September 2024

Gonzales Poll, Part 2 - Maryland Statewide



Gonzales Poll

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Background and Methodology

Patrick E. Gonzales graduated magna cum laude from the University of Baltimore with a degree in political science.

His career in the field of public opinion research began in the mid-1980s as an analyst with *Mason-Dixon Opinion Research*. During this time, Mr. Gonzales helped develop, craft and implement election surveys and exit polls for television and radio in the Baltimore-Washington D.C. metro area.

Mr. Gonzales has polled and analyzed thousands of elections in Maryland and across the country over the past forty years. Further, he and his associates have conducted numerous market research projects, crafting message development plans and generating strategy blueprints for businesses and organizations throughout the state.

Over his decades of conducting public opinion polls, Patrick Gonzales has been widely recognized by his peers for his ability to conduct unbiased surveys, and analyze the results in an impartial, evenhanded manner.

Mr. Gonzales appears frequently on radio and television in the Baltimore-D.C. region as a guest commentator. Currently, his "*Politics With Patrick*" segment appears on WBAL's C4 & Bryan Nehman Show every Wednesday morning at 7:30 am.

This poll was conducted by *Gonzales Research & Media Services, Inc.* from August 24th through August 30th, 2024. A total of 820 registered voters in Maryland, who indicated they are likely to vote in the 2024 general election, were queried by live telephone interviews, utilizing both landline and cell phone numbers. A cross-section of interviews was conducted throughout the state, reflecting general election voting patterns.

The margin of error (MOE), per accepted statistical standards, is a range of plus or minus 3.5 percentage points. If the entire population was surveyed, there is a 95% probability that the true numbers would fall within this range.

Synopsis

Does Angela Alsobrooks help Democrats keep control of the United States Senate, or does Larry Hogan provide that seat which flips the Senate to the Republicans...this is the question enquiring minds want to know.

Among voters today in Maryland, 46% support Angela Alsobrooks, 41% favor Larry Hogan, 1% vote for someone else, and 11% are undecided.

Statewide, 40% have a favorable opinion of Alsobrooks, compared to 7% who have an unfavorable opinion. Thirty-four percent do not yet recognize her name. Any pol would love to be 5 points up two months before an election, with one-third of the electorate being a total blank canvas upon which many pretty pictures can be engraved ...keeping in mind, of course, there will be others intent on stamping unflattering images on the slate.

Two-term Governor Larry Hogan remains very popular with voters. Statewide, 50% have a favorable opinion, while 19% have an unfavorable opinion of him.

Hogan is that one-off politician who's viewed favorably by Democrats, Republicans, and independents. But he's up against an opponent who is herself exceptionally popular within her party base. And in Maryland, a unified election day voice from registered Democrats is a very difficult dynamic to overcome.

Hogan captures 82% of the Republican vote, which is actually 2-points higher than Trump garners in this poll, and the former governor is ahead 40%-31% among unaffiliated voters. Among Democrats, Alsobrooks leads, 72%-21%, with 6% undecided.

For a Republican to win statewide in Maryland it always comes down to basic mathematics...can Hogan snatch away 30% of the Democratic vote to secure victory on November 5th?

Gonzales Poll, Part 2 - Maryland Statewide Results

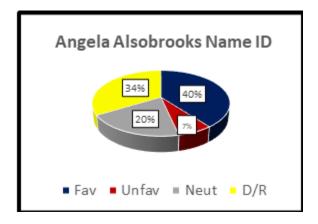
Senate Race

Angela Alsobrooks Name ID

Among 2024 general election voters in Maryland, 40% have a favorable opinion of Angela Alsobrooks (27% "very" favorable and 13% "somewhat" favorable), while 7% have an unfavorable opinion of her (4% "very" unfavorable and 3% "somewhat" unfavorable), 20% are neutral, and 34% do not yet recognize her name.

By party, 60% of Democrats have a favorable opinion of Alsobrooks and 17% don't recognize her name; among independents, 31% have a favorable opinion of her and 33% don't yet recognize her name. She is least known (by far) with GOP voters, among whom 6% have a favorable opinion, 19% unfavorable, and 69% don't know the name.

