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POLL

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**THE
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Poll results: U.S. Senate contest would be closely contested between Hogan and Trone or Alsobrooks; Trone leads Democratic primary contest; crime and public safety, economic development and jobs, and taxes and government spending are major issues among all Maryland voters; Democrats winning control of the U.S. Senate is a major issue for Democratic voters; Moore remains on solid footing with voters; voters divided over the direction of the state and current economic conditions

BALTIMORE (April 2, 2024)—The Goucher College Poll was conducted from March 19 to 24, 2024. It surveyed 800 Maryland registered voters (MOE= \pm 3.5%). Voters were asked their opinions on several issues about the upcoming race for the U.S. Senate, on Gov. Wes Moore, and on the direction of and economic conditions in Maryland. An oversample of 408 Democratic likely voters (MOE= \pm 4.9%) were asked about the Democratic primary race for U.S. Senate.

The poll was funded and co-sponsored by the Sarah T. Hughes Center for Politics at Goucher College and *The Baltimore Banner*. See the [results by demographics](#). Please note that the results by party found below include the results for all Democrats and not those identified as Democratic likely voters.

U.S. Senate Race

Maryland voters were asked whether they had a favorable or unfavorable view of three candidates running to replace retiring Sen. Ben Cardin in the U.S. Senate.

- **63 percent** have a favorable opinion of former Gov. Larry Hogan, **30 percent** have an unfavorable opinion, and **5 percent** don't know.
Among Democrats: 57 percent favorable, 33 percent unfavorable
Among Republicans: 66 percent favorable, 28 percent unfavorable
Among Independents: 77 percent favorable, 21 percent unfavorable
- **43 percent** have a favorable opinion of Rep. David Trone, **24 percent** have an unfavorable opinion, and **29 percent** don't know.
Among Democrats: 52 percent favorable, 20 percent unfavorable, and 25 percent don't know
Among Republicans: 31 percent favorable, 35 percent unfavorable, and 30 percent don't know
Among Independents: 35 percent favorable, 26 percent unfavorable, and 38 percent don't know
- **38 percent** have a favorable opinion of Prince George's County Executive Angela Alsobrooks, **20 percent** have an unfavorable opinion, and **40 percent** don't know.
Among Democrats: 47 percent favorable, 13 percent unfavorable, and 37 percent don't know
Among Republicans: 23 percent favorable, 32 percent unfavorable, and 46 percent don't know
Among Independents: 28 percent favorable, 22 percent unfavorable, and 46 percent don't know

Voters were then asked who they would vote for in a general election contest between the Democratic candidates (Alsobrooks and Trone) and the Republican candidate (Hogan):

- **44 percent** would vote for Hogan, and **40 percent** would vote for Alsobrooks; **11 percent** are undecided.
Among Democrats: 25 percent for Hogan and 60 percent for Alsobrooks
Among Republicans: 76 percent for Hogan and 8 percent for Alsobrooks
Among Independents: 63 percent for Hogan and 19 percent for Alsobrooks
- **43 percent** would vote for Hogan, and **42 percent** would vote for Trone; **10 percent** are undecided.
Among Democrats: 24 percent for Hogan and 62 percent for Trone
Among Republicans: 73 percent for Hogan and 8 percent for Trone
Among Independents: 59 percent for Hogan and 27 percent for Trone

“Should former Gov. Larry Hogan win the Republican primary, our results indicate that the race to replace retiring U.S. Sen. Ben Cardin would be closely contested against either Democratic candidates—U.S. Rep. David Trone or Prince George’s County Executive Angela Alsobrooks,” said Dr. Mileah Kromer, director of the Sarah T. Hughes Center for Politics at Goucher College. “Abortion, gun control, and health care, as well as Democratic control of the U.S. Senate, all matter for Democrats, but public safety, economic development, and tax issues rise to the top as the key issues for voters overall.”

Voters were also asked about whether a candidate’s position on a series of broad issues would be a major, a minor, or not a factor at all in determining their vote. The percentages below represent a “major” factor. Please refer to the topline tables below for full results.

