

Maryland Poll January 2017



Gonzales Research & Media Services

Public Opinion Surveys, Data Analysis
Issue Advocacy & Video Content Production

We provide the tools you need to measure public opinion,
educate and inform audiences, and achieve success.

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Table of Contents

	<u>Page#</u>
I. Scope and Methodology	3
II. Executive Summary	4
III. Key Findings.....	5-10
A) Hogan Job Approval	5
B) Trump Name Identification	6
C) Medical Marijuana	7
D) Sports Gambling.....	8
E) Heroin Epidemic.....	9
F) Heroin Epidemic Map.....	10
IV. Data Tables.....	11-16
V. Sample Demographics	17

Scope and Methodology

Patrick E. Gonzales graduated magna cum laude from the University of Baltimore with a degree in political science.

His career began in the mid 1980's as an analyst with *Mason-Dixon Opinion Research*. Mr. Gonzales helped develop, craft and implement election surveys and exit polls for Baltimore's WMAR-TV Channel 2.

Patrick Gonzales has polled and analyzed well over a thousand elections in Maryland and across the country since this time. His polling in the 2014 Maryland gubernatorial election foreshadowed Larry Hogan's victory on Election Day.

During an interview at WBAL 1090 AM radio on October 27, 2016, Mr. Gonzales was one of the very few pollsters in the nation to state publicly that Donald Trump would win, and beat Hillary Clinton in the 2016 presidential election.

This poll was conducted by ***Gonzales Research & Media Services*** from December 14th through January 2nd, 2017. A total of 823 registered voters in Maryland were queried by live telephone interviews, utilizing both landlines and cell phones. A cross-section of interviews was conducted throughout the state reflecting general election voting patterns.

The margin of error (MOE), per accepted statistical standards, is a range of plus or minus 3.5 percentage points. If the entire population was surveyed, there is a 95% probability that the true numbers would fall within this range.

Executive Summary

Governor Larry Hogan Job Approval

- Among Maryland voters, 74% say they approve of the job Larry Hogan is doing as governor (45% “strongly approve” and 29% “somewhat approve”), while 15% disapprove of the job Larry Hogan is doing (8% “strongly disapprove” and 7% “somewhat disapprove”), with 11% offering no opinion.

President-Elect Donald Trump Name Identification

- Thirty percent of voters have a favorable opinion of Donald Trump (16% “very favorable” and 14% “somewhat favorable”), while 56% have an unfavorable opinion of Trump (48% “very unfavorable” and 8% “somewhat unfavorable”), and 14% have a neutral attitude toward Trump.

Legalization of Medical Marijuana

- In the opinion of Free State voters, 70% favor the legalization of marijuana for medical purposes in Maryland (48% “strongly favor” and 22% “somewhat favor”), while 29% oppose legalizing medical marijuana (19% “strongly oppose” and 10% “somewhat oppose”). Viewpoints differ significantly by party affiliation.

Legalizing Pro Sports Gambling

- Only 29% favor legalizing sports gambling in Maryland, such as betting on football or basketball (9% “strongly favor” and 20% “somewhat favor”), while 65% would oppose legalizing pro sports gambling (50% “strongly oppose” and 15% “somewhat oppose”), with 6% providing no response.

Heroin Epidemic


- Forty-one percent of Maryland voters say that, over the past 5 years, the heroin epidemic in Maryland has had a harmful effect on someone they know, 42% say it has not, and 17% gave no response to whether the heroin epidemic has had a harmful effect. African-Americans are much more likely to know someone harmed by the heroin epidemic


Key Findings: Governor Larry Hogan Job Approval


QUESTION: *Do you approve or disapprove of the job Larry Hogan is doing as governor of Maryland?*

