ehrlich, 23% have an unfavorable opinion, and 30% have a neutral opinion of the former governor.

By party, 68% of Republicans have a favorable opinion of Ehrlich and 7% have an unfavorable opinion; while among Democrats, 34% have a favorable opinion and 34% have an unfavorable opinion.

Among registered independents, 45% have a favorable opinion and 16% have an unfavorable opinion.

Ehrlich, today, is about where he was *vis-à-vis* Maryland's electorate when he left office in 2006: well enough liked...but how is this translating into votes?

## Gubernatorial Match-up

In an election match-up, Martin O’Malley captures 45%, while Bob Ehrlich garners 42%, with 5% saying they’ll vote for some other candidate, and 8% are undecided.

The results by party and race:

	<u>O’Malley</u>	<u>Ehrlich</u>	<u>Undecided</u>
Democrats	67%	19%	10%
Republicans	8%	84%	4%
Independents	39%	39%	14%
White	36%	52%	7%
African-American	75%	11%	10%

Ehrlich needs to get his vote among Democrats between 25-30%, otherwise he won’t win.

The race for governor as of late July is really close. Incumbent Governor O’Malley has a slight lead in our poll, but it’s clear that either candidate could win in November. The electorate divides sharply – with Republicans slightly more unified in their support of Ehrlich than Democrats are of O’Malley.

O’Malley’s margin has slipped to 3 points over the past year.

<b>Gubernatorial Match-up</b>	<b>O’Malley</b>	<b>Ehrlich</b>	<b>Undecided</b>
<b>July 2010</b>	<b>45%</b>	<b>42%</b>	<b>8%</b>
<b>January 2010</b>	<b>48%</b>	<b>39%</b>	<b>13%</b>
<b>September 2009</b>	<b>49%</b>	<b>38%</b>	<b>13%</b>

So here’s where we’re at: O’Malley won’t win if a majority of voters feel the economy is the number one issue on Election Day; and Ehrlich won’t win if only 19% of Democrats vote for him on Election Day.

Something’s gotta give between now and November!

Among O'Malley supporters,

- 47% say they're voting for him because he's done a good job as governor,
- 24% say it's because he's a Democrat,
- 11% say it's because they don't like his opponent,
- 9% say it's because they agree with him on major state issues,
- 8% say it's because he's handled the budget crisis effectively.

Among Ehrlich voters,

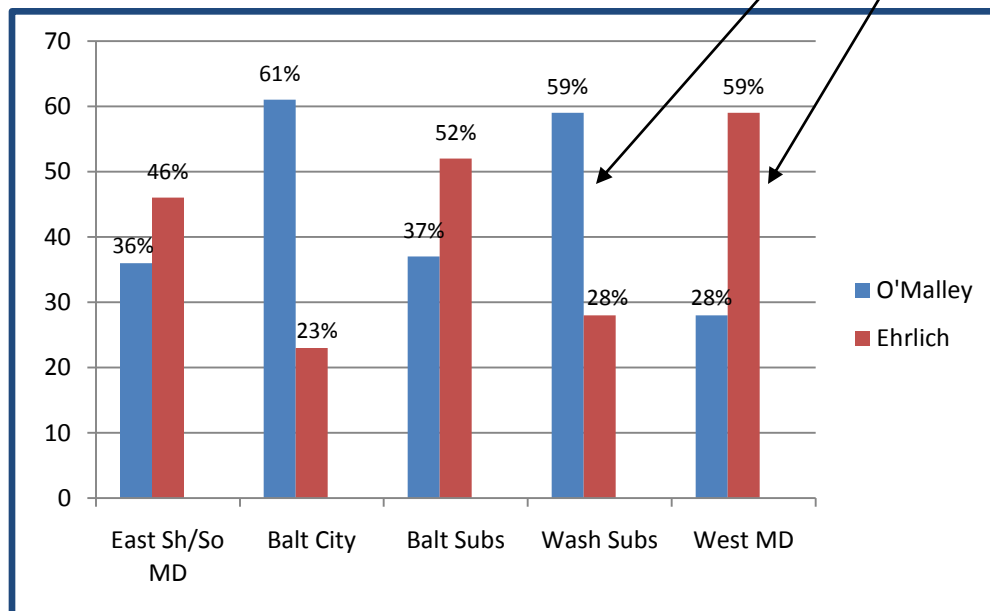
- 37% say they're voting for him because he did a good job as governor,
- 24% say it's because he's a Republican,
- 21% say it's because they agree with him on major state issues,
- 6% say it's because they like him as a person,
- 6% say it's because they think he'll lower taxes,
- 3% say it's because they don't like his opponent,
- 3% say it's because they think he'll improve the business climate in Maryland.

