



INSTITUTE OF POLITICS UMBC Poll

Results embargoed until 12:01 a.m. on Tuesday, October 8, 2024

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UMBC Poll (Part 1) Topics:

- Job approval rating of Gov. Wes Moore
- Views toward the direction of the state
- Favorability ratings of the Democratic and Republican Parties
- Key economic indicators
- Views toward the size of Maryland state government

Tuesday, October 8 (Baltimore): The UMBC Poll surveyed 1,003 Maryland adults from Monday, September 23 to Saturday, September 28, 2024. Of the 1,003 Maryland adults surveyed (MOE=+/-3.1%), 917 indicated they were registered voters (MOE=+/-3.2%). Please refer to the methodology statement for information regarding data collection and sample demographics and the topline results for the questions as worded in the order in which they were administered to respondents.

[Click here for results by demographics.](#)

The UMBC Institute of Politics will release Part 2 of this survey on Wednesday, October 9, 2024, at 12:01 a.m.

Opinions toward Gov. Wes Moore and the Direction of the State

- **54 percent** of Maryland adults approve of the job Wes Moore is doing as governor, **32 percent** disapprove, and **12 percent** don't know.
 - Among Democratic voters: **80 percent** approve, **12 percent** disapprove
 - Among Republican voters: **17 percent** approve, **69 percent** disapprove
 - Among Independent voters: **47 percent** approve, **41 percent** disapprove
- **46 percent** of Maryland adults think the state is heading in the right direction, **39 percent** say it's off on the wrong track, and **13 percent** don't know.

Views toward the Democratic and Republican Parties

- **52 percent** of Maryland adults have a favorable opinion of the Democratic Party, **41 percent** have an unfavorable opinion, and **5 percent** don't know.
 - Among Democratic voters: **80 percent** favorable, **16 percent** unfavorable
 - Among Republican voters: **13 percent** favorable, **82 percent** unfavorable
 - Among Independent voters: **42 percent** favorable, **46 percent** unfavorable
- **37 percent** of Maryland adults have a favorable opinion of the Republican Party, **54 percent** have an unfavorable opinion, and **6 percent** don't know.
 - Among Democratic voters: **15 percent** favorable, **81 percent** unfavorable
 - Among Republican voters: **84 percent** favorable, **11 percent** unfavorable
 - Among Independent voters: **34 percent** favorable, **54 percent** unfavorable

Perceptions of Economic Conditions in Maryland

- **32 percent** of Maryland adults rate the economic conditions in Maryland over the past year as "excellent" or "good," while **66 percent** rate economic conditions as "poor" or "fair."

Marylanders were also asked about their levels of concern on a series of key economic indicators.

The numbers below show the percentage of Maryland adults who say they are “very” or “somewhat” concerned about each issue:

- The price of food and consumer goods: **89 percent**
- The cost and availability of housing: **81 percent**
- People being unable to find good paying jobs: **75 percent**
- The price of gasoline and energy: **74 percent**
- How the stock market is doing: **47 percent**

Attitudes toward the Size of Maryland State Government

- **40 percent** of Maryland adults would like to keep state government services and taxes about as they are now
- **36 percent** of Maryland adults would like fewer state government services to reduce state taxes
- **15 percent** of Maryland adults would rather have more state government services even if it meant higher state taxes

Methodology Statement

The UMBC Poll is conducted under the auspices of the UMBC Institute of Politics and is funded by the UMBC College of Arts, Humanities, and Social Sciences.

The UMBC Poll surveyed 1,003 Maryland adults, including 917 registered voters, from Monday, September 23, to Saturday, September 28, 2024. The poll was conducted by live interviewers and text-to-web utilizing a dual-frame (landline and cell phone) random sample stratified by county.

- **21 percent** of interviews were conducted via landline telephone.
- **79 percent** of the interviews were conducted via cellular telephone, including **26 percent** that were administered via text-to-web.

Interviews were conducted from 1 to 8 p.m., and interviewers attempted to reach respondents with working phone numbers a maximum of five times. Braun Research provided the sample of telephone numbers and the data collection.