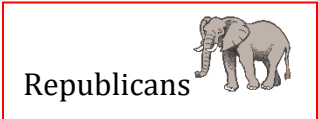
JOB APPROVAL: GOVERNOR LARRY HOGAN	Number	Percent
Approve	611	74.2 %
Disapprove	121	14.7 %
No answer	91	11.1 %
Total	823	100.0 %


JOB APPROVAL: GOVERNOR LARRY HOGAN	Number	Percent
Strongly approve	371	45.1 %
Somewhat approve	240	29.2 %
Somewhat disapprove	57	6.9 %
Strongly disapprove	64	7.8 %
No answer	91	11.1 %
Total	823	100.0 %

	<u>Approve</u>	<u>Disapprove</u>	<u>No answer</u>
 Male	77%	14%	9%

 Female	71%	16%	13%
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	<u>Approve</u>	<u>Disapprove</u>	<u>No answer</u>
 Democrats	66%	21%	13%

 Republicans	86%	6%	8%
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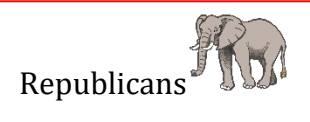

 Unaffiliated	81%	9%	10%
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Key Findings: Donald Trump Name Identification

QUESTION: *Do you have a favorable, unfavorable, or neutral opinion of Donald Trump?*

NAME ID: DONALD TRUMP	Number	Percent
Favorable	250	30.4 %
Neutral	111	13.5 %
Unfavorable	461	56.0 %
Don't Recognize	1	0.1 %
Total	823	100.0 %

NAME ID: DONALD TRUMP	Number	Percent
Very Favorable	133	16.2 %
Somewhat Favorable	117	14.2 %
Neutral	111	13.5 %
Somewhat Unfavorable	69	8.4 %
Very Unfavorable	392	47.6 %
Don't Recognize	1	0.1 %
Total	823	100.0 %




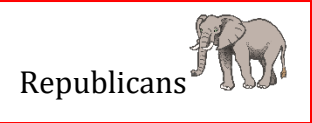

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Neutral</u>
 Male	37%	52%	11%
 Female	25%	59%	16%
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Neutral</u>
 Democrats	17%	74%	9%
 Republicans	56%	23%	21%
 Unaffiliated	28%	60%	12%

Key Findings: Medical Marijuana

QUESTION: *As you may know, the State of Maryland has enacted legislation legalizing medical marijuana. Do you favor or oppose the legalization of marijuana for medical purposes in Maryland?*

MEDICAL MARIJUANA	Number	Percent
Favor	577	70.1 %
Oppose	235	28.6 %
No answer	11	1.3 %
Total	823	100.0 %

MEDICAL MARIJUANA	Number	Percent
Strongly Favor	394	47.9 %
Somewhat Favor	183	22.2 %
Somewhat Oppose	82	10.0 %
Strongly Oppose	153	18.6 %
No answer	11	1.3 %
Total	823	100.0 %




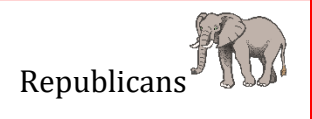

	<u>Favor</u>	<u>Oppose</u>	<u>No answer</u>
 Male	73%	25%	2%
 Female	67%	32%	1%
	<u>Favor</u>	<u>Oppose</u>	<u>No answer</u>
 Democrats	78%	21%	1%
 Republicans	54%	45%	1%
 Unaffiliated	73%	25%	2%

Key Findings: Sports Gambling

QUESTION: *Would you favor or oppose legalizing sports gambling in Maryland; such as betting on football or basketball?*

LEGALIZE SPORTS GAMBLING	Number	Percent
Strongly Favor	238	28.9 %
Strongly Oppose	538	65.4 %
No answer	47	5.7 %
Total	823	100.0 %


LEGALIZE SPORTS GAMBLING	Number	Percent
Strongly Favor	76	9.2 %
Somewhat Favor	162	19.7 %
Somewhat Oppose	125	15.2 %
Strongly Oppose	413	50.2 %
No answer	47	5.7 %
Total	823	100.0 %

