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UMBC Poll (Part 2) Topics:
- Enthusiasm toward the November 2024 General Election
- Preferred method of casting a ballot
- Favorability ratings of the Democratic and Republican candidates for U.S. Senate and President
- U.S. Senate and Presidential matchups
- Issues and reasons driving vote for U.S. Senate contest
- Question 1

Wednesday, October 9 (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%), and 863 were identified as likely voters (MOE=+/-3.3%) in the upcoming General Election this November. 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.

Likely Voters

The 917 Maryland adults who indicated they were registered to vote in the state were asked about their intentions to vote in the November 2024 General Election for president, U.S. Senate, and other offices.

- **1 percent** say that they don't think they will vote
- **4 percent** say that the chances are 50-50 that they will vote
- **8 percent** say that they are very likely to vote
- **86 percent** say that they are absolutely certain to vote

The 863 registered voters who indicated they were "very likely" or "absolutely certain" to vote are considered "likely voters."

Enthusiasm and Method of Voting

Sixty-nine percent of Maryland likely voters are "very" enthusiastic about voting in the elections in November 2024 for President, U.S. Senate, and other offices.
- **19 percent** are "somewhat" enthusiastic
- **7 percent** are "not too" enthusiastic
- **5 percent** are "not at all" enthusiastic

When it comes to how Maryland likely voters plan to cast their ballots:
- **43 percent** of likely voters plan to vote in-person on Election Day.
- **28 percent** of likely voters plan to vote in-person before Election Day during the early voting period.
- **27 percent** of likely voters plan to vote by mail by sending in their ballot or by putting it in a designated drop box.
- **3 percent** of likely voters haven't decided how they will cast their ballot.

U.S. Senate Race

If the election for Maryland's U.S. Senate race were held today, **48 percent** of Maryland likely voters would vote for the Democratic candidate Angela Alsobrooks, **39 percent** would vote for the Republican candidate Larry Hogan, and **6 percent** would vote for some other candidate. **Five percent** of likely voters are currently undecided.

- **78 percent** of voters who selected a candidate say they are "set" on their choice, while **20 percent** say they "could change their mind."

Both Democratic candidate Angela Alsobrooks and Republican candidate Larry Hogan are viewed more favorably than unfavorably among likely voters:

- **49 percent** of Maryland likely voters have a favorable opinion of Prince George's County Executive Angela Alsobrooks, **32 percent** have an unfavorable opinion, and **19 percent** don't know.
  - Among Democratic likely voters: **75 percent** favorable, **12 percent** unfavorable
  - Among Republican likely voters: **10 percent** favorable, **62 percent** unfavorable
  - Among Independent likely voters: **35 percent** favorable, **39 percent** unfavorable

- **53 percent** of Maryland likely voters have a favorable opinion of former Gov. Larry Hogan, **42 percent** have an unfavorable opinion, and **4 percent** don't know.
  - Among Democratic likely voters: **38 percent** favorable, **57 percent** unfavorable
  - Among Republican likely voters: **71 percent** favorable, **26 percent** unfavorable
  - Among Independent likely voters: **66 percent** favorable, **28 percent** unfavorable

Maryland likely voters who indicated that they plan to cast their ballot for either Larry Hogan or Angela Alsobrooks in the U.S. Senate race were asked to provide the main reason for their support. The open-ended results are categorized below.

Reasons for an Alsobrooks vote:

- Support for and/or positive views toward Alsobrooks, the Democratic Party, or Democratic policies: **46 percent**
- Support for Democratic control of the U.S. Senate: **26 percent**
- Opposition to and/or negative views of Hogan, Republicans, or Republican policies: **12 percent**
- Views toward reproductive rights and abortion: **7 percent**

Reasons for a Hogan vote:

- Support for and/or positive views toward Hogan, the Republican Party, or Republican policies: **84 percent**
- Opposition to and/or negative views of Alsobrooks, the Democratic Party, or Democratic policies: **9 percent**

Maryland likely voters were also asked whether a candidate's position on several issues was a major or critical issue, one among other important issues, or not that important of an issue when determining their vote.

The results below represent a "major or critical issue:"

- Cost of everyday goods and services: **64 percent**
- Crime and public safety: **63 percent**
- Abortion: **57 percent**
- Taxes and government spending: **57 percent**
- Healthcare: **57 percent**
- Gun control: **56 percent**
- Economic development and jobs: **54 percent**
- Immigration: **51 percent**
- Affordability and access to housing: **50 percent**
- Environmental issues: **39 percent**
- Transportation and infrastructure: **33 percent**

Regardless of who Maryland likely voters plan to vote for in the U.S. Senate race, **56 percent** prefer that their senator "compromises to get things done." In contrast, **32 percent** want a senator who "sticks to their principles no matter what." **Eleven percent** say that "it depends."

