

MEMORANDUM

TO: NATIONAL REPUBLICAN SENATORIAL COMMITTEE
FROM: RYAN STEUSLOFF & CHRIS PERKINS
SUBJECT: LARRY HOGAN - MARYLAND STATEWIDE SURVEY JAN 30TH - FEB 1ST 2024
DATE: FEB 19TH 2024

Methodology

Ragnar Research conducted a poll of 600 Likely Voters (LVs) across Maryland. Interviews were conducted January 30th through February 1st, 2024 by live telephone operators, including landlines (4%) and cell phones (96%). Quotas on age, gender, ethnicity, education, party, and region were used to ensure a representative distribution. The study's margin of error is $\pm 4\%$.

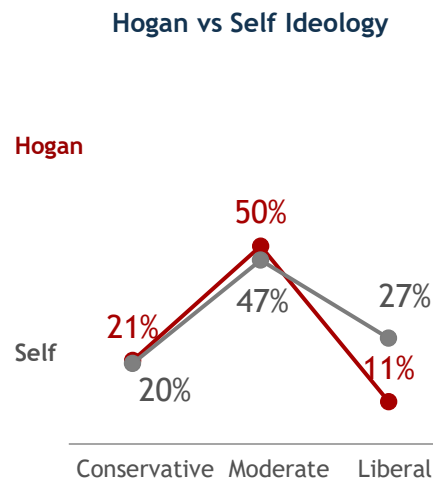
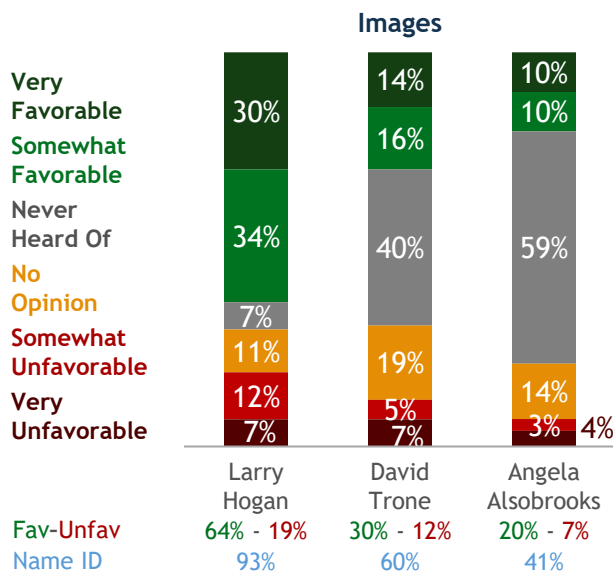
Maryland's Senate Race

Larry Hogan is in a strong position at the start of the Maryland Senate Race, with high favorables and double digit leads over both potential Democrat nominees. That said, we expect a tough race for the following reasons:

- We expect Democrats to spend at unprecedented levels in Maryland attacking Governor Hogan.
- As a billionaire self-funder, David Trone will have virtually unlimited resources.
- Maryland is arguably the bluest state in America and has not elected a Republican senator for 44 years. Joe Biden won Maryland by 33 points in 2020, a difference of over a million votes.