	<u>Favor</u>	<u>Oppose</u>	<u>No answer</u>
 Male	35%	60%	5%
 Female	23%	71%	6%
	<u>Favor</u>	<u>Oppose</u>	<u>No answer</u>
 Democrats	32%	63%	5%
 Republicans	24%	69%	7%
 Unaffiliated	31%	64%	5%


Key Findings: Heroin Epidemic

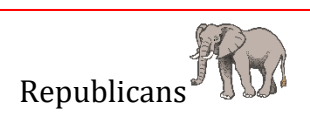
QUESTION: *Over the past 5 years, has the heroin epidemic in Maryland had a harmful effect on someone you know, or not?*


HEROIN	Number	Percent
Yes	338	41.1 %
No	347	42.2 %
No answer	138	16.8 %
Total	823	100.0 %


	<u>Yes</u>	<u>No</u>	<u>No answer</u>
	44%	40%	16%

	39%	44%	17%
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	<u>Yes</u>	<u>No</u>	<u>No answer</u>
	48%	39%	13%

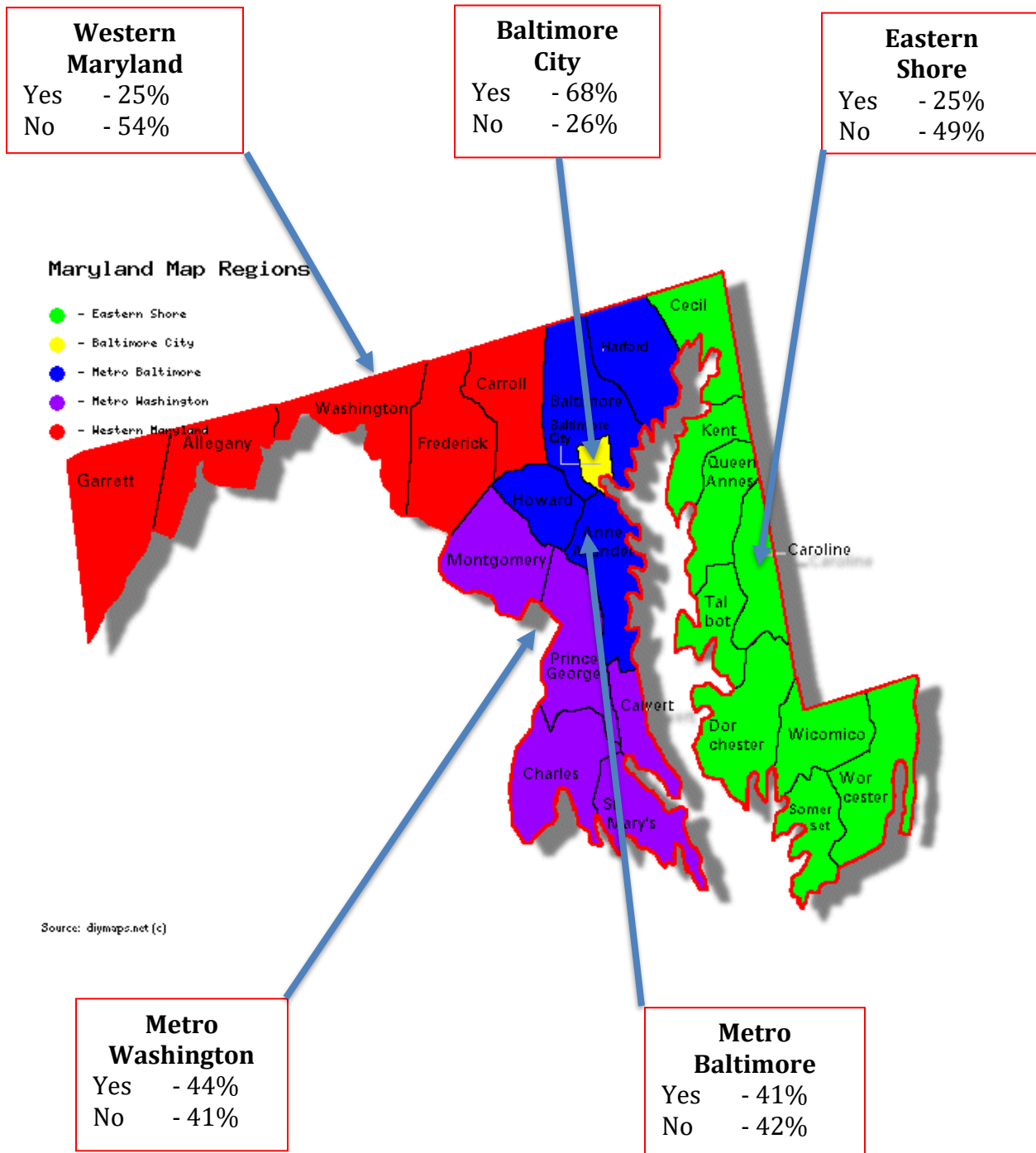
	26%	48%	26%
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	46%	41%	13%
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	<u>Yes</u>	<u>No</u>	<u>No answer</u>
 Under 50	44%	39%	17%

