

**GOUCHER
COLLEGE**

POLL

In partnership with



**THE
BALTIMORE
BANNER**

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BALTIMORE (April 11, 2024)—The Goucher College Poll was conducted from April 3 to 7, 2024. It surveyed 705 Baltimore City registered voters (MOE= \pm 3.7%). Voters were asked about their opinions on key officials, entities, and issues in Baltimore City; their opinions on the direction of and their optimism toward Baltimore City; their perceptions of the crime rate and causes of crime; and the impact of the Francis Scott Key Bridge collapse and how public officials handled it. The 440 registered Democrats identified as likely primary voters (MOE= \pm 4.7%) were asked questions about the upcoming Democratic primary race for Baltimore City mayor.

The poll was funded and co-sponsored by the Sarah T. Hughes Center for Politics at Goucher College and *The Baltimore Banner*. See the [results by demographics](#).

About the Goucher College Poll

The Goucher College Poll is conducted under the auspices of the Sarah T. Hughes Center for Politics at Goucher College. The center is directed by Dr. Mileah Kromer, associate professor of political science.

The Sarah T. Hughes Center for Politics endowment and partnerships with trusted media organizations fund the Goucher College Poll. The Hughes Center seeks to improve public discourse in Maryland by providing neutral, unbiased, and independent information on resident perceptions and opinions. The data collected by the poll are used to support faculty and student research.

The Sarah T. Hughes Center for Politics is a member of the Association of Academic Survey Research Organizations and the American Association for Public Opinion Research Transparency Initiative.

For more information or to view archived polls, please visit www.goucher.edu/poll.



Survey Methodology

The poll is conducted using listed voter sample of landline and cellular telephone numbers. Braun Research collected the data, and Aristotle supplied the sample of telephone numbers. The survey was conducted April 3 to 7, 2024. During this time, interviews were conducted from 1 to 8 p.m. Interviewers attempted to reach respondents with working phone numbers a maximum of five times. Only Baltimore City registered voters aged 18 years or older were eligible to participate. Interviews were not conducted with adults reached at business or work numbers.

Eighty-three percent of the interviews were completed on a cell phone and **17 percent** were conducted on a landline. **Fifty-three percent** of the cell phone interviews were conducted via text-to-web. Interviews for this survey were completed with 705 adults identified as Baltimore City registered voters. For a sample size of **705**, there is a 95 percent probability the survey results have a **+/-3.7** percentage point sampling error from the actual population distribution for any given survey question. Margins of error are higher for subsamples. For the sample of **440** Maryland Democratic voters identified as likely voters, there is a 95 percent probability the survey results have a **+/-4.7** percentage point sampling error from the actual population distribution for any given survey question.

In addition to sampling error, all surveys are subject to sources of non-sampling error, including question wording effects, question order effects, and non-response bias. The margin of error is not adjusted for design effects. Data is weighted by gender, age, race, and educational attainment to represent adult voter population targets established by the most recent five-year average American Community Survey (ACS) estimates and the U.S. Census and Aristotle voter estimates.

Survey Question Design

The Goucher College Poll provides the questions as worded and the order in which they are administered to respondents.

BRACKETED ITEMS []: Items and statements in brackets are rotated to ensure respondents do not receive a set order of response options. This maintains question construction integrity by avoiding respondent agreement based on question composition.

Example: [agree or disagree] or [disagree or agree]

PROBE: Some questions contain a “probe” maneuver to determine a respondent’s intensity of opinion/perspective. Probe techniques are used in this questionnaire to ask respondents if their responses are more intense than initially provided.

Example: Do you have a [favorable or unfavorable] opinion of President Joe Biden?

PROBE: Would you say very favorable/unfavorable?

OPEN-ENDED: No response options are provided for an open-ended question, i.e., it is entirely up to the respondent to provide the response information. Any response options provided to the interviewer are not read to the respondent; they are only used to help reduce interviewer error and time in coding the response.

VOLUNTEER (v): Volunteer responses mean the interviewer did not offer that response option in the question as read to the interviewer. Interviewers are instructed not to offer “don’t know” or “refused” or “some other opinion” to the respondent, but the respondent is free to volunteer that information for the interviewer to record.

