



INSTITUTE OF POLITICS UMBC Poll

Results embargoed until 12:01 a.m. on Thursday, April 30, 2026

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Topics:

- Perceptions of neighbors and community
- Favorability of Baltimore and regional places, groups, and things

Thursday, April 30, 2026 (Baltimore): The UMBC Poll surveyed adult residents of Baltimore City (**n=666, MOE=±3.8%**) and County (**n=602, MOE=±4.0%**) from **Tuesday, April 14 to Sunday, April 19, 2026**. 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.](#)

For Parts 1 and 2 of this survey, other previous UMBC Poll results, and information about the UMBC Institute of Politics, go to: <https://politics.umbc.edu/>

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Perceptions of neighbors and community

Baltimore City and County residents were asked to what extent a series of characteristics described their neighbors.

The percentages below represent those responding “all” or “most” of their neighbors:

	Baltimore City	Baltimore County
Are of the same race or ethnicity as you	40	33
Have the same political views as you	31	18
Have the same values as you	38	36
Are honest and trustworthy people	48	53
Care about the neighborhood and the people living there	54	53

Favorability of Baltimore and regional places, groups, and things

Baltimore City and County residents were asked whether they had a favorable or unfavorable opinion of some notable places, groups, and things from Baltimore or the broader region.

The percentages below represent those responding “very favorable” or “favorable.”

	Baltimore City	Baltimore County
The Baltimore Orioles	82	86
The Baltimore Ravens	83	82
Old Bay seasoning	85	88
The Inner Harbor	64	48
Berger cookies	53	67
The National Aquarium	85	82
The Preakness Stakes at Pimlico	60	58
Lake trout	64	49
Steamed blue crabs	78	80
Crab cakes	84	85
The Baltimore Museum of Art	83	76
Snowballs, the shaved ice dessert	80	83
Pit Beef	67	77

Methodology Statement

The UMBC Poll is conducted under the auspices of the UMBC Institute of Politics (IoP) and is funded by the UMBC College of Arts, Humanities, and Social Sciences.

The UMBC Poll surveyed adult residents of Baltimore City (**n=666**) and County (**n=602**) from **Tuesday, April 14 to Sunday, April 19, 2026**. The poll was conducted by live interviewers and text-to-web utilizing a dual-frame (landline and cell phone) random sample stratified by county.

Text-to-web: **48 percent** (Baltimore City) / **45 percent** (Baltimore County)
Live-caller cell phone: **44 percent** (Baltimore City) / **53 percent** (Baltimore County)
Live-caller landline: **8 percent** (Baltimore City) / **2 percent** (Baltimore County)

Interviews were conducted from 1 to 8 p.m., and interviewers attempted to reach respondents with working phone numbers up to 5 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=±3.8% for the sample of **666** Baltimore City residents
MOE=±4.0% for the sample of **602** 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 non-sampling error, including 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, analyze the data collected by the UMBC Poll. Under their supervision, research assistants Trisha Sirsat, Audrey Grutzik, and Sofia Cabrera support all aspects of the IoP's work 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, at mkromer@umbc.edu.

Sample Demographics (in percent) and Weighting

Survey data were weighted by gender, age, race, educational attainment, and income to align with Baltimore City and County adult population parameters derived from the U.S. Census Bureau's American Community Survey (ACS) 5-year estimates. All results are reported as column percentages; figures may not sum to exactly 100 percent due to rounding and the application of survey weights.

		Balt City population parameter	Balt City sample estimate n=666 ±3.8%	Balt Co population parameter	Balt Co sample estimate n=602 ±4.0%
Gender	Male	45	45	47	47
	Female	54	55	53	53
Age	18-24	11	11	11	11
	25-34	23	23	17	17
	35-44	18	18	17	17
	45-54	13	13	16	15
	55-64	16	16	18	18
	65+	19	19	22	22
Race	White	29	29	55	56
	Black	58	59	29	29
	Hispanic/Latino	6	6	6	6
	Asian	3	3	6	6
	All other	10	3	5	3
Education	High school diploma or less	40	41	33	34
	Some college or associate's degree	25	25	27	28
	Bachelor's degree	18	18	22	22
	Graduate or professional degree	16	16	16	17
Income	Under \$40,000	26	29	15	16
	\$40,000 to under \$75,000	23	25	19	21
	\$75,000 to under \$125,000	20	22	23	26
	\$125,000 or more	22	24	33	37

Other sample demographics (in percent)

The data are not weighted by these characteristics.

		Balt City population parameter	Balt City sample estimate n=666 ±3.8%	Balt Co population parameter	Balt Co sample estimate n=602 ±4.0%
Party*	Democrat	73	71	52	45
	Republican	7	11	24	31
	Unaffiliated	18	17	22	24
	Other	2	0	2	1
Ideology	Conservative	--	21	--	31
	Moderate	--	40	--	49
	Progressive	--	39	--	20
Residency length	Less than a year	--	3	--	3
	One to 5 years	--	11	--	10
	6 to 10 years	--	9	--	10
	More than 10 years	--	77	--	77
Children in home	No	--	68	--	66
	Yes	--	32	--	34

*The "party" population parameter is established by the Maryland State Board of Elections Voter Registration Activity Report (March 2026).

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 have no 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.

The UMBC Institute of Politics is a member of the [American Association for Public Opinion Research's Transparency Initiative](#) and provides the required elements of disclosure with every release.



