

To: Interested Parties

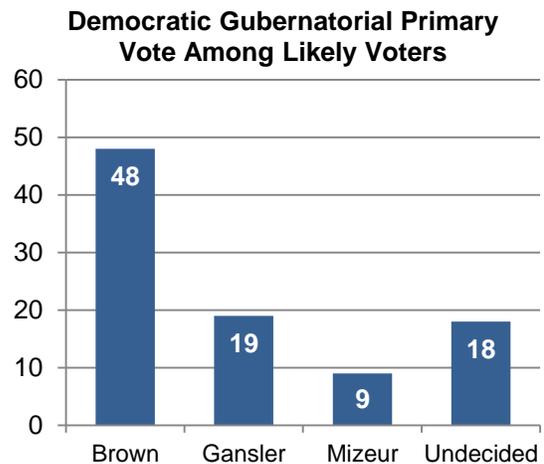
From: GBA Strategies

Date: March 17, 2014

Survey Analysis: Maryland Democratic Gubernatorial Primary

A new survey¹ of Maryland voters conducted for the Maryland State Education Association shows that among likely primary voters, Brown holds a large lead with 48 percent of the vote, followed by Attorney General Doug Gansler who holds 19 percent, and Delegate Heather Mizeur with 9 percent.

Although 18 percent of likely voters say they are undecided, the fact that Brown is closing in on having majority support (in a three-way race, no less) makes him the clear frontrunner and shows he is in an extremely strong position to secure the nomination.



Thinking about the Democratic primary election for Governor in June, if the Democratic primary election were held today and the candidates were Anthony Brown, Doug Gansler, and Heather Mizeur for whom would you vote?

Key Findings from the Survey

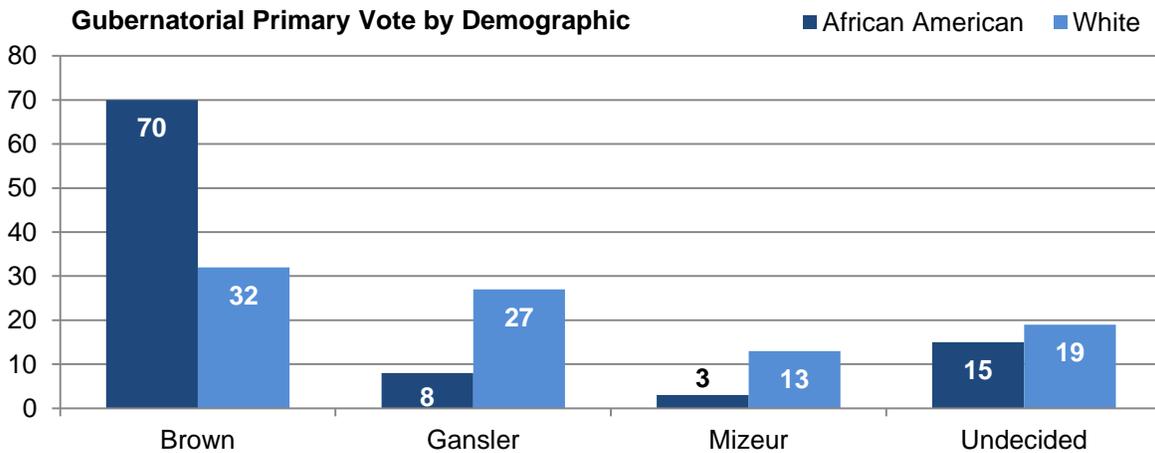
- **Brown's huge advantage comes in large part from having the highest name recognition and strongest favorability ratings of the three candidates.** Three-quarters of likely Democratic voters can identify Brown, including 44 percent who give him a favorable rating and 14 percent who give him an unfavorable rating. This is better than a 3 to 1 ratio in favorable to unfavorable impressions among voters.
- **Gansler receives positive ratings from Democratic voters—just not at the same level as Brown.** As a statewide officeholder, Gansler has 61 percent name recognition among primary voters, with 27 percent giving him a favorable rating and 16 percent giving him an unfavorable rating. Gansler would need to close the gap with Brown in exposure and favorability before he can be in a competitive position.

¹ GBA Strategies administered this survey of Maryland likely voters, including 426 Democrats likely to vote in the June primary. This survey was conducted March 3rd-6th, 2014 and reached respondents on both landline and cell phones. The primary election results carry a margin of error +/-4.8 percentage points at the 95 percent confidence interval.

- **Mizeur has not made much of an impact so far with voters.** She has name recognition among only 26 percent of voters statewide (12 percent rate her favorably and 7 percent rate her unfavorably).

Candidate Name Recognition and Favorability Comparison		
	Favorable to Unfavorable	Name ID
Brown	44 – 14	75
Gansler	27 – 16	61
Mizeur	12 – 7	26

- **Brown has a diverse coalition behind him.** African Americans, who account for nearly 4 in 10 primary voters, favor Brown over Gansler by a wide 70 to 8 percent margin. Brown also leads his opponents among whites with 32 percent of the vote.



- **Brown’s advantage extends across the state.** Geographically, his support is the highest in Baltimore and Prince George’s counties. But even in Montgomery County, which is Gansler’s and Mizeur’s home turf, Brown leads by 5 and 12 points, respectively.

Vote by MSEA Region	
	Brown – Gansler – Mizeur
Baltimore	60 – 14 – 10
Anne Arundel	44 – 17 – 9
Montgomery	29 – 24 – 17
Prince George’s	53 – 19 – 2
Central & West (combined)	33 – 21 – 15
South & Eastern Shore (combined)	48 – 21 – 3