

GONZALES MARYLAND POLL



January 2018

Part 1 – 2018 Democratic Primary

Gonzales Maryland Poll

PART 1 – 2018 DEMOCRATIC PRIMARY

BACKGROUND 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 1980s 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 that 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 in Baltimore, Maryland on October 27, 2016, Mr. Gonzales was one of the very few pollsters in the nation to state publicly that Donald Trump would win the 2016 presidential election.

This poll was conducted by **Gonzales Research & Media Services** from December 27th, 2017 through January 5th, 2018. A total of 501 registered Democrats in Maryland, who indicated that they are likely to vote in the June 2018 primary election, were queried by live telephone interviews, utilizing both landlines and cell phones. A cross-section of interviews was conducted throughout the state, reflecting Democratic primary election voting patterns.

The margin of error (MOE), per accepted statistical standards, is a range of plus or minus 4.5 percentage points. If the entire population was surveyed, there is a 95% probability that the true numbers would fall within this range.

Executive Summary

As a tantalizing election year begins, and the General Assembly session convenes, the Democratic gubernatorial contest in Maryland starts 2018 as a wide-open affair. The winner six months from now will challenge popular incumbent Larry Hogan in November

Statewide, 24% of likely June primary voters say they'd vote for Rushern Baker "if the election were held today," 14% say Kevin Kamenetz, 14% say Ben Jealous, 5% back Richard Madaleno, and less than 2% each for Krish Vignarajah, Alec Ross, Jim Shea, and Ralph Jaffe, with 33% undecided. (**NOTE:** Maya Rockey Moore Cummings, who collected 6% in this survey, ended her campaign this past Friday)

Baker captures 30% the African-American vote, 27% of voters under the age of 55, and 44% of primary voters in Metro Washington, which includes his home base of Prince George's County, where he enjoys 53% support.

Kamenetz secures 18% of men, 21% of white voters, and 47% in Baltimore County, where he is finishing his second term as county executive.

Jealous' support is more evenly dispersed by gender (14% among men and women) and race (11% white/15% African-American), and he is leading slightly in Baltimore City with 22% of the vote.

Prince George's Executive Baker's most significant showing is in PG's neighboring jurisdiction, populous Montgomery County, where he is ahead of State Senator Richard Madaleno, 37% to 14%. Outside of Metro Washington (the region with the highest number of votes in a Democratic primary), Baker trails Kamenetz and Jealous.

Competitive, multi-candidate primaries are daunting. Voter turnout is light (25% range), often difficult to predict, and the policy distinctions between the various candidates are usually negligible, making problematic the task of advancing campaign themes and crafting messages that attract attention. The grassroots component plays a much more determinative role than in general elections.

The winner here in Maryland will be the campaign that best negotiates these challenges and produces a successful coalition on June 26th.

Maryland Democratic primary voters appear preoccupied with matters across the line in D.C. When asked to pick, among five topics, the most important issue for them in this year's election, a stout plurality of 41% say "removing Donald Trump," 25% say "education," 19% choose "economy and jobs," with only 5% each saying "climate change" and "immigration reform."

Thirty-one percent of men say education will be most important for them, while 50% of women say it is removing Trump.

QUESTION: “If the June 2018 Democratic primary election were held today, for whom would you vote for governor?”

Statewide Results

DEMOCRATIC GUBERNATORIAL PRIMARY	Number	Percent
Rushern Baker	120	24.0 %
Kevin Kamenetz	71	14.2 %
Ben Jealous	69	13.8 %
Maya Rockey Moore Cummings *	29	5.8 %
Richard Madaleno	24	4.8 %
Krish Vignarajah	8	1.6 %
Alec Ross	7	1.4 %
Jim Shea	5	1.0 %
Ralph Jaffe	2	0.4 %
Undecided	166	33.1 %
Total	501	100.0 %

* Ms. Rockey Moore Cummings discontinued her campaign on Friday, January 5th

June 2018 Democratic Primary for Governor?

