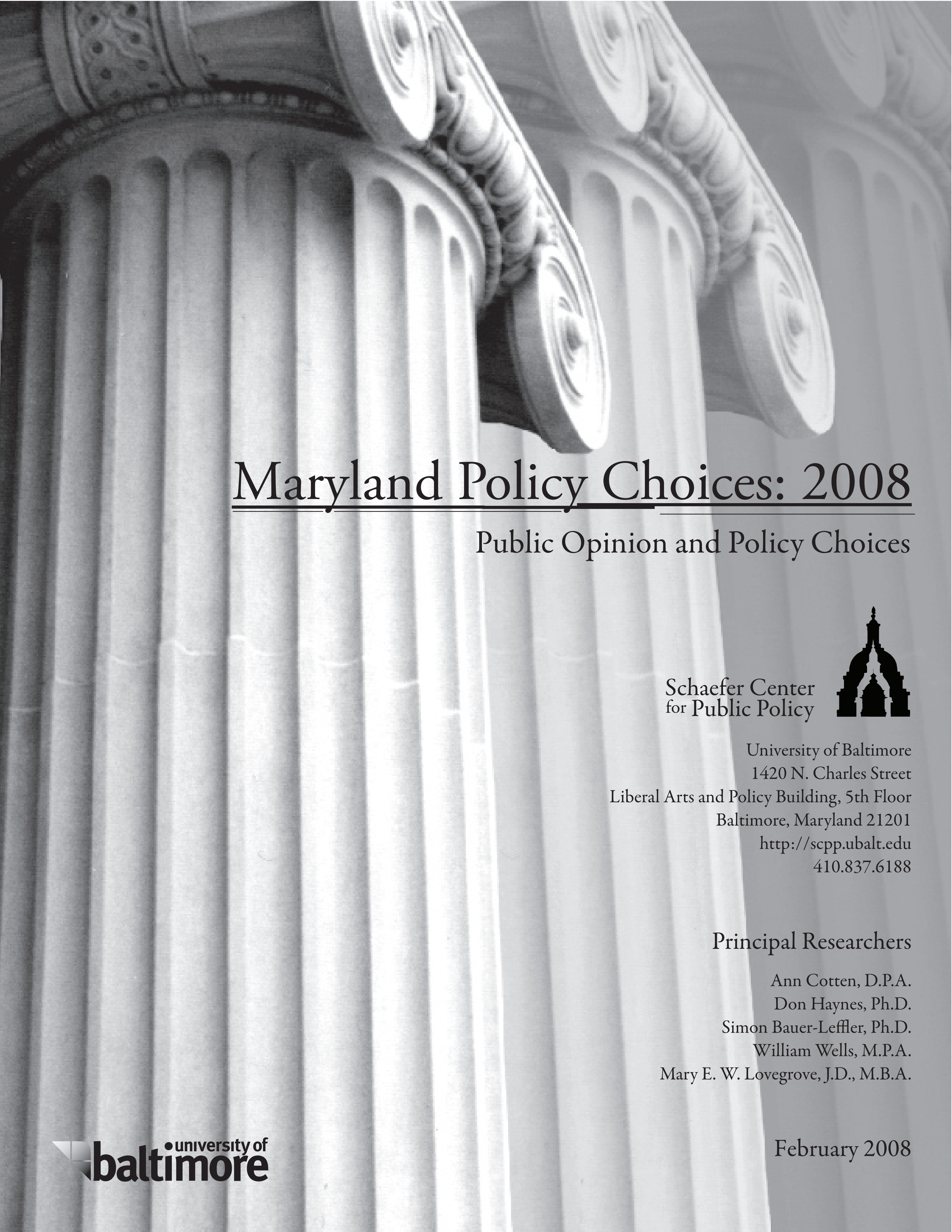


Maryland Policy Choices: 2008

Public Opinion and Policy Choices

Schaefer Center for Public Policy

University of Baltimore
1420 N. Charles Street
Liberal Arts and Policy Building, 5th Floor
Baltimore, Maryland 21201
http://scpp.ubalt.edu
410.837.6188

Principal Researchers

Ann Cotten, D.P.A.
Don Haynes, Ph.D.
Simon Bauer-Leffler, Ph.D.
William Wells, M.P.A.
Mary E. W. Lovegrove, J.D., M.B.A.

university of baltimore

February 2008

About the Schaefer Center for Public Policy

The Schaefer Center for Public Policy was established in 1985 with a mission to bring the University of Baltimore's academic expertise to bear in solving problems faced by government and nonprofit organizations. The Center offers five primary services: strategic planning, performance measurement, program evaluation and analysis, opinion research, and management training. It is through the Schaefer Center that the University of Baltimore and the College of Liberal Arts meet one of the central components of the University's mission of applied research and public service to the Baltimore Metropolitan Area and the state of Maryland.

As a state supported higher education institution in a major urban area, the University of Baltimore and the School of Public Affairs faculty place strong emphasis on teaching, research, and public service. Faculty members in the School of Public Affairs are expected to contribute to the scholarly literature in the field of public administration and be involved in applied research activities.

The Schaefer Center is committed to serving its constituency - the public sector in the Maryland region. The values we espouse in our training, consulting, educational, and other activities are the values we live by: quality and efficiency. The result of this commitment can be seen in the quality of our work. Over the past twenty years, the Schaefer Center has been awarded hundreds of grants and contracts from various local, state, and federal agencies, as well as nonprofit organizations. The Center's staff has trained 4,600 State of Maryland public servants in the Maryland Managing for Results Program. Our service commitment is also indicated in the pro bono work we complete, including consulting services to nonprofit organizations, research and report writing on issues of interest to public officials, and conducting educational conferences.

TABLE OF CONTENTS

TABLE OF GRAPHICS

CHARTS

TABLES

Error! Not a valid link.

MARYLAND POLICY CHOICES: 2008

During the period from November 27, 2007 through January 3, 2008, the Schaefer Center for Public Policy at the University of Baltimore conducted a statewide public opinion survey to elicit public perceptions and opinions on a broad range of public policy topics, including: state priorities, the economy, the state budget, education, and health care. These are issues public officials will likely be facing during the 2008 Legislative session.

SAMPLING

Surveyors telephoned and interviewed 812 randomly selected Maryland residents over the age of 21. Phone numbers were selected from a computer generated list of all possible phone numbers in Maryland. The margin of error for this survey is +/- 3.44% at the 95% confidence level.

WEIGHTING

The relative proportion of males to females sampled was slightly less than that projected by the U.S. Census Department for 2007 in Maryland. The sample was actually comprised of forty percent (39.9%) male respondents and sixty percent (60.1%) female respondents. To adjust this, the responses for all males and females were given appropriate weighting factors to bring them into line with the Census Bureau's population estimate of forty-eight percent (48.1%) males and fifty-two percent (51.8%) females. This is a standard statistical research practice and does not effect the validity of the survey results.

REPORTING CONVENTIONS USED IN THIS REPORT

To simplify reporting, survey results described in this document have been rounded to the nearest whole percentage. In some cases, where missing data and refusals are not presented, the figures reported will not sum to one hundred percent (100%).