- Crime and public safety: **78 percent**
Among Democrats: 73 percent
Among Republicans: 90 percent
Among Independents: 76 percent
- Economic development and jobs: **76 percent**
Among Democrats: 77 percent
Among Republicans: 74 percent
Among Independents: 75 percent

- Taxes and government spending: **75 percent**
Among Democrats: 66 percent
Among Republicans: 90 percent
Among Independents: 83 percent
- Health care: **72 percent**
Among Democrats: 80 percent
Among Republicans: 51 percent
Among Independents: 74 percent
- Gun control: **68 percent**
Among Democrats: 74 percent
Among Republicans: 57 percent
Among Independents: 64 percent
- Abortion: **60 percent**
Among Democrats: 70 percent
Among Republicans: 47 percent
Among Independents: 47 percent
- Immigration: **58 percent**
Among Democrats: 45 percent
Among Republicans: 79 percent
Among Independents: 66 percent
- The environment: **53 percent**
Among Democrats: 66 percent
Among Republicans: 28 percent
Among Independents: 44 percent
- Transportation and infrastructure: **48 percent**
Among Democrats: 52 percent
Among Republicans: 37 percent
Among Independents: 48 percent
- The Israel-Hamas war: **38 percent**
Among Democrats: 38 percent
Among Republicans: 35 percent
Among Independents: 40 percent

Finally, voters were asked to think about the outcome of the general election in November from a national perspective.

- **13 percent** say that they don't care "either way" if the Democratic Party or Republican Party wins control of the U.S. Senate.
Among Democrats: 9 percent don't care either way
Among Republicans: 9 percent don't care either way
Among Independents: 29 percent don't care either way
- **46 percent** say that the Democratic Party winning control of the U.S. Senate is a "major" issue in determining their vote, and **7 percent** say it's a "minor" issue.
Among Democrats: 74 percent say it's a major issue

Among Republicans: **4 percent** say it's a major issue
Among Independents: **20 percent** say it's a major issue

- **23 percent** say that the Republican Party winning control of the U.S. Senate is a “major” issue in determining their vote, and **5 percent** say it's a “minor” issue.

Among Democrats: **4 percent** say it's a major issue
Among Republicans: **66 percent** say it's a major issue
Among Independents: **26 percent** say it's a major issue

Democratic Primary Race

Forty-two percent of Democratic likely voters—i.e., those who say that they are “very likely” or “absolutely certain” to vote in the upcoming primary election in May—say they will vote for U.S. Rep. David Trone and **33 percent** say they will vote for Prince George’s County Executive Angela Alsobrooks. **Nearly a quarter** of Democratic likely voters remain undecided on who they will vote for in the primary.

Gov. Wes Moore

Fifty-four percent of Maryland voters approve of Wes Moore’s job as governor, **28 percent** disapprove, and **16 percent** don’t have an opinion. In a Goucher College Poll conducted in partnership with *The Baltimore Banner* last May, Moore’s job approval rating was **53 percent**.

Among Democrats: **71 percent** approve, **13 percent** disapprove
Among Republicans: **25 percent** approve, **59 percent** disapprove
Among Independents: **46 percent** approve, **32 percent** disapprove

Direction of the State and Perceptions of Economic Conditions

Forty-three percent of Maryland voters say the state is heading in the right direction, and **40 percent** say Maryland is off on the wrong track.

Among Democrats: **57 percent** right direction, **26 percent** wrong track
Among Republicans: **16 percent** right direction, **70 percent** wrong track
Among Independents: **41 percent** right direction, **43 percent** wrong track

Voters are equally divided in their perceptions of the Maryland economy: **45 percent** have a mostly positive view of the current economic situation in Maryland; **45 percent** have a mostly negative view.

Among Democrats: **59 percent** mostly positive, **30 percent** mostly negative
Among Republicans: **19 percent** mostly positive, **74 percent** mostly negative
Among Independents: **37 percent** mostly positive, **52 percent** mostly negative

“Gov. Wes Moore continues to be on solid footing among Maryland voters and earns particularly strong marks among Democrats,” said Dr. Mileah Kromer, director of the Sarah T. Hughes Center for Politics at Goucher College. “While voters are divided overall, most Democrats also hold positive views regarding the direction of the state and its economic conditions.”

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 Sarah T. Hughes Center for Politics endowment and partnerships with trusted media organizations fund the Goucher College Poll. The Hughes Center seeks 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

The poll is conducted using listed voter sample of landline and cellular telephone numbers. Braun Research collected the data and Aristotle supplied the sample of telephone numbers. The survey was conducted March 19 to March 24, 2024. During this time, interviews were conducted from 1 to 8 p.m. Interviewers attempted to reach respondents with working phone numbers a maximum of five times. Only Maryland statewide registered voters aged 18 years or older were eligible to participate. Interviews were not conducted with adults reached at business or work numbers.

Eighty-four percent of the interviews were completed on a cell phone and **16 percent** were conducted on a landline. **Thirty-nine percent** of the cell phone interviews were conducted via text-to-web. Interviews for this survey were completed with 800 adults identified as registered voters. For a sample size of **800**, there is a 95 percent probability the survey results have a **+/-3.5** percentage point sampling error from the actual population distribution for any given survey question. Margins of error are higher for subsamples. For the oversample of **408** Maryland Democratic voters identified as likely voters, there is a 95 percent probability the survey results have a **+/-4.9** percentage point sampling error from the actual population distribution for any given survey question.