Topline Results

The topline results below represent the sample of **666** Baltimore City residents (**MOE=±3.8%**) and **602** Baltimore County residents (**MOE=±4.0%**). Results are reported as column percentages and may not sum to exactly 100 due to weighting and rounding. [Click here for results by demographics.](#)

Label	Question	Baltimore City Adults n=666 ±3.8%	Baltimore County Adults n=602 ±4.0%
Q: NEIGHBOR	Changing topics to your Baltimore City / Baltimore County community. As I read you a list of statements, please let me know whether it describes – [all, most, about half, only some, or none] – of your neighbors:		
<i>Q: NB_RACE to Q: NB_CARE were administered to respondents in a randomized order.</i>			
Q: NB_RACE	<i>Are of the same race or ethnicity as you</i>	Percent	Percent
	None	3	4
	Only some	22	29
	About half	30	29
	Most	31	28
	All	9	5
	Don't know (v)	3	3
	Refused (v)	2	2
Q: NB_POL	<i>Have the same political views as you</i>	Percent	Percent
	None	6	7
	Only some	24	26
	About half	18	22
	Most	25	15
	All	6	3
	Don't know (v)	21	26
	Refused (v)	1	1
Q: NB_VALUE	<i>Have the same values as you</i>	Percent	Percent
	None	7	4
	Only some	24	22
	About half	15	20
	Most	29	30
	All	9	6
	Don't know (v)	14	16
	Refused (v)	1	0

Q: NB_TRUST	<i>Are honest and trustworthy people</i>	Percent	Percent
	None	4	3
	Only some	23	17
	About half	16	18
	Most	36	42
	All	12	11
	Don't know (v)	10	8
	Refused (v)	0	0
Q: NB_CARE	<i>Care about the neighborhood and the people living there</i>	Percent	Percent
	None	5	4
	Only some	19	19
	About half	18	21
	Most	35	37
	All	19	16
	Don't know (v)	5	3
	Refused (v)	0	0
Q: FAV_THINGS	The following is a list of some groups, places, and things either based in Baltimore or from the broader region. Please tell me whether you have a [favorable or unfavorable] opinion of each one:		
<i>Q: ORIOLES to Q: PIT were administered to respondents in a randomized order.</i>			
Q: ORIOLES	<i>The Baltimore Orioles</i>	Percent	Percent
	Very unfavorable (p)	5	4
	Unfavorable	6	6
	Favorable	37	37
	Very favorable (p)	45	49
	Don't know (v)	5	3
	Refused (v)	1	1
Q: RAVENS	<i>The Baltimore Ravens</i>	Percent	Percent
	Very unfavorable (p)	4	5
	Unfavorable	6	9
	Favorable	33	31
	Very favorable (p)	50	51
	Don't know (v)	6	3
	Refused (v)	1	1

Q: OLDBAY	<i>Old Bay seasoning</i>	Percent	Percent
	Very unfavorable (p)	3	4
	Unfavorable	6	5
	Favorable	33	33
	Very favorable (p)	52	55
	Don't know (v)	4	2
	Refused (v)	2	0
Q: HARBOR	<i>The Inner Harbor</i>	Percent	Percent
	Very unfavorable (p)	10	20
	Unfavorable	21	28
	Favorable	39	30
	Very favorable (p)	25	18
	Don't know (v)	4	4
	Refused (v)	1	0
Q: BERGER	<i>Berger cookies</i>	Percent	Percent
	Very unfavorable (p)	8	6
	Unfavorable	10	12
	Favorable	30	36
	Very favorable (p)	23	31
	Don't know (v)	28	14
	Refused (v)	1	1
Q: AQUA	<i>The National Aquarium</i>	Percent	Percent
	Very unfavorable (p)	3	4
	Unfavorable	5	8
	Favorable	37	37
	Very favorable (p)	48	45
	Don't know (v)	5	4
	Refused (v)	1	1
Q: HORSE	<i>The Preakness Stakes at Pimlico</i>	Percent	Percent
	Very unfavorable (p)	5	11
	Unfavorable	13	17
	Favorable	34	36
	Very favorable (p)	26	22
	Don't know (v)	20	13
	Refused (v)	2	1

Q: TROUT	<i>Lake trout</i>	Percent	Percent
	Very unfavorable (p)	5	9
	Unfavorable	9	18
	Favorable	33	28
	Very favorable (p)	31	21
	Don't know (v)	20	23
	Refused (v)	2	2
Q: CRABS	<i>Steamed blue crabs</i>	Percent	Percent
	Very unfavorable (p)	7	6
	Unfavorable	6	7
	Favorable	27	22
	Very favorable (p)	51	58
	Don't know (v)	8	5
	Refused (v)	2	2
Q: CAKE	<i>Crab cakes</i>	Percent	Percent
	Very unfavorable (p)	5	6
	Unfavorable	5	5
	Favorable	29	23
	Very favorable (p)	55	62
	Don't know (v)	5	3
	Refused (v)	2	1
Q: ART	<i>The Baltimore Museum of Art</i>	Percent	Percent
	Very unfavorable (p)	3	3
	Unfavorable	5	8
	Favorable	39	38
	Very favorable (p)	44	38
	Don't know (v)	8	11
	Refused (v)	1	1
Q: SNOW	<i>Snowballs, the shaved ice dessert</i>	Percent	Percent
	Very unfavorable (p)	3	5
	Unfavorable	7	6
	Favorable	33	33
	Very favorable (p)	47	50
	Don't know (v)	8	4
	Refused (v)	2	1
Q: PIT	<i>Pit Beef</i>	Percent	Percent
	Very unfavorable (p)	5	5
	Unfavorable	11	8
	Favorable	34	35
	Very favorable (p)	33	42
	Don't know (v)	17	8
	Refused (v)	2	2



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-12 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.