Alsobrooks Name ID	FAV	UNFAV	NEUT	D/R
Statewide	40%	7%	20%	34%
Democrat	60%	1%	23%	17%
Republican	6%	19%	7%	69%
Independent	31%	7%	29%	33%
White	27%	10%	20%	43%
African-American	63%	1%	18%	18%
Women	45%	5%	19%	32%
Men	35%	8%	21%	36%

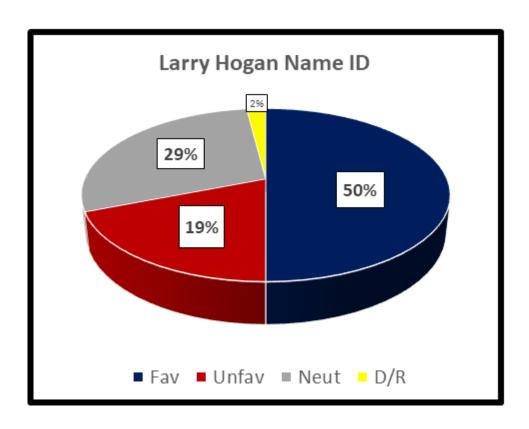


Larry Hogan Name ID

Former Governor Larry Hogan remains awfully popular with Maryland voters. Statewide, 50% have a favorable opinion of Hogan (27% "very" favorable and 23% "somewhat" favorable), while 19% have an unfavorable opinion of him (13% "very" unfavorable and 6% "somewhat" unfavorable), 29% are neutral, and 2% do not recognize his name.

Hogan is that unique politician whose appeal is broad and spread among the electorate rather evenly.

Hogan Name ID	FAV	<u>UNFAV</u>	NEUT	<u>D/R</u>
Statewide	50%	19%	29%	2%
Democrat	47%	20%	31%	2%
Republican	54%	19%	26%	1%
Independent	53%	17%	29%	1%
White	53%	19%	27%	2%
African-American	47%	19%	33%	2%
Women	50%	20%	30%	1%
Men	51%	18%	29%	2%



2024 U.S. Senate Election

Among Maryland voters, 46% say they would vote for Angela Alsobrooks "*if the election were held today,*" 41% support Larry Hogan, 1% would vote for someone else, and 11% are undecided.

By party, 72% of Democrats say they'll vote for Alsobrooks, while 82% of Republicans say they'll vote for Hogan. Among independents, Hogan is up 10 points, 41%-31%, "if the election were held today."

Senate Election	<u>Alsobrooks</u>	<u>Hogan</u>	Undecided
Statewide	46%	41%	11%
Democrat	72%	21%	6%
Republican	5%	7 82%	9%
Independent	31%	41%	28%
White	29%	55%	14%
African-American	78%	16%	5%
Women	51%	39%	10%
Men	51% 42%	44%	13%

21% of Democrats say they'll vote for Republican Hogan...not bad, but the former governor will need to bump this up about 10 points to win in November

Undecided Voter Profile

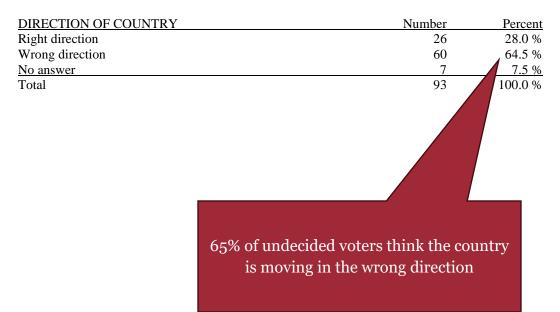
Among voters who are undecided in the senate race, 13% have a favorable opinion of Angela Alsobrooks, only 2% have an unfavorable opinion of her, and 85% either have no opinion or don't recognize her name.

NAME ID: ANGELA ALSOBROOKS	Number	Percent
Favorable	12	12.9 %
Unfavorable	2	2.2 %
Neutral	12	12.9 %
Don't Recognize	67	72.0 %
Total	93	100.0 %

Sixteen percent have a favorable opinion of Larry Hogan, 22% have an unfavorable opinion of Hogan, and 61% have a neutral opinion of him.