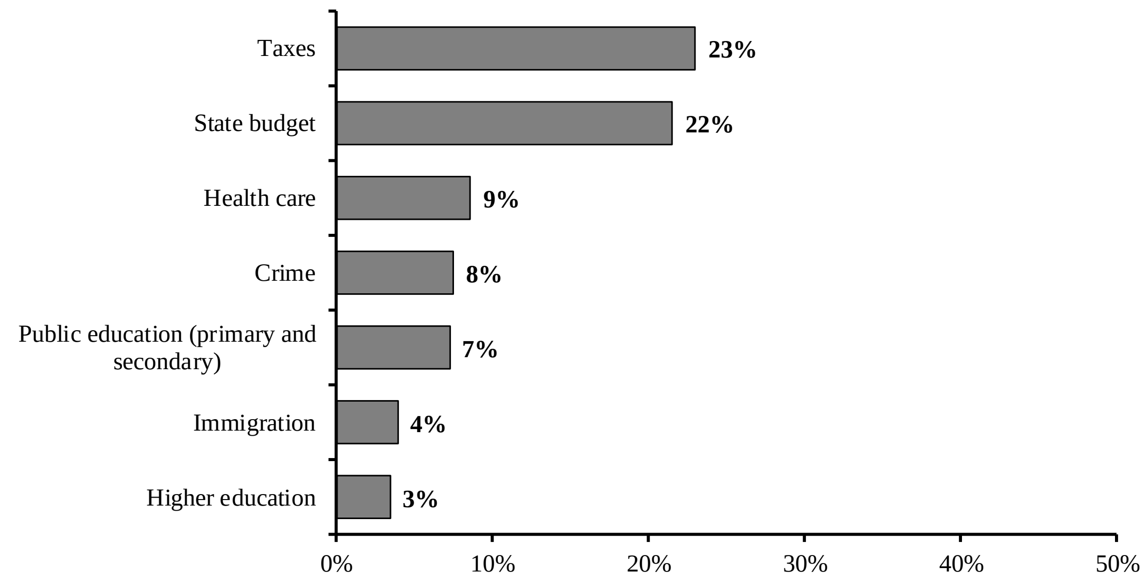
CONTRIBUTORS

The survey was designed and implemented by the staff at the Schaefer Center for Public Policy of the School of Public Affairs at the University of Baltimore. Principals include Dr. Ann Cotten, Director of the Schaefer Center; Dr. Don Haynes, Director of Survey Research at the Schaefer Center; Mr. William Wells, Survey Research Manager at the Schaefer Center; Ms. Mary Lovegrove, Assistant Director of the Schaefer Center; the Schaefer Center's professional CATI Lab survey interviewers; and the Schaefer Center for Public Policy Graduate Fellows.

GOVERNMENT PRIORITIES AND PERFORMANCE

The first question asked respondents to identify what they believed to be the single most important issue facing the Maryland State Legislature in 2008. Respondents were not prompted with a list of priorities, but were allowed to identify the issues on their own. Chart 1 displays the results for this first question[1].

Chart 1
Most Important Problem Facing the State Legislature This Year



"What do you consider to be the most important problem facing the state legislature in the next year?"

Taxes (23%), the state budget (22%), healthcare (9%), crime (8%), and primary and secondary public education (7%) accounted for over three quarters (76%) of the responses. Unemployment, drugs, growth management, terrorism, and taking care of those in need were mentioned by a small number of respondents. Collectively these issues accounted for about four percent (4%) of all responses.

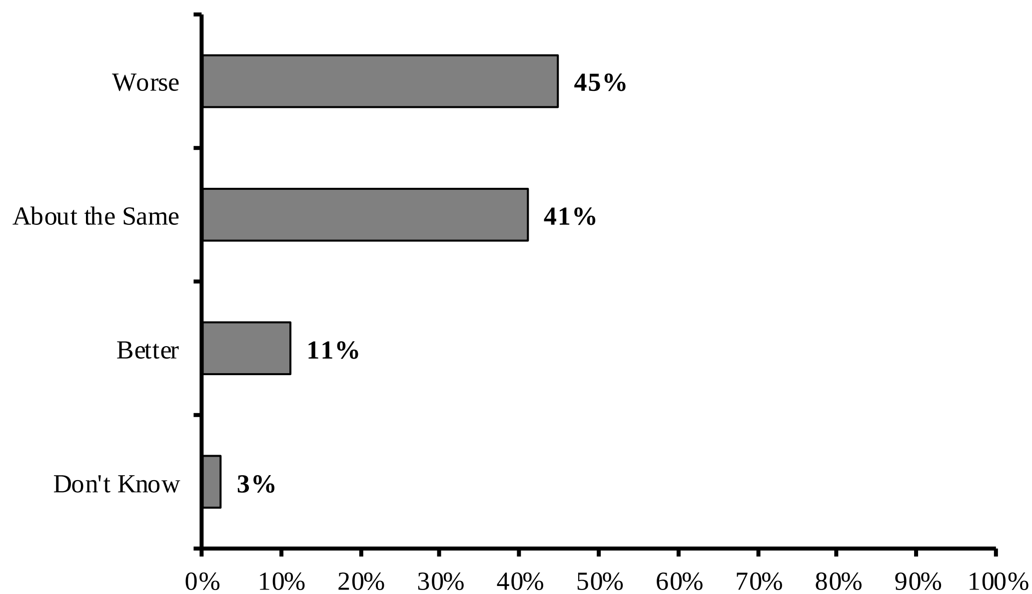
In a reversal of last year's opinion survey, public education dropped back down from the top priority facing the state legislature. This is not surprising given the amount of attention that the issues of taxes and the state budget received during the 2007 special legislative session. While taxes and the state budget are perennially in the top five most important issues reported in our survey, this year they are over twice as important as the

[1] This chart only shows the top seven issue areas with the highest percentage of responses. The other seven areas had percentages below the margin of error for the survey.

next most highly rated issues. In previous years, the top five most important issues have been relatively close in ranking.

Respondents were asked if they thought the Maryland economy would get better, get worse, or stay about the same in 2008. Chart 2 shows that only a slim majority (52%) of those surveyed believed the Maryland economy would either stay the same or improve over the next year. This is in contrast to last year when three quarters of respondents (75%) reported having these same opinions.

Chart 2
Expectations for the Maryland Economy



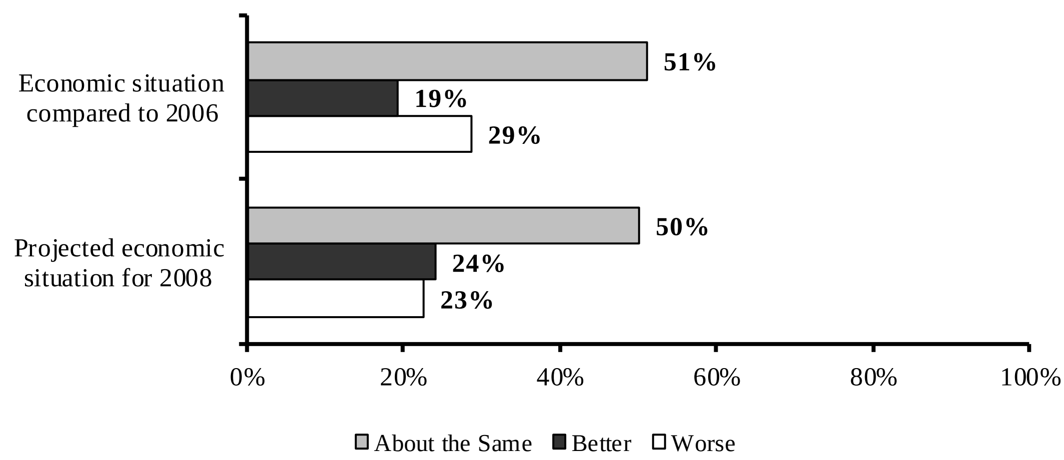
"In terms of the overall Maryland economy, do you think things in the next year will get better, will get worse, or do you think things will stay about the same?"

