GOUCHER COLLEGE | POLL

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Goucher College Poll results: Economy and jobs top the issues Maryland voters think will determine their vote for governor in 2022; a Hogan Republican or moderate Democratic gubernatorial candidate show early electoral strength

BALTIMORE (October 28, 2021)—The Goucher College Poll asked Maryland registered voters about what kind of candidate they prefer looking ahead to the 2022 gubernatorial race; voters were also asked what policy issue they expect to be the most important to them in determining their vote. The Goucher College Poll surveyed 631 Maryland voters from October 14 to 20, 2021, and has a margin of error of +/-3.9 percent. Results by party identification and other key demographics are provided.

Looking Ahead to 2022

Economy/jobs (**28 percent**), health care (**14 percent**), racial/social justice issues (**13 percent**), and taxes (**12 percent**) were identified as the issues Maryland voters expect will be the most important in determining their choice for governor in 2022.

Maryland voters were given a series of four possible general election candidate scenarios and asked to indicate which candidate they would prefer if the options were:

A Republican like Larry Hogan or a progressive Democrat:
- **55 percent** would likely prefer a Republican like Larry Hogan
- **38 percent** would likely prefer a progressive Democrat

A Republican like Donald Trump or a progressive Democrat:
- **31 percent** would likely prefer a Republican like Donald Trump
- **62 percent** would likely prefer a progressive Democrat

A Republican like Larry Hogan or a moderate Democrat:
- **49 percent** would likely prefer a Republican like Larry Hogan
- **44 percent** would likely prefer a moderate Democrat

A Republican like Donald Trump or a moderate Democrat:
- **29 percent** would likely prefer a Republican like Donald Trump
- **69 percent** would likely prefer a moderate Democrat

"Our results suggest that a Republican like President Donald Trump—who never registered approval ratings above the low-30s in Maryland during his single term—would face a significant electoral disadvantage against either a moderate or progressive Democrat in the upcoming gubernatorial election. The clearest path to holding the governorship for Maryland Republicans is by nominating a candidate who voters view as similar to Larry Hogan," says Mileah Kromer, director of the Sarah T. Hughes Center for Politics at Goucher College. "On the Democratic side, it appears that a moderate candidate is electorally stronger than a progressive among registered voters. But we're a full year out from the election. Preferences can easily change once voters get to know the candidates as individuals."

To view archived polls, please visit www.goucher.edu/poll.

About the Goucher College Poll

The Goucher College Poll is conducted under the auspices of the Sarah T. Hughes Center for Politics at Goucher College. The center is directed by Dr. Mileah Kromer, associate professor of political science.

The Goucher College Poll is funded by the Sarah T. Hughes Center for Politics endowment and does not take additional funding from outside sources. The mission of the Goucher College Poll is to improve public discourse in Maryland by providing neutral, unbiased, and independent information on resident perceptions and opinions. The data collected by the poll are used to support faculty and student research.

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

For more information, or to view archived polls, please visit www.goucher.edu/poll.

Survey Methodology

To ensure all Maryland residents are represented, the 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 and interviewing were provided by Dynata (https://www.dynata.com/). The survey was conducted **October 14 to 20, 2021**. During this time, interviews were conducted from **1 to 9 p.m**.

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. **Eighty-four percent** of the interviews were conducted on a cell phone and **16 percent** were conducted on a landline.

Interviews for this survey were completed with **700** Maryland adults. For a sample size of **700**, there is a **95 percent** probability the survey results have a +/-**3.7 percentage** point sampling error from the actual population distribution for any given survey question. For the sample of **631 Maryland adults** identified as registered voters, there is a **95 percent** probability the survey results have a +/-**3.9 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, region, and educational attainment of the state to represent adult population targets established by the most recent American Community Survey (ACS) and U.S. Census.

Survey Question Design

The Goucher College 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, 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 respondents if their responses are more intense than initially provided.

