

**Gonzales RM&S
Research & Communications, Inc.**

**Maryland Poll
Part 1**

**Governor's Election
Ravens Stadium
Comptroller Election
Attorney General Election**

September 2002

Contact: Carol Arscott 410-461-5744

Methodology

Patrick E. Gonzales and Carol A. Arscott formed Gonzales Research & Marketing Strategies, Inc. at the beginning of 1999.

Gonzales is a 1981 graduate of the University of Baltimore with deep roots in Anne Arundel County politics. Arscott is a 1977 graduate of the Georgetown University School of Foreign Service and a former chairman of the Howard County Republican Party.

This survey was conducted by Gonzales Research & Marketing Strategies, Inc. from September 12th through September 15th, 2002. A total of 823 registered voters in Maryland who indicated they were likely to vote in this year's general election were interviewed by telephone. A cross-section of calls was made into 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. This means that 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 and race.

Maryland Statewide Poll Sample Demographics

Gender		Race		Region	
Male	409 (50%)	White	617 (75%)	Eastern Shore	85 (10%)
Female	414 (50%)	Black	197 (24%)	Baltimore City	84 (10%)
		Other/Ref	9	Baltimore Suburbs	269 (33%)
Party Registration				Washington Suburbs	293 (36%)
Democrat	469 (57%)			Western Maryland	92 (11%)
Republican	263 (32%)				
Independent	91 (11%)				

-
-
-
-
-

Regional Groupings

Eastern Shore - includes voters in these counties: Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, and Worcester.

Baltimore City - includes voters in the City of Baltimore.

Baltimore Suburbs - includes voters in these counties: Anne Arundel, Baltimore, Harford, and Howard.

Washington Suburbs - includes voters in these counties: Montgomery, Prince George's, Calvert, Charles, and St. Mary's.

Western Maryland - includes voters in these counties: Allegany, Carroll, Frederick, Garrett, and Washington.

Analysis

Gubernatorial Election

The trend lines have crossed – 2nd District Congressman Bob Ehrlich has taken the lead in the Maryland governor's race, edging Lt. Gov. Kathleen Kennedy Townsend by one point, 47% to 46%, with 7% undecided. Ehrlich trailed Townsend 47% to 43% in our August survey, and was seven points back in July, when the race stood at 48% to 41%.

Ehrlich's made significant gains in Baltimore City (up seven points to 26%), in the Baltimore suburbs (up from 58% to 62%), in Western Maryland (up from 53% to 57%), and especially on the Eastern Shore (up 10 points, to 53%), where the voters are reverting to type after an extended period of flirtation with Townsend's candidacy. Townsend, however, picked up an additional two points in the DC suburbs, increasing her share of the vote there from 56% to 58%.

The gender gap is widening, with Ehrlich winning 56% of men to Townsend's 37%, and Townsend capturing 55% of women, to Ehrlich's 38%. Whites voters are giving a larger percentage of their votes to Ehrlich (57%, up from 52%), while Townsend's numbers with whites slid from 38% to 35%. Meanwhile, the work Townsend has been doing to shore up her base among African-Americans appears to be paying off. Her share of the black vote has increased from 75% to 81%, while Ehrlich's standing fell off by a single point to 14%.

Ehrlich is racking up an amazing 87% of the Republican vote (Townsend gets just 7% of GOPers), while Ehrlich is stealing nearly a quarter (24%) of the Democrats, as Townsend's share of her own partisans has slipped from 72% to 69%. Ehrlich leads among independents 51% to 39%, up from 47% to 33% in August.

Townsend's name ID troubles continue to dog her candidacy. While she is recognized by all but 1% of general election voters, just 39% have a favorable impression of the Lieutenant Governor and an uncomfortable 35% hold a negative view (up from 31% in August). Ehrlich's overall name ID is up to 91% now, with favorables at 44%. His negative rating has also taken a jump, from 14% to 21%, but his positives still outnumber his negatives by a two-to-one margin.

While Ehrlich's lead over Townsend in the Baltimore area is growing steadily, and the Republican-leaning voters in Western Maryland and the Eastern Shore are "coming home," Ehrlich continues to come up short in the voter-rich Washington suburbs. We would expect to see the lion's share of resources in both campaigns spent in Montgomery and Prince George's Counties in the next seven weeks.