NAME ID: LARRY HOGAN	Number	Percent
Favorable	15	16.1 %
Unfavorable	21	22.6 %
Neutral	57	61.3 %
Total	93	100.0 %

Undecided Voters – Direction of Country



Appendix A: Data Tables – Frequencies & Crosstabs

QUESTION: NAME ID Angela Alsobrooks Do you recognize the name Angela Alsobrooks? (IF YES) Do you have a favorable, unfavorable, or neutral opinion of Angela Alsobrooks?

NAME ID: ANGELA ALSOBROOKS	Number	Percent
Favorable	327	39.9 %
Unfavorable	53	6.5 %
Neutral	164	20.0 %
Don't Recognize	276	33.7 %
Total	820	100.0 %

INTENSITY - Is that very or somewhat favorable/unfavorable

ID: ALSOBROOKS - INTENSITY	Number	Percent
Very favorable	217	26.5 %
Somewhat favorable	110	13.4 %
Neutral	164	20.0 %
Somewhat unfavorable	21	2.6 %
Very unfavorable	32	3.9 %
Don't Recognize	276	33.7 %
Total	820	100.0 %

N=820	NAME ID: ANGELA ALSOBROOKS			
	Favorable	Unfavorable	Neutral	Don't Recognize
<u>RESULTS</u>				
Statewide	327 39.9%	53 6.5%	164 20.0%	276 33.7%

N=820	NAME ID: ANGELA ALSOBROOKS			
<u>-</u>	Favorable	Unfavorable	Neutral	Don't Recognize
PARTY REGISTRA	<u>ATION</u>			
Democrat	264	2	102	75
	59.6%	0.5%	23.0%	16.9%
Republican	12	40	15	147
	5.6%	18.7%	7.0%	68.7%
Unaffiliated	51	11	47	54
	31.3%	6.7%	28.8%	33.1%

Gonzales Poll, Part 2 - Maryland Statewide

N=820		NAME ID: ANGEL	A ALSOBROOKS	
_	Favorable	Unfavorable	Neutral	Don't Recognize
RACE/ETHNICITY	7 			
White	128	46	93	201
	27.4%	9.8%	19.9%	42.9%
African	156	2	44	45
American	63.2%	0.8%	17.8%	18.2%
Other/No	43	5	27	30
answer	41.0%	4.8%	25.7%	28.6%

N=820		NAME ID: ANGEL	A ALSOBROOKS	
	Favorable	Unfavorable	Neutral	Don't Recognize
<u>GENDER</u>				
Female	194 44.6%	21 4.8%	82 18.9%	138 31.7%
Male	133 34.5%	32 8.3%	82 21.3%	138 35.8%

N=820		NAME ID: ANGEL	A ALSOBROOKS	
-	Favorable	Unfavorable	Neutral	Don't Recognize
<u>AGE</u>				
18 to 34	60	8	28	43
	43.2%	5.8%	20.1%	30.9%
35 to 49	87	8	38	61
	44.8%	4.1%	19.6%	31.4%
50 to 64	92	20	52	97
	35.2%	7.7%	19.9%	37.2%
65 and older	88	17	46	75
	38.9%	7.5%	20.4%	33.2%

N=820		NAME ID: ANGEL	A ALSOBROOKS	
- -	Favorable	Unfavorable	Neutral	Don't Recognize
<u>REGION</u>				
East Shore	22	11	18	40
	24.2%	12.1%	19.8%	44.0%
Baltimore	37	0	11	19
City	55.2%	0.0%	16.4%	28.4%
Baltimore	90	26	63	106
Suburbs	31.6%	9.1%	22.1%	37.2%
Washington	158	5	57	58
Suburbs	56.8%	1.8%	20.5%	20.9%
Western	20	11	15	53
Maryland	20.2%	11.1%	15.2%	53.5%

QUESTION: NAME ID Larry Hogan Do you recognize the name Larry Hogan? (IF YES) Do you have a favorable, unfavorable, or neutral opinion of Larry Hogan?

