

Gonzales Research & Marketing Strategies

“Maryland’s leader in public opinion polling”



Maryland Poll

**Presidential Election
United States Senate Election**

October 2004

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www.garesearch.com

Methodology

Patrick E. Gonzales graduated from the University of Baltimore in 1981 with a degree in political science. He is the former president of Mason-Dixon Campaign Polling and Gonzales/Arscott Research & Communications, Inc.

Over the past two decades, Mr. Gonzales has polled and analyzed hundreds of elections in Maryland. Additionally, he and his associates have conducted numerous market research projects and crafted message development programs for businesses and organizations throughout the state.

Laslo V. Boyd is president of *Mellenbrook Policy Advisors*, a consulting firm specializing in policy, planning, and communications strategies, and an associate partner of Gonzales Research. Dr. Boyd received his Ph.D. from the University of Pennsylvania and has over 30 years of experience in higher education, government, and public policy.

This survey was conducted by ***Gonzales Research & Marketing Strategies*** from October 1st through October 5th, 2004. A total of 809 registered voters in Maryland who indicated that they were going to vote on November 2nd were interviewed by telephone. A cross-section of interviews were conducted in each jurisdiction within the state to reflect general election voting patterns.

The margin for error, according to customary statistical standards, is no more than plus or minus 3.5 percentage points. There is a 95 percent probability that the “true” figures would fall within this range if the entire survey universe were sampled. The margin for error is higher for any demographic subgroup, such as gender or party affiliation.

Maryland Statewide Poll Sample Demographics

Gender		Race		Region	
Male	397 (49%)	White	613 (76%)	Eastern Shore/S Md	105 (13%)
Female	412 (51%)	Black	183 (23%)	Baltimore City	82 (10%)
		Other/Ref	13	Baltimore Suburbs	274 (34%)
				Washington Suburbs	257 (32%)
				Western Maryland	91 (11%)
Party Registration		Military Service			
Democrat	450 (56%)	Served in Military	171 (21%)		
Republican	259 (32%)	Served during Vietnam	62 (8%)		
Independent	100 (12%)				

Regional Groupings are as follows:

Eastern Shore/ Southern Md	Baltimore City	Baltimore Suburbs	Washington Suburbs	Western Maryland
Calvert Co.	Baltimore City	Anne Arundel Co.	Montgomery Co.	Allegany Co.
Caroline Co.		Baltimore Co.	Prince George's Co.	Carroll Co.
Cecil Co.		Harford Co.		Frederick Co.
Charles Co.		Howard Co.		Garrett Co.
Dorchester Co.				Washington Co.
Kent Co.				
Queen Anne's Co.				
Somerset Co.				
St. Mary's Co.				
Talbot Co.				
Wicomico Co.				
Worcester Co.				

Summary

George W. Bush Job Approval

Statewide in Maryland, 44% approve of the job President George Bush is doing, while 53% disapprove (up 2 points since August), and 3% offer no opinion on his job performance.

Bush Job Rating	Approve	Disapprove	No answer
October 2004	44%	53%	3%
August 2004	43%	51%	6%
June 2004	39%	54%	7%
March 2004	45%	47%	8%
February 2004	41%	53%	6%
December 2003	47%	46%	7%
August 2003	43%	48%	9%
April 2003	62%	31%	7%
September 2002	63%	28%	9%
January 2002	74%	16%	10%
May 2001	48%	34%	18%
February 2001	47%	34%	19%

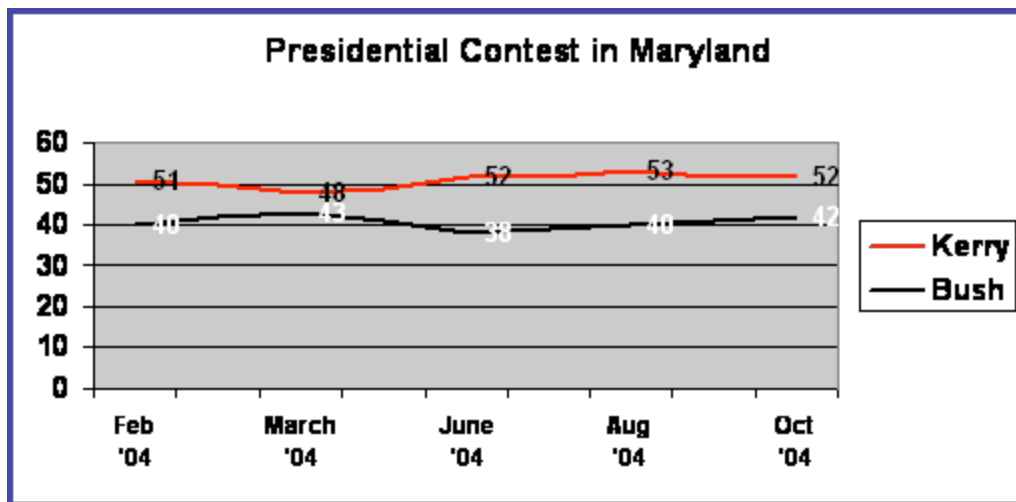
Eighty-two percent of Republicans approve of what Bush is doing, 75% of Democrats disapprove; independents are more split with a majority tilting toward disapproval (54%).