Age Group

	<u>Baker</u>	<u>Kamenetz</u>	<u>Jealous</u>	<u>Madaleno</u>	<u>UND</u>
Millennial (18 to 40 years old)	25%	15%	14%	5%	30%
Gen X (41 to 54 years old)	30%	18%	11%	3%	32%
Late Boomer (55 to 64 years old)	22%	12%	12%	6%	37%
Early Boomer (65 and older)	20%	12%	16%	5%	33%

Gender

	<u>Baker</u>	<u>Kamenetz</u>	<u>Jealous</u>	<u>Madaleno</u>	<u>UND</u>
Men	22%	18%	14%	5%	36%
Women	25%	12%	14%	5%	32%

Race

	<u>Baker</u>	<u>Kamenetz</u>	<u>Jealous</u>	<u>Madaleno</u>	<u>UND</u>
White	18%	21%	11%	7%	33%
African-American	30%	8%	15%	1%	34%

Democratic Gubernatorial Primary by Jurisdiction

Baltimore City

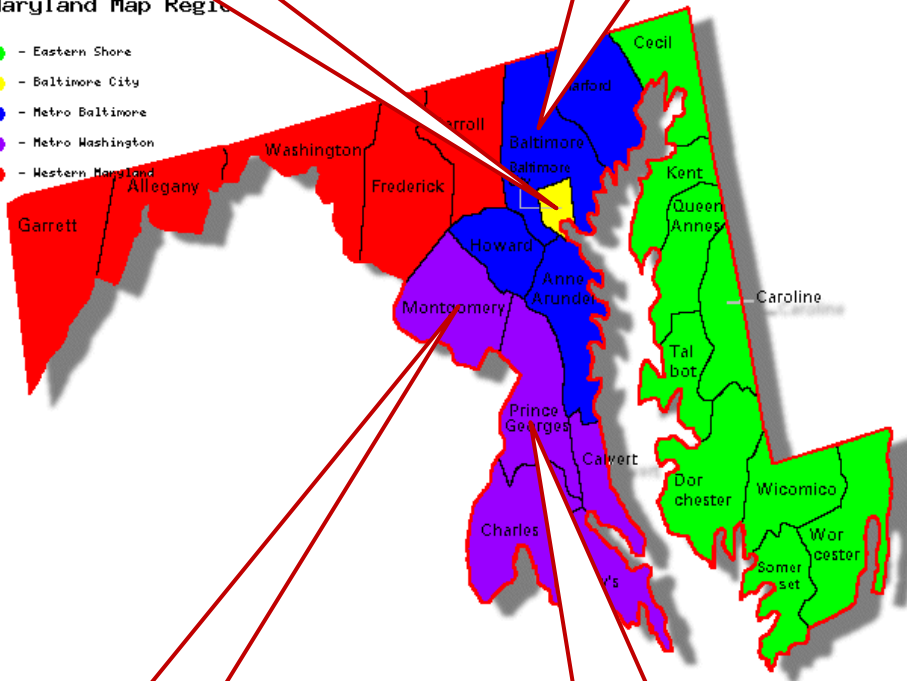
Jealous -	22%
Kamenetz -	19%
Baker -	11%
Madaleno -	3%

Baltimore County

Kamenetz -	47%
Jealous -	18%
Baker -	8%
Madaleno -	1%

Maryland Map Regions

- - Eastern Shore
- - Baltimore City
- - Metro Baltimore
- - Metro Washington
- - Western Maryland



Source: diymaps.net (c)

Montgomery County

Baker -	37%
Madaleno -	14%
Jealous -	8%
Kamenetz -	3%

Prince George's County

Baker -	53%
Jealous -	15%
Madaleno -	2%
Kamenetz -	2%

QUESTION: “Which of the following will be the most important issue for you in this year’s election?”

- **Education**
- **Economy and Jobs**
- **Climate Change**
- **Immigration Reform**
- **Removing Donald Trump**

Statewide Results

<u>MOST IMPORTANT ISSUE</u>	<u>Number</u>	<u>Percent</u>
Removing Trump	206	41.1 %
Education	123	24.6 %
Economy/Jobs	94	18.8 %
Climate Change	26	5.2 %
Immigration Reform	24	4.8 %
No answer	28	5.6 %
Total	501	100.0 %

Data Tables

QUESTION: If the June 2018 Democratic primary election were held today, for whom would you vote for governor: Rushern Baker; Maya Rockey Moore Cummings; Ralph Jaffe; Ben Jealous; Kevin Kamenetz; Richard Madaleno; Alec Ross; Jim Shea; or Krish Vignarajah?

