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Baltimore City Democratic Primary

State’s Attorney Marilyn Mosby Job Approval

Mayoral Election

January 2016

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Methodology

Patrick E. Gonzales graduated from the University of Baltimore in 1981 with a degree in political science. His career began in 1986, when, as an analyst with *Mason-Dixon Opinion Research*, he crafted and implemented a statewide exit poll for WMAR-TV Channel 2 involving Barbara Mikulski’s first run for the United States Senate.

A year later, Mr. Gonzales and his organization conducted an exit poll for Channel 2 on the Kurt Schmoke - Clarence “Du” Burns Baltimore City mayoral election, forecasting the 52%-48% outcome for Schmoke...an election that ushered in new leadership for the City.

Mr. Gonzales has polled and analyzed hundreds of elections in Maryland since this time. Additionally, he and his associates have conducted numerous market research projects and crafted message development programs for businesses and organizations throughout the state.

This survey was conducted by *Gonzales Research & Marketing Strategies* from January 11th through January 17th, 2016. A total of 356 registered Democrats in Baltimore City, Maryland, who indicated they were likely to vote in the upcoming mayor’s election, were interviewed by telephone, utilizing both landlines and cell phones. A cross-section of interviews was conducted in each jurisdiction within the City to reflect Democratic primary election voting patterns.

The margin of error (MOE), according to customary statistical standards, is no more than plus or minus 5.3 percentage points. There is a 95 percent probability that the “true” figures would fall within this range if the entire survey universe were sampled. The margin for error is higher for any demographic subgroup, such as gender or race.

Baltimore City Democratic Primary Poll Sample Demographics

<u>GENDER</u>	<u>Number</u>	<u>Percent</u>
Men	140	39.3 %
Women	216	60.7 %
Total	356	100.0 %

<u>RACE</u>	<u>Number</u>	<u>Percent</u>
White	106	29.8 %
African-American	233	65.4 %
Other/Refused	17	4.8 %
Total	356	100.0 %

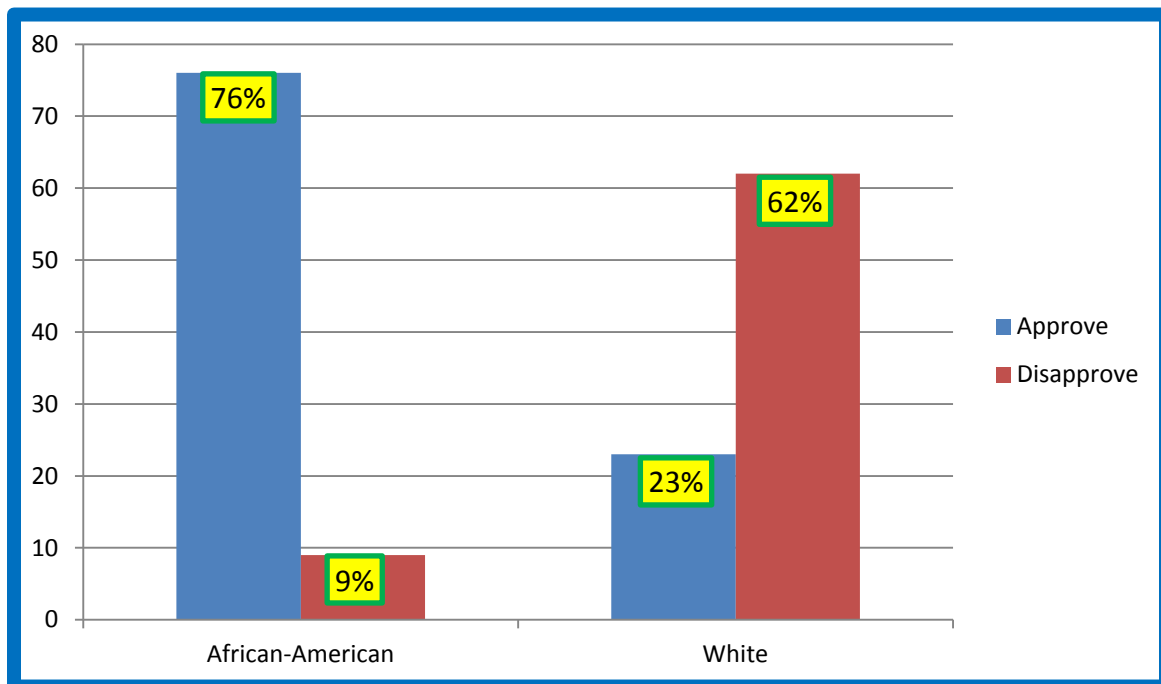
Summary

Citywide, 59% of Baltimore voters approve of the job Marilyn Mosby is doing as State’s Attorney (35% “strongly approve” and 24% “somewhat approve”), while 26% disapprove (15% “strongly disapprove” and 11% “somewhat disapprove”), with 15% offering no opinion.

The results by race and gender:

	<u>FAVOR</u>	<u>OPPOSE</u>
White	23%	62%
African-American	76%	9%
Men	49%	36%
Women	65%	20%

Figure 1 Mosby Job Approval by Race



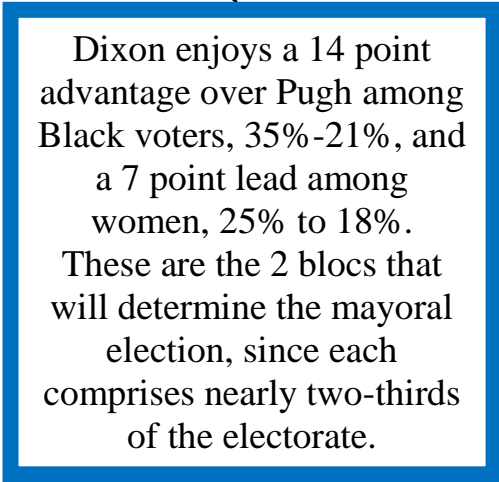
Baltimore City Survey Results – EMBARGO Jan. 20, 2016 12:01 a.m.

