INSTITUTE OF POLITICS
UMBC Poll

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It's a special Maryland Day release of the UMBC Poll.

Tuesday, March 25 (Baltimore): The UMBC Poll surveyed **803** Maryland adults from Tuesday, February 11 to Saturday, February 15, 2025. Of the **803** Maryland adults surveyed (MOE=+/- **3.5%**), **769** indicated they were registered voters (MOE=+/**3.5%**). Please refer to the methodology statement for information regarding data collection, sample demographics, and the topline results for the questions as worded in the order in which they were administered to respondents.

Previous UMBC Poll results can be found at politics.umbc.edu.

Favorite Things about Maryland

The UMBC Poll asked Maryland residents to share their favorite things about the state. Student research assistants at the UMBC Institute of Politics categorized the open-ended responses. (Thank you to Audrey Grutzik, Yamuna Pati, and Nicole Walker!)

Nearly a quarter of Marylanders (**24 percent**) said the state's natural beauty, climate and weather, and related opportunities for outdoor recreation were their favorite things. Another **15 percent** said Maryland's geography and geographic diversity were their favorite.

For example, several respondents noted that in Maryland, it is possible to visit beaches, mountains, rural areas, and big cities on the same day.

One survey respondent summarized that "this state has something for everyone" and that in Maryland, you have the "ability to enjoy a diversity of activities and environments, from enjoying the ocean in Ocean City to fishing in the Chesapeake to hunting in central Maryland, and skiing at Wisp."

Seventeen percent of residents said that the people and communities were their favorite things about Maryland.

For instance, respondents mentioned the diversity of the people who live here, the friendliness of their neighbors and neighborhoods, and the convenience of having family nearby. One respondent loved "how everyone in Maryland is proud of their state."

Fourteen percent of Marylanders lauded the food and culinary experiences as their favorite. Many respondents specifically mentioned crabs, crabcakes, seafood, and Old Bay seasoning.

"The UMBC Poll responses highlight that there are many things to love about Maryland. Like many other Marylanders, I'm glad to live in a state that offers a little bit of everything, truly embodying America in miniature moniker," said Mileah Kromer, Director of the UMBC Institute of Politics.

Methodology Statement

The UMBC Poll is conducted under the auspices of the UMBC Institute of Politics and is funded by the UMBC College of Arts, Humanities, and Social Sciences. The UMBC Poll surveyed **803** Maryland adults, including **769** registered voters, from Tuesday, February 11 to Saturday, February 15, 2025. The poll was conducted by live interviewers and text-to-web utilizing a dual-frame (landline and cell phone) random sample stratified by county.

- **17 percent** of interviews were conducted via landline telephone.
- **83 percent** of the interviews were conducted via cellular telephone, including **56 percent** administered via text-to-web.

Interviews were conducted from 1 to 8 p.m., and interviewers attempted to reach respondents with working phone numbers a maximum of five times. Braun Research provided the sample of telephone numbers and the data collection. There is a 95 percent probability that the survey results have the following percentage point sampling error from the actual population distribution for any given survey question:

- MOE=**+/-3.5%** for the sample of **803** Maryland adults.
- MOE=**+/-3.5%** for the sample of **769** Maryland registered voters.

The margin of sampling error is higher for subgroups and is not adjusted for design effects. Like all public opinion polls, the UMBC Poll is also subject to sources of non-sampling error, such as non-response bias, question-order effects, and question-wording effects. The topline results include the questions as worded in the order in which they were administered to respondents.

Mileah Kromer, Director of the UMBC Institute of Politics, and Ian Anson, Associate Director, process the data collected by the UMBC Poll. Under Kromer and Anson's supervision, student research assistants help with various aspects of the UMBC Poll as part of UMBC's commitment to innovative teaching and learning, research across disciplines, and civic engagement.

The UMBC Poll is committed to methodological transparency. If you have questions about the poll's methodology, contact Mileah Kromer, Director, UMBC Institute of Politics (mkromer@umbc.edu).