When asked to consider the outcome of the general election in November from a national perspective, **54 percent** of Maryland likely voters want the Democratic Party to win control of the U.S. Senate, and **32 percent** want the Republican Party to win control. **Ten percent** say they do not care either way who wins control of the U.S. Senate in November.

Question 1

This November, voters will decide on Question 1, a ballot question that would amend the state constitution to include an individual's right to reproductive freedom, which includes access to abortion.

- **69 percent** of likely voters say they will vote for Question 1, i.e., to amend the state constitution to include an individual's right to reproductive freedom.
- **21 percent** of likely voters say they will vote against Question 1.

U.S. Presidential Race

If the election were held today, **57 percent** of Maryland likely voters would vote for the Democratic candidate Kamala Harris, **35 percent** would vote for the Republican candidate Donald Trump, and **5 percent** would vote for some other candidate. **Three percent** of likely voters are currently undecided.

- **58 percent** of Maryland likely voters have a favorable opinion of Vice President Kamala Harris, **41 percent** have an unfavorable opinion, and **1 percent** don't know.
  - Among Democratic likely voters: **87 percent** favorable, **11 percent** unfavorable
  - Among Republican likely voters: **11 percent** favorable, **89 percent** unfavorable
  - Among Independent likely voters: **46 percent** favorable, **50 percent** unfavorable

- **37 percent** of Maryland likely voters have a favorable opinion of former President Donald Trump, **61 percent** have an unfavorable opinion, and **1 percent** don't know.
  - Among Democratic likely voters: **11 percent** favorable, **87 percent** unfavorable
  - Among Republican likely voters: **85 percent** favorable, **13 percent** unfavorable
  - Among Independent likely voters: **40 percent** favorable, **56 percent** unfavorable

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 and 863 likely 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.
- MOE=**+/-3.3%** for the sample of 863 Maryland likely 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 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 n=1,003 (+/-3.1%)	Registered Votes n=917 (+/-3.2%)	Likely Voters n=863 (+/-3.3%)
Gender	Male	48	48	47	48
	Female	52	52	53	52
Age	18-24	11	11	9	9
	25-34	17	17	16	16
	35-44	17	17	18	17
	45-54	17	17	17	17
	55-64	17	17	18	19
	65+	21	20	21	21
Race	White	59	59	60	62
	Black	29	29	28	27
	Hispanic/Latino	5	5	5	5
	Asian	5	5	4	4
	All other	2	3	3	2
Education	High school grad/GED or less	26	26	24	22
	Some college or associate degree	26	26	27	27
	4-year college degree	25	25	26	26
	Advanced / post-grad degree	23	23	24	25
Geography	Montgomery	17	17	16	17
	Prince George's	15	15	15	14
	Baltimore	14	14	14	15
	Baltimore City	10	10	10	10
	Anne Arundel	9	9	9	8
	Central Region	13	13	12	12
	Western Region	9	9	9	9
	Eastern Shore Region	8	8	8	8
	Southern Region	6	6	6	6

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

		Maryland population parameter	Maryland Adults n=1,003 (+/-3.1%)	Registered Votes n=917 (+/-3.2%)	Likely Voters n=863 (+/-3.3%)
Party*	Democrat	53	--	51	52
	Republican	24	--	27	27
	Unaffiliated	22	--	21	20
	Other	2	--	1	1
Ideology	Conservative	--	33	33	32
	Moderate	--	42	42	42
	Progressive	--	25	25	26
Income	Under $40,000	11	15	13	12
	$40,00 to under $75,000	24	20	20	19
	$75,000 to under $125,000	27	28	28	29
	$125,000 or more	38	37	39	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.

Likely Voters

Q: REGVOTE and **Q: LV** were used to identify registered and likely voters among the sample of 1,003 Maryland adults. To receive **Q: ENTHUSIASM** to **Q: QUESTION 1** respondents must:
- Confirm they are registered to vote at their current address.
- Indicate they are "very likely" or "absolutely certain" to vote in the November 2024 General Election.

Q: REGVOTE	Are you registered to vote in Maryland at your current address? If "Yes," follow up by asking, are you currently registered as a Republican, Democrat, Independent or unaffiliated, or something else?	**Percent**
	Democrat	46
	Republican	25
	Independent or unaffiliated	19
	Registered Other Party	1
	Not Registered / don't know (v)	4
	Refused (v)	5

The 917 Maryland adults who indicated they were registered to vote were administered Q: LV.