Sample demographics

The sample is weighted by the following demographic characteristics:		Baltimore City registered voters n=705, MOE=+/-3.7	Democratic likely voters n=440, MOE=+/-4.7
Gender	Male	45	40
	Female	55	60
Age	18-24	4	3
	25-34	21	19
	35-44	20	21
	45-54	15	14
	55-64	16	17
	65+	23	26
Race	White	30	30
	Black	65	66
	All other	5	3
Education	High school graduate/GED or less	40	34
	Some college or associate degree	27	27
	Four-year college degree/some post-grad work	17	20
	Advanced/post-grad degree	16	19

Other sample demographics

The sample is <u>not</u> weighted by the following demographic characteristics:		Baltimore City registered voters n=705, MOE=+/-3.7	Democratic likely voters n=440, MOE=+/-4.7
Party Registration	Democrat	76	100
	Republican	7	--
	Unaffiliated/independent	15	--
	Other	2	--
Ideology	Conservative	23	18
	Moderate	47	48
	Progressive	31	34
Income	Under \$40,000	37	34
	\$40,00 to under \$75,000	27	27
	\$75,000 to under \$125,000	20	20
	\$125,000 or more	16	19

Topline Results: Questions appear in the order in which they were administered to the respondent. The results are in column percentages and may not add up to exactly 100 due to weighting and rounding. The survey was conducted from April 3 to 7, 2024. The sample of 705 Baltimore City registered voters has a +/-3.7% margin of sampling error. The Democratic likely voter sample of 440 has a +/-4.7 margin of sampling error.

		Baltimore City registered voters n=705, MOE=+/-3.7	Democratic likely voters n=440, MOE=+/-4.7
Q: TRACK	Do you think things in Maryland are [heading in the right direction or are off on the wrong track]?	Percent	Percent
	Wrong track	51	44
	Right direction	35	42
	Don't know (v)	11	10
	Refused (v)	3	3
Q: OPT	Do you generally hold a(n) [optimistic or pessimistic] view when thinking about the future of Baltimore City? PROBE	Percent	Percent
	Very pessimistic (p)	11	9
	Pessimistic	20	17
	Optimistic	44	48
	Very optimistic (p)	20	22
	Don't know (v)	5	3
	Refused (v)	1	1
Q: ECONPAST	Thinking back, is your current <u>personal</u> financial situation [better, about the same, or worse] than it was a year ago?	Percent	Percent
	Worse	25	23
	About the same	50	52
	Better	24	25
	Don't know (v)	2	0
	Refused (v)	0	0

Q: ECONFUT	Now, thinking ahead, do you expect your current <u>personal</u> financial situation to [get better, stay about the same, or get worse] a year from now?	Percent	Percent
	Worse	13	11
	About the same	33	32
	Better	48	53
	Don't know (v)	6	5
	Refused (v)	0	0
Q: OFFICIALS	Next, I'd like you to rate various public figures and entities. Please tell me whether you [approve or disapprove] of the <u>overall</u> job each one is doing. [Q: SCOTT to Q: POLICECOM randomized] PROBE		
Q: SCOTT	Baltimore Mayor Brandon Scott	Percent	Percent
	Strongly disapprove (p)	25	22
	Disapprove	22	21
	Approve	29	32
	Strongly approve (p)	17	20
	Don't know (v)	5	4
	Refused (v)	2	1
Q: MOSBY	City Council President Nick Mosby	Percent	Percent
	Strongly disapprove (p)	24	24
	Disapprove	29	30
	Approve	24	24
	Strongly approve (p)	7	9
	Don't know (v)	13	12
	Refused (v)	2	1

Q: BATES	Baltimore City State's Attorney Ivan Bates	Percent	Percent
	Strongly disapprove (p)	5	4
	Disapprove	10	9
	Approve	38	39
	Strongly approve (p)	26	30
	Don't know (v)	20	18
	Refused (v)	1	1
Q: POLICEDEPT	Baltimore City Police Department	Percent	Percent
	Strongly disapprove (p)	20	19
	Disapprove	26	25
	Approve	35	39
	Strongly approve (p)	10	9
	Don't know (v)	7	6
	Refused (v)	3	3
Q: POLICECOM	Baltimore City Police Commissioner Richard Worley	Percent	Percent
	Strongly disapprove (p)	10	9
	Disapprove	17	16
	Approve	37	42
	Strongly approve (p)	8	10
	Don't know (v)	25	22
	Refused (v)	3	1