While in previous years, the vast majority of respondents expected the economy to remain about the same, this year there was little difference between the percentage of respondents who felt that Maryland's economy would worsen (45%) and those who felt that it would stay about the same (41%).

The most significant difference from previous years is in the low percentage of Marylanders who expect the state's economic situation to improve in 2008. While the percentages of those expecting the economy to worsen or get better are very close, respondents were over four times more likely to be of the opinion that the Maryland economy would worsen in 2008, rather than improve.

When asked about their personal economic situation this year and their expectations for their personal economic situation in the upcoming year, respondents were similarly more pessimistic than in previous years, as indicated in Chart 3.[2]

Chart 3
Personal Economic Situation

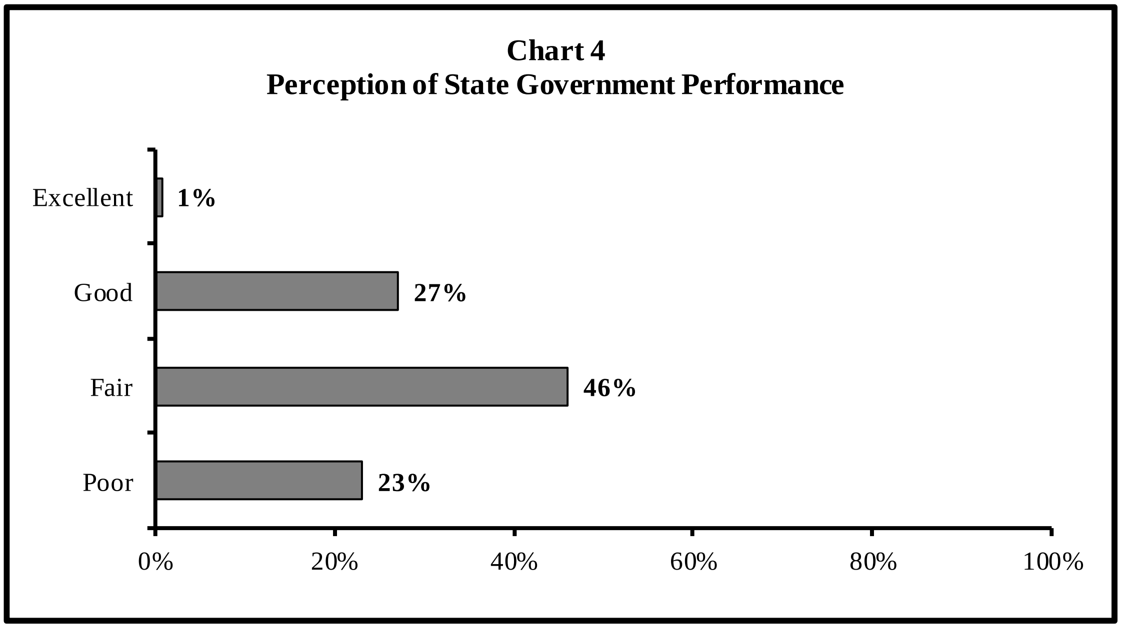


"What about your personal economic situation, are you better off, are you worse off, or do you think you are about the same as you were last year?"	*"Again, thinking about your personal economic situation, do you think you will be better off , worse off, or do you think you will be about the same a year from now?"*

A majority of respondents (70%) still believed that their own personal economic situation was either better or the same when compared to last year; however, almost twice as many respondents this year indicated that they thought their personal economic situation was worse than it was a year ago (29% as compared to 15% in last year's survey).

Respondents were slightly more optimistic about their economic situation in the next year. While the same percentage reported that they expected their situation to remain the same, slightly more indicated that they expected to have a better personal economic situation at this time next year.

[2] Chart 3 does not show the respondents who indicated that they "didn't know," and for this reason the percentages for each aspect will not sum to 100%.



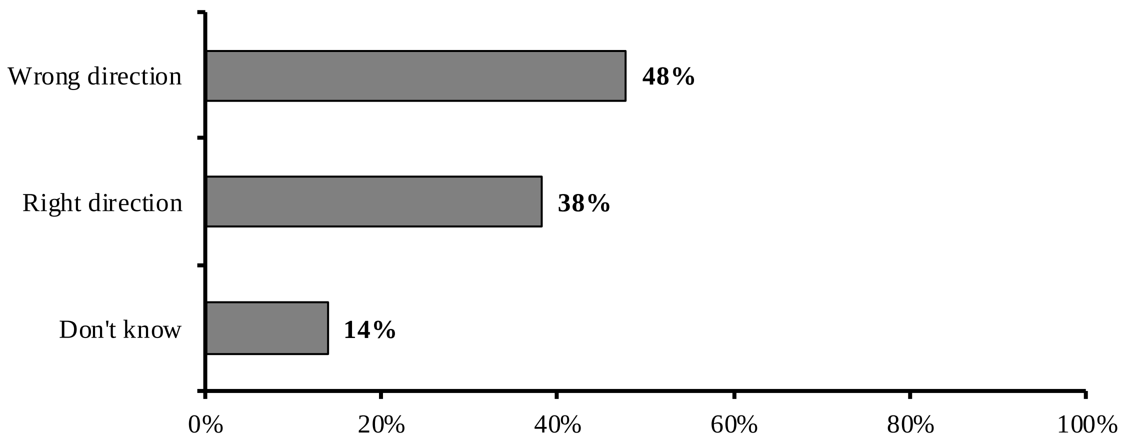
"In general, how would you rate the performance of state government in solving problems in Maryland? Would you say excellent, good, only fair, or poor?"

As shown in Chart 4[3], when it comes to the public perception of the performance of state government, this year's results show a reversal of the trend over the past three years toward an improving perception of state government performance. This year, the results show that only about one percent (1%) of respondents rate the state government performance as excellent. This represents a dramatic reversal of the previous trend where the "Excellent" rating had been increasing by approximately one percent (1%) each year. More importantly, as compared to last year, the percentage of respondents rating the performance as "Poor" almost doubled (from 12% to 23%). Likewise, the percentage of those rating the government's performance as "Good" reversed its three year increase and fell by over a third (down from 41% in 2006 to 27% in 2007).

[3] Chart 4 does not show the respondents who indicated that they "didn't know," and for this reason the percentages for each aspect will not sum to 100%.

Respondents were asked again this year if they thought things were headed in the right or wrong direction in Maryland, and the results are shown in Chart 5.