DEMOCRATIC GUBERNATORIAL PRIMARY	Number	Percent
Rushern Baker	120	24.0 %
Kevin Kamenetz	71	14.2 %
Ben Jealous	69	13.8 %
Maya Rockey Moore Cummings	29	5.8 %
Richard Madaleno	24	4.8 %
Krish Vignarajah	8	1.6 %
Alec Ross	7	1.4 %
Jim Shea	5	1.0 %
Ralph Jaffe	2	0.4 %
Undecided	166	33.1 %
Total	501	100.0 %

AGE

	DEMOCRATIC GUBERNATORIAL PRIMARY				
	Baker	Jealous	Kamenetz	Madaleno	Undecided
Millennial (18 to 40 years old)	31 24.8%	18 14.4%	19 15.2%	6 4.8%	38 30.4%
Gen X (41 to 54 years old)	32 29.6%	12 11.1%	19 17.6%	3 2.8%	34 31.5%
Late Boomer (55 to 64 years old)	27 22.3%	15 12.4%	15 12.4%	7 5.8%	45 37.2%
Early Boomer (65 and older)	30 20.4%	24 16.3%	18 12.2%	8 5.4%	49 33.3%

GENDER

	DEMOCRATIC GUBERNATORIAL PRIMARY				
	Baker	Jealous	Kamenetz	Madaleno	Undecided
Male	44 22.3%	28 14.2%	35 17.8%	9 4.6%	70 35.5%
Female	76 25.0%	41 13.5%	36 11.8%	15 4.9%	96 31.6%

RACE

DEMOCRATIC GUBERNATORIAL PRIMARY

	Baker	Jealous	Kamenetz	Madaleno	Undecided
White	43 18.1%	27 11.3%	49 20.6%	17 7.1%	78 32.8%
African-American	68 30.0%	35 15.4%	19 8.4%	3 1.3%	77 33.9%
Other/Refused	9 25.0%	7 19.4%	3 8.3%	4 11.1%	11 30.6%

REGION

DEMOCRATIC GUBERNATORIAL PRIMARY

	Baker	Jealous	Kamenetz	Madaleno	Undecided
Eastern Shore	4 10.5%	4 10.5%	2 5.3%	1 2.6%	25 65.8%
Baltimore City	8 11.1%	16 22.2%	14 19.4%	2 2.8%	15 20.8%
Metro Baltimore	18 11.2%	23 14.3%	47 29.2%	5 3.1%	49 30.4%
Metro Washington	87 43.7%	23 11.6%	6 3.0%	16 8.0%	56 28.1%
Western MD	3 9.7%	3 9.7%	2 6.5%	0 0.0%	21 67.7%

Baker's statewide lead is based on his solid showing in Metro Washington

COUNTY

DEMOCRATIC GUBERNATORIAL PRIMARY

	Baker	Jealous	Kamenetz	Madaleno	Undecided
Baltimore County	7 8.4%	15 18.1%	39 47.0%	1 1.2%	13 15.7%
Montgomery County	34 36.6%	7 7.5%	3 3.2%	13 14.0%	33 35.5%
Prince George's County	48 52.7%	14 15.4%	2 2.2%	2 2.2%	18 19.8%

QUESTION: Which of the following will be the most important issue for you in this year’s election? **ORDER ROTATED**

- Education
- Economy and Jobs
- Climate Change
- Immigration Reform
- Removing Donald Trump

<u>MOST IMPORTANT ISSUE</u>	<u>Number</u>	<u>Percent</u>
Education	123	24.6 %
Economy/Jobs	94	18.8 %
Climate Change	26	5.2 %
Immigration Reform	24	4.8 %
Removing Trump	206	41.1 %
No answer	28	5.6 %
Total	501	100.0 %

N=501

	<u>MOST IMPORTANT ISSUE</u>					
	<u>Education</u>	<u>Economy/ Jobs</u>	<u>Climate Change</u>	<u>Immigration Reform</u>	<u>Removing Trump</u>	<u>No answer</u>

AGE GROUP

Millennial (18 to 40 years old)	34 27.2%	22 17.6%	8 6.4%	5 4.0%	54 43.2%	2 1.6%
Gen X (41 to 54 years old)	26 24.1%	25 23.1%	8 7.4%	6 5.6%	36 33.3%	7 6.5%
Late Boomer (55 to 64 years old)	30 24.8%	22 18.2%	5 4.1%	5 4.1%	51 42.1%	8 6.6%
Early Boomer (65 and older)	33 22.4%	25 17.0%	5 3.4%	8 5.4%	65 44.2%	11 7.5%