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 to represent adult population targets established by the most recent five-year average American Community Survey (ACS) estimates and the U.S. Census. Democratic likely-voter oversample data is weighted by gender, age, race, region, and educational attainment to represent Democratic voter population targets established by the most recent five-year average American Community Survey (ACS) estimates and U.S. Census and Aristotle voter estimates.

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. This maintains question construction integrity by avoiding respondent agreement based on question composition.

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

PROBE: Some questions contain a “probe” maneuver to determine a respondent’s intensity of opinion/perspective. Probe techniques are used in this questionnaire to ask 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 mean 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.

Sample demographics

The sample is weighted by the following demographic characteristics:		Maryland registered voters n=800, MOE=+/-3.5	Democratic likely voters n=408, MOE=+/-4.9
Gender	Male	48	41
	Female	52	59
Age	18-24	9	11
	25-34	17	18
	35-44	17	16
	45-54	17	15
	55-64	17	17
	65+	22	23
Race	White	61	49
	Black	33	45
	All other	7	6
Education	High school graduate/GED or less	32	27
	Some college or associate degree	25	25
	Four-year college degree/some post-grad work	23	25
	Advanced/post-grad degree	20	24
County/Region	Montgomery County	16	20
	Prince George's County	16	21
	Baltimore County	14	14
	Anne Arundel County	10	7
	Baltimore City	11	13
	Central Region*	12	9
	Western Region*	6	4
	Eastern Shore Region*	8	5
	Southern Region*	7	6

*Counties included in region:

- Central: 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

Other sample demographics

The sample is <u>not</u> weighted by the following demographic characteristics:		Maryland registered voters n=800, MOE=+/-3.5	Democratic likely voters n=408, MOE=+/-4.9
Party Registration	Democrat	55	100
	Republican	24	--
	Unaffiliated/independent	18	--
	Other	2	--
Ideology	Conservative	23	9
	Moderate	54	54
	Progressive	23	37
Income	Under \$40,000	16	13
	\$40,00 to under \$75,000	24	26
	\$75,000 to under \$125,000	25	27
	\$125,000 or more	35	35

Topline Results: Questions appear in the order in which they were administered to the respondent. The results are in column percentages and may not add up to exactly 100 due to weighting and rounding. The survey was conducted from March 19 to 24, 2024. The sample of 800 Maryland registered voters has a +/-3.5% margin of sampling error. The Democratic likely voter sample of 408 has a +/-4.9 margin of sampling error.

		Maryland registered voters n=800, MOE=+/-3.5	Democratic likely voters n=408, MOE=+/-4.9
Q: TRACK	Do you think things in Maryland are [heading in the right direction or are off on the wrong track]?	Percent	Percent
	Wrong track	40	23
	Right direction	43	61
	Don't know (v)	15	16
	Refused (v)	1	1
Q: MOOREGOV	Do you [disapprove or approve] of the way Wes Moore is handling his job as governor? PROBE	Percent	Percent
	Strongly Disapprove	14	4
	Disapprove	14	8
	Approve	35	43
	Strongly Approve	19	31
	Don't know (v)	16	12
	Refused (v)	1	1
Q: MDECON	Do you have a [mostly negative or mostly positive] view of the current economic situation in Maryland?	Percent	Percent
	Mostly negative	45	29
	Mostly positive	45	63
	Don't know (v)	9	8
	Refused (v)	1	0
Q: FAV_INT	As you may know, Maryland will hold statewide primary and general elections for the United States Senate this year. I'm going to read you the names of some of the candidates running, and I'd like you to tell me whether you have a(n) [favorable or unfavorable] opinion of them...PROBE		

Q: ALSOBROOKS to Q: HOGAN appeared in a randomized order.

Q: ALSOBROOKS	<i>Prince George's County Executive Angela Alsobrooks</i> PROBE	Percent	Percent
	Very unfavorable	9	4
	Unfavorable	11	9
	Favorable	24	29
	Very favorable	14	23
	Don't know (v)	40	33
	Refused (v)	2	2
Q: TRONE	<i>U.S. Representative David Trone</i> PROBE	Percent	Percent
	Very unfavorable	8	4
	Unfavorable	16	16
	Favorable	28	32
	Very favorable	15	23
	Don't know (v)	29	23
	Refused (v)	3	3
Q: HOGAN	<i>Former Governor Larry Hogan</i> PROBE	Percent	Percent
	Very unfavorable	13	16
	Unfavorable	17	19
	Favorable	36	35
	Very favorable	27	22
	Don't know (v)	5	5
	Refused (v)	2	4