Chart 5
Things in Maryland Heading in Which Direction

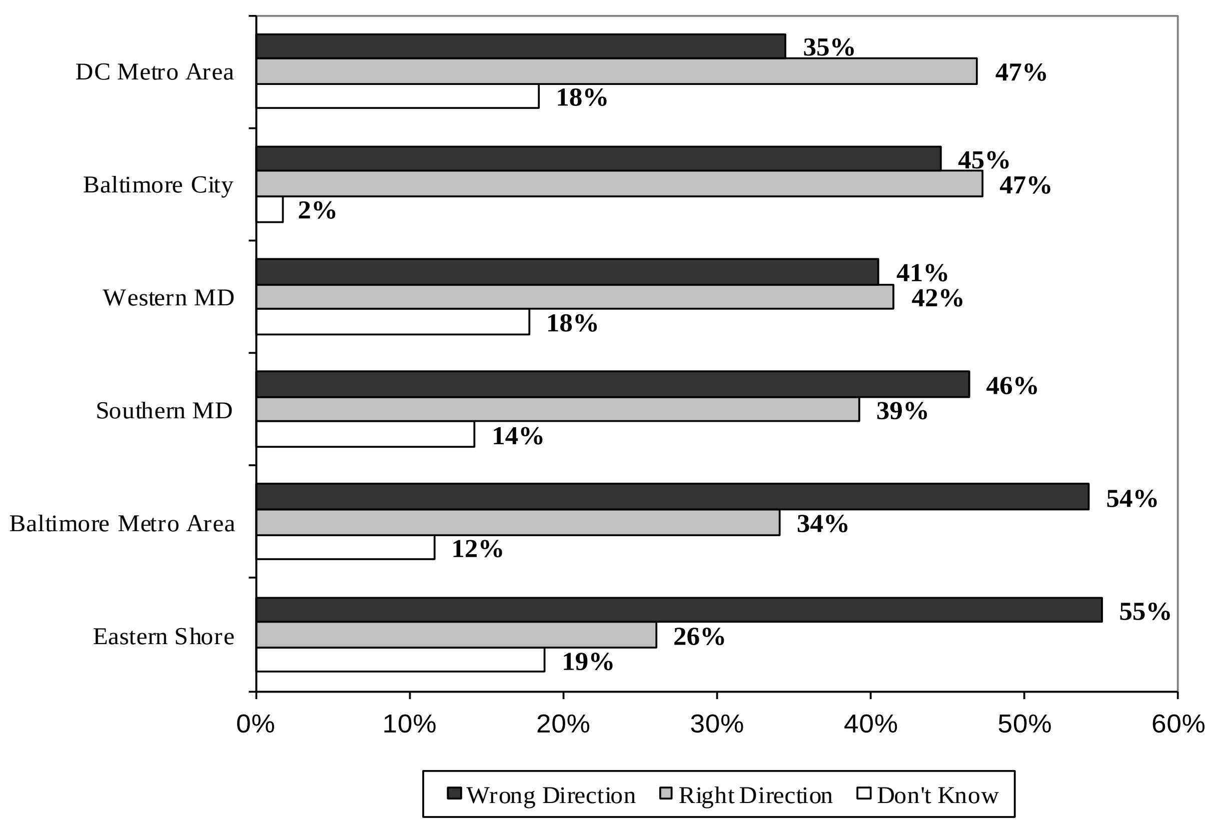


"Would you say things in Maryland today are generally headed in the right direction, or would you say things are headed in the wrong direction?"

In a continuation of the pessimistic opinions reported in the preceding questions, respondents abruptly changed their thinking this year on the way things are headed in the state. While last year a large majority of respondents (61%) indicated that Maryland was headed in the right direction, this year more respondents indicated that they felt the state was headed in the wrong direction (48%) than in the right direction (38%). A similar percentage of respondents indicated that they were unsure about the direction of things in the state this year as compared to last year (unchanged at 14%).

There does seem to be a regional disparity in the way Marylanders who have an opinion view the direction in which the state is headed, as shown in Chart 6. Those respondents on the Eastern Shore and the Baltimore Metro Area (excluding Baltimore City) were much more likely to report that things are headed in the wrong direction (55% and 54%, respectively). More respondents in the DC Metro reported thinking that things were headed in the right direction (47%) than in the wrong direction (35%). There was no statistical difference in the way respondents in Baltimore City and Western Maryland reported the direction in which the state is headed. This indicates that there are significant regional differences in the way Marylanders view the direction in which the state is headed.

Chart 6
Regional Variation in Direction in Which Maryland is Heading



Respondents were read a randomized list of priorities for the State of Maryland and asked whether they thought the priority was "very important", "important", "somewhat important", or "not at all important". The results are presented in Table 1.[4]

Table 1
Priorities by Program Area

Program Area	*Very Important*	*Important*	*Somewhat Important*	*Not at all Important*
Controlling crime	82%	12%	6%	<1%
Improving public education	71%	16%	8%	3%
Developing & keeping jobs	70%	17%	10%	2%
Protecting the environment	64%	19%	14%	3%
Protecting the public from terrorist attacks	62%	15%	17%	6%
Avoiding tax increases	61%	17%	15%	6%
Lowering taxes	58%	15%	18%	8%
Improving education at colleges and universities	53%	23%	18%	6%
Preserving farmland	51%	24%	18%	7%
Managing growth & development	49%	23%	22%	5%
Attracting new business	43%	28%	21%	8%
Building more or better roads	39%	28%	27%	6%
Improving public transportation	38%	25%	27%	9%
Reducing the size of government	34%	19%	27%	17%
Reinvesting in older communities	32%	26%	33%	8%
Revitalizing downtowns	20%	23%	36%	20%
Buying open space & parkland	18%	31%	27%	21%

"I'm going to read you a short list of priorities for the state of Maryland. Please rate each of the following priorities by telling me if it is very important, just important, only somewhat important, or not important at all, to you."

Controlling crime (82%), improving public education (71%), and developing and keeping jobs (70%) were deemed "very important" priorities by a vast majority of respondents. Protecting the environment (64%) and protecting the public from terrorist attacks (62%) also received a majority of respondents who were of the opinion that these issues are very important.

While the top five priorities have remained the same from last year, the rise in the tax-related priorities is in line with the other responses throughout the survey, indicating that Marylanders are increasingly concerned about what the economic future holds. Avoiding tax increases (61%) and lowering taxes (58%) received higher percentages of those rating them as "very important" over last year (51% and 46%, respectively).

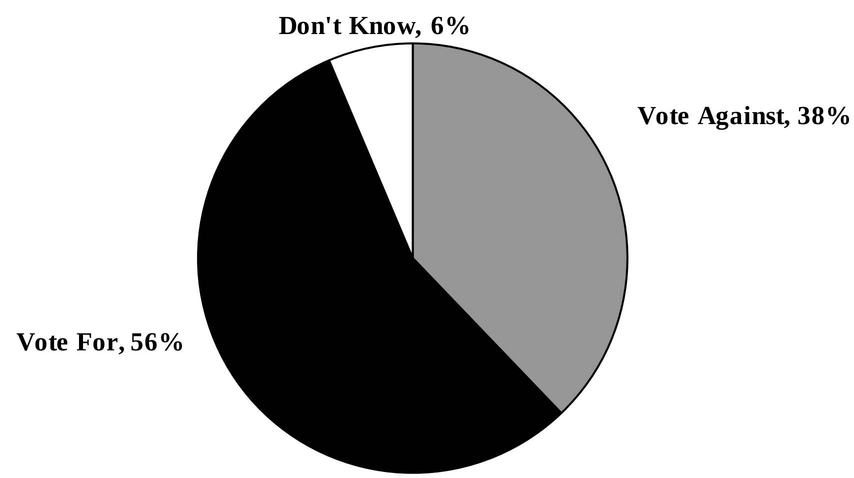
[4] The percentages for some program areas in Table 1 sum to less than 100% due to a few respondents answering that they had no opinion about the importance of that program area.

SLOT MACHINES AND THE NOVEMBER 2008 REFERENDUM

The October 2007 special legislative session authorized an amendment to the state constitution, allowing not more than 15,000 video lottery terminals (slots) to be operated in five specific locations around the state: Anne Arundel County, Cecil County, Worcester County, Allegany County, and Baltimore City.

The constitutional amendment will be submitted to voters as a referendum at the November 2008 general election. We asked respondents about how they anticipated voting on the November referendum to amend the state constitution and authorize slot machines. Over half of the respondents reported that they would vote for the referendum (56%), while only a little over one third of the respondents indicated that they would vote against the amendment (38%). These percentages exclude those respondents who reported that they were unaware of the referendum (<1%), were unable to vote (1%), or were not planning to vote (2%). These results are summarized in Chart 7.

