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

**Maryland Poll
January 2000**

**Part II
Presidential Race**

Contact: Carol Arscott 410-461-5744

Methodology

Patrick E. Gonzales and Carol A. Arscott, the former president and vice president of Mason-Dixon Campaign Polling & Strategy, Inc., 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 the Anne Arundel County Democratic Party who served as a principal advisor to Janet Owens' 1998 campaign for County Executive. Arscott is a 1977 graduate of the Georgetown University School of Foreign Service and a former chairman of the Howard County Republican Party.

Gonzales and Arscott together have over 30 years of professional experience in politics. They have served as pollsters and consultants to dozens of political clients in Maryland since the mid-1980s, including County Executives Janet Owens, Doug Duncan, Jim Harkins, Chuck Ecker, Eileen Rehrmann, and Robert Neall; and State Senators Tom Bromwell, Marty Madden, John Astle, Chris McCabe, and Jean Roesser.

This survey was conducted by Gonzales Research & Marketing Strategies, Inc. from January 7th through January 11th, 2000. A total of 826 registered voters in Maryland were interviewed by telephone. All stated they regularly vote in statewide general elections. 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, race, or region.

This survey also includes an over sampling of 368 likely March 7th Democratic presidential primary voters and 321 likely March 7th Republican presidential primary voters. The margin for error is $\pm 5\%$ for the Democratic primary sub-sample and $\pm 6\%$ for the Republican primary sub-sample. The respondents comprising these over samplings were only asked the questions pertaining to their party primary.

Maryland Statewide Poll Sample Demographics

<u>Gender</u>		<u>Party</u>
Male 409 (50%)		Democrat 470 (57%)
Female 417 (50%)		Republican 272 (33%)
		Independent 84 (10%)
<u>Race</u>		<u>Region</u>
White 628 (76%)		Eastern Shore/So. MD 99 (12%)
Black 187 (23%)		Baltimore City 86 (10%)
Other 11		Baltimore Suburbs 279 (34%)
		Washington Suburbs 269 (33%)
		Western MD 93 (11%)

Regional Groupings

- Eastern Shore/Southern Maryland** - includes voters in these counties: Calvert, Caroline, Cecil, Charles, Dorchester, Kent, Queen Anne's, St. Mary'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, and Prince George's.
- Western Maryland** - includes voters in these counties: Allegany, Carroll, Frederick, Garrett, and Washington.

General Summary & Analysis

Democratic Primary

Democratic primary voters in Maryland seem to be behaving as true border state denizens this year, their allegiance divided between Vice President Al Gore, the establishment son of the South, and Bill Bradley, the upstart Northeasterner – but with the party establishment holding the electoral advantage. For all the talk of so-called “Clinton fatigue,” there seems to be a limit to the number of loyal Democrats who are willing to tag Gore with the President’s personal failings.

Pre-Iowa, and pre-New Hampshire, Gore polls 45% among Democratic primary voters statewide. Former New Jersey Senator and New York Knick Bradley gets 37%, while the remaining 18% are undecided heading into the March 7th contest. Gore voters are somewhat better informed than Bradley voters: Seventy-nine percent of Gore voters said they know at least “a fair amount” about their party’s candidates, compared with 68% of Bradley voters.

Divisions within the Democratic primary electorate are instructive, and clearly illustrate why the Vice President maintains his eight-point lead. Gore (52%) holds a commanding lead over Bradley (30%) among women, who comprise a majority of the Democratic primary electorate, and an even more impressive 70% to 21% advantage over Bradley among African-American voters, who constitute an increasingly important subgroup in the Democratic Party, particularly in Maryland.

