



INSTITUTE OF POLITICS UMBC Poll

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UMBC Poll (Part 2) Topics:

- Direction of Baltimore City and County
- Trust in Baltimore City and County government
- Happiness about living in Baltimore City and County
- Frequency of and ways to increase visitation to Baltimore City and County
- Perception of the cost of living between Baltimore City and County
- Ways the Baltimore City and County governments could improve the quality of life for their residents
- Impact of Key Bridge collapse

Wednesday, April 16 (Baltimore): The UMBC Poll surveyed adult residents of Baltimore City (**n=642, MOE=+/-3.8%**) and County (**n=628, MOE=+/-3.9%**) from Tuesday, April 1 to Sunday, April 6, 2025. 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.

[**Click here for results by demographics.**](#)

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

Opinions toward direction, trust, happiness, and cost of living

Baltimore City and County residents were asked to weigh in on the direction of their jurisdiction, their trust in local government, their overall happiness with living in the city or county, and their perceptions of the cost of living.

Among Baltimore City residents:

- **41 percent** of residents think the city is heading in the right direction, **47 percent** say it's off on the wrong track, and **11 percent** don't know.
- **65 percent** of residents say they can trust their local government "never" or "only some of the time," and **32 percent** say they can trust their local government "just about always" or "most of the time."

Among Baltimore County residents:

- **34 percent** of residents think the county is heading in the right direction, **51 percent** say it's off on the wrong track, and **15 percent** don't know.
- **60 percent** of residents say they can trust their local government "never" or "only some of the time," and **37 percent** say they can trust their local government "just about always" or "most of the time."

Residents were also asked to rate their happiness with living in their respective jurisdictions on a scale of 1 to 5, where 1 indicated "not at all happy" and 5 indicated "extremely happy."

Among Baltimore City residents:

- 1 or 2: **28 percent**
- 3: **32 percent**
- 4 or 5: **40 percent**

Among Baltimore County residents:

- 1 or 2: **29 percent**
- 3: **28 percent**
- 4 or 5: **41 percent**

Residents were asked whether they thought Baltimore City or County was the more expensive place to live.

- **50 percent** of Baltimore City residents think that Baltimore City is more expensive, and **32 percent** think that Baltimore County is more expensive.
- **45 percent** of Baltimore County residents think that Baltimore County is more expensive, and **41 percent** think that Baltimore City is more expensive.

Impact of Key Bridge collapse

A year has passed since the Francis Scott Key Bridge was hit by a container ship and collapsed.

- **79 percent** of Baltimore City residents say the loss of the Key Bridge has had “a great deal” or “some” impact on life in the Baltimore-metro area. **17 percent** say it has impacted life “not at all” or “a little.”
- **89 percent** of Baltimore County residents say the loss of the Key Bridge has had “a great deal” or “some” impact on life in the Baltimore-metro area. **9 percent** say it has impacted life “not at all” or “a little.”

Visiting Baltimore City and County

Residents were asked how often they spend leisure or recreational time in Baltimore City or County during a typical month.

Baltimore City residents spend leisure or recreational time in Baltimore County. . .

- Never or almost never: **37 percent**
- One to four times: **44 percent**
- Five or more times a month: **16 percent**

Baltimore County residents spend leisure or recreational time in Baltimore City. . .

- Never or almost never: **52 percent**
- One to four times: **36 percent**
- Five or more times a month: **11 percent**

Baltimore City and County residents were also asked, *“What, if anything, would encourage you to spend more of your leisure or recreational time in Baltimore City / Baltimore County?”* This question was open-ended, and responses were coded by student research assistants at the UMBC Institute of Politics.

Top things that would encourage Baltimore City residents to visit Baltimore County:

- **18 percent** say improve the recreational and leisure activities
- **7 percent** say better transportation and accessibility
- **7 percent** say improve public safety
- **2 percent** say improve or increase dining options
- **31 percent** say nothing would encourage them

Top things that would encourage Baltimore County residents to visit Baltimore City:

- **42 percent** say improve public safety
- **10 percent** say improve the recreational and leisure activities
- **8 percent** say improve parking and transportation
- **19 percent** say nothing would encourage them

Improving the quality of life for Baltimore City and County residents

Residents were asked to identify one thing that their local Baltimore City or County government could do to improve the quality of life for its residents. This question was open-ended, and responses were coded by student research assistants at the UMBC Institute of Politics.