 50 and older	39%	45%	16%
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Heroin Epidemic Map

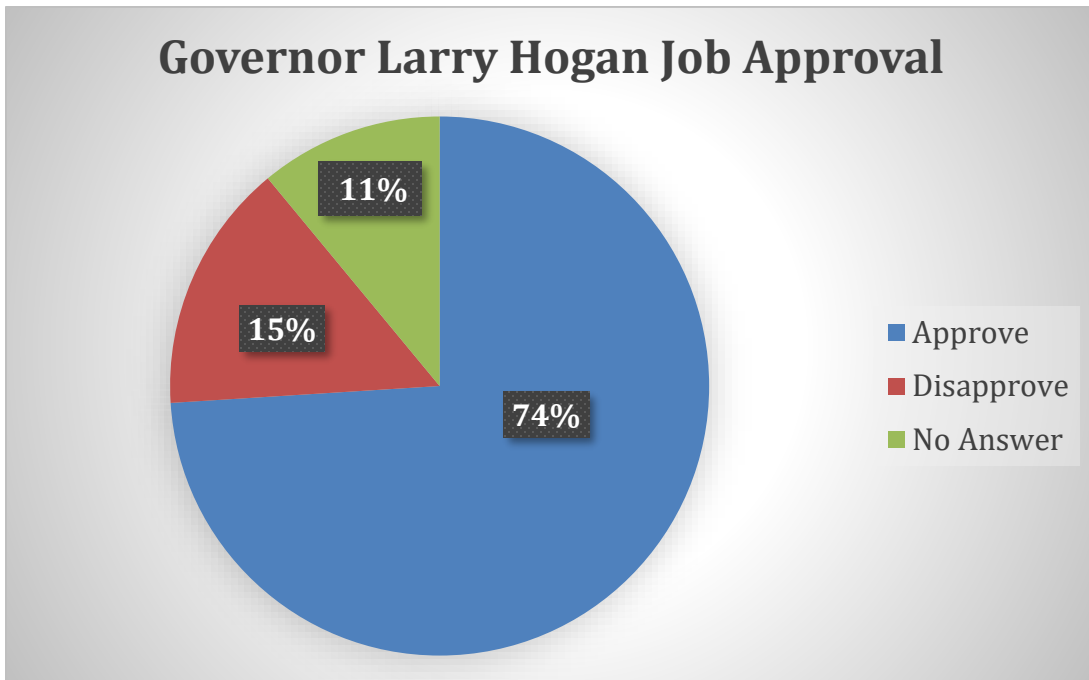


Data Tables

N=823

JOB APPROVAL: GOVERNOR LARRY HOGAN

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	No answer
<u>GENDER</u>					
Male	196 49.5%	110 27.8%	29 7.3%	26 6.6%	35 8.8%
Female	175 41.0%	130 30.4%	28 6.6%	38 8.9%	56 13.1%
<u>PARTY REGISTRATION</u>					
Democrat	160 35.8%	134 30.0%	35 7.8%	60 13.4%	58 13.0%