Bradley beats Gore among men (46% to 37%) and among whites (45% to 33%). These numbers should hearten Bradley partisans looking forward to the General Election, but they’ll make little difference as committed Maryland Democrats head to the polls in seven weeks. All that said, a major hiccup in either Iowa or New Hampshire could alter either candidacy’s momentum and profoundly affect voter perception by the time March 7th rolls around. But the burden remains on challenger Bradley to demonstrate why his party’s incumbent vice president should be denied the nomination

Republican Primary

George W. Bush, the 800-pound gorilla of the Republican Party, has a long way to fall, both nationally and in Maryland, if he is to lose his party’s nomination. Bush racks up a majority of the vote in a crowded field, polling 52% of Republican primary voters statewide; compared to 23% for Arizona Senators and Naval Academy grad John McCain; with former Maryland Senatorial candidate Alan Keyes at 6%; publisher Steve Forbes at 3%; former Reagan administration official Gary Bauer at 2%; and Utah Senator Orrin Hatch with 1%. The remaining 13% are undecided.

Bush does equally well with men (52%) and women (51%), while McCain exhibits twice the strength with males (29%) as with female voters (16%). Unfortunately for McCain, 20% of Republican

women remain undecided, compared with just 7% of men.

By their own admission, Republican primary voters are slightly less well informed about their array of candidates than Democratic primary voters, who have just two choices to grapple with. Interestingly, only 7% of Bush voters say they know “a lot” about their party’s candidates, compared with 26% of McCain voters. This could prove to be significant should McCain perform better than expected in Iowa or should be post a bigger than expected win in New Hampshire. As with the Democrats, the story told in the national media after these two early contests will have a major impact on Maryland.

General Election Match-ups

A win in Maryland is key to the electoral strategy of any Democratic presidential contender, while the state is virtually conceded by the Republicans. Vice President Al Gore holds the narrowest of leads in the state against the two leading contenders for the GOP nomination, a fact that shows a detachment in Gore’s connection with voters ten months before the General Election.

That said, it will wise to recall the old adage that a week can be a lifetime in politics. According to recent surveys, Gore is closing the gap on Bush nationally, and, of course, Vice President George Bush (George W’s father) trailed Democratic nominee Michael Dukakis by as much as 30 points nationally early on in the 1988 contest, then went on to win rather easily.

Gore leads Bush 44% to 42% in a hypothetical match-up, and is held to just 41% in a contest with McCain, who is virtually tied with Gore at 40%. When the Republicans are matched with Bill Bradley, the lead for the Democrat widens. Bradley holds a 47% to 39% advantage over George W. Bush and a 45% to 35% edge over John McCain.

While Bush and McCain do an equally good job holding Republicans voters against Al Gore, McCain (74%) does a better job holding Republican voters in a contest with Bill Bradley than Bush (67%). Bush, on the other hand, pulls more Democrats (22%) and Independents (40%) than McCain (14% and 32%, respectively).

While Bradley, at this point, appears to be the Democrat’s stronger general election candidate, such details rarely figure into primary election voting.

The Two-Party System

A slim plurality of Maryland voters (48%) said they are satisfied that the current two-party system is serving their needs and those of other Americans. But 46% said that the two-party system is not adequately meeting their needs and would consider voting for a third party alternative.

Responses were remarkably similar even across party and gender lines, with Independents, not surprisingly, most supportive of the notion of a third party (60%). Interestingly, Bush voters (60%) in Maryland are more satisfied with the two-party system than Gore voters (43%).

Credible third party challenges generally develop during times of economic or social upheaval, which certainly does not seem to describe the current national condition. On the other hand, the relative calm leaves voters plenty of time to focus on side issues, like the money-soaked, "doublethink" political culture in Washington.

When dissatisfaction with the two-party system at the national level is pervasive and deep-seated as it appears to be among voters, the emergence of a third party contender later this summer -- someone capable of influencing next November's results -- should not be dismissed out of hand.