Top things that residents think the Baltimore City government could do:

- **21 percent** say reduce taxes and the cost of living
- **17 percent** say improve public safety and reduce crime
- **15 percent** say improve infrastructure and public services
- **10 percent** say increase housing and address homelessness

Top things that residents think the Baltimore County government could do:

- **25 percent** say reduce taxes and the cost of living
- **16 percent** say improve infrastructure and public services
- **15 percent** say improve public safety and reduce crime

Trust in and consumption of local news sources

Baltimore City and County residents express similar levels of trust in Baltimore-based news organizations.

- **62 percent** of Baltimore City residents say they have “a lot” or “some” trust that the local news and information from Baltimore-based news organizations is fair and accurate.
- **60 percent** of Baltimore County residents say they have “a lot” or “some” trust that the local news and information from Baltimore-based news organizations is fair and accurate.

Residents were also asked about their local news sources.

The percentages below represent whether the respondents had consumed news or information from that local outlet over the past month:

WBAL-TV 11

- Baltimore City: **69 percent**
- Baltimore County: **69 percent**

WJZ-TV CBS Baltimore

- Baltimore City: **68 percent**
- Baltimore County: **63 percent**

WBFF Fox45

- Baltimore City: **53 percent**
- Baltimore County: **56 percent**

The Baltimore Sun

- Baltimore City: **42 percent**
- Baltimore County: **41 percent**

WMAR ABC2

- Baltimore City: **46 percent**
- Baltimore County: **43 percent**

The Baltimore Banner

- Baltimore City: **44 percent**
- Baltimore County: **37 percent**

WBAL Radio

- Baltimore City: **39 percent**
- Baltimore County: **40 percent**

WYPR Radio

- Baltimore City: **26 percent**
- Baltimore County: **17 percent**

WEAA Radio

- Baltimore City: **19 percent**
- Baltimore County: **10 percent**

Afro News

- Baltimore City: **17 percent**
- Baltimore County: **7 percent**

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 adult residents of Baltimore City (**n=642**) and County (**n=628**) from Tuesday, April 1 to Sunday, April 6, 2025. The poll was conducted by live interviewers and text-to-web utilizing a dual-frame (landline and cell phone) random sample.

Baltimore City sample:

- **14 percent** of interviews were conducted via landline telephone.
- **86 percent** of the interviews were conducted via cellular telephone, including **55 percent** administered via text-to-web.

Baltimore County sample:

- **3 percent** of interviews were conducted via landline telephone.
- **97 percent** of the interviews were conducted via cellular telephone, including **54 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 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=**+/-3.8%** for the sample of **642** Baltimore City residents
- MOE=**+/-3.9%** for the sample of **628** Baltimore County residents

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, educational attainment, and income to represent the Baltimore City and County adult population targets established by the most recent American Community Survey (ACS) 5-year estimates provided by the U.S. Census. Results are presented in column percentages and may not add up to exactly 100 due to rounding and weighting.

		Baltimore City population parameter	Baltimore City sample estimate n=642 +/-3.8%	Baltimore County population parameter	Baltimore County sample estimate n=628 +/-3.9%
Gender	Male	45	45	47	47
	Female	55	55	53	53
Age	18-24	11	11	11	11
	25-34	23	23	17	17
	35-44	17	18	17	17
	45-54	13	13	16	15
	55-64	16	16	17	18
	65+	19	19	23	22
Race	White	29	29	56	56
	Black	58	59	29	29
	Hispanic/Latino	6	6	6	6
	Asian	3	3	6	6
	All other	3	3	3	4
Education	High school graduate/GED or less	42	41	34	33
	Some college or associate degree	25	25	28	28
	4-year college degree	18	18	22	22
	Advanced / post-grad degree	16	16	16	16
Income	Under \$40,000	33	29	16	16
	\$40,00 to under \$75,000	23	25	21	21
	\$75,000 to under \$125,000	21	22	25	26
	\$125,000 or more	23	24	36	37

Other sample demographics (in percent)

The data is **not** weighted by these characteristics.