Q: LV	What are the chances that you will vote in the November 2024 general election for president, Congress, and other offices -- are you [**absolutely certain to vote, very likely to vote, are the chances 50-50, or don't you think you will vote**]?	**Percent**
	Don't think they will vote	1
	Chances are 50-50	4
	Very likely to vote	8
	Absolutely certain to vote	86
	Don't know / unsure (v)	0
	Refused (v)	0

Topline Results

The topline results below represent the Maryland likely voter sample (n=863, MOE=+/-3.3). Please click here for results by demographics. The results are in column percentages and may not add to exactly 100 due to weighting and rounding.

Q: ENTHUSIASM	How enthusiastic are you about voting in the elections in November 2024 for President, U.S. Senate, and other offices: [**very, somewhat, not too, or not at all**] enthusiastic?	Percent
	Not at all enthusiastic	5
	Not too enthusiastic	7
	Somewhat enthusiastic	19
	Very enthusiastic	69
	Don't know (v)	1
	Refused (v)	0

Q: METHOD	As you know, there are several ways that Maryland voters can cast their ballots this November. Please tell me which one you will most likely use: [order randomized]	Percent
	Vote in-person before Election Day during the early voting period	28
	Vote by mail either by sending in my ballot or putting it in a drop box	27
	Vote in-person on Election Day	43
	Don't know / haven't decided yet (v)	3
	Refused (v)	0

Q: ELECTION_INT	Next, I'm going to read you the names of some of the candidates that will appear on the ballot this November, and I'd like you to tell me whether you have a(n) [**favorable or unfavorable**] opinion of them. . .

Q: ALSOBROOKS to Q: HARRIS were administered to respondents in a randomized order.

Q: ALSOBROOKS	*Prince George's County Executive Angela Alsobrooks*	Percent
	Very unfavorable (p)	18
	Unfavorable	14
	Favorable	27
	Very favorable (p)	22
	Don't know (v)	19
	Refused (v)	1

Q: HOGAN	*Former Governor Larry Hogan*	Percent
	Very unfavorable (p)	17
	Unfavorable	25
	Favorable	34
	Very favorable (p)	19
	Don't know (v)	4
	Refused (v)	1

Q: TRUMP	Former President Donald Trump	Percent
	Very unfavorable (p)	54
	Unfavorable	7
	Favorable	13
	Very favorable (p)	24
	Don't know (v)	1
	Refused (v)	1

Q: HARRIS	Vice President Kamala Harris	Percent
	Very unfavorable (p)	33
	Unfavorable	8
	Favorable	18
	Very favorable (p)	40
	Don't know (v)	1
	Refused (v)	1

Q: PRESIDENT	Okay, if the 2024 election for President of the United States were held today, would you vote for [**Democrat Kamala Harris, Republican Donald Trump, independent Robert F. Kennedy Jr., the Libertarian Chase Oliver, the Green Party's Jill Stein**,] or some other candidate?	Percent
	Kamala Harris	57
	Donald Trump	35
	Robert F. Kennedy, Jr.	2
	Jill Stein	1
	Chase Oliver	0
	Some other candidate	2
	Undecided / Don't know (v)	3
	Refused (v)	1

Q: SENATE	Next, if the 2024 election for the U.S. Senate were held today, would you vote for [**Republican Larry Hogan, Democrat Angela Alsobrooks, the Libertarian Mike Scott**], or some other candidate?	Percent
	Angela Alsobrooks	48
	Larry Hogan	39
	Mike Scott	3
	Some other candidate	3
	Undecided / don't know (v)	5
	Refused (v)	1

Q: CHANGE was administered to the 811 likely voters who indicated they would vote for Alsobrooks, Hogan, Scott, or some other candidate.

Q: CHANGE	Is there a chance that you could change your mind or are you set on this candidate for U.S. Senate?	Percent
	Set on this candidate	78
	Could change my mind	20
	Don't know (v)	1
	Refused (v)	1

Q: WHY_AA (n=417) and Q: WHY_LH (n=338) were administered to respondents who indicated they were voting for Alsobrooks or Hogan, respectively. Responses were open-ended and are categorized below.