Q: GEN_ISSUES	Next, I'm going to read you a list of general issues. For each one, please tell me whether you think it's a [major issue, minor issue, or not an issue] facing Baltimore City residents. [Q: AFFORD to Q: TAXRATE randomized]		
Q: AFFORD	A lack of affordable housing	Percent	Percent
	Not an issue	7	6
	Minor issues	17	17
	Major issue	73	74
	Don't know (v)	3	2
	Refused (v)	0	0
Q: LITTER	Litter and illegal dumping on the streets	Percent	Percent
	Not an issue	4	5
	Minor issues	25	27
	Major issue	71	68
	Don't know (v)	0	0
	Refused (v)	0	0
Q: PUB_TRANSIT	Inadequate public transportation	Percent	Percent
	Not an issue	12	11
	Minor issues	30	28
	Major issue	51	55
	Don't know (v)	6	5
	Refused (v)	1	0
Q: JOB_OPP	A lack of employment or job opportunities	Percent	Percent
	Not an issue	12	13
	Minor issues	26	29
	Major issue	57	53
	Don't know (v)	4	5
	Refused (v)	1	0

Q: CRIME	Crime and public safety issues	Percent	Percent
	Not an issue	1	1
	Minor issues	10	10
	Major issue	88	88
	Don't know (v)	0	0
	Refused (v)	1	0
Q: TAXRATE	The local tax rate	Percent	Percent
	Not an issue	6	8
	Minor issues	25	27
	Major issue	66	64
	Don't know (v)	2	2
	Refused (v)	0	0
Q: GRADE_INT	Changing topics, students are often given grades A, B, C, D, or Fail to denote the quality of their work. I'm going to read you a list of several Baltimore City entities, services, and programs, and I'd like you to tell me whether you give them an A, B, C, D, or Failing grade.		
Q: SCH_GRADE	Baltimore City public schools	Percent	Percent
	A	3	3
	B	12	11
	C	22	25
	D	22	24
	F/Fail	35	30
	Don't know (v)	6	7
	Refused (v)	0	1

Q: GOV_GRADE	Baltimore City government's ability to deliver overall city services	Percent	Percent
	A	6	6
	B	15	18
	C	36	39
	D	23	21
	F/Fail	19	16
	Don't know (v)	2	1
	Refused (v)	0	0
Q: PARK_GRADE	Parks and recreational opportunities in Baltimore City	Percent	Percent
	A	7	5
	B	23	25
	C	35	38
	D	14	13
	F/Fail	16	15
	Don't know (v)	4	3
	Refused (v)	0	0
Q: ENTERTAINMENT_GRADE	Entertainment opportunities in Baltimore City	Percent	Percent
	A	13	14
	B	32	35
	C	29	28
	D	12	10
	F/Fail	11	10
	Don't know (v)	3	3
	Refused (v)	0	0

Q: HOUSING_GRADE	Quality and affordability of housing	Percent	Percent
	A	3	3
	B	11	9
	C	31	34
	D	26	28
	F/Fail	25	23
	Don't know (v)	4	3
	Refused (v)	0	0
Q: ROADS_GRADE	Condition of Baltimore City's roads and highways	Percent	Percent
	A	1	1
	B	8	6
	C	23	26
	D	23	24
	F/Fail	44	43
	Don't know (v)	1	1
	Refused (v)	0	0
Q: TRANSPORT_GRADE	Availability and ease of public transportation	Percent	Percent
	A	6	7
	B	22	21
	C	30	32
	D	23	24
	F/Fail	11	10
	Don't know (v)	7	6
	Refused (v)	0	0

Q: LIVE_GRADE	Baltimore City as an overall place to live	Percent	Percent
	A	8	10
	B	25	31
	C	31	32
	D	19	14
	F/Fail	15	12
	Don't know (v)	1	1
	Refused (v)	0	0
Q: YOUNG_GRADE	Opportunities for young Baltimore City residents	Percent	Percent
	A	4	4
	B	17	17
	C	29	31
	D	22	20
	F/Fail	21	21
	Don't know (v)	6	7
	Refused (v)	0	0
Q: CRIME_PERCEPTION	Changing topics to crime and public safety, does it seem like there is [more or less] crime in your neighborhood than there was a year ago, or has it stayed about the same?	Percent	Percent
	Less crime	14	16
	Stayed about the same	42	46
	More crime	41	36
	Don't know/unsure (v)	2	1
	Refused (v)	1	1