****** 368 Likely March 7th Democratic Primary Voters ******

QUESTION: *If the March 7th Democratic presidential primary election were held today, for whom would you vote: Bill Bradley or Al Gore?*

	Gore	Bradley	Undecided
Statewide	45%	37%	18%
Men	37%	46%	17%
Women	52%	30%	18%
White	33%	45%	22%
Black	70%	21%	9%

QUESTION: *How much would you say you know about the candidates running in the Democratic primary for President? Would you say you know a lot about them, a fair amount, a little, or next to nothing about the candidates?*

A Lot	15%
A Fair Amount	57%
A Little	23%
Next to Nothing	2%
No Answer	3%

Democratic Primary Vote Preference cross-tabbed by Knowledge of Candidates

	A Lot	A Fair Amount	A Little	Next to Nothing
Gore Voters	17%	62%	21%	-
Bradley Voters	19%	49%	31%	1%

**** 321 Likely March 7th GOP Primary Voters ****

QUESTION: *If the March 7th Republican presidential primary election were held today, for whom would you vote: Gary Bauer, George W. Bush, Steve Forbes, Orrin Hatch, Alan Keyes, or John McCain?*

	Bush	McCain	Keyes	Forbes	Bauer	Hatch	Und.
Statewide	52%	23%	6%	3%	2%	1%	13%
Men	52%	29%	5%	4%	2%	1%	7%
Women	51%	16%	7%	3%	2%	1%	20%

QUESTION: *How much would you say you know about the candidates running in the Republican primary for President? Would you say you know a lot about them, a fair amount, a little, or next to nothing about the candidates?*

A Lot	9%
A Fair Amount	55%
A Little	19%
Next to Nothing	14%
No Answer	3%

GOP Primary Vote Preference cross-tabbed by Knowledge of Candidates

	A Lot	A Fair Amount	A Little	Next to Nothing
Bush Voters	7%	68%	16%	9%
McCain Voters	26%	51%	18%	5%

General Election Match-ups

QUESTION: *If the presidential general election were held today, for whom would you vote if the candidates were Al Gore, the Democrat, and George W. Bush, the Republican?*

	Gore	Bush	Undecided
Statewide	44%	42%	14%
Men	36%	53%	11%
Women	52%	31%	17%
Democrat	64%	22%	14%
Republican	14%	74%	12%
Independent	31%	50%	19%

QUESTION: *If the presidential general election were held today, for whom would you vote if the candidates were Al Gore, the Democrat, and John McCain, the Republican?*

	Gore	McCain	Undecided
Statewide	41%	40%	19%
Men	34%	51%	15%
Women	48%	29%	23%
Democrat	60%	19%	21%
Republican	11%	75%	14%
Independent	30%	45%	25%

QUESTION: *If the presidential general election were held today, for whom would you vote if the candidates were Bill Bradley, the Democrat, and George W. Bush, the Republican?*

	Bradley	Bush	Undecided
Statewide	47%	39%	14%
Men	41%	49%	10%
Women	53%	29%	18%
Democrat	61%	22%	17%
Republican	26%	67%	7%
Independent	36%	40%	24%

QUESTION: *If the presidential general election were held today, for whom would you vote if the candidates were Bill Bradley, the Democrat, and John McCain, the Republican?*

	Bradley	McCain	Undecided
Statewide	45%	35%	20%
Men	37%	45%	18%
Women	53%	25%	22%
Democrat	63%	14%	23%
Republican	15%	74%	11%
Independent	37%	32%	31%

QUESTION: *Which of the following statements more closely reflects your opinion?*

(ORDER ROTATED)

- *The 2-party system in this country has worked for almost 150 years and is adequately serving my needs and those of other Americans, OR*
- *The 2-party system in this country today is not adequately serving my needs and those of other Americans, and I would consider voting for a third party alternative.*

	2-Party System Serves My Needs	Would Consider Voting 3rd Party	No Answer
Statewide	48%	46%	6%
Men	49%	48%	3%
Women	47%	44%	9%
Democrat	49%	44%	7%
Republican	51%	46%	3%
Independent	29%	60%	11%
Gore Voters	43%	50%	7%
Bush Voters	60%	36%	4%
Undecideds	27%	61%	12%

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