Q: HOGAN_ALSO to Q: HOGAN_TRONE *appeared in a randomized order.*

Q: HOGAN_ALSO	Who would you vote for if the election for U.S. Senate was between: [the Republican Larry Hogan and the Democrat Angela Alsobrooks] ?	Percent	Percent
	Angela Alsobrooks	40	62
	Larry Hogan	44	24
	Neither/some other candidate (v)	5	3
	Don't know/undecided/unsure (v)	11	11
	Refused (v)	0	1
Q: HOGAN_TRONE	Who would you vote for if the election for U.S. Senate was between: [the Republican Larry Hogan and the Democrat David Trone] ?	Percent	Percent
	David Trone	42	64
	Larry Hogan	43	24
	Neither/some other candidate (v)	5	2
	Don't know/undecided/unsure (v)	10	9
	Refused (v)	1	1
Q: ISSUES	Okay, still thinking about the U.S. Senate race, I'm going to read you a list of broad issues, and for each one, please tell me whether a candidate's position on it will be [a major factor, a minor factor, or not a factor at all] in determining your vote:		

Q: ABORTION to Q: TRANSPORT *appeared in a randomized order.*

Q: ABORTION	<i>Abortion</i>	Percent	Percent
	Not a factor	14	8
	Minor factor	21	17
	Major factor	60	73
	Don't know (v)	2	1
	Refused (v)	2	2

Q: ECONOMIC	<i>Economic development and jobs</i>	Percent	Percent
	Not a factor	3	3
	Minor factor	19	19
	Major factor	76	77
	Don't know (v)	1	1
	Refused (v)	1	0
Q: TAXES	<i>Taxes and government spending</i>	Percent	Percent
	Not a factor	5	7
	Minor factor	19	26
	Major factor	75	66
	Don't know (v)	1	2
	Refused (v)	0	0
Q: IMMIGRATION	<i>Immigration</i>	Percent	Percent
	Not a factor	8	10
	Minor factor	33	44
	Major factor	58	45
	Don't know (v)	1	1
	Refused (v)	0	0
Q: HEALTHCARE	<i>Health care</i>	Percent	Percent
	Not a factor	5	3
	Minor factor	22	18
	Major factor	72	79
	Don't know (v)	2	0
	Refused (v)	0	0

Q: CRIME	<i>Crime and public safety</i>	Percent	Percent
	Not a factor	3	3
	Minor factor	19	22
	Major factor	78	75
	Don't know (v)	0	0
	Refused (v)	0	0
Q: ENVIRONMENT	<i>The environment</i>	Percent	Percent
	Not a factor	11	3
	Minor factor	34	31
	Major factor	53	65
	Don't know (v)	2	1
	Refused (v)	0	0
Q: GUNS	<i>Guns</i>	Percent	Percent
	Not a factor	9	7
	Minor factor	21	20
	Major factor	68	72
	Don't know (v)	2	1
	Refused (v)	0	0
Q: WAR	<i>The Israel-Hamas war</i>	Percent	Percent
	Not a factor	20	16
	Minor factor	36	39
	Major factor	38	39
	Don't know (v)	5	4
	Refused (v)	2	2

Q: TRANSPORT	<i>Transportation and infrastructure</i>	Percent	Percent
	Not a factor	7	5
	Minor factor	42	40
	Major factor	48	53
	Don't know (v)	2	1
	Refused (v)	1	1
Q: CONTROL	Thinking about the outcome of the general election in November from a national perspective, would you want to see [the Republican Party or the Democratic Party] win control of the U.S. Senate, or do you not care either way? <u>If they say "Republican Party" or "Democratic Party," follow up: Is control of the U.S. Senate a [major or minor factor] in determining your vote choice in the U.S. Senate race in Maryland?</u>	Percent	Percent
	Democratic Party (minor factor)	7	10
	Democratic Party (major factor)	46	74
	Republican Party (minor factor)	5	1
	Republican Party (major factor)	23	4
	Do not care either way	13	8
	Some other opinion (v)	2	1
	Don't know (v)	3	2
	Refused (v)	1	1
Q: DEM_PRIMARY was only administered to the Democratic voters who indicated that they were "very likely" or "absolutely certain" to vote in the upcoming Democratic primary election. (n=408, MOE= +/-4.9%)			
Q: DEM_PRIMARY	Okay, if the Democratic primary election for U.S. Senate was held today, would you vote for [David Trone, Angela Alsobrooks] or some other candidate?	Percent	Percent
	David Trone	--	42
	Angela Alsobrooks	--	33
	Some other candidate	--	>1
	Don't know/undecided (v)	--	24
	Refused (v)	--	0