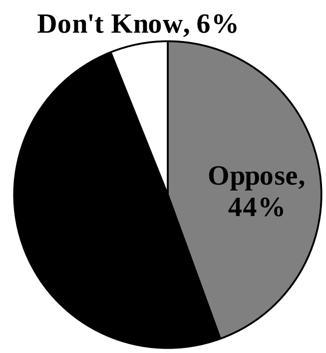
Chart 7
Likely Vote on November 2008 Slots Referendum



"Based on what you know now, how do you think you will vote on next November's referendum regarding the slot machines?"

All respondents were then asked, regardless of their current plans, if they would favor or oppose slot machines in the counties where they live. The same percentage of respondents reported that they did not know, as compared to those who did not know how they would vote on the referendum (6%). Almost half of respondents reported that they would favor slot machines in the counties where they live (49%). These results are summarized in Chart 8.[5]

Chart 8
Favor or Oppose Slot Machines in Your County



"Regardless of current plans, would you favor or oppose placing slot machines in the county where you live?"

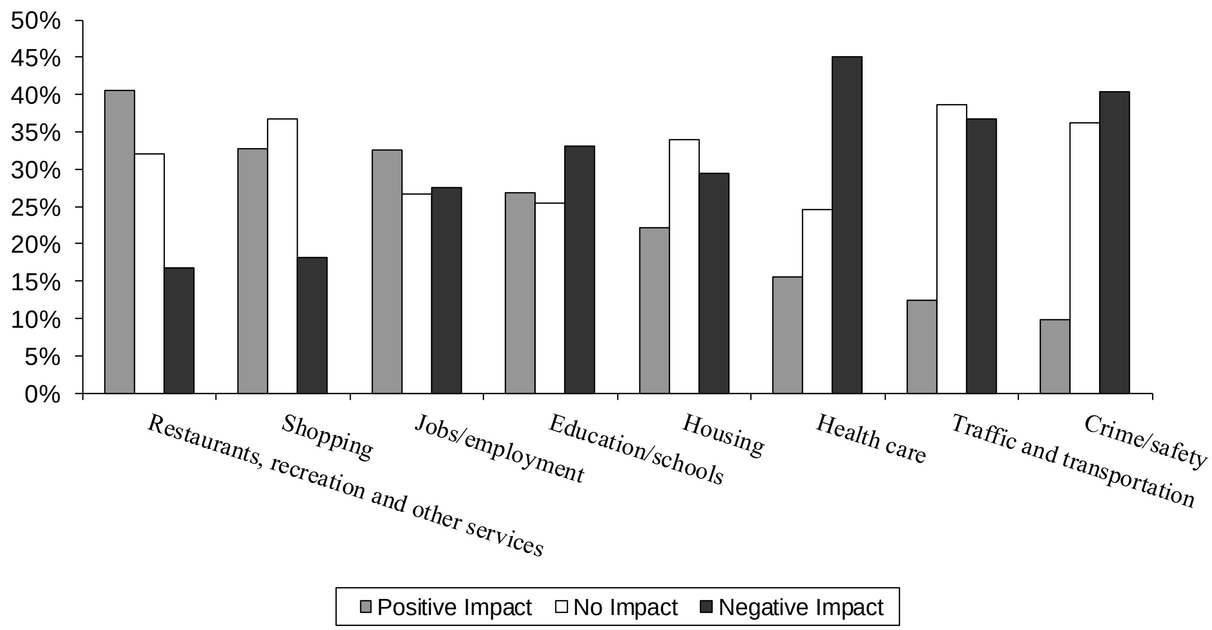
[5] Due to rounding the total percentage for Chart 8 does not equal 100%.

NEWCOMERS / IMMIGRATION

The issues of immigration policy and programs have had a prominent place in the national press and presidential politics. Maryland has been struggling with these issues as well; in addition, Maryland has been struggling with issues related to the influx of residents from other states as well as the relocation of people within Maryland. Due to these issues of immigration and shifting populations (both those relocating from some other part of the country or state (newcomers) and those newly arrived from outside of the country), we asked a series of questions about both newcomers and immigrants.

In the first set of questions, we asked respondents to rate their understanding of the impact of newcomers to their communities as having a "positive impact," a "negative impact," or "no impact at all. Chart 9 shows the percent responding for each aspect as rated for impact on the respondents' communities.

Chart 9
Percieved Community Impact of Newcomers



"I am going to ask you about the impact of newcomers on your community. For each item I read, please tell me if you think the newcomers have had a Positive Impact, Negative Impact, or No Impact on your community?"

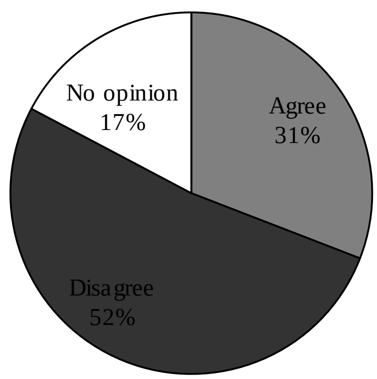
The aspects that the most respondents indicated had been positively impacted by newcomers were restaurants, recreation, and other services (41%), shopping (33%), and jobs / employment (33%). These were also the areas where the fewest respondents reported negative impacts (17%, 18%, and 28%, respectively). The areas that the most respondents indicated had been negatively impacted by newcomers were health care (45%), crime/safety (40%), and traffic and transportation (37%).

The next four questions dealt specifically with immigrants to the United States and issues of language and communication. They all began with the following introduction:

Now, thinking about the increasing number of immigrants in Maryland that is, non-native born persons moving into Maryland, please tell me if you strongly agree, agree, disagree, or strongly disagree with each of the following statements. If you have no opinion, please tell me that instead.

Respondents were asked whether they agreed or disagreed with the statement "People speaking other languages have a positive impact on my community." Just over half of respondents disagreed with this statement (52%), while almost a third agreed with it (31%), and a sizable percentage reported having no opinion (17%). Chart 10 shows the extent of agreement and disagreement expressed in response to this question.

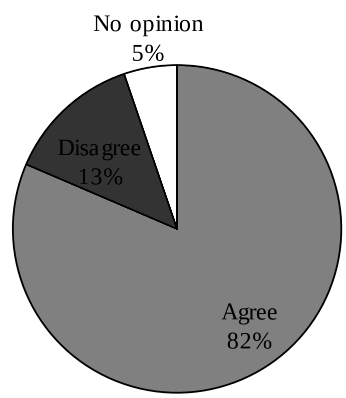
Chart 10
People speaking other languages have a positive impact on my community.



"People speaking other languages have a positive impact on my community."

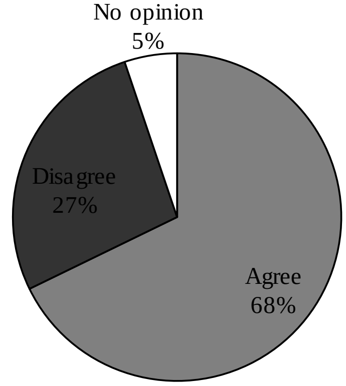
The remaining three questions in this section showed a greater polarization in the respondents' opinions, with only very small percentages reporting having no opinion. Charts 11, 12, and 13 (on the following pages) show the percentage of respondents agreeing, disagreeing, or having no opinion to the language-related questions that we asked.

Chart 11
People should not work in jobs where they interact with the public if they cannot communicate in English.



