

**GOUCHER  
COLLEGE**

**POLL**

In partnership with



**THE  
BALTIMORE  
BANNER**

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**BALTIMORE** (April 12, 2024)—The Goucher College Poll was conducted from April 3 to 7, 2024. It surveyed 705 Baltimore City registered voters (MOE=+/-3.7%), including 440 registered Democrats identified as likely primary voters (MOE=+/-4.7%). Democratic likely voters were asked questions about the upcoming Democratic primary race for Baltimore City Council president.

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](#).

Part 1 of this poll was released on Thursday, April 11, 2024. Please refer to [www.goucher.edu/poll](http://www.goucher.edu/poll) for details.

## 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](http://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
<b>Gender</b>	Male	45	40
	Female	55	60
<b>Age</b>	18-24	4	3
	25-34	21	19
	35-44	20	21
	45-54	15	14
	55-64	16	17
	65+	23	26
<b>Race</b>	White	30	30
	Black	65	66
	All other	5	3
<b>Education</b>	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
<b>Party Registration</b>	Democrat	76	100
	Republican	7	--
	Unaffiliated/independent	15	--
	Other	2	--
<b>Ideology</b>	Conservative	23	18
	Moderate	47	48
	Progressive	31	34
<b>Income</b>	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 order in which they were administered to the respondent. The results are in column percentages and may not add up to exactly 100 do to weighting and rounding. The survey was conducted from April 3-7, 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.

The following question was administered to registered Democrats only:			
<b>Q: LV</b>	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 ( <u>All Democrats</u> )
	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:			
<b>Q: PRES_FAV</b>	Next, I'm going to read you the names of some of the candidates running for Baltimore City Council president. As I read each one, I'd like you to tell me whether you have a(n) [favorable or unfavorable] opinion of them. [Q: MOSBY_FAV to Q: SNEED_FAV randomized] <b>PROBE</b>		
<b>Q: MOSBY_FAV</b>	Nick Mosby	Percent	Percent
	Very unfavorable (p)	--	29
	Unfavorable	--	25
	Favorable	--	24
	Very favorable (p)	--	9
	Don't know/unable to judge (v)	--	11
	Refused (v)	--	2

Q: COHEN_FAV	Zeke Cohen	Percent	Percent
	Very unfavorable (p)	--	5
	Unfavorable	--	15
	Favorable	--	34
	Very favorable (p)	--	13
	Don't know/unable to judge (v)	--	31
	Refused (v)	--	2
Q: SNEED_FAV	Shannon Sneed	Percent	Percent
	Very unfavorable (p)	--	1
	Unfavorable	--	15
	Favorable	--	31
	Very favorable (p)	--	7
	Don't know/unable to judge (v)	--	44
	Refused (v)	--	1
Q: PRES_RACE	Next, if the Democratic primary election for Baltimore City Council president was held today, would you vote for [Nick Mosby, Zeke Cohen, Shannon Sneed] or some other candidate? [candidate order randomized]	Percent	Percent
	Nick Mosby	--	23
	Zeke Cohen	--	27
	Shannon Sneed	--	17
	Some other candidate	--	14
	Don't know/unsure (v)	--	18
	Refused (v)	--	2