

October 2018

Gonzales Maryland Survey



Gonzales Research
& Media Services

Gonzales Poll

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 October 1st through October 6th, 2018. A total of 806 registered voters in Maryland, who indicated that they are likely to vote in the November 2018 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.

QUESTION #1 Neal Simon Name ID *Do you recognize the name Neal Simon? (IF YES) Do you have a favorable, neutral, or unfavorable opinion?*

NAME ID: NEAL SIMON	Number	Percent
Favorable	129	16.0 %
Unfavorable	43	5.3 %
Neutral	206	25.6 %
Don't Recognize	428	53.1 %
Total	806	100.0 %

(IF FAVORABLE OR UNFAVORABLE) Is that very or somewhat favorable/unfavorable?

NAME ID: NEAL SIMON	Number	Percent
Very Favorable	57	7.1 %
Somewhat Favorable	72	8.9 %
Neutral	206	25.6 %
Somewhat Unfavorable	20	2.5 %
Very Unfavorable	23	2.9 %
Don't Recognize	428	53.1 %
Total	806	100.0 %

QUESTION #2 General Election - U.S. Senate *If the general election for U.S. Senator were held today, for whom would you vote if the candidates were: Neal Simon, Unaffiliated; Ben Cardin, Democrat; or Tony Campbell, Republican? (ORDER ROTATED)*

NOVEMBER ELECTION - U.S. SENATE	Number	Percent
Cardin	392	48.6 %
Campbell	169	21.0 %
Simon	99	12.3 %
Undecided	146	18.1 %
Total	806	100.0 %

U.S. Senate Undecided Voters

If you had to choose today, who would you lean toward: Neal Simon, Unaffiliated; Ben Cardin, Democrat; or Tony Campbell, Republican? (ORDER ROTATED)

U.S. SENATE UNDECIDED	Number	Percent
Lean Cardin	6	4.1 %
Lean Campbell	4	2.7 %
Lean Simon	44	30.1 %
No Answer	92	63.0 %
Total	146	100.0 %

U.S. SENATE W/LEANS	Number	Percent
Cardin	398	49.4 %
Campbell	173	21.5 %
Simon	143	17.7 %
Undecided	92	11.4 %
Total	806	100.0 %

QUESTION #3 Consider Unaffiliated Candidate *If the general election for U.S. Senator were held today, would you consider or not consider (ORDER ROTATED) voting for a candidate not affiliated with either major party?*

<u>CONSIDER VOTING FOR UNAFFILIATED</u>	<u>Number</u>	<u>Percent</u>
Consider	437	54.2 %
Not Consider	281	34.9 %
<u>No Answer</u>	<u>88</u>	<u>10.9 %</u>
Total	806	100.0 %

(IF CONSIDER/NOT CONSIDER) Would you strongly or somewhat consider/not consider?

<u>CONSIDER VOTING FOR UNAFFILIATED</u>	<u>Number</u>	<u>Percent</u>
Strongly Consider	226	28.0 %
Somewhat Consider	211	26.2 %
Somewhat Not Consider	72	8.9 %
Strongly Not Consider	209	25.9 %
<u>No Answer</u>	<u>88</u>	<u>10.9 %</u>
Total	806	100.0 %