



MASON-DIXON POLLING & STRATEGY

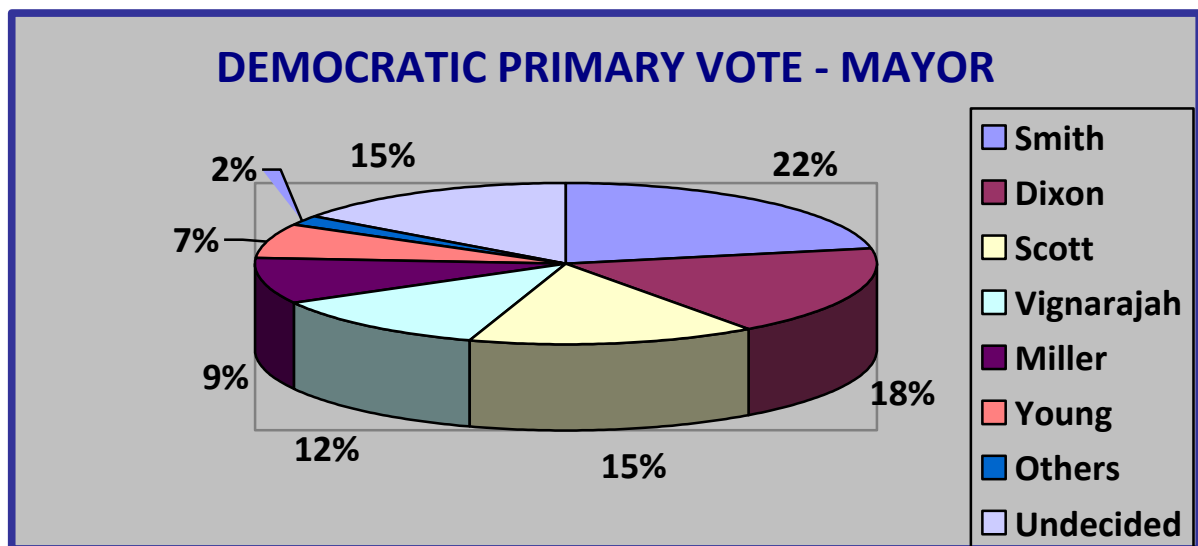
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SMITH TOPS DEMOCRATIC MAYORAL FIELD DIXON & SCOTT RUNNING SLIGHTLY BEHIND

Former Baltimore Police Department spokesman T.J. Smith is currently leading the crowded race for mayor, with former mayor Sheila Dixon and City Council President Brandon Scott, the other top-tier candidates, narrowly trailing.

Citywide, Smith has the support of 22% of likely Democratic primary voters, followed by Dixon with 18% and Scott at 15%.

Among the rest of the field, attorney Thiru Vignarajah is backed by 12%, with former business executive and federal official Mary Miller getting 9% and current mayor Jack Young only drawing 7%. The other 17 candidates are splitting 2% of the total vote and 15% are still undecided.



Smith leads because he is the top vote-getter among African-Americans (27%), women (25%) and those over the age of 50 (25%) – the strongest voting blocs in the city. He is also drawing a respectable 15% of white voters.

Of significance, Smith has only 71% name recognition, far lower than the other leading candidates. Overall, 42% have a favorable opinion of him and only 8% have an unfavorable view. This gives his candidacy a higher ceiling to grow support than those who are current or former elected officials.

Dixon, on the other hand, has 99% name recognition and is significantly less popular. Only 31% of voters say they have a favorable of her compared to 47% who indicated they have an unfavorable opinion. Her vote could be capped.

Scott appears to be in the best position to challenge Smith. Citywide, Scott has 44% favorable name recognition, with only 11% unfavorable. He is generating cross-racial appeal, drawing 16% of the black vote and 13% of white voters. He also gets about equal support among men (16%) and women (15%), as well as younger voters (18%) and older voters (13%).

Vignarajah and Miller are the top choices of white voters, but they are splitting that group equally. Vignarajah is getting 23% of the white vote, while Miller is receiving 22%. Neither of them has significant support in the black community.

Young is an afterthought, seen more unfavorably (39%) than favorably (28%) by city voters. His support among every demographic group is stuck in single-digits.

NAME RECOGNITION

Do you recognize the name _____?

(IF YES) Do you have a favorable, unfavorable or neutral opinion of _____?

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Brandon Scott	44%	11%	35%	10%
T.J. Smith	42%	8%	21%	29%
Thiru Vignarajah	32%	26%	23%	19%
Sheila Dixon	31%	47%	21%	1%
Mary Miller	30%	8%	38%	24%
Jack Young	28%	39%	31%	2%

QUESTION: If the Democratic primary election for mayor were held today, which one of the following candidates would get you vote: (ORDER ROTATED)

- Sheila Dixon
- Mary Miller
- Brandon Scott
- T.J. Smith
- Thiru Vignarajah
- Jack Young
- One of the other candidates

	<u>SMITH</u>	<u>DIXON</u>	<u>SCOTT</u>	<u>VIGNARAJAH</u>	<u>MILLER</u>	<u>YOUNG</u>	<u>OTHER</u>	<u>UNDECIDED</u>
CITY	22%	18%	15%	12%	9%	7%	2%	15%
<u>SEX</u>	<u>SMITH</u>	<u>DIXON</u>	<u>SCOTT</u>	<u>VIGNARAJAH</u>	<u>MILLER</u>	<u>YOUNG</u>	<u>OTHER</u>	<u>UNDECIDED</u>
Men	17%	12%	16%	15%	9%	8%	4%	19%
Women	25%	21%	15%	10%	9%	7%	1%	12%
<u>AGE</u>	<u>SMITH</u>	<u>DIXON</u>	<u>SCOTT</u>	<u>VIGNARAJAH</u>	<u>MILLER</u>	<u>YOUNG</u>	<u>OTHER</u>	<u>UNDECIDED</u>
<50	19%	12%	18%	15%	11%	8%	1%	16%
50+	25%	23%	13%	10%	7%	6%	3%	13%
<u>RACE</u>	<u>SMITH</u>	<u>DIXON</u>	<u>SCOTT</u>	<u>VIGNARAJAH</u>	<u>MILLER</u>	<u>YOUNG</u>	<u>OTHER</u>	<u>UNDECIDED</u>
White	15%	6%	13%	23%	22%	5%	2%	14%
Black	27%	24%	16%	7%	2%	7%	2%	15%

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Jacksonville, Florida from March 16 through March 18, 2020. A total of 400 registered Democratic voters were interviewed live by telephone citywide. All indicated they were “likely to vote” in the Democratic primary election.

Those interviewed were randomly selected from a phone-matched Baltimore City voter registration list that included both land-line and cell phone numbers.

The margin for error, according to standards customarily used by statisticians, is no more than ± 5 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if all voters were surveyed. The margin for error is higher for any subgroup, such as a gender or age grouping.

DEMOGRAPHICS

AGE:

18-34	97 (24%)
35-49	80 (20%)
50-64	86 (22%)
65+	132 (33%)
Refused	5 (1%)

RACE/ETHNICITY:

White/Caucasian	126 (31%)
Black/African American	255 (64%)
Other/Refused	19 (5%)

SEX:

Male	161 (40%)
Female	239 (60%)