Logo

Description automatically generated with medium confidence

Maryland US Senate Race

Live/Text Benchmark Topline Results

Sample Size n=644

Method: Live/Text/Panel (324 Live + 173 Text +148 Online Panel)

Target Field Dates: May 8-10, 2024

Margin of Error at 95% Confidence Level: +/-3.9%

Today we are conducting scientific survey research in your area about the upcoming elections. We are not selling anything, and your responses will be kept confidential.

1. First, are you or any member of your immediate family a member of the news media, a Public Relations company, or an active participant in any political campaign?
   1. Yes 0%
   2. No 100%
2. Are you currently a registered voter in Maryland?
   1. Yes 100%
   2. No 0%
3. How likely are you to vote in this year’s election for US Senate?
   * + 1. Extremely Likely 72.3%
       2. Very Likely 15.0%
       3. Somewhat Likely 7.8%
       4. Not Very Likely 2.4%
       5. Not Sure or Don’t Know 2.7%
4. What would you say is the number one issue that will decide your vote for US Senate in this year’s election?
   1. Illegal Immigration 8.8%
   2. The Border 7.2%
   3. Crime 6.9%
   4. National Security 1.7%
   5. Economy and Jobs 12.5%
   6. Inflation 10.2%
   7. Debt and Spending 2.7%
   8. Abortion 12.0%
   9. Other 30.5%
   10. Don’t Know / Refused 7.4%
5. What do you think is the number one threat to our national security?
   1. China 6.7%
   2. Russia 8.1%
   3. Iran or Hamas 2.8%
   4. Cyber Attacks 15.6%
   5. The border 17.4%
   6. A bad economy 11.7%
   7. Terrorism 7.4%
   8. Something else 26.5%
   9. Don’t Know / Refused 3.8%

Now I am going to read you a list of names of people. After I read each one, please tell me if you have a favorable or unfavorable impression of that person. If I read one you have never heard of, just tell me and we’ll move on to the next one. The (first/next) one is…

1. Joe Biden
2. Very Favorable 31.8%
3. Somewhat Favorable 23.9%
4. Somewhat Unfavorable 9.5%
5. Very Unfavorable 32.9%
6. No Opinion 1.7%
7. Don’t Know / Refused 0.3%

Total Favorable 55.7%

Total Unfavorable 42.3%

1. Donald Trump
2. Very Favorable 18.4%
3. Somewhat Favorable 12.2%
4. Somewhat Unfavorable 5.7%
5. Very Unfavorable 61.6%
6. No Opinion 1.7%
7. Don’t Know / Refused 0.4%

Total Favorable 30.6%

Total Unfavorable 67.3%

1. Larry Hogan
2. Very Favorable 26.8%
3. Somewhat Favorable 34.5%
4. Somewhat Unfavorable 16.0%
5. Very Unfavorable 15.0%
6. No Opinion 6.2%
7. Don’t Know / Refused 1.5%

Total Favorable 61.3%

Total Unfavorable 31.0%

1. Do you think things in the United States are heading in the right direction or the wrong direction?
   1. Right Direction 29.1%
   2. Wrong Direction 59.3%
   3. Don’t Know/Refused 11.6%
2. What word would you use to describe Larry Hogan?

A close-up of words

Description automatically generated

1. Do you consider Larry Hogan to be
   * 1. Very Conservative 7.0%
     2. Somewhat Conservative 31.6%
     3. Moderate 40.8%
     4. Somewhat Liberal 9.2%
     5. Very Liberal 4.5%
     6. Don’t Know / Not Sure / Refused 6.8%

Total Conservative 38.6%

Total Moderate 40.8%

Total Liberal 13.8%

1. Do you consider yourself to be <rotate choices 1-5 top to bottom/bottom to top>
2. Very Conservative 13.2%
3. Somewhat Conservative 15.0%
4. Moderate 35.8%
5. Somewhat Liberal 18.9%
6. Very Liberal 15.6%
7. Don’t Know / Not Sure / Refused 1.5%

Total Conservative 28.2%

Total Moderate 35.8%

Total Liberal 34.6%

Now changing gears a bit …

1. How close do you think we are to the start of World War 3?
   1. Not close at all 13.1%
   2. Unlikely to start anytime soon 30.1%
   3. Somewhat close 32.1%
   4. Very close 17.1%
   5. Don’t Know / Refused 7.6%
2. Over the course of a regular week in your life, where would you most regularly see or hear news about government and politics?
3. Fox News, Newsmax or OANN 11.7%
4. CNN or MSNBC 20.7%
5. Morning or evening broadcast TV news 20.2%
6. Newspapers 6.9%
7. Radio 6.2%
8. Social media apps like Facebook or Twitter 12.1%
9. YouTube 5.1%
10. Google News, Apple News, or other 12.0%

news sites on the internet

1. Don’t know / Refused 5.2%
2. Who did you vote for in the 2020 Election for President?
   1. Joe Biden 60.5%
   2. Donald Trump 27.0%
   3. Someone Else 4.3%
   4. Didn’t Vote 5.0%
   5. Don’t Know / Refused 3.2%

And, finally for demographic purposes only,

QGEN What is your gender?

1. Female 55.3%
2. Male 43.8%
3. Don’t know / Refused 0.9%

QAGE What year were you born?

1. 18-34 12.9%
2. 35-54 30.7%
3. 55-64 18.9%
4. 65+ 35.9%
5. Not Sure/Don’t Know 1.7%

QMAR What is your marital status?

1. Single 24.2%
2. Married 55.2%
3. Divorced 8.7%
4. Widowed 9.4%
5. Don’t Know / Refused 2.6%

QETH What is your Ethnicity?

1. White or Caucasian 59.7%
2. Hispanic or Latino 2.0%
3. Black or African American 29.4%
4. Asian 1.4%
5. Another not listed 3.3%
6. Don’t Know / Refused 4.2%

QED What is the highest education level you achieved?

1. Some or no college 42.0%
2. Bachelor’s degree 28.7%
3. Masters or Doctorate 24.8%
4. Don’t Know / Refused 4.4%

QPAR What political party do you consider yourself affiliated with?

1. Republican 26.6%
2. Democrat 57.0%
3. Other 14.7%
4. Don’t Know / Refused 1.7%

QVHG Vote History (Not Asked/Coded from file)

1. New Voter 2.7%
2. 1 of 4 1.0%
3. 2 of 4 10.2%
4. 3 of 4 15.4%
5. 4 of 4 47.6%
6. Panelists 22.9%

QCO DMA (Not Asked/Coded from file)

1. Baltimore 52.9%
2. Pittsburgh 0.5%
3. Salisbury 3.9%
4. DC 42.8%