In many respects, the reasons that respondents gave for favoring one or the other of the two candidates for governor are mirror images, with "done a good job" and party affiliation leading both lists. Almost half of O'Malley supporters list the view that he's done a good job, with the comparable figure for Ehrlich is a bit more than a third. On the other hand, 21% of Ehrlich backers mentioned his position on major issues while the comparable number for O'Malley supporters was 9%

A look at the governor's race by region:

Notice the similarity...the difference is the Washington suburbs are 30% of the electorate and Western MD is only 12%

Figure 2 Governor's Election by Region



## President Barack Obama Job Approval

President Obama's numbers in Maryland have taken a tumble since January. Statewide, 51% approve of the job Barack Obama is doing as president (down 5 points), while 38% disapprove (up 8 points).

<b>Obama Job Approval</b>	<b>Approve</b>	<b>Disapprove</b>	<b>No opinion</b>
<b>July 2010</b>	<b>51%</b>	<b>38%</b>	<b>11%</b>
<b>January 2010</b>	<b>56%</b>	<b>30%</b>	<b>14%</b>
<b>September 2009</b>	<b>58%</b>	<b>31%</b>	<b>11%</b>
<b>January 2009</b>	<b>80%</b>	<b>11%</b>	<b>9%</b>

By party, 73% of Democrats approve of the job Obama is doing, while 75% of Republicans disapprove. Among independents, 56% approve and 33% disapprove.

## Senator Barbara Mikulski Job Approval

Statewide, 59% of voters approve of the job Mikulski is doing as a United States Senator, 29% disapprove, and 12% offered no opinion.

<b>Mikulski Job Approval</b>	<b>Approve</b>	<b>Disapprove</b>	<b>No opinion</b>
<b>July 2010</b>	<b>59%</b>	<b>29%</b>	<b>12%</b>
<b>January 2010</b>	<b>64%</b>	<b>23%</b>	<b>13%</b>
<b>September 2009</b>	<b>67%</b>	<b>22%</b>	<b>11%</b>
<b>October 2004</b>	<b>59%</b>	<b>25%</b>	<b>16%</b>
<b>June 2004</b>	<b>65%</b>	<b>21%</b>	<b>14%</b>
<b>March 2004</b>	<b>62%</b>	<b>23%</b>	<b>15%</b>

Even the popular Mikulski is feeling the effects of the anti-incumbent mood of the electorate, dropping 5 points since January. In fact, her weakest showing was 1986 when she "only" got 61%...that's all she may get this year.

## Direction of State and Economic Conditions

Statewide, 45% say Maryland is moving in the right direction, while 40% say it is moving in the wrong direction.

The results by race and party:

	<u>Right Direction</u>	<u>Wrong Direction</u>
White	39%	45%
African-American	66%	22%
Democrats	56%	30%
Republicans	26%	59%
Independents	45%	39%

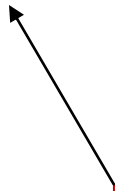
Only 7% of Marylanders say that their family's financial situation is better today than a year ago, while 32% say it's worse today than a year ago, and 61% say that their family's financial situation is about the same today as a year ago.

That one-third of Marylanders view themselves as worse off than they were one year ago is a major factor in explaining why there is a competitive race for governor in a state where Democrats outnumber Republicans by a two-to-one margin.

Marylanders, at this point, remain somewhat optimistic about the next year – 37% think economic conditions in Maryland will be better a year from now, 21% think economic conditions in Maryland will be worse a year from now, and 42% think they'll be about the same as they are today.

