

★ GONZALES ★  
*Polls, Inc.*



MARYLAND POLL

January 2025

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## Background and Methodology

Patrick E. Gonzales graduated magna cum laude from the University of Baltimore with a degree in political science.

His career in the field of public opinion research began in the mid-1980s as an analyst with *Mason-Dixon Opinion Research*. During this time, Mr. Gonzales helped develop, craft and implement election surveys and exit polls for television and radio in the Baltimore-Washington D.C. metro area.

Mr. Gonzales has polled and analyzed thousands of elections in Maryland and across the country over the past forty years. Further, he and his associates have conducted numerous market research projects, crafting message development plans and generating strategy blueprints for businesses and organizations throughout the state.

Over his decades of conducting public opinion polls, Patrick Gonzales has been widely recognized by his peers for his ability to conduct unbiased surveys, and analyze the results in an impartial, evenhanded manner.

Mr. Gonzales appears frequently on radio and television in the Baltimore-D.C. region as a guest commentator.

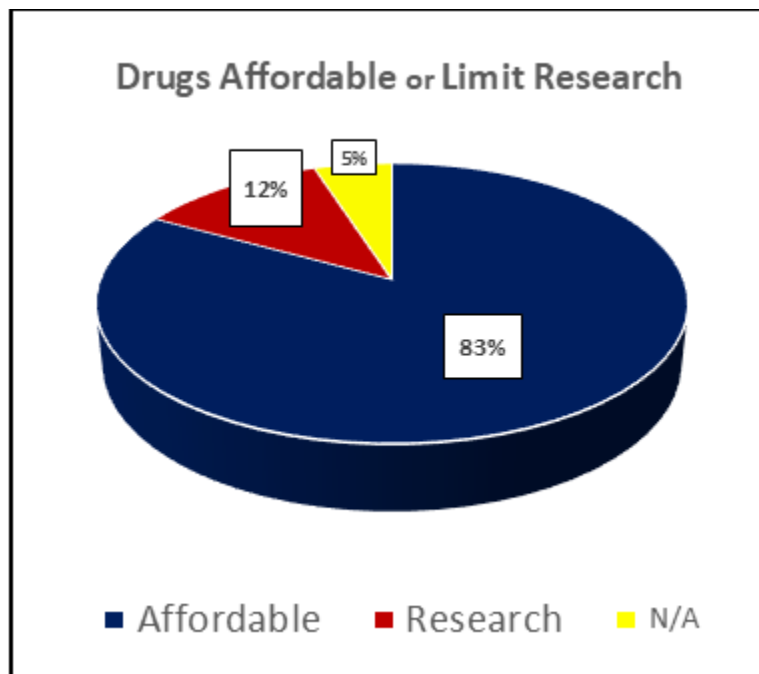
This poll was conducted by ***Gonzales Research & Media Services, Inc.*** from December 27<sup>th</sup>, 2024 through January 4<sup>th</sup>, 2025. A total of 811 registered voters in Maryland, who indicated they are likely to vote in the next election, were queried by live telephone interviews, utilizing both landline and cell phone numbers. A cross-section of interviews was conducted throughout the state, reflecting general election voting patterns.

The margin of error (MOE), per accepted statistical standards, is a range of plus or minus 3.5 percentage points. If the entire population was surveyed, there is a 95% probability that the true numbers would fall within this range.

## Gonzales Maryland Poll – January 2025 Results

### Maryland Citizens' Health Initiative – Drug Affordability

Among Maryland voters, a sweeping 83% align more closely with the belief that drug companies can afford to make their drugs less expensive, given their inflated profits and exorbitant spending on advertising; while only 12% think that capping the prices drug companies can charge for prescriptions would constrain their ability to finance research for new medications, with 5% providing no opinion.



Hefty majorities in every demographic subgroup side with the belief drug corporations can easily afford to make their drugs more affordable.