		Baltimore City population parameter	Baltimore City sample estimate n=642 +/-3.8%	Baltimore County population parameter	Baltimore County sample estimate n=628 +/-3.9%
Party*	Democrat	74	70	53	45
	Republican	7	12	24	31
	Unaffiliated	16	16	21	23
	Other	3	2	1	1
Ideology	Conservative	--	19	--	30
	Moderate	--	52	--	51
	Progressive	--	29	--	19
Years living in the city or county	Less than a year	--	1	--	2
	One to 5 years	--	7	--	11
	6 to 10 years	--	10	--	11
	More than 10 years	--	82	--	76
Children in the home	No	--	71	--	62
	Yes	--	29	--	38

*The party population parameter is established by the Maryland State Board of Elections Voter Registration Activity Report (March 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 that lack a predefined 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 samples of Baltimore City (n=642, MOE=+/- 3.8%) and County (n=628, MOE=+/- 3.9%) adults. [Click here for results by demographics](#). Results are presented in column percentages and may not add up to exactly 100 due to rounding and weighting.

Label	Question	Balt. City Adults n=642 +/-3.8%	Balt. County Adults n=628 +/-3.9%
Q: TRACK	To get started, do you think that things in Baltimore City / Baltimore County are [heading in the right direction or are off on the wrong track]?	Percent	Percent
	Wrong track	47	51
	Right direction	41	34
	Don't know (v)	11	15
	Refused (v)	1	1
Q: TRUST	How often can trust your local Baltimore City / Baltimore County government to do what is right: [just about always, most of the time, only some of the time, or never]?	Percent	Percent
	Never	18	18
	Only some of the time	47	42
	Most of the time	26	32
	Just about always	6	5
	Don't know (v)	3	3
	Refused (v)	0	0

Q: HAPPY	<i>On a scale of 1 to 5, with 1 being "not at all happy" and 5 being "extremely happy," how happy are you to be living in Baltimore City / Baltimore County?</i>	Percent	Percent
	1 Not at all happy	19	17
	2	9	12
	3	32	28
	4	24	26
	5 Extremely happy	16	15
	Don't know (v)	0	0
	Refused (v)	0	0
Q: VISIT	<i>Outside of work or business, how often do you spend leisure or recreational time in Baltimore City / Baltimore County during a typical month?</i>	Percent	Percent
<i>Note: Baltimore City residents were asked about Baltimore County. Baltimore County residents were asked about Baltimore City.</i>			
	Never or almost never	37	52
	One or two times	27	23
	Three or four times a month	17	13
	Five or six times a month	6	6
	Seven or more times a month	10	5
	Don't know (v)	2	0
	Refused (v)	0	0

Q: VISIT_OPEN	What, if anything, would encourage you to spend more of your leisure or recreational time in Baltimore City / Baltimore County? OPEN-ENDED	Percent	Percent
Baltimore City residents' responses about Baltimore County:		Percent	Percent
	Better transportation and accessibility	7	--
	Improve public safety	7	--
	Improve recreational and leisure activities	18	--
	Improve or increase food and dining options	2	--
	Other	14	--
	Nothing (v)	31	--
	Don't know (v)	18	--
	Refused (v)	3	--
Baltimore County residents' responses about Baltimore City:		Percent	Percent
	Improve public safety	--	42
	Improve parking and transportation	--	8
	Improve recreational and leisure activities	--	10
	Other	--	11
	Nothing (v)	--	19
	Don't know (v)	--	10
	Refused (v)	--	2

