
MEMORANDUM

TO: INTERESTED PARTIES
FROM: WILSON PERKINS ALLEN OPINION RESEARCH
SUBJECT: STATE OF THE MARYLAND GUBERNATORIAL RACE
DATE: OCTOBER 29, 2014

A recent WPA Research survey of 504 likely voters in Maryland shows that Larry Hogan is well positioned against Anthony Brown as the race for Maryland Governor heads into the final week.

Image

Larry Hogan has a stronger image than Anthony Brown among likely voters.

- Hogan has higher favorables and a better image ratio (2:1 favorable to unfavorable) than Brown (0.95:1 favorable to unfavorable).
- Brown now has a net unfavorable image.
- Brown's unfavorables are nineteen points higher than Hogan's.

<i>All Likely Voters (100%)</i>		
	Larry Hogan	Anthony Brown
<i>Total Favorable</i>	49%	41%
<i>Total Unfavorable</i>	24%	43%

Ballot

Larry Hogan has taken the lead on the ballot for Maryland Governor and is ahead among key subgroups.

- Hogan has moved from a 12 point deficit in July to a five point lead today.
- Hogan has a 27 point lead among independent voters winning more than 50% of the vote from that group.
- Hogan has a six point lead among moderate voters.

	<i>July 2014 (100%)</i>	<i>Sept. 2014 (100%)</i>	<i>Oct. 19-20 (100%)</i>	<i>Oct. 26-27 (100%)</i>	<i>Independent (19%)</i>	<i>Moderate (40%)</i>
<i>Total Hogan</i>	36%	37%	41%	44%	51%	45%
<i>Total Brown</i>	48%	42%	42%	39%	24%	39%
<i>Total Undecided</i>	14%	17%	15%	14%	16%	12%
<i>Hogan-Brown Spread</i>	-12	-5	-1	+5	+27	+6

Larry Hogan leads Anthony Brown among voters who have heard of both candidates and among those who have an opinion of both candidates.

- Hogan has an eight point lead among likely voters who have heard of both candidates, and a 17 point lead among those who have an opinion of both candidates.

	<i>Overall (100%)</i>	<i>Heard of Both (89%)</i>	<i>Opinion of Both (69%)</i>
<i>Total Hogan</i>	44%	46%	52%
<i>Total Brown</i>	39%	38%	35%
<i>Total Undecided</i>	14%	12%	9%
<i>Hogan-Brown Spread</i>	+5	+8	+17

Conclusion

Heading into the final week of the election, Larry Hogan is well positioned to win the race for Governor of Maryland. Voters have been turned off by Brown’s negative attacks. As a result, Hogan has a better image than his opponent and is leading among key subgroups.

Larry Hogan has been able to go from a 12 point deficit to a five point lead in a little over three months. While Hogan is well positioned heading into the final week, he isn’t there yet. Having the resources to go toe-to-toe with Brown on TV will be crucial in turning his current lead into a victory on Election Day.

Methodology

On behalf of Hogan for Governor, Wilson Perkins Allen Opinion Research conducted a study of likely voters in Maryland. Respondents were screened to ensure that they were neither a member of the news media nor a public relations company. WPA selected a random sample of likely voters from the Maryland voter file using Registration Based Sampling (RBS). The sample for this survey was stratified based on gender, age, ethnicity and geography. This methodology allows us to minimize post-survey “weighting” which can reduce the reliability of survey results.

Respondents were contacted by phone via a live telephone operator interview October 26-27, 2014. The study has a sample size of 504 likely voters in in Maryland with a margin of error of ±4.4% in 95 out of 100 cases.