Sample Demographics (in percent) and Weighting

The UMBC Poll data is weighted by gender, age, race, geography, and educational attainment to represent the Maryland adult population targets established by the most recent American Community Survey (ACS) 5-year estimates provided by the U.S. Census. Results are in column percentages and may not add up to exactly 100 due to weighting and rounding.

		Maryland population parameter	Adults n=803 (+/-3.5%)	Voters n=769 (+/-3.5%)
Gender	Male	48	48	49
	Female	52	52	51
Age	18-24	11	11	11
	25-34	17	17	17
	35-44	17	17	18
	45-54	16	16	16
	55-64	17	17	17
	65+	21	21	21
Race	White	50	50	51
	Black	29	29	30
	Hispanic/Latino	10	10	10
	Asian	7	7	6
	All other	4	4	4
Education	High school graduate/GED or less	34	33	33
	Some college or associate degree	26	26	27
	4-year college degree	22	22	22
	Advanced / post-grad degree	18	18	19
Geography	Montgomery County	17	17	17
	Prince George's County	15	15	15
	Baltimore County	14	14	14
	Anne Arundel County	10	10	10
	Baltimore City	9	9	9
	Central Region	13	13	12
	Western Region	9	9	9
	Eastern Shore Region	8	8	8
	Southern Region	6	6	6

Central region: Carroll, Harford, and Howard Counties
Western region: Allegany, Garrett, Frederick, and Washington Counties
Eastern Shore region: Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, and Worcester Counties
Southern region: Calvert, Charles, and St. Mary's Counties

Other sample demographics (in percent)

The data is <u>not</u> weighted by these characteristics.

		Maryland population parameter	Adults n=803 (+/-3.5%)	Voters n=769 (+/-3.5%)
Party*	Democratic	52	--	50
	Republican	24	--	27
	Unaffiliated	22	--	22
	Other	2	--	1
Ideology	Conservative	--	26	26
	Moderate	--	50	50
	Progressive	--	24	24
Income	Under $40,000	16	21	20
	$40,00 to under $75,000	18	24	25
	$75,000 to under $125,000	24	23	23
	$125,000 or more	42	32	32

*The "party" population parameter established by the Maryland State Board of Elections Voter Registration Activity Report (January 2025).

Question design codes

- Bracketed items []: Items in brackets in the questions are administered in a randomized order.
- Probe (p): Response options that include a (p) indicate the use of a probe maneuver to determine a respondent's intensity of expressed opinion. Example: Do you have a [favorable or unfavorable] opinion of <item>? Would you say very favorable/unfavorable?
- Open-ended: Open-ended questions are those without a defined set of response options.
- Volunteer (v): Response options that include a (v) indicate that the respondent offered a response not read to them in the question.

Topline Results

The topline results below represent the sample of **803** Maryland adults (MOE=+/-**3.5%**). Results are in column percentages and may not add up to exactly 100 due to weighting and rounding.

Q: MD_FAV	What is your favorite thing about the state of Maryland? [OPEN-END]	Percent
	Natural environment, outdoor recreation, and climate	24
	People and communities	17
	Geography and geographic diversity	15
	Food and culinary experiences	14
	Sports and entertainment	8
	Culture and history	6
	Government and politics	3
	Economy and job opportunities	2
	Other	7
	Don't know / Refused (v)	6

UMBC

Our Mission

UMBC is a dynamic public research university integrating teaching, research and service to benefit the citizens of Maryland. As an Honors University, the campus offers academically talented students a strong undergraduate liberal arts foundation that prepares them for graduate and professional study, entry into the workforce, and community service and leadership.

UMBC emphasizes science, engineering, information technology, human services and public policy at the graduate level. UMBC contributes to the economic development of the State and the region through entrepreneurial initiatives, workforce training, K- 16 partnerships, and technology commercialization in collaboration with public agencies and the corporate community. UMBC is dedicated to cultural and ethnic diversity, social responsibility and lifelong learning.

Our Vision

Our UMBC community redefines excellence in higher education through an inclusive culture that connects innovative teaching and learning, research across disciplines, and civic engagement. We will advance knowledge, economic prosperity, and social justice by welcoming and inspiring inquisitive minds from all backgrounds.