Republican	155 60.8%	64 25.1%	13 5.1%	2 0.8%	21 8.2%
Unaffiliated	56 46.3%	42 34.7%	9 7.4%	2 1.7%	12 9.9%



N=823

NAME ID: DONALD TRUMP

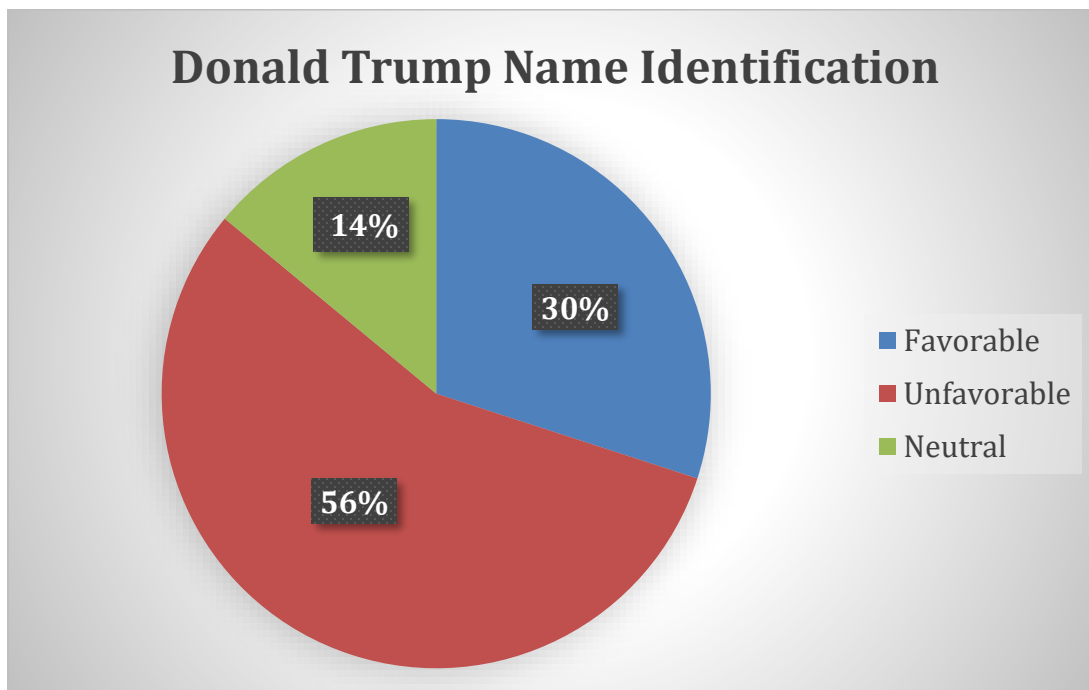
	Very Favorable	Somewhat Favorable	Neutral	Somewhat Unfavorable	Very Unfavorable	Don't Recognize
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GENDER

Male	85 21.5%	59 14.9%	44 11.1%	34 8.6%	173 43.7%	1 0.3%
Female	48 11.2%	58 13.6%	67 15.7%	35 8.2%	219 51.3%	0 0.0%