The results by party:

	<u>Better</u>	<u>Worse</u>	<u>Same</u>
Democrats	38%	19%	43%
Republicans	35%	24%	41%
Independents	36%	23%	41%



This is a key number for O'Malley. He needs Democrats to be more optimistic than this...otherwise, they'll stay at home on November 2<sup>nd</sup> and he likely won't win

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

<u>STATEWIDE RESULTS</u>	<u>Number</u>	<u>Percent</u>
Economy/Jobs	423	52.4 %
Budget deficit	73	9.0 %
Education	59	7.3 %
Traffic/transportation	53	6.6 %
Taxes	42	5.2 %
Crime/drugs	35	4.3 %
Health care	25	3.1 %
Environment	24	3.0 %
Affordable housing	22	2.7 %
Illegal immigration	18	2.2 %
Get rid of incumbents	16	2.0 %
<u>No answer</u>	<u>17</u>	<u>2.1 %</u>
Total	807	100.0 %

<u>Political Party</u>	<u>Economy/ Jobs</u>	<u>Taxes</u>	<u>Education</u>
Democrat	239 53.8%	9 2.0%	39 8.8%
Republican	125 48.3%	29 11.2%	14 5.4%
Independent/other	59 56.7%	4 3.8%	6 5.8%

**QUESTION:** *Do you approve or disapprove of the job Barack Obama is doing as president?*

<u>STATEWIDE RESULTS</u>	<u>Number</u>	<u>Percent</u>
Approve	408	50.6 %
Disapprove	304	37.7 %
No Answer	95	11.8 %
Total	807	100.0 %

JOB APPROVAL: BARACK OBAMA

	<u>Approve</u>	<u>Disapprove</u>	<u>No Answer</u>
<u>GENDER</u>			
Male	185 47.6%	161 41.4%	43 11.1%
Female	223 53.3%	143 34.2%	52 12.4%

JOB APPROVAL: BARACK OBAMA

	<u>Approve</u>	<u>Disapprove</u>	<u>No Answer</u>
<u>RACE</u>			
White	249 41.5%	283 47.2%	68 11.3%
African-American	157 84.9%	8 4.3%	20 10.8%

JOB APPROVAL: BARACK OBAMA

	<u>Approve</u>	<u>Disapprove</u>	<u>No Answer</u>
<u>POLITICAL PARTY</u>			
Democrat	322 72.5%	77 17.3%	45 10.1%
Republican	28 10.8%	193 74.5%	38 14.7%
Independent/other	58 55.8%	34 32.7%	12 11.5%

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

<u>STATEWIDE RESULTS</u>	<u>Number</u>	<u>Percent</u>
Approve	383	47.5 %
Disapprove	318	39.4 %
No Answer	106	13.1 %
Total	807	100.0 %

JOB APPROVAL: MARTIN O'MALEY

	<u>Approve</u>	<u>Disapprove</u>	<u>No Answer</u>
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GENDER

Male	165 42.4%	181 46.5%	43 11.1%
Female	218 52.2%	137 32.8%	63 15.1%

JOB APPROVAL: MARTIN O'MALEY

	<u>Approve</u>	<u>Disapprove</u>	<u>No Answer</u>
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RACE

White	243 40.5%	273 45.5%	84 14.0%
African-American	135 73.0%	33 17.8%	17 9.2%

JOB APPROVAL: MARTIN O'MALEY

	<u>Approve</u>	<u>Disapprove</u>	<u>No Answer</u>
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POLITICAL PARTY

Democrat	301 67.8%	100 22.5%	43 9.7%
Republican	35 13.5%	176 68.0%	48 18.5%
Independent/other	47 45.2%	42 40.4%	15 14.4%

**QUESTION:** *Do you have a favorable, unfavorable, or neutral opinion of Bob Ehrlich?*

<u>STATEWIDE RESULTS</u>	<u>Number</u>	<u>Percent</u>
Favorable	372	46.1 %
Unfavorable	185	22.9 %
Neutral	242	30.0 %
Don't Recognize	8	1.0 %
Total	807	100.0 %

