

**GOUCHER  
COLLEGE**

**POLL**

**Results Embargoed Until Wednesday, September 25, at 12:01 a.m.**

**Press Contact Information**

Mileah Kromer

Director, Sarah T. Hughes Field Politics Center

[mileah.kromer@goucher.edu](mailto:mileah.kromer@goucher.edu)

Tara de Souza

Director, Media Relations, Goucher College

[tara.desouza@goucher.edu](mailto:tara.desouza@goucher.edu)

410-337-6316

***Biden, Warren lead Democratic presidential primary race in Maryland; Democratic voters divided on ideological preference, electability versus closeness on policy issues***

BALTIMORE (September 25, 2019)—The Goucher College Poll asked Maryland Democratic likely voters who they are currently planning to vote for in the Maryland Democratic presidential primary and their preferences toward candidate ideology and electability versus closeness of position on issues. The poll also asked Maryland Democratic likely voters how they viewed each candidate. The Goucher College Poll surveyed **300** Maryland Democratic likely voters from **September 13-19, 2019** and has a margin of error of **+/-5.6 percent**.

**Thirty-three percent** of Maryland Democratic likely voters say they will vote for Joe Biden and **21 percent** for Elizabeth Warren. **Ten percent** would vote for Bernie Sanders, **6 percent** for Kamala Harris, and **5 percent** for Pete Buttigieg. All other candidates earn support from **1 percent or fewer** of voters. **Fifteen percent** have no preference or are undecided.

“Joe Biden and Elizabeth Warren are currently the frontrunners among Maryland Democratic likely voters. Their respective levels of support here in Maryland are nearly identical to the support each receives in recent national polls,” said Mileah Kromer, director of the Sarah T. Hughes Field Politics Center at Goucher College. “Democrats in Maryland are divided over whether they want a more moderate or progressive nominee and whether nominating a candidate who can defeat Trump or match their policy preferences is their top priority.”

### Candidate favorability ratings

Maryland Democrats were asked whether they held a favorable or unfavorable opinion of each of the ten candidates who participated in the televised debate held on Thursday, September 12:

- **68 percent** held a favorable view toward Elizabeth Warren; **14 percent** held an unfavorable view.
- **62 percent** held a favorable view toward Joe Biden; **22 percent** held an unfavorable view.
- **56 percent** held a favorable view toward Bernie Sanders; **30 percent** held an unfavorable view.
- **53 percent** held a favorable view toward Kamala Harris; **23 percent** held an unfavorable view.
- **47 percent** held a favorable view toward Cory Booker; **25 percent** held an unfavorable view.
- **47 percent** held a favorable view toward Pete Buttigieg; **22 percent** held an unfavorable view.
- **46 percent** held a favorable view toward Beto O'Rourke; **27 percent** held an unfavorable view.
- **33 percent** held a favorable view toward Amy Klobuchar; **31 percent** held an unfavorable view.
- **32 percent** held a favorable view toward Andrew Yang; **33 percent** held an unfavorable view.
- **30 percent** held a favorable view toward Julian Castro; **37 percent** held an unfavorable view.

### Preferred candidate attributes

**Forty-six percent** of Democratic likely voters say it's more important to find a candidate who is likely to defeat Donald Trump, and **40 percent** say finding a candidate whose positions on the issues comes closest to theirs is more important.

Democratic likely voters are split in their preferences toward the ideology of the Democratic nominee. **Forty-two percent** prefer a moderate nominee and **45 percent** prefer a progressive nominee.

## About the Goucher College Poll

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

The Goucher College Poll is fully funded by the Sarah T. Hughes Field Politics Center 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 citizen perceptions and opinions. The data collected by the 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.

For more information, or to view archived polls, please visit [www.goucher.edu/poll](http://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 for the survey is purchased from Dynata (<https://www.dynata.com/>).

The survey was conducted **Friday, September 13, to Thursday, September 19**. During this time, interviews were conducted 5 p.m. to 9 p.m. on Monday to Friday and noon to 9 p.m. on Saturday and Sunday. The Goucher College 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. **Eighty-one percent** of the interviews were conducted on a cell phone and **19 percent** were conducted on a landline.

Interviews for this survey were completed with **873** Maryland adults from which **300** were identified as Democratic likely voters. For a sample size of **300**, there is a **95 percent** probability the survey results have a plus or minus **5.6 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).

### **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 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 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 Adult Population Parameter	Weighted Sample Estimate <i>Adults</i> (n=873)	Weighted Sample Estimate <i>Dem Likely Voters</i> (n=300)
<b>Gender</b>			
Male	47	47	37
Female	53	53	63
<b>Age</b>			
18 to 24	12	12	7
25 to 34	18	18	14
35 to 44	16	16	15
45 to 54	18	18	18
55 to 64	17	17	20
65+	19	19	27
<b>Race</b>			
White	61	61	51
Black	30	30	42
All other	9	9	7
<b>Education</b>			
High school or less	35	35	19
Tech/AA/some college	26	26	28
Four-year college degree	21	21	27
Adv./professional degree	18	18	27
<b>Region</b>			
Montgomery County	17	17	20
Prince George's County	15	15	22
Baltimore City	11	11	15
Baltimore County	14	14	13
Central Region	21	21	15
Southern Region	6	6	5
Eastern Shore Region	8	8	5
Western Region	8	8	5

**Counties included in region:**

- Central: Anne Arundel, Carroll, Harford, and Howard
- Western: Allegany, Garrett, Frederick, and Washington
- Eastern Shore: Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, and Worcester
- Southern: Calvert, Charles, and St. Mary's

**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 **873** Maryland adult residents surveyed, **747** indicated they were registered voters with the Democratic, Republican, or other party or registered unaffiliated (i.e., independent).