There is a 95 percent probability that the survey results have the following percentage point sampling error from the actual population distribution for any given survey question:

- MOE=**+/-3.1%** for the sample of 1,003 Maryland adults.
- MOE=**+/-3.2%** for the sample of 917 Maryland registered voters.

The margin of sampling error is higher for subgroups. The margin of sampling error is not adjusted for design effects. Like all public opinion polls, the UMBC Poll is also subject to sources of non-sampling error such as non-response bias, question-order effects, and question-wording effects. The topline results include the questions as worded in the order in which they were administered to respondents.

Mileah Kromer, Director of the UMBC Institute of Politics, and Ian Anson, Associate Director, process the data collected by the UMBC Poll. Under Kromer and Anson's supervision, student researchers assist with various aspects of the UMBC Poll as part of UMBC's commitment to innovative teaching and learning, research across disciplines, and civic engagement.

The UMBC Poll is committed to methodological transparency. If you have questions about the poll's methodology, contact Mileah Kromer, Director, UMBC Institute of Politics (mkromer@umbc.edu).

Sample Demographics (in percent) and Weighting

The UMBC Poll data is weighted by gender, age, race, geography, and educational attainment to represent the Maryland adult population targets established by the most recent American Community Survey (ACS) estimates provided by the U.S. Census. Results are in column percentages and may not add up to exactly 100 due to weighting and rounding.

		Maryland population parameter	Maryland Adults <i>n=1,003</i> (+/-3.1%)	Registered Votes <i>n=917</i> (+/-3.2%)
Gender	Male	48	48	47
	Female	52	52	53
Age	18-24	11	11	9
	25-34	17	17	16
	35-44	17	17	18
	45-54	17	17	17
	55-64	17	17	18
	65+	21	20	21
Race	White	59	59	60
	Black	29	29	28
	Hispanic/Latino	5	5	5
	Asian	5	5	4
	All other	2	3	3
Education	High school grad/GED or less	5	5	4
	Some college or associate degree	2	3	3
	4-year college degree	26	26	24
	Advanced / post-grad degree	26	26	27
Geography	Montgomery	25	25	26
	Prince George's	23	23	24
	Baltimore	17	17	16
	Baltimore City	15	15	15
	Anne Arundel	14	14	14
	Central Region	10	10	10
	Western Region	9	9	9
	Eastern Shore Region	13	13	12
	Southern Region	9	9	9

Central region: Carroll, Harford, and Howard Counties

Western region: Allegany, Garrett, Frederick, and Washington Counties

Eastern Shore region: Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, and Worcester Counties

Southern region: Calvert, Charles, and St. Mary's Counties

Other sample demographics (in percent)

		Maryland population parameter	Maryland Adults <i>n=1,003</i> (+/-3.1%)	Registered Votes <i>n=917</i> (+/-3.2%)
Party*	Democrat	53	--	51
	Republican	24	--	27
	Unaffiliated	22	--	21
	Other	2	--	1
Ideology	Conservative	--	33	33
	Moderate	--	42	42
	Progressive	--	25	25
Income	Under \$40,000	11	15	13
	\$40,00 to under \$75,000	24	20	20
	\$75,000 to under \$125,000	27	28	28
	\$125,000 or more	38	37	39

* The most recent data from the Maryland State Board of Elections establishes the party registration population parameter.

Question design codes

- Bracketed items []: Items in brackets in the questions are administered in a randomized order.
- Probe (p): Response options that include a (p) indicate the use of a probe maneuver to determine a respondent's intensity of expressed opinion.
Example: Do you have a [favorable or unfavorable] opinion of <item>? Would you say very favorable/unfavorable?
- Open-ended: Open-ended questions are those without a defined set of response options.
- Volunteer (v): Response options that include a (v) indicate that the respondent offered a response that was not read to them in the question.

