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**POLLING MEMORANDUM**

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**TO:** INTERESTED PARTIES  
**FROM:** WPA OPINION RESEARCH  
**SUBJECT:** STATE OF THE MARYLAND GOVERNOR'S RACE  
**DATE:** MAY 11, 2014

The following memo highlights the key findings for a survey WPA conducted on behalf of Larry Hogan. The general election brushfire of 400 likely voters was conducted May 6-7, 2014. The sample has a margin of error equal to  $\pm 4.9$ .

***The Political Environment***

- A majority of Maryland voters say that they are fed up with the status quo in Annapolis and politics as usual, and that it is time for a change in Annapolis.

<i>Candidate</i>	<i>Date</i>	
	<i>May 6-7, 2014</i>	<i>Sept. 10-11, 2013</i>
<i>Time for a change</i>	59%	56%
<i>Continue with current leadership</i>	28%	31%

***The Democrat Primary***

- Brown is significantly ahead in the Democratic primary.

<i>Candidate</i>	<i>Date</i>	
	<i>May 6-7, 2014</i>	<i>Sept. 10-11, 2013</i>
<i>Anthony Brown</i>	34%	40%
<i>Doug Gansler</i>	20%	22%
<i>Heather Mizeur</i>	7%	—
<i>Others</i>	3%	—
<i>Undecided</i>	37%	38%
<b><i>Margin</i></b>	<b><i>Brown +14%</i></b>	<b><i>Brown +18%</i></b>

## Larry Hogan vs. Anthony Brown General Election Match Up

- The general election matchups have tightened since our last survey in Hogan's favor. Hogan has cut Brown's lead in half. Brown's number is significantly below 50 percent.

Candidate	Date	
	May 6-7, 2014	Sept. 10-11, 2013
Larry Hogan	35%	32%
Anthony Brown	42%	46%
Undecided	23%	22%
Margin	Brown +7%	Brown +14%

- In a blind ballot test, likely voters narrowly prefer the description of Hogan over the description of Brown.
  - Candidate A, the Republican candidate, has been a business owner for over 25 years and has attracted hundreds of new businesses and thousands of new jobs to Maryland. He is a former cabinet secretary. This candidate leads the state's largest non-partisan grass roots group fighting to bring fiscal responsibility and common sense to Annapolis. He has spent a lifetime working to make Maryland a better place from leading citizen referendums to reforming government and limiting taxes.
  - Candidate B, the Democratic candidate, is an attorney that has been an elected official for over 15 years and strongly supports the efforts of the current administration. He is a military veteran. This candidate has played an active role in the leadership of the administration, and has supported the policies of the current administration.

Candidate	Percent
Candidate A (Hogan)	45%
Candidate B (Brown)	44%
Undecided	11%

### Conclusion

The political environment is ripe for Larry Hogan to win the Governor's Mansion in the fall. Democratic Lieutenant Governor Anthony Brown's advantage in the general election is significantly damaged.

With a well-funded campaign, Larry Hogan can capitalize on the voter's growing distaste for the status quo in Annapolis and take Maryland in a new direction.

### ***About Wilson Perkins Allen Opinion Research***

Since 1998, WPA Opinion Research has been a leading provider of political polling for campaigns from Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2011-2012 election cycle, even with Obama at the top of the ticket, more than 65% of WPA direct campaign clients won.

WPA has been nationally recognized for our efforts to provide cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a “Pollie” to WPA for our Predictive Analytics. The award highlighted WPA’s Adaptive Sampling and Predictive Analytics methodologies which allowed us to buck national GOP polling trends and deliver industry-leading results.

In rankings released by Nate Silver’s [fivethirtyeight.com](http://fivethirtyeight.com) of 2008 election data, Wilson Perkins Allen Opinion Research was statistically tied as the most accurate partisan pollster and we find that WPA was significantly more accurate than other partisan pollsters.