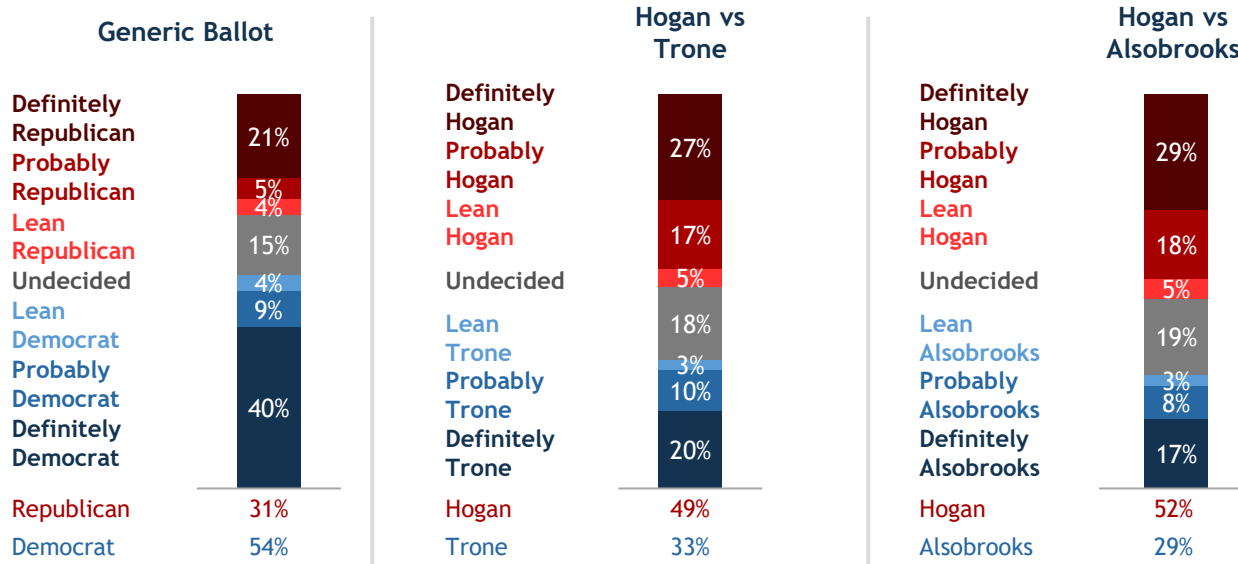
Political Environment

Currently, Larry Hogan has an advantage in total name ID as well as favorability (93% ID and 64% Favorable) More than half have heard of Trone, but voters haven't formed a strong opinion on him. Alsobrooks is trailing in both ID and favorability. Moreover, Hogan is viewed as ideologically in line with Maryland voters.



Senate Ballot Scenarios

The Generic Ballot favors Democrats by 23-points and Larry Hogan is outperforming a generic Republican by 18-points in the head-to-head ballot with Trone. In a hypothetical contest between Larry Hogan and Angela Alsobrooks, Hogan once again outperforms a generic Republican candidate by 21-points.



Question Text

Images: Now I am going to read you a list of names of people or groups of people. After I read each one, please tell me if you have a favorable or an unfavorable impression of that person or group. If I read you one you have never heard of, just tell me and we'll move on to the next one.

Hogan vs. Self Ideology: Thinking specifically about Larry Hogan, do you think of Hogan as a liberal, a moderate, or a conservative in their political beliefs?

Generic Ballot: If the General election for the U.S. Senate were held today, would you vote for a Republican or a Democrat?

Hogan v Trone: If the General election for the U.S. Senate were held today, would you vote for Larry Hogan, the Republican or David Trone, the Democrat?

Hogan v Alsobrooks: If the General election for the U.S. Senate were held today, would you vote for Larry Hogan, the Republican or Angela Alsobrooks, the Democrat?

About Ragnar Research

With over 60 years of combined experience in public opinion research, the pollsters at Ragnar Research have a track record of getting the numbers right on behalf of candidates, Fortune 500 companies, IE efforts, and some of the biggest associations in the country.

In each of the 2018, 2020, and 2022 election cycles Ragnar Research's final data was accurate within one percentage point of final outcomes.

In the 2010 - 2022 election cycles, the pollsters at Ragnar Research have polled for hundreds of winning Republican candidates for state legislature, U.S. House of Representatives, U.S. Senate, Governor and other statewide offices. This includes both Governor Larry Hogan's successful campaigns for Governor of Maryland in 2014 and 2018.

The team at Ragnar has conducted public opinion research in Alabama, Alaska, Arizona, Arkansas, California, Colorado, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin, and Wyoming.