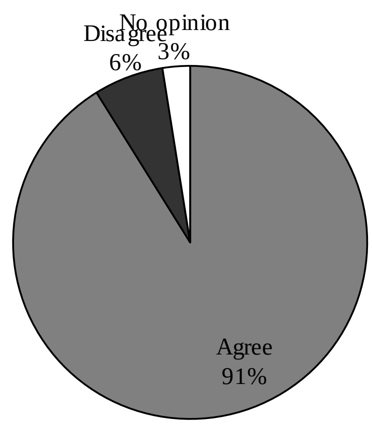
"People should not work in jobs where they interact with the public, if they cannot communicate in English."

Chart 12
If a school, healthcare, employer, or business has many limited English speakers using their services, then they should have interpreters or bilingual employees.



"If a school, health care, employer, or business has many limited English speakers using their services, then they should have interpreters or bilingual employees."

Chart 13
All immigrants need to learn English.



"All immigrants need to learn English."

REAL ID / DRIVER'S LICENSES

The next three questions asked respondents their opinions on aspects of REAL ID compliant driver's licenses. We began by asking respondents how informed they felt they were about the REAL ID Act:

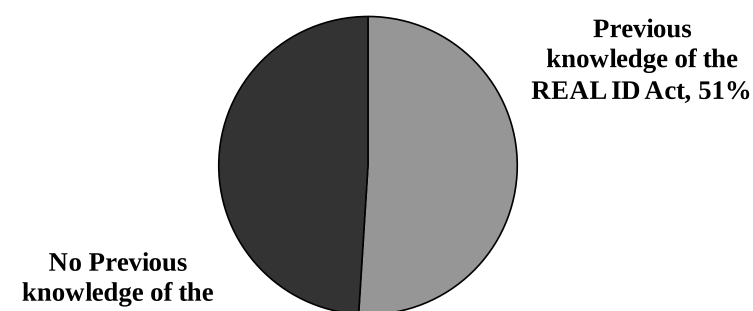
"In 2005, the U.S. government enacted the The federal Real ID Act, requiring proof of legal residency in order to obtain a state-issued driver's licenses and identification (I.D. card).

In order to comply with the Real ID Act, Maryland will need to make changes to current driver's licenses and ID cards, which are expected to increase the cost of a license by $15. However, the new REAL ID licenses or identification cards can be used to board domestic airline flights or enter Federal Buildings, while the old licenses soon will not be valid to fly or enter Federal buildings."

The first question asked respondents to indicate how informed they felt about the REAL ID Act, using a scale of one to five, with one being "barely informed" and five being "very informed." Respondents were also allowed to indicate if they had never heard of the REAL ID Act.

As shown in Chart 14, almost half of the respondents indicated that they had never heard of the REAL ID Act (49%).

Chart 14
Respondents' Knowledge of the REAL ID Act

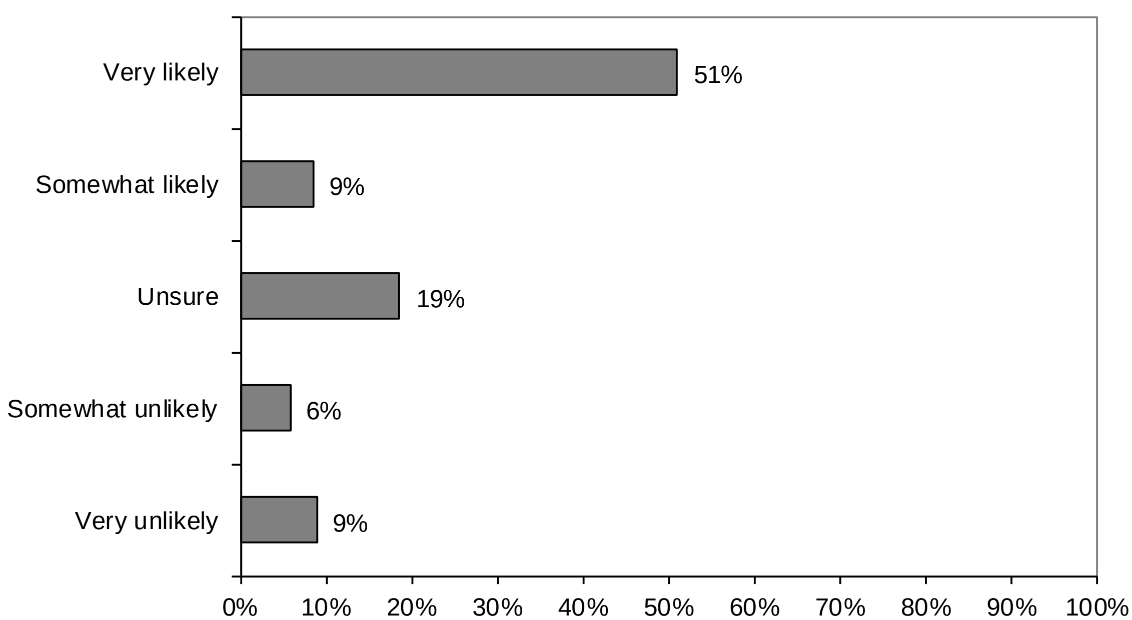


The other half of respondents (51%) generally reported having less knowledge about the Act. Of those who reported having heard of the REAL ID Act, over half (51%) rated their knowledge as a "1 – Barely informed" or "2". Twenty-eight percent (28%) of respondents rated their knowledge as a "4" or "5 – Very informed." A similar percentage (22%) rated their knowledge in the middle at a "3."

All respondents were then asked two additional questions about their future behavior, regarding REAL ID compliant licenses. The first question asked how likely the respondent would be to obtain the REAL ID compliant license if given a choice between a REAL ID compliant license and non-compliant license.

A majority of the respondents indicated that they would be likely to obtain a REAL ID compliant license, if it were available, with sixty percent (60%) indicating that they would be either "very likely" or "somewhat likely" to do so. Nineteen percent (19%) were "unsure" if they would obtain a REAL ID compliant license, and only fifteen percent (15%) were either "somewhat unlikely" or "very unlikely" to choose a REAL ID compliant license over a non-compliant license. The results are shown in Chart 15.[6]

Chart 15
Likelihood to Obtain a REAL ID Compliant License



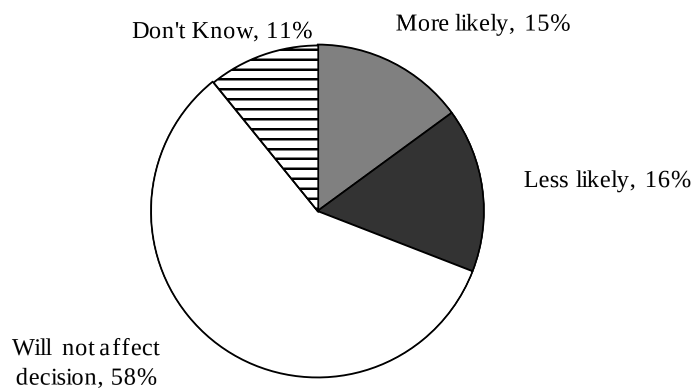
"Given a choice between a Real ID compliant license and a non-compliant license, how likely would you be to obtain a Real ID compliant license versus a non-compliant license?"

[6] Chart 15 does not show the respondents who indicated that they "didn't know," and for this reason the percentages for each aspect will not sum to 100%.

The final question about REAL ID compliant licenses dealt with the likelihood of respondents obtaining a REAL ID compliant license given that it would cost more than a non-compliant license.