N=501

	<u>MOST IMPORTANT ISSUE</u>					
	<u>Education</u>	<u>Economy/ Jobs</u>	<u>Climate Change</u>	<u>Immigration Reform</u>	<u>Removing Trump</u>	<u>No answer</u>

RACE

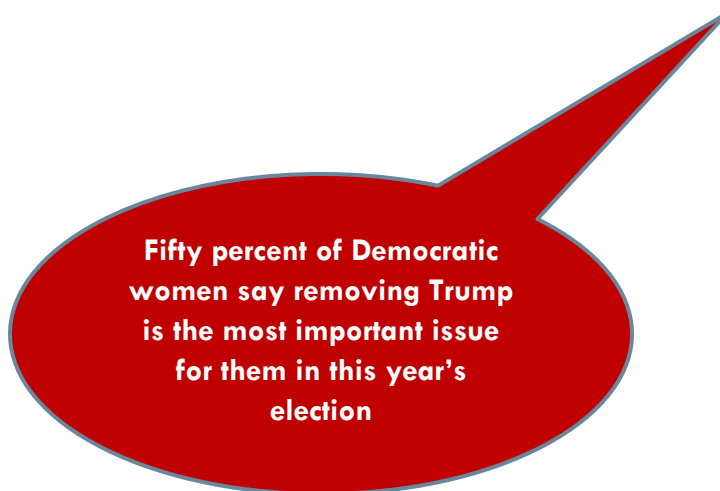
White	68 28.6%	44 18.5%	13 5.5%	11 4.6%	90 37.8%	12 5.0%
African-American	48 21.1%	41 18.1%	13 5.7%	10 4.4%	102 44.9%	13 5.7%
Other/Refused	7 19.4%	9 25.0%	0 0.0%	3 8.3%	14 38.9%	3 8.3%

N=501

	MOST IMPORTANT ISSUE					
	Education	Economy/ Jobs	Climate Change	Immigration Reform	Removing Trump	No answer

GENDER

Male	61 31.0%	45 22.8%	7 3.6%	13 6.6%	55 27.9%	16 8.1%
Female	62 20.4%	49 16.1%	19 6.3%	11 3.6%	151 49.7%	12 3.9%



N=501

	MOST IMPORTANT ISSUE					
	Education	Economy/ Jobs	Climate Change	Immigration Reform	Removing Trump	No answer

REGION

Eastern Shore	6 15.8%	6 15.8%	3 7.9%	2 5.3%	18 47.4%	3 7.9%
Baltimore City	20 27.8%	9 12.5%	4 5.6%	3 4.2%	33 45.8%	3 4.2%
Metro Baltimore	49 30.4%	35 21.7%	2 1.2%	8 5.0%	59 36.6%	8 5.0%
Metro Washington	43 21.6%	39 19.6%	13 6.5%	8 4.0%	87 43.7%	9 4.5%
Western MD	5 16.1%	5 16.1%	4 12.9%	3 9.7%	9 29.0%	5 16.1%

Maryland Democratic Primary Poll Demographics

<u>AGE GROUP</u>	<u>Number</u>	<u>Percent</u>
Millennial (18 to 40 years old)	125	25.0 %
Gen X (41 to 54 years old)	108	21.6 %
Late Boomer (55 to 64 years old)	121	24.2 %
Early Boomer (65 and older)	147	29.3 %
Total	501	100.0 %

<u>RACE</u>	<u>Number</u>	<u>Percent</u>
White	238	47.5 %
African-American	227	45.3 %
Other/Refused	36	7.2 %
Total	501	100.0 %

<u>GENDER</u>	<u>Number</u>	<u>Percent</u>
Male	197	39.3 %
Female	304	60.7 %
Total	501	100.0 %

<u>REGION</u>	<u>Number</u>	<u>Percent</u>
Eastern Shore	38	7.6 %
Baltimore City	72	14.4 %
Metro Baltimore	161	32.1 %
Metro Washington	199	39.7 %
Western MD	31	6.2 %
Total	501	100.0 %

<u>METRO BALTIMORE</u>	<u>Number</u>	<u>Percent</u>
Anne Arundel County	35	7.0 %
Baltimore County	83	16.6 %
Harford County	15	3.0 %
Howard County	28	5.6 %
Total	161	32.1 %

<u>METRO WASHINGTON</u>	<u>Number</u>	<u>Percent</u>
Montgomery County	93	18.5 %
Prince George's County	91	18.2 %
Charles County	15	3.0 %
Total	199	39.7 %