



Results Embargoed Until Tuesday, September 26, 2017 at 12:01am

Press Contact Information

Mileah Kromer
Director, Sarah T. Hughes Field Politics Center
mileah.kromer@goucher.edu

Chris Landers
chris.landiers@goucher.edu
Office: 410-337-3088

Democratic Primary Wide Open

Baltimore— The Goucher Poll asked likely Maryland Democratic voters about next year’s gubernatorial primary. The Goucher Poll surveyed 324 Maryland Democratic primary voters from September 14-18 and has a margin of error of +/-5.4 percent.

Large majorities of Democratic likely voters indicate they don’t know enough about the current field of potential and declared Democratic gubernatorial candidates to decide whether they would or would not consider voting for each one.

Doug Gansler, the former Maryland Attorney General and candidate for the Democratic nomination for governor in 2014, has the highest name recognition in the Democratic field. Twenty-eight percent of likely Democratic voters say they would consider voting for Gansler. On September 18—after the Goucher Poll completed interviews—Mr. Gansler announced his decision not to run for governor.

Twenty-one and 17 percent of the Democratic primary voters say they would consider voting for Prince George’s County Executive Rushern Baker and Baltimore County Executive Kevin Kamenetz, respectively. Fourteen percent of likely Maryland Democratic voters say they would consider voting for Ben Jealous, the former president of the NAACP.

When asked which candidate they would support if the Democratic primary election were held today, 44 percent say they don't know, 13 percent say they would support Rushern Baker, and 11 percent say they would support Doug Gansler.

“Maryland Democrats find themselves in an unfamiliar position, as challengers to a popular Republican governor without a well-known frontrunner,” said Mileah Kromer, director of the Sarah T. Hughes Field Politics Center at Goucher College. *“The good news for all the candidates is that without an early favorite and with plenty of time to make a connection with voters, it’s anybody’s race. It will be interesting to see whether Democratic voters choose a more moderate or more progressive candidate to challenge Governor Hogan in 2018.”*

Issues and Ideology

Education (26 percent), economy/jobs (21 percent), racial/social justice (16 percent), and healthcare (15 percent) were identified as the most important issues in determining a vote for governor among Democratic likely voters.

Democratic voters are divided in their ideological preference of the eventual Democratic nominee. Thirty-four percent prefer a nominee who is “more moderate,” while 55 percent hope that a candidate who is “more progressive” is nominated. Eight percent say they want a “more conservative” Democratic nominee.

When asked to describe their own political ideology, 49 percent of likely Democratic voters say they are “liberal,” 38 percent say they are “moderate,” and 12 percent say they are “conservative.”

GOUCHER POLL

Results Embargoed Until Tuesday, September 26, 2017 at 12:01am

About the Goucher Poll

The Goucher Poll is conducted under the auspices of the Sarah T. Hughes Field Politics Center at Goucher College. Directed by Dr. Mileah Kromer, the Goucher Poll conducts surveys on public policy, economic, and social issues in Maryland.

Goucher College supports the Goucher Poll as part of its mission to instill in its students a sense of community where discourse is valued and practiced. The Goucher Poll is fully funded by the Sarah T. Hughes Field Politics Center endowment and does not take additional funding from outside sources. The Goucher Poll seeks to improve public discourse in Maryland by providing neutral, nonbiased, and independent information on citizen perceptions and opinions. The data collected by the Goucher Poll are used to support faculty and student research.

The Sarah T. Hughes Field Politics Center is a member of the Association of Academic Survey Research Organizations and the American Association for Public Opinion Research Transparency Initiative.



Survey Methodology

To ensure all Maryland residents are represented, the Goucher Poll is conducted using random digit dialing (RDD) of a county-level stratified random sample using landline and cellular telephone numbers. The sample of telephone numbers for the survey is obtained from Survey Sampling International, LLC (<http://www.surveysampling.com/>).

The survey was conducted Thursday, September 14 to Monday, September 18, 2017. During this time, interviews were conducted 5:00pm to 9:00pm on Thursday, Friday, and Monday and 12:00pm to 9:00pm on Saturday and Sunday. The Goucher Poll uses Voxco Computer-Assisted Telephone Interviewing (CATI) software to administer its surveys. Interviews are conducted by a staff of professionally trained, paid, student interviewers.