Topline Results

The topline results below represent the sample of 1,003 Maryland adults (MOE=+/3.1%). [Click here for results by demographics](#). Results are in column percentages and may not add up to exactly 100 due to weighting and rounding.

Q: TRACK	To get started, do you think that things in Maryland [are heading in the right direction or are off on the wrong track]?	Percent
	Wrong track	39
	Right direction	46
	Don't know (v)	13
	Refused (v)	2

Q: MOOREJOB	Do you [approve or disapprove] of the way Wes Moore is handling his job as governor?	Percent
	Strongly Disapprove (p)	16
	Disapprove	16
	Approve	30
	Strongly Approve (p)	24
	Don't know (v)	12
	Refused (v)	2

Q: DEM_FAV and Q: REP_FAV were administered to respondents in a randomized order.

Q: DEM_FAV	Do you have a [favorable or unfavorable] opinion of the Democratic Party?	Percent
	Very unfavorable (p)	26
	Unfavorable	15
	Favorable	30
	Very favorable (p)	22
	Don't know (v)	5
	Refused (v)	3
Q: REP_FAV	Do you have a [favorable or unfavorable] opinion of the Republican Party?	Percent
	Very unfavorable (p)	36
	Unfavorable	18
	Favorable	21
	Very Favorable (p)	16
	Don't know (v)	6
	Refused (v)	3
Q: CONDITIONS	Changing topics to the economy, how would you rate the economic conditions in Maryland over the past year: [poor, fair, good, or excellent]?	Percent
	Poor	34
	Fair	32
	Good	28
	Excellent	4
	Don't know (v)	1
	Refused (v)	0

Q: EC_ISSUES

Next, I'm going to read you a list of economic issues. For each one, please tell how concerned-[**not at all, a little, somewhat, or very**]-you are about each one. . .

Q: GOODS to Q: GAS were administered to respondents in a randomized order.

Q: GOODS

The price of food and consumer goods

Percent

Not at all	2
A little	9
Somewhat	23
Very	66
Don't know (v)	0
Refused (v)	0

Q: EMPLOY

People being unable to find good paying jobs

Percent

Not at all	9
A little	14
Somewhat	28
Very	47
Don't know (v)	2
Refused (v)	0

Q: HOUSING	<i>The cost and availability of housing</i>	Percent
	Not at all	8
	A little	9
	Somewhat	23
	Very	58
	Don't know (v)	2
	Refused (v)	0

Q: STOCK	<i>How the stock market is doing</i>	Percent
	Not at all	27
	A little	17
	Somewhat	27
	Very	20
	Don't know (v)	8
	Refused (v)	1

Q: GAS	<i>The price of gasoline and energy</i>	Percent
	Not at all	11
	A little	15
	Somewhat	27
	Very	47
	Don't know (v)	0
	Refused (v)	0

Q: SIZE	If you had to choose, would you rather have [more state government services even if it meant higher state taxes, fewer state government services to reduce state taxes, or keep state government services and taxes about as they are now]?	Percent
	Fewer state government services to reduce taxes	36
	Keep state government services and taxes about as they are now	40
	More state government services even if it meant higher state taxes	15
	Some other opinion / Don't know (v)	7
	Refused (v)	1



Our Mission

UMBC is a dynamic public research university integrating teaching, research and service to benefit the citizens of Maryland. As an Honors University, the campus offers academically talented students a strong undergraduate liberal arts foundation that prepares them for graduate and professional study, entry into the workforce, and community service and leadership.

UMBC emphasizes science, engineering, information technology, human services and public policy at the graduate level. UMBC contributes to the economic development of the State and the region through entrepreneurial initiatives, workforce training, K-16 partnerships, and technology commercialization in collaboration with public agencies and the corporate community. UMBC is dedicated to cultural and ethnic diversity, social responsibility and lifelong learning.

Our Vision

Our UMBC community redefines excellence in higher education through an inclusive culture that connects innovative teaching and learning, research across disciplines, and civic engagement. We will advance knowledge, economic prosperity, and social justice by welcoming and inspiring inquisitive minds from all backgrounds.