Just over ten percent (11%) of respondents indicated that they were not sure, or had no opinion about how the cost difference would effect their decision; however, the majority (58%) indicated that the cost difference would not be a factor in their decision. The other participants were almost evenly split with fifteen percent (15%) indicating that they would be more likely to obtain a REAL ID compliant license based on the cost difference and sixteen percent (16%) indicating that they would be less likely to obtain the REAL ID compliant license. These results are shown in Chart 16.

Chart 16
Likelihood to Obtain a More Expensive REAL ID Compliant License vs. a Non-Compliant License Based on Cost

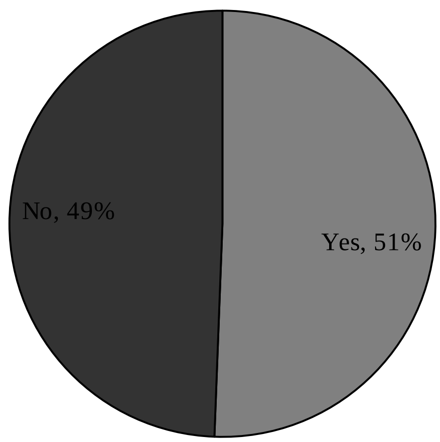


"How will the cost difference between a Real ID compliant license and a non-compliant license factor into your decision to obtain a Real ID compliant license?"

VOLUNTEERISM IN MARYLAND

We asked respondents about their volunteer habits and specifically about where they volunteered and whether specific issues might effect their willingness to volunteer in the future. Respondents were almost evenly split between those who had volunteered in the past twelve months (51%) and those who had not (49%).

Chart 17
Volunteered in the Last 12 Months

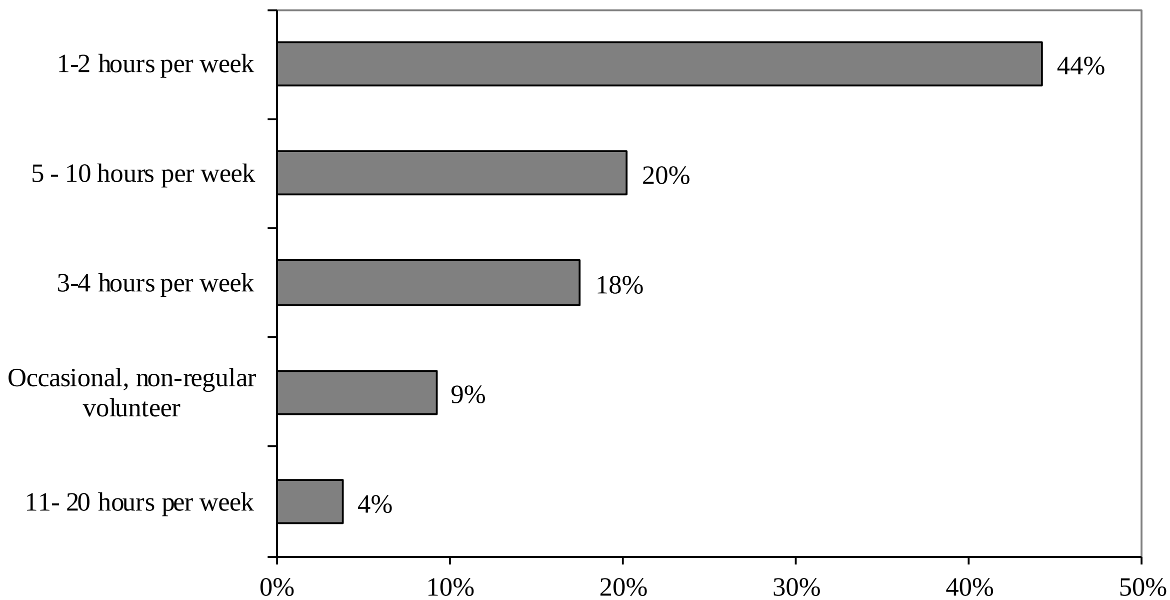


"During the past 12 months have you volunteered for any nonprofit organization?"

Those respondents who indicated that they had volunteered in the last twelve months were asked additional questions about the nature of their volunteer experiences. Almost all respondents (97%) indicated that they had experienced either a "satisfactory" or "very satisfactory" volunteer experience with the organization where they volunteered the most in the past twelve months. Not surprisingly, a similar majority (96%) of respondents felt that their chosen volunteer organizations managed their volunteers either "very effectively" or "somewhat effectively".

Respondents were then asked, on average, how many hours per week they volunteered. Most often (44%) respondents indicated that they volunteered one or two hours per week, as shown in Chart 18.[7]

Chart 18
Average Volunteer Hours per Week



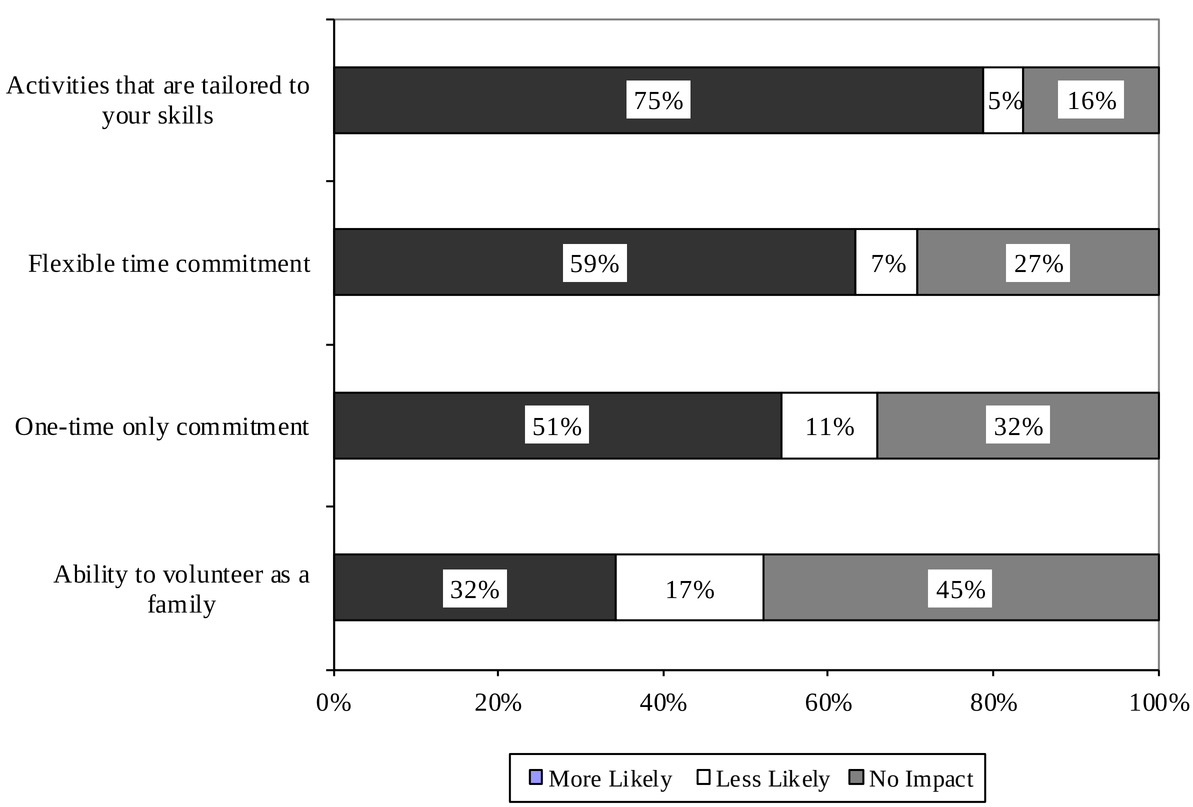
"On average, about how many hours did you volunteer across all of the organizations per week?"