Q: CRIME_CAUSE	As you know, there are many different factors that impact the overall crime rate. I'm going to read you a list of some of those factors, and for each one, please tell me whether you think it's [a major factor, a minor factor, or not a factor] impacting the crime rate in Baltimore City. [Q: CAUSE_JOBS to Q: CAUSE_LEADER randomized]		
Q: CAUSE_JOBS	Unemployment and a lack of economic opportunity	Percent	Percent
	Not a factor	4	3
	Minor factor	25	27
	Major factor	69	68
	Don't know (v)	2	2
	Refused (v)	0	0
Q: CAUSE_DRUGS	Drugs and substance abuse	Percent	Percent
	Not a factor	2	2
	Minor factor	13	14
	Major factor	83	82
	Don't know (v)	1	1
	Refused (v)	0	0
Q: CAUSE_FAMILY	Breakdown of the family unit	Percent	Percent
	Not a factor	6	7
	Minor factor	19	20
	Major factor	70	68
	Don't know (v)	5	5
	Refused (v)	0	0
Q: CAUSE_RACISM	Systemic racism and a racially biased criminal justice system	Percent	Percent
	Not a factor	9	8
	Minor factor	21	22
	Major factor	67	66
	Don't know (v)	3	2
	Refused (v)	1	1

Q: CAUSE_LAW	Underfunded police and law enforcement	Percent	Percent
	Not a factor	15	17
	Minor factor	22	22
	Major factor	57	55
	Don't know (v)	7	6
	Refused (v)	0	0
Q: CAUSE_MENTAL	Lack of adequate mental health and treatment programs	Percent	Percent
	Not a factor	4	4
	Minor factor	21	19
	Major factor	73	76
	Don't know (v)	3	2
	Refused (v)	0	0
Q: CAUSE_EDUC	Underfunded schools and a lack of educational opportunities for young residents	Percent	Percent
	Not a factor	5	4
	Minor factor	16	16
	Major factor	77	77
	Don't know (v)	2	2
	Refused (v)	0	0
Q: CAUSE_LEADER	Lack of effective city leadership on the issue of crime	Percent	Percent
	Not a factor	9	12
	Minor factor	22	24
	Major factor	65	61
	Don't know (v)	2	2
	Refused (v)	1	1

Q: CRIME_TOUGH	In general, do you think the criminal justice system in Baltimore City is [too tough, not tough enough, or about right] in its handling of crime?	Percent	Percent
	Not tough enough	67	64
	About right	13	14
	Too tough	7	8
	Don't know/unsure (v)	11	14
	Refused (v)	1	1
Q: PERSONAL_IMPACT	As you know, the Francis Scott Key Bridge was hit by a container ship and collapsed early in the morning on Tuesday, March 26. To what extent will the loss of the Key Bridge directly impact you and your family's daily lives: [not at all, a little, some, or a great deal]?	Percent	Percent
	Not at all	37	42
	A little	18	16
	Some	21	20
	A great deal	21	18
	Don't know (v)	3	3
	Refused (v)	0	0
Q: REBUILD	How long do you expect that it will take to rebuild the Key Bridge? [Read items to respondent]	Percent	Percent
	Less than a year	1	2
	1 to 3 years	32	35
	4 to 5 years	39	42
	6 to 10 years	19	15
	More than 10 years	4	4
	It won't ever get rebuilt	1	1
	Don't know (v)	2	2
	Refused (v)	0	0

Q: RESPOND	Next, I'd like you to tell me how key elected leaders have done in responding to the bridge collapse. As I read each name, please tell me whether you think they've done a(n) [excellent, good, fair, or poor] job in their response. [Q: RESPOND_SCOTT to Q: RESPOND_BIDEN randomized]		
Q: RESPOND_SCOTT	Baltimore City Mayor Brandon Scott	Percent	Percent
	Poor	15	10
	Fair	20	18
	Good	28	30
	Excellent	33	40
	Don't know (v)	3	3
	Refused (v)	0	0
Q: RESPOND_MOORE	Maryland Governor Wes Moore	Percent	Percent
	Poor	7	3
	Fair	15	9
	Good	28	29
	Excellent	46	55
	Don't know (v)	5	4
	Refused (v)	0	0
Q: RESPOND_BIDEN	U.S. President Joe Biden	Percent	Percent
	Poor	14	7
	Fair	18	15
	Good	28	33
	Excellent	34	42
	Don't know (v)	5	3
	Refused (v)	0	0

The following question was administered to registered Democrats only:

Q: LV	As you may know, Baltimore City will hold primary and general elections for mayor, city council president, and other local offices this year. What are the chances that you will vote in the <u>Democratic primary elections this May</u> ? Are you absolutely certain to vote, very likely to vote, are the chances 50-50, or don't you think you will vote?	Percent	Percent (All Democrats)
	Probably not vote	--	3
	Chances are 50-50	--	10
	Very likely to vote	--	16
	Absolutely certain to vote	--	66
	Don't know (v)	--	3
	Refused (v)	--	1

