



Goucher Opt-In

Goucher Opt-In utilizes [Qualtrics](#) survey software to conduct surveys on current social, political, media and policy issues. These surveys are conducted using opt-in or self-selected samples. Surveys are designed and analyzed by Mileah Kromer, director of the Sarah T. Hughes Field Politics Center at Goucher College. Goucher Opt-In is funded by the Sarah T. Hughes Field Politics Center and Goucher College.

About this Opt-In Survey

This survey contains a quiz-style survey questionnaire. Respondents were recruited via The Baltimore Sun's opinion section and social media outlets. Individuals who volunteered to participate in the survey were asked basic demographic questions (age, race, gender, county and party identification) and then shown pictures of each of the 13 candidates running for the Democratic nomination in the Baltimore mayoral race; pictures of the candidates were provided by The Baltimore Sun. The survey was available to respondents from Thursday, April 7 to Tuesday, April 12. A total of 502 individuals participated; 309 of which indicated they live in Baltimore City.

Respondents were shown one picture and four candidate last names per screen. No first names or other identifying information were provided. The respondent was instructed to identify the last name that corresponded with the candidate picture. Respondents were given 7 seconds to make their selection and when that time expired the survey automatically advanced to the next screen/question. Respondents were prevented from taking the survey more than once and were permitted to skip or refuse to answer any question.

Appropriate to the self-selected sampling methodology, the purpose of this Goucher Opt-In survey is not to generalize results to a larger population, rather to gauge how recognizable each candidate was to the survey participants. Full respondent demographics of the self-selected sample are provided.

Opt-In or Self-Selected Sample Surveys

Goucher Opt-In utilizes a self-selected sample, meaning respondents have selected/volunteered themselves. No economic incentives are given to respondents for their participation and no individual identifying information is collected. Respondent answers may not be representative of any larger population (for example, Baltimore City residents). Self-selected sample surveys should not be confused with probability-based polling, for example, a traditional dual-frame, random digit-dialing, phone survey. To read more about sampling methodologies, including self-selected samples, please refer to the [American Association for Public Opinion Research](#).

How well did respondents do on the quiz?

There were a total of 13 candidates (i.e. questions) on the quiz. When all of the Democratic candidates—including candidates who have yet to poll above 1%—were considered only 33% of respondents received an A or B. The average score was a 70%.

However, respondents did far better when only the 6 mayoral candidates who were polling at least at 5% on the latest [Baltimore Sun/University of Baltimore Poll](#) were considered. Seventy-one percent of all respondents received an A grade and 13% received a B. The average score was an 88%.

All Respondents*

Grade	All Candidates		Top 6 Candidates	
	Frequency	Percent	Frequency	Percent
(A) 90-100%	88	18	355	71
(B) 80-89%	76	15	64	13
(C) 70-79%	68	14	0	0
(D) 60-69%	152	30	33	7
(F) 0-59%	118	24	50	10
Total	502	100	502	100

*Percent (columns) may not add up exactly to 100 due to rounding.

All Candidates Average Score: 70%

Top 6 Candidates Average Score: 88%

Baltimore City Respondents ONLY*

Grade	All Candidates		Top 6 Candidates	
	Frequency	Percent	Frequency	Percent
(A) 90-100%	71	23	247	80
(B) 80-89%	54	18	36	12
(C) 70-79%	39	13	0	0
(D) 60-69%	101	33	15	5
(F) 0-59%	44	14	11	4
Total	309	100	309	100

*Percent (columns) may not add up exactly to 100 due to rounding.

All Candidates Average Score: 75%

Top 6 Candidates Average Score: 94%

Who are the most recognizable Democratic candidates for Baltimore City mayor?

Notes:

- Correct=Respondent correctly identified the candidate.
- Incorrect=Respondent incorrectly identified the candidate.
- DK/NA=Respondent indicated they “don’t know” or did not provide an answer.

All Respondents; Results (in percent)*

Candidate Name	Correct	Incorrect	DK/NA
Sheila Dixon	93	4	2
DeRay Mckesson	93	5	3
Catherine Pugh	92	4	4
Carl Stokes	87	9	4
Nick Mosby	87	9	5
Elizabeth Embry	86	10	4
David Warnock	85	11	4
Patrick Gutierrez	76	12	13
Calvin Young	53	31	17
Cindy Walsh	49	25	26
Gersham Cupid	39	41	20
Mac Clifton	35	42	24
Wilton Wilson	32	41	28

N=502

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Baltimore City Respondents ONLY; Results (in percent)*

Candidate Name	Correct	Incorrect	DK/NA
Catherine Pugh	97	0	3
Sheila Dixon	97	3	1
DeRay Mckesson	96	3	1
Elizabeth Embry	94	5	2
David Warnock	92	7	2
Carl Stokes	92	6	2
Nick Mosby	92	6	3
Patrick Gutierrez	82	9	8
Calvin Young	59	26	15
Cindy Walsh	53	23	24
Gersham Cupid	48	34	18
Mac Clifton	36	40	24
Wilton Wilson	34	36	30

N=309

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Opt-in Sample Demographics*

	Frequency	Percent
Age		
Under 18	10	2
18 - 34	218	43
35 - 54	167	33
55 - 64	62	12
65 or older	34	7
Refused/No Answer	11	2
Race		
White	367	73
Black/African American	82	16
Asian	15	3
Hispanic or Latino	13	3
Other	6	1
Refused/No Answer	19	4
Gender		
Male	255	51
Female	232	46
Refused/No Answer	13	3
Political Party		
Democrat	376	75
Republican	41	8
Independent	47	9
Other	11	2
None	13	3
Refused/No Answer	14	3
Residency		
Baltimore City	309	62
Baltimore County	91	18
Anne Arundel County	22	4
Other Maryland County	44	9
Outside of Maryland	18	4
Refused/No Answer	18	4

N=502

*Percent (column) may not add up exactly to 100 due to rounding.