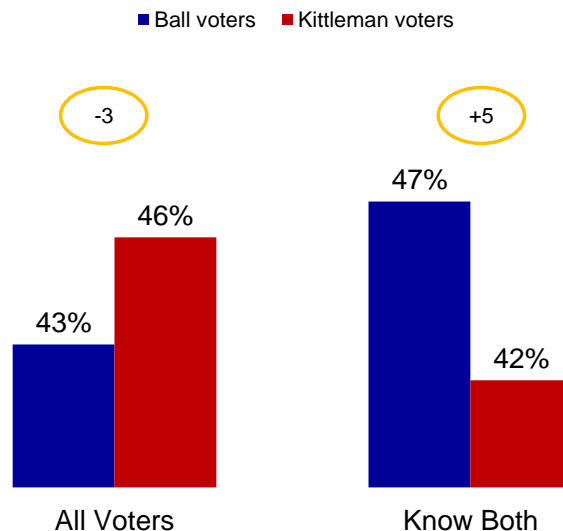


TO: The Calvin Ball Team
FROM: Garin-Hart-Yang Research Group
DATE: September 19, 2018
RE: Recently-conducted survey shows election for Howard County executive within the margin of error

Between September 10 and 13, Garin-Hart-Yang interviewed a representative sample of 402 likely general election voters in Howard County on both landlines and cell phones. The survey, which has a margin of error of $\pm 5\%$, reflects Howard County's demographic, geographic, and political trends. For example, the latest Board of Election official registration statistics show a 24% Democratic advantage (50% Democratic, 26% Republican). Our likely voter survey shows virtually the same registration figures (53% Democratic, 29% Republican).

Despite County Executive Allan Kittleman's name recognition advantage over challenger Calvin Ball, the trial heat is within the survey's margin of error:

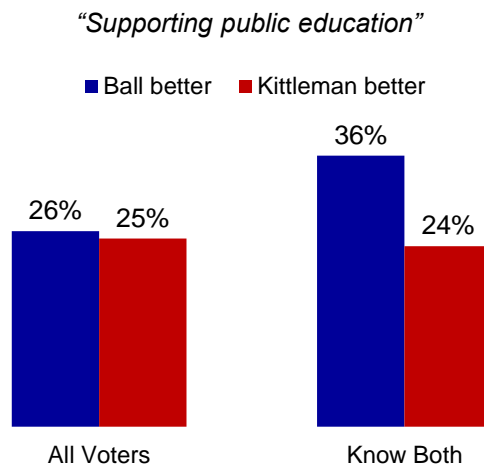


The trial heat standings are impressive given Kittleman's 84% name ID among Howard County voters, versus Calvin's 53% name ID. However, as noted in the preceding chart, among voters who know BOTH candidates it is Calvin Ball who has the lead, which suggests that the challenger has more room to grow once he gets better known.

There are two additional dynamics (besides raising his name ID) which indicate Calvin's ability to run a winning campaign.

First, Howard County voters say by a solid margin that they prefer Howard County's executive to be a Democrat (48%) versus a Republican (34%). **Importantly, undecided voters prefer to elect a Democrat for county executive by an overwhelming four-to-one margin.**

Second, education/schools is the dominant issue among voters, and despite the challenger's name ID deficit, **Calvin actually is competitive with Allan Kittleman in who is better on education:**



In summary, the Howard County executive race is already competitive despite the inherent advantages of the Kittleman name and Allan Kittleman's strong name ID. At the same time, Calvin Ball brings a number of his own assets to the race, which is a highly positive profile (better than three-to-one positive among those voters who know him) and strong credibility on the top issue in the election. And Calvin also benefits from Howard County voters' strong preference to elect a Democrat. Given these positive dynamics and a lead among the voters who know BOTH candidates, Calvin Ball has a strong opportunity to defeat the incumbent provided he garners the resources to INCREASE his name recognition.