Presidential Match-up

In an election match-up, the Democratic ticket of John Kerry and John Edwards continues with a double-digit lead in Maryland. Statewide, 52% of voters say that if the election were held today, they would vote for Kerry/Edwards, while 42% support the GOP ticket of Bush and Dick Cheney, a mere 1% say they'll vote for Ralph Nader and Peter Camejo, and 5% are undecided.

As has been the case throughout this election in Maryland, the two major party nominees' electoral positions derive from their respective party bases. Kerry, at this point, leads Bush among independents 46% to 38%.

Bush leads Kerry in three of the five regions of the state, but Kerry's margins in Baltimore City and the Washington suburbs give him his 10 point lead.



Among Marylanders who've served in the military at one time or another, Bush leads Kerry 49% to 41%. Among those who served during the Vietnam era, Bush enjoys a much more commanding lead, 65%-34%.

Bush's supporters are much more apt to be voting for him because they like him, as opposed to voting for him because they dislike John Kerry. Statewide, 72% of Bush voters say they support him because they like him "very much," 22% because they like him "somewhat," while only 5% are voting for him because they dislike Kerry.

Kerry voters, on the other hand, are significantly more driven by an aversion to the opponent – 29% say they're voting for Kerry because they dislike Bush, while only 34% say they're voting for the Massachusetts senator because they like Kerry "very much" and 33% because they like him "somewhat."

In an attempt to gauge how Marylanders feel about the recent contretemps surrounding Bush and Kerry's behavior 35 years ago, we asked the following, "There has been much discussion about George W. Bush's and John Kerry's activities during the Vietnam War period. Does the behavior of either candidate during that period matter to you, or not?"

Statewide, 26% of Free State voters say that this matters, while over two-thirds (68%) say what Bush and Kerry did in the late sixties and early seventies does not matter.

Bush voters are more apt than Kerry voters to say that it matters, and those Marylanders who served in the military during the Vietnam War era are most likely of all to say that it matters to them (45%).

U.S. Senate Election

Three-term incumbent Barbara Mikulski remains popular with Maryland voters. Statewide, 59% approve of the job she's doing in Washington, while 25% disapprove, and 16% offer no opinion.

A majority of 51% of Republicans disapprove of Mikulski's performance in office, but over one-third (36%) approve of her – these numbers illuminating the difficulty the GOP faces trying to take out a popular Democrat in Maryland.

In an election match-up, 58% say they'd vote for Mikulski if the election were held today, while 34% say they'll vote for Republican State Senator E.J. Pipkin, with 1% each going to Maria Allwine, the Green Party candidate, and Thomas Trump, the Constitution Party candidate, and 6% are undecided.

Mikulski leads in four of the five regions in Maryland, but her margin on the Eastern Shore and Southern MD is razor thin. With Pipkin currently up in Western MD, Mikulski might lose a region of the state for the first time since 1986.

QUESTION: *Do you approve or disapprove of the job George W. Bush is doing as president?*

Statewide Results

Response	Statewide
Approve	44%
Disapprove	53%
No Answer	3%

Party - *Approve or disapprove of the job George Bush is doing as president?*

Party	Approve	Disapprove	No Answer
Democrat	22%	75%	3%
Republican	82%	14%	4%
Independent	44%	54%	2%

Gender – *Approve or disapprove of the job George Bush is doing as president?*

Gender	Approve	Disapprove	No Answer
Men	48%	51%	1%
Women	40%	56%	4%

Race – *Approve or disapprove of the job George Bush is doing as president?*

Race	Approve	Disapprove	No Answer
White	53%	45%	2%
African-American	13%	81%	6%

QUESTION: *If the November 2nd general election for president were held today, for whom would you vote: the Republican ticket of George W. Bush and Dick Cheney; the Democratic ticket of John Kerry and John Edwards; or the Populist Party ticket of Ralph Nader and Peter Camejo?*

Statewide Results

Response	Statewide
Kerry	52%
Bush	42%
Nader	1%
Undecided	5%

Party – November 2004 Presidential contest?