Q: WHY_AA	Since you said you were voting for Angela Alsobrooks, what is the main reason you are supporting this candidate? [open-ended response]	Percent
	Support for Democratic control of the U.S. Senate	26
	Opposition to and/or negative views of Hogan, Republicans, or Republican policies	12
	Support for and/or positive views toward Alsobrooks, the Democratic Party, or Democratic policies	46
	Views toward reproductive rights and abortion	7
	Other	3
	Don't know (v)	2
	Refused (v)	4

Q: WHY_LH	Since you said you were voting for Larry Hogan, what is the main reason you are supporting this candidate? [open-ended response]	Percent
	Support for and/or positive views toward Hogan, the Republican Party, or Republican policies	84
	Opposition to and/or negative views of Alsobrooks, the Democratic Party, or Democratic policies	9
	Other	2
	Don't know (v)	1
	Refused (v)	4

Q: SEN_ISSUES	Okay, still thinking about the U.S. Senate race, I'm going to read you a list of broad issues, and for each one, please tell me whether a candidate's position on it will be a [**major or critical issue, one among other important issues, or not that important of an issue**] when it comes to determining your vote:	

Q: ABORTION and Q: AFFORDABLE were administered to respondents in a randomized order.

Q: ABORTION	*Abortion*	Percent
	Not that important of an issue	21
	One among other important issues	20
	Major or critical issue	57
	Don't know (v)	1
	Refused (v)	1

Q: ECONOMIC	*Economic development and jobs*	**Percent**
	Not that important of an issue	7
	One among other important issues	38
	Major or critical issue	54
	Don't know (v)	1
	Refused (v)	0

Q: TAXES	*Taxes and government spending*	**Percent**
	Not that important of an issue	10
	One among other important issues	33
	Major or critical issue	57
	Don't know (v)	0
	Refused (v)	0

Q: IMMIGRATION	*Immigration*	**Percent**
	Not that important of an issue	21
	One among other important issues	28
	Major or critical issue	51
	Don't know (v)	0
	Refused (v)	0

Q: HEALTHCARE	Healthcare	Percent
	Not that important of an issue	9
	One among other important issues	33
	Major or critical issue	57
	Don't know (v)	0
	Refused (v)	0

Q: CRIME	Crime and public safety	Percent
	Not that important of an issue	8
	One among other important issues	29
	Major or critical issue	63
	Don't know (v)	0
	Refused (v)	0

Q: ENV	Environmental issues	Percent
	Not that important of an issue	23
	One among other important issues	37
	Major or critical issue	39
	Don't know (v)	1
	Refused (v)	0

Q: GUNS	*Gun control*	**Percent**
	Not that important of an issue	19
	One among other important issues	24
	Major or critical issue	56
	Don't know (v)	1
	Refused (v)	0

Q: TRANSPORT	*Transportation and infrastructure*	**Percent**
	Not that important of an issue	20
	One among other important issues	46
	Major or critical issue	33
	Don't know (v)	0
	Refused (v)	0

Q: COST	*Cost of everyday goods and services*	**Percent**
	Not that important of an issue	6
	One among other important issues	30
	Major or critical issue	64
	Don't know (v)	0
	Refused (v)	0

Q: AFFORDABLE	*Affordability and access to housing*	**Percent**
	Not that important of an issue	11
	One among other important issues	38
	Major or critical issue	50
	Don't know (v)	1
	Refused (v)	0

Q: COMPROMISE and Q: CONTROL were administered to respondents in a randomized order.

Q: COMPROMISE	Regardless of who you plan to vote for in the U.S. Senate race, do you prefer that your U.S. Senator [**compromises to get things done or sticks to their principles no matter what**]?	**Percent**
	Compromises to get things done	56
	Sticks to their principles no matter what	32
	It depends / some other opinion (v)	11
	Don't know (v)	1
	Refused (v)	0

Q: CONTROL	Thinking about the outcome of the general election in November from a national perspective, would you want to see the [**Republican Party or the Democratic Party**] win control of the U.S. Senate, or do you not care either way? *If they say "Republican Party" or "Democratic Party" follow-up: Is control of the U.S. Senate a major or minor factor in determining your vote choice in the U.S. Senate race in Maryland?*	**Percent**
	Democratic Party (minor factor)	7
	Democratic Party (major factor)	47
	Republican Party (minor factor)	5
	Republican Party (major factor)	27
	Do not care either way	10
	Some other opinion (v)	1
	Don't know (v)	2
	Refused (v)	1

Q: QUESTION1	This November, voters will also decide on Question 1, a ballot question that would amend the state constitution to include an individual's right to reproductive freedom, which includes access to abortion. Do you plan to [**vote for or vote against**] adding an individual's right to reproductive freedom to the Maryland state constitution?	**Percent**
	Vote for Question 1	69
	Vote against Question 1	21
	Don't know / undecided (v)	9
	Refused (v)	2

UMBC

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.