Q: LIFE_OPEN	Changing topics, what is one thing the Baltimore City / Baltimore County government could do to improve the quality of life for its residents? OPEN-ENDED	
Baltimore City residents' responses about Baltimore City government:	Percent	Percent
Improve public safety and reduce crime	17	--
Reduce taxes and cost of living	21	--
Increase housing and address homelessness	10	--
Improve public infrastructure and public services	15	--
Improve education and youth programs	4	--
Improve economic growth and job opportunities	1	--
Other	17	--
Don't know (v)	13	--
Refused (v)	2	--
Baltimore County residents' responses about Baltimore County government:	Percent	Percent
Reduce taxes and cost of living	--	25
Improve public safety and reduce crime	--	15
Improve infrastructure and public services	--	16
Improve education and youth programs	--	7
Improve recreational opportunities and spaces	--	4
Other	--	13
Don't know (v)	--	18
Refused (v)	--	2

Q: EXPENSE	Thinking broadly, do you think that Baltimore City or Baltimore County is the more expensive place to live?	Percent	Percent
	Baltimore City	50	41
	Baltimore County	32	45
	They are about the same (v)	11	10
	Don't know (v)	6	4
	Refused (v)	0	0
Q: NEWSTRUST	Changing topics to local news. In general, how much do you trust that the local news and information from Baltimore-based news organizations is fair and accurate: [not at all, a little, some, or a lot]?	Percent	Percent
	Not at all	11	16
	A little	23	22
	Some	39	43
	A lot	23	17
	Don't know (v)	4	3
	Refused (v)	1	0
Q: SOURCE	Next, I'm going to read you a list of some Baltimore-based news outlets and stations. For each one, please tell me whether you have consumed news or information from them in the last month:		
	<i>Q: WBALTV to Q: AFRO were administered to respondents in a randomized order.</i>		
Q: WBALTV	WBAL-TV 11	Percent	Percent
	Have <u>not</u>	26	29
	Have	69	69
	Don't know (v)	5	2
	Refused (v)	0	0

Q: WJZ	<i>WJZ-TV CBS Baltimore</i>	Percent	Percent
	Have <u>not</u>	26	33
	Have	68	63
	Don't know (v)	6	3
	Refused (v)	0	0
Q: FOX45	<i>WBFF Fox45</i>	Percent	Percent
	Have <u>not</u>	41	41
	Have	53	56
	Don't know (v)	5	2
	Refused (v)	0	0
Q: SUN	<i>The Baltimore Sun</i>	Percent	Percent
	Have <u>not</u>	52	57
	Have	42	41
	Don't know (v)	6	1
	Refused (v)	1	0
Q: WMAR	<i>WMAR ABC2</i>	Percent	Percent
	Have <u>not</u>	46	52
	Have	46	43
	Don't know (v)	6	5
	Refused (v)	1	0
Q: BANNER	<i>The Baltimore Banner</i>	Percent	Percent
	Have <u>not</u>	50	58
	Have	44	37
	Don't know (v)	6	4
	Refused (v)	1	0
Q: WBALRADIO	<i>WBAL Radio</i>	Percent	Percent
	Have <u>not</u>	54	57
	Have	39	40
	Don't know (v)	5	3
	Refused (v)	1	0

Q: WYPR	<i>WYPR Radio</i>	Percent	Percent
	Have <u>not</u>	66	78
	Have	26	17
	Don't know (v)	8	5
	Refused (v)	1	0
Q: WEAA	<i>WEAA Radio</i>	Percent	Percent
	Have <u>not</u>	72	84
	Have	19	10
	Don't know (v)	7	6
	Refused (v)	2	0
Q: AFRO	<i>AFRO News</i>	Percent	Percent
	Have <u>not</u>	75	87
	Have	17	7
	Don't know (v)	6	5
	Refused (v)	1	1
Q: BRIDGE	As you know, the Francis Scott Key Bridge was hit by a container ship and collapsed a year ago. In your opinion, to what extent has the loss of the Key Bridge impacted life in the Baltimore-metro area: [not at all, a little, some, or a great deal]?	Percent	Percent
	Not at all	7	3
	A little	10	6
	Some	21	18
	A great deal	58	71
	Don't know (v)	4	2
	Refused (v)	0	0



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.