NAME ID: LARRY HOGAN	Number	Percent
Favorable	412	50.2 %
Unfavorable	155	18.9 %
Neutral	240	29.3 %
Don't Recognize	13	1.6 %
Total	820	100.0 %

${\bf INTENSITY-Is\ that\ very\ or\ somewhat\ favorable/unfavorable}$

<u>ID: HOGAN - INTENSITY</u>	Number	Percent
Very favorable	226	27.6 %
Somewhat favorable	186	22.7 %
Neutral	240	29.3 %
Somewhat unfavorable	49	6.0 %
Very unfavorable	106	12.9 %
Don't Recognize	13	1.6 %
Total	820	100.0 %

N=820		NAME ID: LAI	RRY HOGAN	
	Favorable	Unfavorable	Neutral	Don't Recognize
RESULTS				
Statewide	412	155	240	13
	50.2%	18.9%	29.3%	1.6%

N=820		NAME ID: LAF	RRY HOGAN	
- -	Favorable	Unfavorable	Neutral	Don't Recognize
PARTY REGISTRA	<u>ATION</u>			
Democrat	210	88	136	9
	47.4%	19.9%	30.7%	2.0%
Republican	116	40	56	2
	54.2%	18.7%	26.2%	0.9%
Unaffiliated	86	27	48	2
	52.8%	16.6%	29.4%	1.2%

Gonzales Poll, Part 2 - Maryland Statewide

N=820		NAME ID: LAF	RRY HOGAN	
_	Favorable	Unfavorable	Neutral	Don't Recognize
RACE/ETHNICITY				
White	246	88	127	7
	52.6%	18.8%	27.1%	1.5%
African	115	46	81	5
American	46.6%	18.6%	32.8%	2.0%
Other/No	51	21	32	1
answer	48.6%	20.0%	30.5%	1.0%

N=820		NAME ID: LAF	RRY HOGAN	
	Favorable	Unfavorable	Neutral	Don't Recognize
<u>GENDER</u>				
Female	216 49.7%	85 19.5%	129 29.7%	5 1.1%
Male	196 50.9%	70 18.2%	111 28.8%	8 2.1%

N=820		NAME ID: LAI	RRY HOGAN	
	Favorable	Unfavorable	Neutral	Don't Recognize
<u>AGE</u>				
18 to 34	62	31	45	1
	44.6%	22.3%	32.4%	0.7%
35 to 49	113 58.2%	32 16.5%	47 24.2%	2 1.0%
50 to 64	141 54.0%	45 17.2%	68 26.1%	7 2.7%
65 and older	96 42.5%	47 20.8%	80 35.4%	3 1.3%

N=820		NAME ID: LAI	RRY HOGAN	
	Favorable	Unfavorable	Neutral	Don't Recognize
<u>REGION</u>				
East Shore	42	21	25	3
	46.2%	23.1%	27.5%	3.3%
Baltimore	28	14	25	0
City	41.8%	20.9%	37.3%	0.0%
Baltimore	151	51	80	3
Suburbs	53.0%	17.9%	28.1%	1.1%
Washington	138	51	83	6
Suburbs	49.6%	18.3%	29.9%	2.2%
Western	53	18	27	1
Maryland	53.5%	18.2%	27.3%	1.0%

QUESTION: 2024 U.S. Senate Election If the 2024 election were held today, for whom would you vote for United States Senate: Angela Alsobrooks, the Democrat **or** Larry Hogan, the Republican?

U.S. SENATE ELECTION	Number	Percent
Alsobrooks	380	46.3 %
Hogan	337	41.1 %
Someone else	10	1.2 %
Undecided	93	11.3 %
Total	820	100.0 %

N=820	U.S. SENATE ELECTION				
	Alsobrooks	Hogan	Someone else	Undecided	
RESULTS					
Statewide	380 46.3%	337 41.1%	10 1.2%	93 11.3%	

N=820	U.S. SENATE ELECTION			
•	Alsobrooks	Hogan	Someone else	Undecided
PARTY REGISTRA	ATION			
Democrat	319	95	1	28
	72.0%	21.4%	0.2%	6.3%
Republican	10 4.7%	176 82.2%	8 3.7%	20 9.3%
Unaffiliated	51	66	1	45
Charmatea	31.3%	40.5%	0.6%	27.6%
N=820	U.S. SENATE ELECTION Alsobrooks Hogan Someone else Undecided			
-	Aisoulouks	Hogan	Someone eise	Ondecided
RACE/ETHNICITY	<u>′</u>			
White	137	256	8	67
	29.3%	54.7%	1.7%	14.3%
African	192	40	2	13
American	77.7%	16.2%	0.8%	5.3%
Other/No answer	51 48.6%	41 39.0%	0 0.0%	13 12.4%