PARTY REGISTRATION

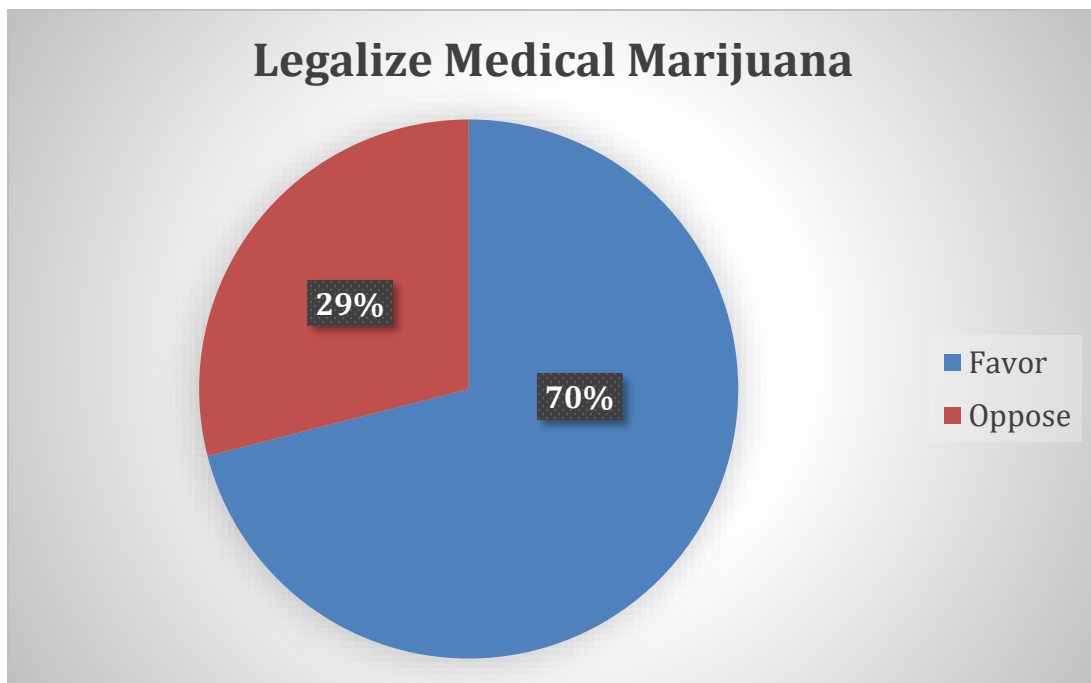
Democrat	43 9.6%	30 6.7%	42 9.4%	42 9.4%	289 64.7%	1 0.2%
Republican	67 26.3%	76 29.8%	54 21.2%	12 4.7%	46 18.0%	0 0.0%
Unaffiliated	23 19.0%	11 9.1%	15 12.4%	15 12.4%	57 47.1%	0 0.0%