The race to succeed Stephanie Rawlings-Blake at City Hall is starting to take shape.

Citywide, 27% of likely April voters say they back former Mayor Sheila Dixon; 18% support State Senator Catherine Pugh; 14% say they'll vote for 12th District Councilman Carl Stokes; 7% back Nick Mosby; 5% each for Elizabeth Embry and David Warnock; with 21% undecided.

The results by race and gender:

	<u>Dixon</u>	<u>Pugh</u>	<u>Stokes</u>	<u>Undecided</u>
White	10%	15%	17%	24%
African-American	35%	21%	13%	18%
Men	31%	19%	14%	20%
Women	25%	18%	15%	22%



Dixon enjoys a 14 point advantage over Pugh among Black voters, 35%-21%, and a 7 point lead among women, 25% to 18%. These are the 2 blocs that will determine the mayoral election, since each comprises nearly two-thirds of the electorate.

Bottom Line: *If the election were today*, Dixon would win. The former mayor has a base of support and is certainly benefitting from a multi-candidate cast of opponents splitting up, rather nicely...nicely from the former mayor's perspective, other votes. However, the election is in April, so there's still a chance someone can break from the pack during the next 3 months and challenge Dixon more directly.

Baltimore City Survey Results – EMBARGO Jan. 20, 2016 12:01 a.m.

QUESTION: *Do you approve or disapprove of the job Marilyn Mosby is doing as Baltimore City State’s Attorney?*

JOB APPROVAL: STATE'S ATTORNEY MARILYN

<u>MOSBY</u>	<u>Number</u>	<u>Percent</u>
Approve	209	58.8 %
Disapprove	94	26.4 %
No answer	53	14.9 %
Total	356	100.0 %

JOB APPROVAL: STATE'S ATTORNEY MARILYN

<u>MOSBY</u>	<u>Number</u>	<u>Percent</u>
Strongly Approve	124	34.8 %
Somewhat Approve	85	23.9 %
Somewhat Disapprove	39	11.0 %
Strongly Disapprove	55	15.4 %
No answer	53	14.9 %
Total	356	100.0 %

N=356

JOB APPROVAL: STATE'S ATTORNEY MARILYN MOSBY

<u>Strongly Approve</u>	<u>Somewhat Approve</u>	<u>Somewhat Disapprove</u>	<u>Strongly Disapprove</u>	<u>No answer</u>
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RACE

White	11 10.4%	13 12.3%	26 24.5%	40 37.7%	16 15.2%
African-American	108 46.4%	69 29.6%	9 3.9%	11 4.7%	36 15.5%
Other/Refused	5 29.4%	3 17.6%	4 23.5%	4 23.5%	1 5.9%

Forty-six percent of African-American voters “strongly approve” of the job Mosby is doing, but...

...Thirty-eight percent of white voters “strongly disapprove” of the job Mosby is doing as State’s Attorney

N=356

JOB APPROVAL: STATE'S ATTORNEY MARILYN MOSBY

<u>Strongly Approve</u>	<u>Somewhat Approve</u>	<u>Somewhat Disapprove</u>	<u>Strongly Disapprove</u>	<u>No answer</u>
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GENDER

Men	38 27.1%	30 21.4%	16 11.4%	35 25.0%	21 15.0%
Women	86 39.8%	55 25.5%	23 10.6%	20 9.3%	32 14.8%

Baltimore City Survey Results – EMBARGO Jan. 20, 2016 12:01 a.m.

QUESTION: *If the April 2016 Democratic primary election were held today, for whom would you vote for Mayor of Baltimore: Sheila Dixon, Elizabeth Embry, Nick Mosby, Catherine Pugh, Carl Stokes, David Warnock, or someone else?* **ORDER ROTATED**

BALTIMORE MAYOR ELECTION	Number	Percent
Dixon	97	27.2 %
Pugh	65	18.3 %
Stokes	51	14.3 %
Mosby	24	6.7 %
Embry	19	5.3 %
Warnock	16	4.5 %
Someone else	8	2.2 %
Undecided	76	21.3 %
Total	356	100.0 %

N=356

	BALTIMORE MAYOR ELECTION							
	Dixon	Embry	Mosby	Pugh	Stokes	Warnock	Someone else	UND
<u>RACE</u>								
White	11 10.4%	15 14.2%	4 3.8%	16 15.1%	18 17.0%	15 14.2%	2 1.9%	25 23.6%
African-American	82 35.2%	4 1.7%	20 8.6%	48 20.6%	31 13.3%	1 0.4%	5 2.1%	42 18.0%
Other/Refused	4 23.5%	0 0.0%	0 0.0%	1 5.9%	2 11.8%	0 0.0%	1 5.9%	9 52.9%

N=356

	BALTIMORE MAYOR ELECTION							
	Dixon	Embry	Mosby	Pugh	Stokes	Warnock	Someone else	UND
<u>GENDER</u>								
Men	43 30.7%	6 4.3%	10 7.1%	27 19.3%	19 13.6%	5 3.6%	2 1.4%	28 20.0%
Women	54 25.0%	13 6.0%	14 6.5%	38 17.6%	32 14.8%	11 5.1%	6 2.8%	48 22.2%