Interviewers attempted to reach respondents with working phone numbers a maximum of five times. Only Maryland adults—residents aged 18 years or older—were eligible to participate. Interviews were not conducted with adults who were reached at business or work numbers. Seventy-seven percent of the interviews were conducted on a cell phone, and 23 percent were conducted on a landline.

Interviews for this survey were completed with 796 Maryland residents from which 324 were identified as likely Democratic voters. For a sample size of 324, there is a 95 percent probability the survey results have a plus or minus 5.4 percentage point sampling error from the actual population distribution for any given survey question. Margins of error are higher for subsamples.

In addition to sampling error, all surveys are subject to sources of non-sampling error including question wording effects, question order effects, and non-response bias. Margin of error is not adjusted for design effects. Data is weighted by gender, age, race, and region of the state to represent adult population targets established by the American Community Survey (ACS).

Survey Question Design

The Goucher Poll provides the questions as worded and the order in which they are administered to respondents.

BRACKETED ITEMS []: Items and statements in brackets are rotated to ensure respondents do not receive a set order of response options presented to them, which maintains question construction integrity by avoiding respondent agreement based on question composition.

Example: [agree or disagree] or [disagree or agree]

PROBE (p): Some questions contain a “probe” maneuver to determine a respondent’s intensity of opinion/perspective. Probe techniques used in this questionnaire mainly consist of asking a respondent if his or her response is more intense than initially provided.

Example: Do you have a [favorable or unfavorable] opinion of President Obama?

PROBE: Would you say very favorable/unfavorable?

OPEN-ENDED: No response options are provided for an open-ended question, i.e., it is entirely up to the respondent to provide the response information. Any response options provided to the interviewer are not read to respondent; they are only used to help reduce interviewer error and time in coding the response.

VOLUNTEER (v): Volunteer responses means the interviewer did not offer that response option in the question as read to the interviewer. Interviewers are instructed not to offer “don’t know” or “refused” or “some other opinion” to the respondent, but the respondent is free to volunteer that information for the interviewer to record.

Goucher Poll Sample Demographics (in percent)

	Maryland Adult Population Parameter (ACS estimates)	Weighted Sample Estimate MD Adults (n=796)	Democratic Likely Voters (n=324)
Gender			
Male	48	50	38
Female	52	50	62
Age			
18 to 24	13	13	9
25 to 34	18	16	14
35 to 44	17	18	15
45 to 54	20	20	23
55 to 64	17	16	18
65+	16	17	22
Race			
White	63	61	54
Black	29	30	41
Other	8	9	5
Region			
Capitol	36	36	41
Central	46	46	46
Eastern	8	8	5
Southern	6	6	6
Western	4	4	3

Distribution of Regions

Capitol—Frederick, Montgomery, Prince George’s

Central—Anne Arundel, Baltimore City, Baltimore, Carroll, Harford, Howard

Eastern—Caroline, Cecil, Dorchester, Kent, Queen Anne’s, Somerset, Talbot, Wicomico, Worcester

Southern–Calvert, Charles, St. Mary’s
Western–Allegany, Garrett, Washington
Registered Voters

Registered voter screen question:

Q: REGVOTE

Are you registered to vote at your current address?

If “Yes” follow up: Are you registered as a Republican, Democrat, Independent, unaffiliated or something else?

Of the Maryland residents surveyed, **646** indicated they were registered voters with the Democratic, Republican, or other party or registered unaffiliated (i.e. independent).

Maryland Voter Registration/Likely Voters (in percent)

	Maryland Board of Elections Registration (August 2017)	Weighted Sample Estimate Registered Voters (n=646)
Democratic Party	55	55
Republican Party	26	18
Unaffiliated (Independent)	17	25
Other Party (Green/Libertarian/Other)	1	2
Total=	100	100

Information on voter registration in Maryland from the Board of Elections can be found at <http://www.elections.state.md.us>.

The following questions were asked to the **354** Maryland adults who identified themselves as a **registered Democrat**. Results are in percent and may not add up exactly to 100 due to weighting and rounding.

Q: INTEREST

Maryland will hold statewide primary and general elections in 2018.