N=823

MEDICAL MARIJUANA

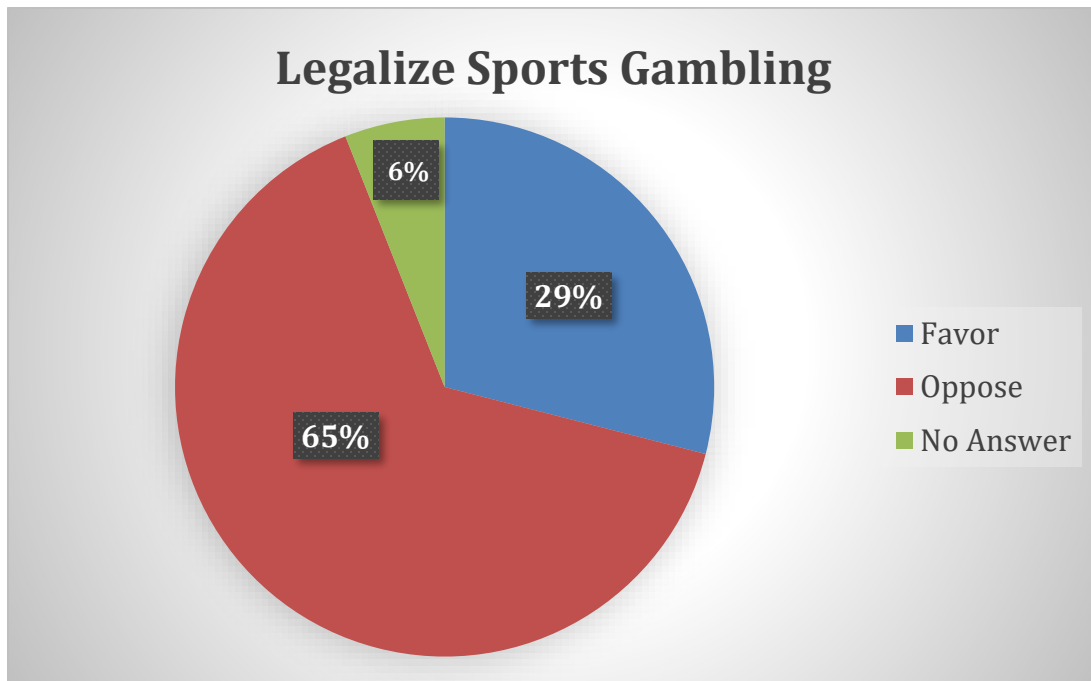
	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No answer
<u>GENDER</u>					
Male	200 50.5%	92 23.2%	38 9.6%	59 14.9%	7 1.8%
Female	194 45.4%	91 21.3%	44 10.3%	94 22.0%	4 0.9%
<u>PARTY REGISTRATION</u>					
Democrat	243 54.4%	107 23.9%	35 7.8%	56 12.5%	6 1.3%
Republican	89 34.9%	50 19.6%	34 13.3%	80 31.4%	2 0.8%
Unaffiliated	62 51.2%	26 21.5%	13 10.7%	17 14.0%	3 2.5%



N=823

LEGALIZE SPORTS GAMBLING

	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No answer
GENDER					
Male	56 14.1%	83 21.0%	58 14.6%	179 45.2%	20 5.1%
Female	20 4.7%	79 18.5%	67 15.7%	234 54.8%	27 6.3%
PARTY REGISTRATION					
Democrat	43 9.6%	98 21.9%	69 15.4%	214 47.9%	23 5.1%
Republican	18 7.1%	42 16.5%	34 13.3%	143 56.1%	18 7.1%
Unaffiliated	15 12.4%	22 18.2%	22 18.2%	56 46.3%	6 5.0%



N=823

HEROIN

	Yes	No	No answer
<u>GENDER</u>			
Male	172 43.4%	160 40.4%	64 16.2%
Female	166 38.9%	187 43.8%	74 17.3%
<u>PARTY REGISTRATION</u>			
Democrat	215 48.1%	175 39.1%	57 12.8%
Republican	67 26.3%	122 47.8%	66 25.9%
Unaffiliated	56 46.3%	50 41.3%	15 12.4%
<u>AGE GROUP</u>			
18 to 34	66 46.8%	49 34.8%	26 18.4%
35 to 49	93 42.7%	90 41.3%	35 16.1%
50 to 64	99 39.4%	116 46.2%	36 14.3%
65 and older	80 37.6%	92 43.2%	41 19.2%
<u>AGE GROUP</u>			
Under 50	159 44.3%	139 38.7%	61 17.0%
50 and older	179 38.6%	208 44.8%	77 16.6%