N=820	U.S. SENATE ELECTION			
	Alsobrooks	Hogan	Someone else	Undecided
<u>GENDER</u>				
Female	220	169	3	43
	50.6%	38.9%	0.7%	9.9%
Male	160	168	7	50
	41.6%	43.6%	1.8%	13.0%
N=820			TE ELECTION	
	Alsobrooks	Hogan	Someone else	Undecided
<u>AGE</u>				
18 to 34	74	47	0	18
	53.2%	33.8%	0.0%	12.9%
35 to 49	97	72	1	24
	50.0%	37.1%	0.5%	12.4%
50 to 64	100	134	6	21
	38.3%	51.3%	2.3%	8.0%
65 and older	109	84	3	30
	48.2%	37.2%	1.3%	13.3%
N=820		U.S. SENATE ELECTION		
•	Alsobrooks	Hogan	Someone else	Undecided
<u>REGION</u>				
East Shore	30	46	3	12
	33.0%	50.5%	3.3%	13.2%
Baltimore	42	16	1	8
City	62.7%	23.9%	1.5%	11.9%
Baltimore	105	148	2	30
Suburbs	36.8%	51.9%	0.7%	10.5%
Washington	180	72	1	25
Suburbs	64.7%	25.9%	0.4%	9.0%
Western	23	55	3	18
Maryland	23.2%	55.6%	3.0%	18.2%

17

93

18.3 %

100.0 %

Undecided Voters – Angela Alsobrooks Name ID

NAME ID: ANGELA ALSOBROOKS	Number	Percent
Favorable	12	12.9 %
Unfavorable	2	2.2 %
Neutral	12	12.9 %
Don't Recognize	67	72.0 %
Total	93	100.0 %

ID: ALSOBROOKS - INTENSITY	Number	Percent
Very favorable	10	10.8 %
Somewhat favorable	2	2.2 %
Neutral	12	12.9 %
Somewhat unfavorable	1	1.1 %
Very unfavorable	1	1.1 %
Don't Recognize	67	72.0 %
Total	93	100.0 %

Undecided Voters – Larry Hogan Name ID

NAME ID: LARRY HOGAN	Number	Percent
Favorable	15	16.1 %
Unfavorable	21	22.6 %
Neutral	57	61.3 %
Total	93	100.0 %
ID: HOGAN - INTENSITY	Number	Percent
Very favorable	10	10.8 %
Somewhat favorable	5	5.4 %
Neutral	57	61.3 %
Somewhat unfavorable	4	4.3 %

Undecided Voters – Direction of Country

Very unfavorable

Total

DIRECTION OF COUNTRY	Number	Percent
Right direction	26	28.0 %
Wrong direction	60	64.5 %
No answer	7	7.5 %
Total	93	100.0 %

Appendix B: Maryland Poll Sample Demographics

AGE	Number	Percent
18 to 34	139	17.0 %
35 to 49	194	23.7 %
50 to 64	261	31.8 %
65 and older	226	27.6 %
Total	820	100.0 %
PARTY REGISTRATION	Number	Percent
Democrat	443	54.0 %
Republican	214	26.1 %
Unaffiliated	163	19.9 %
Total	820	100.0 %
RACE/ETHNICITY	Number	Percent
White	468	57.1 %
African American	247	30.1 %
Other/No answer	105	12.8 %
Total	820	100.0 %
GENDER	Number	Percent
Female	435	53.0 %
Male	385	47.0 %
Total	820	100.0 %
REGION	Number	Percent
Eastern Shore/Southern Maryland	91	11.1 %
Baltimore City	67	8.2 %
Baltimore Suburbs	285	34.8 %
Washington Suburbs	278	33.9 %
Western Maryland	99	12.1 %
Total	820	100.0 %

Regional Groupings

Eastern Shore/Southern MD – includes Calvert, Caroline, Cecil, Dorchester, Kent, Queen Anne's, St. Mary's, Somerset, Talbot, Wicomico, and Worcester counties.

Baltimore City – includes Baltimore City.

Baltimore Suburbs – includes Anne Arundel, Baltimore, Harford, and Howard counties.

Washington Suburbs – includes Charles, Montgomery, and Prince George's counties.

Western Maryland – includes Allegany, Carroll, Frederick, Garrett, and Washington counties.