How interested would you say you are in these elections: **extremely interested, very interested, somewhat interested, or not interested?**

	SEPT 17
Not very interested	1
Somewhat interested	25
Very interested	36
Extremely interested	38
Total=	354 (+/-5.2)

Respondents who indicated they were “**not very interested**” were not asked the following questions:

Q: PRIM16

Thinking back to the last statewide primary election in April 2016, did you vote in the 2016 Maryland Democratic primary elections?

	SEPT 17
Yes	82
No	15
Don't know / Can't remember if I voted (v)	3
Total=	350 (+/-5.0)

Q: PRIM14

Now, thinking back to the primary elections for Maryland governor in June 2014, did you vote in the 2014 Democratic primary elections?

	SEPT 17
Yes	71
No	24
Don't know / Can't remember if I voted (v)	5
Total=	350 (+/-5.0)

Q: LV

Which of the following statements best describes you. . .(response options read to respondent)

	SEPT 17
I will probably NOT vote in the 2018 Maryland primary elections.	2
I MAY vote in the 2018 primary election,	6
Unless some emergency comes up, I WILL vote in the 2018 primary election,	17
I will DEFINITELY vote in the 2018 primary election, or	69
I just don't know at this time	6
Total=	350 (+/-5.0)

To receive **DEMKNOW**, **DEMPREF**, and **IDEOPREF** respondent must indicate the following:

- Be somewhat, very, or extremely interested in the 2018 elections**
- Currently a registered Democrat**
- May, will, or will definitely vote in the 2018 primary election**

Q: DEMKNOW

Next, I'm going to read you a list of names of candidates running or potentially running for the Democratic nomination for governor in 2018. As I read each one, please tell me if you **would consider** voting for them, if you would you **not** consider voting for them, or if don't you know enough about them to say. . .

[Candidates Rotated]

	Would consider	Would NOT consider	Don't know enough to judge	Refused (v)
Doug Gansler	28	10	61	1
Rushern Baker	21	8	70	1
Kevin Kamenetz	17	10	72	1
Ben Jealous	14	9	77	1
Maya Rockeymoore Cummings	9	4	86	1
Richard Madaleno	8	5	86	1
Jim Shea	6	8	86	1
Alec Ross	5	5	89	1
Krish Vignarajah	2	5	93	1

Total=100 (324, +/-5.4)

Q: DEMPREF

Okay, I know it is a long way away, but if the Democratic primary for Maryland governor were held today, which of the following candidates would you support for the Democratic nomination. (Read list to respondent)

[Candidates Rotated]

	SEPT 17
Rushern Baker	13
Doug Gansler	11
Kevin Kamenetz	8
Maya Rockeymoore Cummings	8
Ben Jealous	6
Rich Madaleno	2
Jim Shea	2
Alec Ross	1
Krish Vignarajah	1
Other candidate	2
Undecided or no preference at all (v)	44
Will not vote (v)	1
Refused (v)	1
Total=	324 (+/-5.4)

Q: IDEOPREF

In general, do you hope that a [**more progressive, more moderate, or more conservative**] Democratic candidate is nominated?

	SEPT 17
More conservative	8
More moderate	34
More progressive	55
Don't Know (v)	3
Refused (v)	1
Total=	324 (+/-5.4)

NOTE: **GOVISSUE** was administered to all registered voters on the full Goucher Poll sample (see results from the Monday, September 25 release). The results below are only for Democratic likely voters.

Q: GOVISSUE

Okay, next I'm going to read you a list of issues. Please tell me which of these is the **single most important** issue for you in determining your choice for governor? Is it. . .

[READ ITEMS 1-8]

[ITEMS 1-7 ROTATED]

	SEPT 17
Education	26
Economy and jobs	21
Racial and social justice issues	16
Health care	15
Environment	7
Taxes	6
Transportation and infrastructure	5
Other	3
Don't know (v)	1
Total=	324 (+/-5.4)

NOTE: **IDEOLOGY** was asked among the demographic questions.

Q: IDEOLOGY

Do you consider yourself to be politically. . .

	SEPT 17
Conservative	12
Moderate	38
Liberal	49
Don't Know (v)	1
Total=	324 (+/-5.4)