N=823

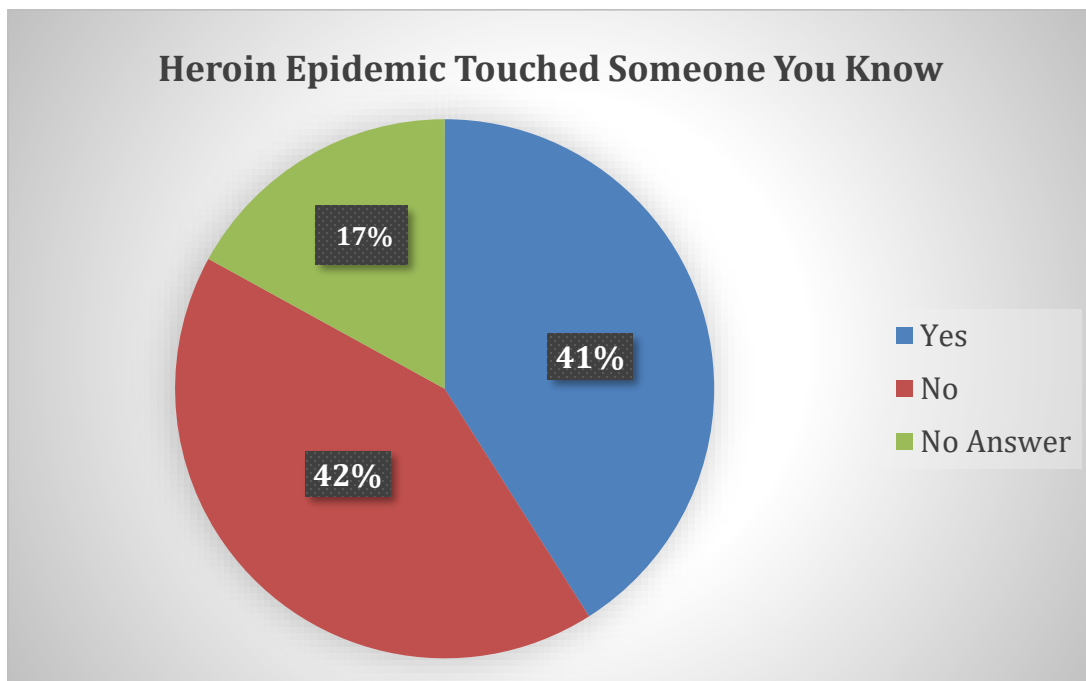
		HEROIN		
		Yes	No	No answer

RACE

White	194 32.8%	278 47.0%	119 20.1%
African-American	131 68.2%	56 29.2%	5 2.6%
Other/Refused	13 32.5%	13 32.5%	14 35.0%

REGION

Eastern Shore	18 25.0%	35 48.6%	19 26.4%
Baltimore City	46 66.7%	18 26.1%	5 7.2%
Metro Baltimore	123 41.4%	125 42.1%	49 16.5%
Metro Washington	126 44.1%	116 40.6%	44 15.4%
Western Maryland	25 25.3%	53 53.5%	21 21.2%



Sample Demographics

<u>PARTY REGISTRATION</u>	<u>Number</u>	<u>Percent</u>
Democrat	447	54.3 %
Republican	255	31.0 %
Unaffiliated	121	14.7 %
Total	823	100.0 %

<u>AGE GROUP</u>	<u>Number</u>	<u>Percent</u>
18 to 34	141	17.1 %
35 to 49	218	26.5 %
50 to 64	251	30.5 %
65 and older	213	25.9 %
Total	823	100.0 %

<u>AGE GROUP</u>	<u>Number</u>	<u>Percent</u>
Under 50	359	43.6 %
50 and older	464	56.4 %
Total	823	100.0 %

<u>RACE</u>	<u>Number</u>	<u>Percent</u>
White	591	71.8 %
African-American	192	23.3 %
Other/Refused	40	4.9 %
Total	823	100.0 %

<u>GENDER</u>	<u>Number</u>	<u>Percent</u>
Male	396	48.1 %
Female	427	51.9 %
Total	823	100.0 %

<u>REGION</u>	<u>Number</u>	<u>Percent</u>
Eastern Shore	72	8.7 %
Baltimore City	69	8.4 %
Metro Baltimore	297	36.1 %
Metro Washington	286	34.8 %
Western Maryland	99	12.0 %
Total	823	100.0 %