Party	Kerry	Bush	Nader	Undecided
Democrat	77%	19%	1%	3%
Republican	11%	83%	-	6%
Independent	46%	38%	2%	14%

Gender – November 2004 Presidential contest?

Gender	Kerry	Bush	Nader	Undecided
Men	48%	45%	1%	6%
Women	56%	39%	1%	4%

Race – November 2004 Presidential contest?

Race	Kerry	Bush	Nader	Undecided
White	43%	52%	1%	4%
African-American	83%	10%	-	7%

Region - November 2004 Presidential contest?

Region	Kerry	Bush	Nader	Undecided
Eastern Shore/ Southern MD	39%	56%	2%	3%
Baltimore City	79%	13%	1%	7%
Baltimore Suburbs	42%	52%	1%	5%
Washington Suburbs	68%	25%	1%	6%
Western Maryland	28%	68%	-	4%

Military Service – November 2004 Presidential contest?

Military Service	Kerry	Bush	Nader	Undecided
Served in Military (All)	41%	49%	-	10%
Served in Military during Vietnam	34%	65%	-	2%

Bush Voters

QUESTION: *Do you support George Bush because you like him very much, or do you support him because you like him somewhat, or do you support him because you dislike the other candidates?*

Statewide Results

Response	Statewide
Like very much	72%
Like somewhat	22%
Dislike others	5%
No Answer	1%

Kerry Voters

QUESTION: *Do you support John Kerry because you like him very much, or do you support him because you like him somewhat, or do you support him because you dislike the other candidates?*

Statewide Results

Response	Statewide
Like very much	34%
Like somewhat	33%
Dislike others	29%
No Answer	4%

QUESTION: *There has been much discussion about George W. Bush's and John Kerry's activities during the Vietnam War period. Does the behavior of either candidate during that period matter to you, or not?*

Statewide Results

Response	Statewide
Yes, matters	26%
No, doesn't matter	68%
No Answer	6%

Vote - *Does behavior of either candidate during Vietnam matter to you, or not?*

Vote	Yes	No	No Answer
Bush voters	33%	60%	7%
Kerry voters	18%	79%	3%
Undecided voters	27%	51%	22%

Military Service - *Does behavior of either candidate during Vietnam matter to you, or not?*

Military Service	Yes	No	No Answer
Served in Military (All)	29%	60%	11%
Served in Military during Vietnam	45%	42%	13%

QUESTION: *Do you approve or disapprove of the job Barbara Mikulski is doing as U.S. Senator?*

Statewide Results

Response	Statewide
Approve	59%
Disapprove	25%
No Opinion	16%

Party - *Approve or disapprove of the job Barbara Mikulski is doing as U.S. Senator?*

Party	Approve	Disapprove	No Opinion
Democrat	74%	10%	16%
Republican	36%	51%	13%
Independent	52%	27%	21%

Gender – *Approve or disapprove of the job Barbara Mikulski is doing as U.S. Senator?*

Gender	Approve	Disapprove	No Opinion
Men	55%	28%	17%
Women	63%	22%	15%

QUESTION: *If the November 2nd general election for U.S. Senate were held today, for whom would you vote: Edward E.J. Pipkin, the Republican; Barbara Mikulski, the Democrat; Maria Allwine, the Green Party candidate; or Thomas Trump, the Constitution Party candidate?*

Statewide Results

Response	Statewide
Mikulski	58%
Pipkin	34%
Trump	1%
Allwine	1%
Undecided	6%

Party - November 2004 United States Senate contest?

Party	Mikulski	Pipkin	Allwine	Trump	Undecided
Democrat	76%	17%	1%	1%	5%
Republican	29%	62%	1%	1%	7%
Independent	50%	36%	3%	2%	9%

Gender – November 2004 United States Senate contest?

Gender	Mikulski	Pipkin	Allwine	Trump	Undecided
Men	51%	39%	1%	1%	8%
Women	65%	29%	1%	1%	4%

Race – November 2004 United States Senate contest?

Race	Mikulski	Pipkin	Allwine	Trump	Undecided
White	52%	40%	1%	1%	6%
African-American	79%	14%	-	-	7%

Region - November 2004 United States Senate contest?

Region	Mikulski	Pipkin	Allwine	Trump	Undecided
Eastern Shore/ Southern MD	47%	45%	1%	1%	6%
Baltimore City	80%	9%	-	-	11%
Baltimore Suburbs	52%	40%	1%	1%	6%
Washington Suburbs	67%	26%	1%	1%	5%
Western Maryland	45%	48%	2%	1%	4%