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	<b><u>Make Drugs Affordable</u></b>	<b><u>Research</u></b>
Statewide	83%	12%
Democrat	90%	7%
Republican	76%	17%
Independent	73%	17%
White	83%	11%
African American	83%	13%
Other	82%	15%
Women	84%	10%
Men	81%	13%
18-34	92%	6%
35-49	78%	15%
50-64	82%	13%
65 and older	80%	12%
Rural Maryland	83%	12%
Baltimore City	90%	8%
Baltimore Suburbs	82%	12%
Washington Suburbs	82%	13%

## Appendix A: Data Tables

**QUESTION: Drug Affordability** *Which of the following two statements comes closer to your belief? (ORDER ROTATED)*

1. *Drug corporations make inflated profits and spend excessively on advertising. They can easily afford to make their drugs more affordable.*

or

2. *Limiting what drug corporations can be paid for expensive prescriptions would limit their ability to fund research for new drugs.*

MAKE AFFORDABLE or NEW RESEARCH	Number	Percent
Make Drugs Affordable	670	82.6 %
Need New Research	97	12.0 %
No answer	44	5.4 %
Total	811	100.0 %

N=811

MAKE AFFORDABLE or NEW RESEARCH		
Make Drugs Affordable	Need New Research	No answer

### RESULTS

Statewide	670 82.6%	97 12.0%	44 5.4%
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N=811

MAKE AFFORDABLE or NEW RESEARCH		
Make Drugs Affordable	Need New Research	No answer

### PARTY REGISTRATION

Democrat	386 89.6%	31 7.2%	14 3.2%
Republican	170 75.9%	39 17.4%	15 6.7%
Unaffiliated	114 73.1%	27 17.3%	15 9.6%

N=811

	MAKE AFFORDABLE or NEW RESEARCH		
	Make Drugs Affordable	Need New Research	No answer
<u>RACE/ETHNICITY</u>			
White	393 82.6%	52 10.9%	31 6.5%
African American	202 82.8%	31 12.7%	11 4.5%
Other/No answer	75 82.4%	14 15.4%	2 2.2%

N=811

	MAKE AFFORDABLE or NEW RESEARCH		
	Make Drugs Affordable	Need New Research	No answer
<u>GENDER</u>			
Female	367 84.0%	45 10.3%	25 5.7%
Male	303 81.0%	52 13.9%	19 5.1%

N=811

	MAKE AFFORDABLE or NEW RESEARCH		
	Make Drugs Affordable	Need New Research	No answer
<u>AGE</u>			
18 to 34	134 92.4%	9 6.2%	2 1.4%
35 to 49	156 78.4%	30 15.1%	13 6.5%
50 to 64	197 82.4%	30 12.6%	12 5.0%
65 and older	183 80.3%	28 12.3%	17 7.5%

N=811

MAKE AFFORDABLE or NEW RESEARCH

	Make Drugs Affordable	Need New Research	No answer
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REGION

Rural Maryland	104 82.5%	15 11.9%	7 5.6%
Baltimore City	56 90.3%	5 8.1%	1 1.6%
Baltimore Suburbs	261 82.1%	37 11.6%	20 6.3%
Washington Suburbs	249 81.6%	40 13.1%	16 5.2%



## Appendix B: Maryland Poll Sample Demographics

<u>AGE</u>	<u>Number</u>	<u>Percent</u>
18 to 34	145	17.9 %
35 to 49	199	24.5 %
50 to 64	239	29.5 %
65 and older	228	28.1 %
Total	811	100.0 %

<u>PARTY REGISTRATION</u>	<u>Number</u>	<u>Percent</u>
Democrat	431	53.1 %
Republican	224	27.6 %
Unaffiliated	156	19.2 %
Total	811	100.0 %

<u>RACE/ETHNICITY</u>	<u>Number</u>	<u>Percent</u>
White	476	58.7 %
African American	244	30.1 %
Other/No answer	91	11.2 %
Total	811	100.0 %

<u>GENDER</u>	<u>Number</u>	<u>Percent</u>
Female	437	53.9 %
Male	374	46.1 %
Total	811	100.0 %

<u>REGION</u>	<u>Number</u>	<u>Percent</u>
Rural Maryland	126	15.5 %
Baltimore City	62	7.6 %
Baltimore Suburbs	318	39.2 %
Washington Suburbs	305	37.6 %
Total	811	100.0 %

### **Regional Groupings**

***Rural Maryland*** – includes Allegany, Calvert, Caroline, Cecil, Dorchester, Garrett, Kent, Queen Anne’s, St. Mary’s, Somerset, Talbot, Washington, Wicomico, and Worcester counties.

***Baltimore City*** – includes Baltimore City.

***Baltimore Suburbs*** – includes Anne Arundel, Baltimore, Carroll, Harford, and Howard counties.

***Washington Suburbs*** – includes Charles, Frederick, Montgomery, and Prince George’s counties.