NAME ID: BOB EHRLICH

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Neutral</u>	<u>Don't Recognize</u>
<u>GENDER</u>				
Male	194 49.9%	79 20.3%	112 28.8%	4 1.0%
Female	178 42.6%	106 25.4%	130 31.1%	4 1.0%

NAME ID: BOB EHRLICH

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Neutral</u>	<u>Don't Recognize</u>
<u>RACE</u>				
White	315 52.5%	116 19.3%	162 27.0%	7 1.2%
African-American	47 25.4%	65 35.1%	72 38.9%	1 0.5%

NAME ID: BOB EHRLICH

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Neutral</u>	<u>Don't Recognize</u>
<u>POLITICAL PARTY</u>				
Democrat	149 33.6%	151 34.0%	142 32.0%	2 0.5%
Republican	176 68.0%	17 6.6%	62 23.9%	4 1.5%
Independent/other	47 45.2%	17 16.3%	38 36.5%	2 1.9%

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

STATEWIDE RESULTS	Number	Percent
Approve	474	58.7 %
Disapprove	231	28.6 %
No Answer	102	12.6 %
Total	807	100.0 %

JOB APPROVAL: BARBARA MIKULSKI

	Approve	Disapprove	No Answer
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GENDER

Male	210 54.0%	139 35.7%	40 10.3%
Female	264 63.2%	92 22.0%	62 14.8%

N=808

JOB APPROVAL: BARBARA MIKULSKI

	Approve	Disapprove	No Answer
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RACE

White	324 54.0%	199 33.2%	77 12.8%
African-American	142 76.8%	22 11.9%	21 11.4%

JOB APPROVAL: BARBARA MIKULSKI

	Approve	Disapprove	No Answer
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POLITICAL PARTY

Democrat	345 77.7%	48 10.8%	51 11.5%
Republican	65 25.1%	157 60.6%	37 14.3%
Independent/other	64 61.5%	26 25.0%	14 13.5%

**QUESTION:** *If the November 2010 general election for Governor of Maryland were held today, for whom would you vote?*

- The Democratic ticket of Martin O'Malley and Anthony Brown,
- The Republican ticket of Bob Ehrlich and Mary Kane,
- The Green Party ticket of Maria Allwine and Ken Eidel,
- The Green Party ticket of Corrogan Vaughn and Jim Crawford,
- The Libertarian Party ticket of Susan Gaztanaga and Doug McNeil.

<u>STATEWIDE RESULTS</u>	Number	Percent
O'Malley/Brown	361	44.7 %
Ehrlich/Kane	341	42.3 %
Other	39	4.8 %
Undecided	66	8.2 %
Total	807	100.0 %

GUBERNATORIAL MATCH-UP

	<u>O'Malley/ Brown</u>	<u>Ehrlich/Kane</u>	<u>Other</u>	<u>Undecided</u>
<u>GENDER</u>				
Male	155 39.8%	188 48.3%	17 4.4%	29 7.5%
Female	206 49.3%	153 36.6%	22 5.3%	37 8.9%

GUBERNATORIAL MATCH-UP

	<u>O'Malley/ Brown</u>	<u>Ehrlich/Kane</u>	<u>Other</u>	<u>Undecided</u>
<u>RACE</u>				
White	218 36.3%	310 51.7%	28 4.7%	44 7.3%
African-American	139 75.1%	20 10.8%	8 4.3%	18 9.7%

GUBERNATORIAL MATCH-UP

	O'Malley/ Brown	Ehrlich/Kane	Other	Undecided
<u>POLITICAL PARTY</u>				
Democrat	299 67.3%	82 18.5%	21 4.7%	42 9.5%
Republican	22 8.5%	218 84.2%	9 3.5%	10 3.9%
Independent/other	40 38.5%	41 39.4%	9 8.7%	14 13.5%

GUBERNATORIAL MATCH-UP

	O'Malley/ Brown	Ehrlich/Kane	Other	Undecided
<u>REGION</u>				
Eastern Shore	38 35.5%	49 45.8%	7 6.5%	13 12.1%
Baltimore City	45 60.8%	17 23.0%	7 9.5%	5 6.8%
Baltimore Suburbs	107 37.4%	149 52.1%	9 3.1%	21 7.3%
Washington Suburbs	143 59.3%	68 28.2%	11 4.6%	19 7.9%
Western Maryland	28 28.3%	58 58.6%	5 5.1%	8 8.1%