The following questions were administered to the 440 registered Democrats who indicated that they were "very likely" or "absolutely certain" to vote in the upcoming primary:

Q: FAV_MAYOR	I'm going to read you the names of some of the candidates running for mayor of Baltimore City. As I read each one, I'd like you to tell me whether you have a(n) [favorable or unfavorable] opinion of them. [Q: SCOTT_FAV to Q: WALLACE_FAV randomized] PROBE		
Q: SCOTT_FAV	Brandon Scott	Percent	Percent
	Very unfavorable	--	19
	Unfavorable	--	22
	Favorable	--	32
	Very favorable (p)	--	23
	Don't know/unable to judge (v)	--	3
	Refused (v)	--	1

Q: DIXON_FAV	Sheila Dixon	Percent	Percent
	Very unfavorable	--	24
	Unfavorable	--	19
	Favorable	--	27
	Very favorable (p)	--	26
	Don't know/unable to judge (v)	--	4
	Refused (v)	--	1
Q: VIGNARAJAH_FAV	Thiru Vignarajah	Percent	Percent
	Very unfavorable	--	19
	Unfavorable	--	25
	Favorable	--	23
	Very favorable (p)	--	11
	Don't know/unable to judge (v)	--	21
	Refused (v)	--	1
Q: WALLACE_FAV	Bob Wallace	Percent	Percent
	Very unfavorable	--	9
	Unfavorable	--	28
	Favorable	--	14
	Very favorable (p)	--	4
	Don't know/unable to judge (v)	--	44
	Refused (v)	--	1

Q: MAYOR_RACE	Okay, if the Democratic primary election for Baltimore City mayor was held today, would you vote for [Brandon Scott, Sheila Dixon, Thiru Vignarajah, Bob Wallace] or some other candidate? [candidate order randomized]	Percent	Percent
	Brandon Scott	--	40
	Sheila Dixon	--	32
	Thiru Vignarajah	--	11
	Bob Wallace	--	3
	Some other candidate: Please specify.	--	2
	Don't know/unsure (v)	--	10
	Refused (v)	--	1
Q: CHANGE was only administered to respondents who named a candidate in Q: MAYOR_RACE			
Q: CHANGE	Is there a chance you could change your mind or are you set on this candidate for mayor?	Percent	Percent
	Could change mind	--	37
	Set on candidate	--	59
	Don't know/unsure (v)	--	4
	Refused (v)	--	0
Q: ISSUES_MAYOR	Next, I'm going to read you a list of issues and I'd like for you to tell me whether a candidate's plan or ability to address it will be [a major factor, a minor factor, or not a factor at all] in determining your vote for mayor: [Q: MANAGE to [Q: MANAGE to Q: PUBTRANSIT randomized] randomized]	Percent	Percent
Q: MANAGE	Managing and staffing city agencies	Percent	Percent
	Not a factor	--	6
	Minor factor	--	24
	Major factor	--	68
	Don't know (v)	--	1
	Refused (v)	--	0

Q: DEVELOPMENT	Working with private industry to promote and improve economic development	Percent	Percent
	Not a factor	--	8
	Minor factor	--	26
	Major factor	--	64
	Don't know (v)	--	2
	Refused (v)	--	0
Q: REDUCE	Reducing crime and improving overall public safety	Percent	Percent
	Not a factor	--	2
	Minor factor	--	11
	Major factor	--	87
	Don't know (v)	--	0
	Refused (v)	--	0
Q: IMP_EDU	Improving public education	Percent	Percent
	Not a factor	--	5
	Minor factor	--	7
	Major factor	--	87
	Don't know (v)	--	1
	Refused (v)	--	0
Q: RESIDENTS	Attracting and retaining Baltimore City residents	Percent	Percent
	Not a factor	--	9
	Minor factor	--	20
	Major factor	--	70
	Don't know (v)	--	1
	Refused (v)	--	0

Q: BRIDGE	Working with local, state, and national partners to address the impact of the Key Bridge collapse	Percent	Percent
	Not a factor	--	8
	Minor factor	--	20
	Major factor	--	70
	Don't know (v)	--	1
	Refused (v)	--	0
Q: PUBTRANSIT	Improving public transportation	Percent	Percent
	Not a factor	--	9
	Minor factor	--	26
	Major factor	--	63
	Don't know (v)	--	2
	Refused (v)	--	0