Example: Do you have a [favorable or unfavorable] opinion of President Joe Biden?
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 the 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 College Poll Sample Demographics (in percent)

	Maryland Population Parameter *Adults*	Weighted Sample Estimate *Adults* (n=700)	Weighted Sample Estimate *Registered Voters* (n=631)
Gender			
Male	48	48	47
Female	52	52	53
Age			
18 to 24	11	11	11
25 to 34	17	17	17
35 to 44	17	17	17
45 to 54	17	17	17
55 to 64	17	17	17
65+	21	21	21
Race			
White	59	59	60
Black	31	31	31
All other	10	10	9
Education			
High school or less	34	34	32
Tech/AA/some college	25	25	26
Four-year college degree	22	22	23
Adv./professional degree	19	19	19
County/Region			
Montgomery County	17	17	17
Prince George's County	16	16	16
Baltimore County	14	14	14
Baltimore City	10	10	9
Anne Arundel County	10	10	10
Central Region	12	12	12
Western Region	6	6	7
Eastern Shore Region	7	7	7
Southern Region	8	8	8

Counties included in region
- Central: Carroll, Harford, and Howard
- Southern: Calvert, Charles, and St. Mary's
- Eastern Shore: Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, and Worcester
- Western: Allegany, Garrett, Frederick, and 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 or unaffiliated, or something else?

Of the **700** Maryland adult residents surveyed, **631** indicated they were registered voters with the Democratic, Republican, or other party or registered unaffiliated (i.e., independent).

Maryland Voter Registration (in percent)

	Maryland Voter Registration *September 2021*	Weighted Sample Estimate *Registered Voters (n=631)*
Democratic Party	55	56
Republican Party	24	25
Unaffiliated (i.e., independent)	20	17
Other party	2	2
Total=	100	631 +/-3.9%

Note: Voter registration statistics from the Maryland State Board of Elections can be found at http://www.elections.state.md.us.

Q: IDEO

Do you consider yourself to be politically [**conservative, moderate, or progressive**]?

	Adults	Registered Voters
Conservative	23	23
Moderate	53	54
Progressive	21	20
Don't know/refused (v)	3	3
Total=	700 +/-3.7	631 +/-3.9

The following questions were asked to the sample of **631 Maryland registered voters**. A link to the results by demographics are found at the bottom of page 10. Results are in percent and may not add up exactly to 100 due to weighting and rounding.

Q: GOV_ISSUE
As you know, Maryland will have elections for governor and various other elected offices next year in November 2022.

I know that voters care about a lot of different issues, but which issue do you expect will be the <u>most</u> important for you in determining your choice for governor in 2022. Is it…
[ITEMS ROTATED]

	OCT 21
Economy and jobs	28
Health care	14
Racial and social justice issues	13
Taxes	12
Education	8
Environment	8
Transportation and infrastructure	3
Housing and community development	3
Some other issue/multiple issues (v)	10
Don't know (v)	1
Total=	631 +/-3.9

Q: SCENARIOS

Next, I'm going to give you four possible scenarios that voters might face in November 2022 when choosing a candidate for governor. For each scenario, please tell me which one you'd generally prefer:

[HOGAN_PROG to TRUMP_MOD rotated]

Q: HOGAN_PROG

If your choice was between **[a Republican like Larry Hogan or a progressive Democrat]** which one would you likely prefer?

	OCT 21
Republican like Larry Hogan	55
Progressive Democrat	38
Neither (v)	3
Don't know (v)	4
Refused (v)	>1
Total=	631 +/-3.9

Q: TRUMP_PROG

If your choice was between **[a Republican like Donald Trump or a progressive Democrat]** which one would you likely prefer?

	OCT 21
Republican like Donald Trump	31
Progressive Democrat	62
Neither (v)	3
Don't know (v)	3
Refused (v)	1
Total=	631 +/-3.9

Q: HOGAN_MOD

If your choice was between **[a Republican like Larry Hogan or a moderate Democrat]** which one would you likely prefer?

	OCT 21
Republican like Larry Hogan	49
Moderate Democrat	44
Neither (v)	3
Don't know (v)	3
Refused (v)	1
Total=	631 +/-3.9

Q: TRUMP_MOD

If your choice was between **[a Republican like Donald Trump or a moderate Democrat]** which one would you likely prefer?

	OCT 21
Republican like Donald Trump	29
Moderate Democrat	69
Neither (v)	1
Don't know (v)	1
Refused (v)	>1
Total=	631 +/-3.9

See results by demographics.