



To: The Gansler Campaign
From: The Mellman Group, Inc.
Re: The Maryland Democratic Gubernatorial Primary Has Narrowed
Date: April 12, 2014

This analysis represents the findings of a survey of 600 voters representing the Maryland Democratic primary electorate who were interviewed by telephone April 8-9, 2014. The study uses a registration-based sample, including cell phones, and has a margin of error of +/-4% at a 95% level of confidence. The margin of error is higher for subgroups.

Our just completed survey reveals a dramatic shift in the dynamics of the Democratic Gubernatorial Primary. Lt. Governor Brown has paid a real price for his failed management of healthcare reform in Maryland. Brown's lead shrunk significantly over the last two months, while Gansler has improved his position.

Both Brown and Gansler have been on the air the last two months, yet Brown's lead, which stood at 23 points in our February poll, 21 points in the *Baltimore Sun* poll and 19 points in the *Washington Post* poll, has now shrunk to just 9 points. Brown's vote share dropped precipitously from 42% to 31%, while Gansler's share increased by 3 points to 21%. Mizeur comes in at 8%, down 2 points from February.

The data make clear that Brown's failed healthcare exchange has taken a toll on him. Only 37% give Brown a positive rating for the job he has done managing the exchange, while 47% give him a negative rating. Moreover, Gansler leads the field among those who offer negative evaluations of Brown's performance. In that group, 29% support Gansler, 22% Brown, and 9% Mizeur, with 40% undecided.

While Brown's ads have not succeeded in overcoming the reality of his management failings, Gansler's ads have improved voters' opinions of him. In two months, Gansler's favorability ratings improved a net of 10 points, with favorable opinions increasing 4 points to 46% and unfavorable opinions declining by 6 points to 16%.

It is clear that the dynamics of the race have changed. Voters are abandoning Brown, while opinions of Gansler are improving as voters learn more about his record. Momentum is shifting to Gansler.