NUMBER ONE REASON VOTING FOR MARTIN

<u>O'MALLEY</u>	<u>Number</u>	<u>Percent</u>
He's done a good job as governor	168	46.5 %
He's a Democrat	86	23.8 %
Don't like Ehrlich	39	10.8 %
I agree with his position on major issues	33	9.1 %
He's handled the budget crisis effectively	29	8.0 %
<u>I like him as a person</u>	<u>6</u>	<u>1.7 %</u>
Total	361	100.0 %

NUMBER ONE REASON VOTING FOR BOB EHRLICH

	<u>Number</u>	<u>Percent</u>
He did good job when he was governor	125	36.7 %
He's a Republican	80	23.5 %
Position Major issues	73	21.4 %
Like him as a person	21	6.2 %
He'll lower taxes	20	5.9 %
Don't like O'Malley	11	3.2 %
He'll improve the business climate	10	2.9 %
<u>No answer</u>	<u>1</u>	<u>0.3 %</u>
Total	341	100.0 %

**QUESTION:** Overall, do you think things in Maryland are moving in the right direction or do you think things are moving in the wrong direction?

<u>STATEWIDE RESULTS</u>	<u>Number</u>	<u>Percent</u>
Right direction	361	44.7 %
Wrong direction	324	40.1 %
No answer	122	15.1 %
Total	807	100.0 %

DIRECTION OF STATE

	<u>Right direction</u>	<u>Wrong direction</u>	<u>No answer</u>
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RACE

White	234 39.0%	272 45.3%	94 15.7%
African-American	122 65.9%	40 21.6%	23 12.4%

DIRECTION OF STATE

	<u>Right direction</u>	<u>Wrong direction</u>	<u>No answer</u>
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POLITICAL PARTY

Democrat	247 55.6%	131 29.5%	66 14.9%
Republican	67 25.9%	152 58.7%	40 15.4%
Independent/other	47 45.2%	41 39.4%	16 15.4%

**QUESTION:** *How would you describe your family's financial situation: would you say you're doing better today than a year ago, worse today than a year ago, or about the same today as a year ago?*

<u>STATEWIDE RESULTS</u>	<u>Number</u>	<u>Percent</u>
Better	56	6.9 %
Worse	259	32.1 %
Same	492	61.0 %
Total	807	100.0 %

FINANCIAL SITUATION COMPARED TO A  
YEAR AGO

	<u>Better</u>	<u>Worse</u>	<u>Same</u>
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RACE

White	44 7.3%	195 32.5%	361 60.2%
African-American	9 4.9%	55 29.7%	121 65.4%

FINANCIAL SITUATION COMPARED TO A  
YEAR AGO

	<u>Better</u>	<u>Worse</u>	<u>Same</u>
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POLITICAL PARTY

Democrat	31 7.0%	133 30.0%	280 63.1%
Republican	12 4.6%	96 37.1%	151 58.3%
Independent/other	13 12.5%	30 28.8%	61 58.7%

**QUESTION:** *Do you think economic conditions in Maryland will be better a year from now, worse a year from now, or about the same as they are today?*

<u>STATEWIDE RESULTS</u>	<u>Number</u>	<u>Percent</u>
Better	298	36.9 %
Worse	170	21.1 %
<b>Same</b>	<b>339</b>	<b>42.0 %</b>
Total	807	100.0 %

ECONOMIC CONDITIONS IN MD A YEAR  
FROM NOW

<u>Better</u>	<u>Worse</u>	<u>Same</u>
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RACE

White	215 35.8%	138 23.0%	247 41.2%
African-American	76 41.1%	28 15.1%	81 43.8%

ECONOMIC CONDITIONS IN MD A YEAR  
FROM NOW

<u>Better</u>	<u>Worse</u>	<u>Same</u>
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POLITICAL PARTY

Democrat	170 38.3%	84 18.9%	190 42.8%
Republican	91 35.1%	62 23.9%	106 40.9%
Independent/other	37 35.6%	24 23.1%	43 41.3%