**Maryland Voter Registration (in percent)**

	Party Registration Aug 2019 Voters 4,018,568	Weighted Sample Estimate <b>Registered Voters (n=747)</b>
Democratic Party	54	53
Republican Party	25	26
Unaffiliated (Independent)	19	19
Other Party (Green/Libertarian/Other)	1	2
Total=	100	747 +/-3.6

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

**Identifying Likely Democratic Voters**

Of the **747** Maryland registered voters, **394** indicated they were registered with the Democratic Party. Results are in percent and may not add up exactly to 100 due to weighting and rounding.

**SCREEN**

**ATTENTION** was administered to respondents who indicated they were:

- **Registered to vote (REGVOTE)**

**Q: ATTENTION**

How much attention have you been paying to the election campaign for president: [**a lot, some, a little, or none at all**]?

	<b>All Voters</b>	<b>Registered Democrats</b>
None at all	17	14
A little	23	21
Some	25	28
A lot	36	37
Don't know/Refused (v)	>1	>1
Total=	747 +/-3.6	394 +/-4.9

**SCREEN**

**INTEREST** was administered to respondents who indicated they were:

- **A registered Democrat (REGVOTE)**
- **Paying a little, some, or a lot of attention to the campaign for president (ATTENTION)**

**Q: INTEREST**

As you know, Democrats will hold their primary elections in April for the 2020 presidential election. How interested would you say you are in these elections: **extremely interested, very interested, somewhat interested, or not interested?**

	<b>SEPT 19</b>
Not interested	4
Somewhat interested	16
Very interested	32
Extremely interested	48
Don't know/Refused (v)	>1
Total=	337 +/-5.3

**SCREEN**

**LV** was administered to respondents who indicated they were:

- **A registered Democrat (REGVOTE)**
- **Paying a little, some, or a lot of attention to the campaign for president (ATTENTION)**
- **Somewhat, very, or extremely interested in the Democratic primary elections (INTEREST)**

**Q: LV**

What are the chances that you will vote in the April 2020 Maryland Democratic primary elections for president of the United States—are you [**absolutely certain to vote, very likely to vote, are the chances about 50-50, or will you probably not vote**]?

	<b>SEPT 19</b>
Not vote	3
Chances are about 50-50	3
Very likely to vote	12
Absolutely certain to vote	82
Don't know/Refused (v)	>1
Total=	323 +/-5.4

**SCREEN**

**DEMPREF, DEMFAV, MOST\_IMP, and IDEO\_PREF** were administered to respondents who indicated they were:

- **A registered Democrat (REGVOTE)**
- **Paying a little, some, or a lot of attention to the campaign for president (ATTENTION)**
- **Somewhat, very, or extremely interested in the Democratic primary elections (INTEREST)**
- **Absolutely certain or very likely to vote in the April 2020 Maryland primary elections (LV)**



**Q: DEMPREF**

I'm going to read a list of **ALL** the candidates running for the Democratic nomination for president in 2020. After I read the full list, please tell me whom you plan to vote for in the primary:

**[CANDIDATES ROTATED]**

	<b>SEPT 19</b>
Joe Biden	33
Elizabeth Warren	21
Bernie Sanders	10
Kamala Harris	6
Pete Buttigieg	5
Amy Klobuchar	1
Andrew Yang	1
Cory Booker	1
Beto O'Rourke	1
John Delaney	1
Julian Castro	>1
Tulsi Gabbard	>1
Undecided/No preference (v)	15
Volunteered other candidate (v)	>1
Refused (v)	5
Total=	300 +/-5.6

Note: All official candidates were read to respondents. The table above includes those who were selected by respondents.

**Q: DEMFAV**

Next, I'd like to ask you about the candidates who participated in the televised Democratic debate on Thursday/last week. As I read each candidate's name, please tell me whether you have a [favorable or unfavorable] opinion of them:

[candidates rotated]

**Q: BIDEN**

**Q: WARREN**

**Q: SANDERS**

**Q: HARRIS**

**Q: BOOKER**

**Q: BUTTIGIEG**

**Q: YANG**

**Q: KLOBUCHAR**

**Q: OROURKE**

**Q: CASTRO**

	Very Unfav	Unfav	Fav	Very Fav	DK/REF (v)
Elizabeth Warren	7	7	37	31	18
Joe Biden	7	15	31	31	15
Bernie Sanders	10	20	36	20	14
Kamala Harris	8	15	38	15	24
Cory Booker	6	19	38	9	27
Pete Buttigieg	5	17	32	15	31
Beto O'Rourke	6	21	36	10	27
Amy Klobuchar	8	23	27	6	36
Andrew Yang	9	24	25	7	36
Julian Castro	8	29	28	2	32

**Total=300, +/-5.6**

**Q: MOST\_IMP**

What's more important to you: [**Finding a candidate whose positions on the issues come closest to yours OR finding the candidate who seems most likely to defeat Donald Trump**]?

	<b>SEPT 19</b>
Issues that come closest	40
Likely to defeat Donald Trump	46
Want both (v)	12
Don't know (v)	1
Refused (v)	1
Total=	300 +/-5.6

**Q: IDEO\_PREF**

Thinking generally, would you prefer to have a Democratic nominee who is more [**progressive, moderate, or conservative**]?

	<b>SEPT 19</b>
Conservative	6
Moderate	42
Progressive	45
Some other response (v)	4
Don't know (v)	3
Total=	300 +/-5.6

Note: **IDEO** was administered to all respondents in the demographics section.

**Q: IDEO**

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

	All Adults	Dem Likely Voters
Conservative	23	10
Moderate	47	47
Progressive	24	39
Don't know (v)	6	4
Total=	873 +/-3.3	300 +/-5.6