Comptroller and Attorney General

Incumbent William Donald Schaefer, having vanquished Democratic rival John Willis, leads

Republican candidate Gene Zarwell 59% to 28%, with 13% undecided.

In the Attorney General's contest, incumbent Democrat Joe Curran leads Ed MacVaugh 54% to 29%, with 17% undecided.

Johnny Unitas Stadium

We asked Maryland voters if the Baltimore Ravens should relinquish their stadium naming rights – worth up to \$100 million – in order to name the stadium in honor of the late, great Johnny Unitas, who died just last week.

Fifty-two percent of those surveyed – and 61% of the men – said that the Ravens should relinquish their rights regardless of the financial hit to the team, while 31% said they should not. The remaining 17% gave no answer.

QUESTION: If the November 2002 election for Governor and Lieutenant Governor were held today, for whom would you vote: the Democratic ticket of Kathleen Kennedy Townsend and Charles Larson, or the Republican ticket of Bob Ehrlich and Michael Steele?

	Ehrlich/ Steele	Townsend/ Larson	Undecided
Statewide	47%	46%	7%
Eastern Shore	53%	38%	9%
Baltimore City	26%	69%	5%
Baltimore Suburbs	62%	31%	7%
Washington Suburbs	34%	58%	8%
Western Maryland	57%	36%	7%
Men	56%	37%	7%
Women	38%	55%	7%
White	57%	35%	8%
African-American	14%	81%	5%
Democrat	24%	69%	7%
Republican	87%	7%	6%
Independent	51%	38%	11%

Name Recognition

I am going to read you the names of several individuals. After I mention each name, I would like you to tell me if you recognize that person. If you do, I would then like you to tell me whether you have a favorable, unfavorable, or neutral opinion of that individual.

	Favorable	Unfavorable	Neutral	Don't Recognize
Kathleen Kennedy Townsend	39%	35%	25%	1%
Bob Ehrlich	44%	21%	26%	9%

QUESTION: If the November 2002 election for Comptroller were held today, for whom would you vote: William Donald Schaefer, the Democrat, or Gene Zarwell, the Republican?

Schaefer 59%
Zarwell 28%
Undecided 13%

QUESTION: If the November 2002 election for Attorney General were held today, for whom would you vote: Joe Curran, the Democrat, or Ed MacVaugh, the Republican?

Curran 54%
MacVaugh 29%
Undecided 17%

QUESTION: As you may know, there is an effort to name the Ravens' stadium in Baltimore for Johnny Unitas, who died on Wednesday. Should the Baltimore Ravens relinquish the stadium naming rights granted to them by the Maryland Stadium authority, which could be worth over 100 million

dollars to the team, in order to name the stadium in honor of Johnny Unitas, or not?

	Yes, Relinquish	No, Don't Relinquish	No answer
Statewide	52%	31%	17%
Men	61%	33%	6%
Women	43%	29%	28%

Gonzales RM&S Maryland Polls Gubernatorial Tracking

Townsend Name ID August 2000 to Present

Date	Favorable	Unfavorable	Neutral	Don't Rec
Aug 2000	54%	15%	22%	9%
May 2001	52%	20%	19%	9%
Sept 2001	53%	20%	22%	5%
Jan 2002	46%	26%	23%	5%
July 2002	41%	29%	27%	3%
Aug 2002	40%	31%	27%	2%
Sept 2002	39%	35%	25%	1%

Ehrlich Name ID March 1999 to Present

Date	Favorable	Unfavorable	Neutral	Don't Rec
Mar 1999	27%	10%	22%	41%
Aug 2000	21%	7%	26%	46%
Sept 2001	28%	8%	29%	35%
Jan 2002	32%	9%	28%	31%
July 2002	34%	10%	31%	25%
Aug 2002	38%	14%	35%	13%
Sept 2002	44%	21%	26%	9%

Townsend-Ehrlich Match-up August 2000 to Present

Date	Townsend	Ehrlich	Undecided
Aug 2000	52%	29%	19%
Sept 2001	54%	31%	15%
Jan 2002	50%	35%	15%
July 2002	48%	41%	11%
Aug 2002	47%	43%	10%
Sept 2002	46%	47%	7%