All respondents, both those who had volunteered in the last twelve months and those who had not, were asked if certain aspects of volunteering would impact their willingness to volunteer in the future. There were four aspects given: Flexible time commitment; One-time only commitment; Ability to volunteer as a family; and Activities that are tailored to your skills.

[7] Chart 18 does not show the percentages for responses which were within the margin of error. These responses totaled 5%, and for this reason the percentages will not sum to 100%.

The aspect that had the greatest positive impact on respondents' willingness to volunteer was "Activities that are tailored to your skills" (75%). Interestingly, the "Ability to volunteer as a family" had the lowest positive impact (32%) as well as the highest negative impact (17%) and the highest percentage reporting that it would have no impact on their decision to volunteer (45%). The results of these questions are shown in Chart 19.[8]

Chart 19
Willingness to Volunteer



"How would the following impact your willingness to volunteer? For each, please tell me if it would make you more likely or less likely to volunteer or if it would have no impact on your willingness to volunteer."

Respondents were asked if they were planning to volunteer in 2008, and the majority (63%) indicated that they were planning to volunteer in 2008. This compares to the relatively even split of participants indicating that they had volunteered in the last twelve months.

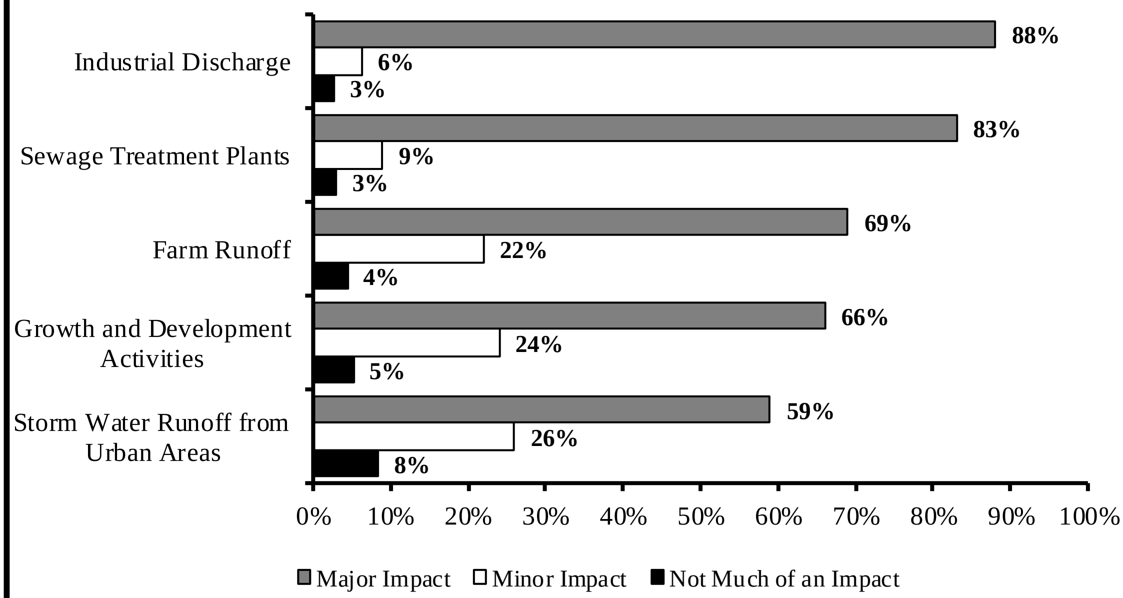
---

[8] Chart 19 does not show the respondents who indicated that they "didn't know," and for this reason the percentages for each aspect will not sum to 100%.

THE CHESAPEAKE BAY

The Chesapeake Bay plays an important part in the economic and recreational vitality of our state. Surveyed respondents were read a list of possible threats to the Chesapeake Bay and asked to classify their potential impact on the Bay.

Chart 20
Impacts on the Chesapeake Bay



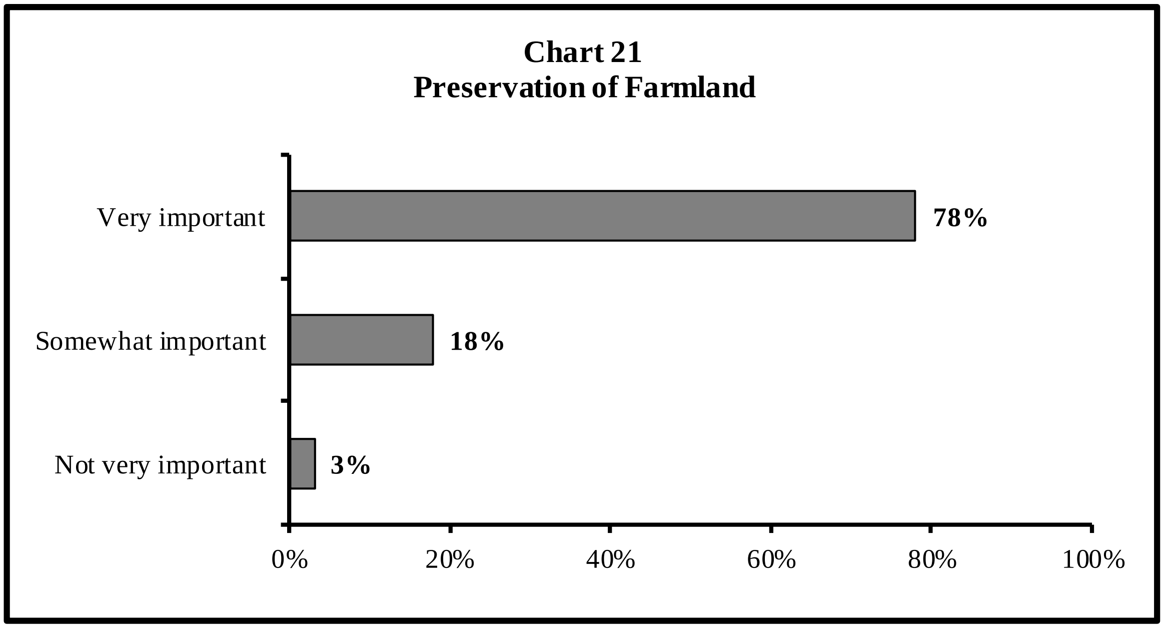
"Next, I'm going to read you a list of possible threats to the Chesapeake Bay. For each, please tell me if you think if it has a major impact, a minor impact, or not much of an impact at all on the health of the Chesapeake Bay and its tributaries."

Very large majorities of the respondents identified industrial discharge (88%) and sewage treatment plants (83%) as posing the most serious threats to the health of the Bay. Majorities of respondents also perceived farm run off (69%), growth and development (66%), and storm run off from urban areas (59%) as possible threats. These percentages, however, are still significantly lower than the percentages for industrial discharge and sewage treatment plants. These results have remained fairly consistent over the past few years, with changes either within or just above the surveys' margins of error.

The results of the survey demonstrate that Maryland residents are sensitive to the various ecological pressures on the Chesapeake Bay. Whether or not Maryland citizens fully understand how these various aspects interact with one another and the environment is less clear.

MARYLAND AGRICULTURE

The role of the Maryland farmer in our economy and the importance of farmland preservation are reflected in the behavior and attitudes of most Marylanders.

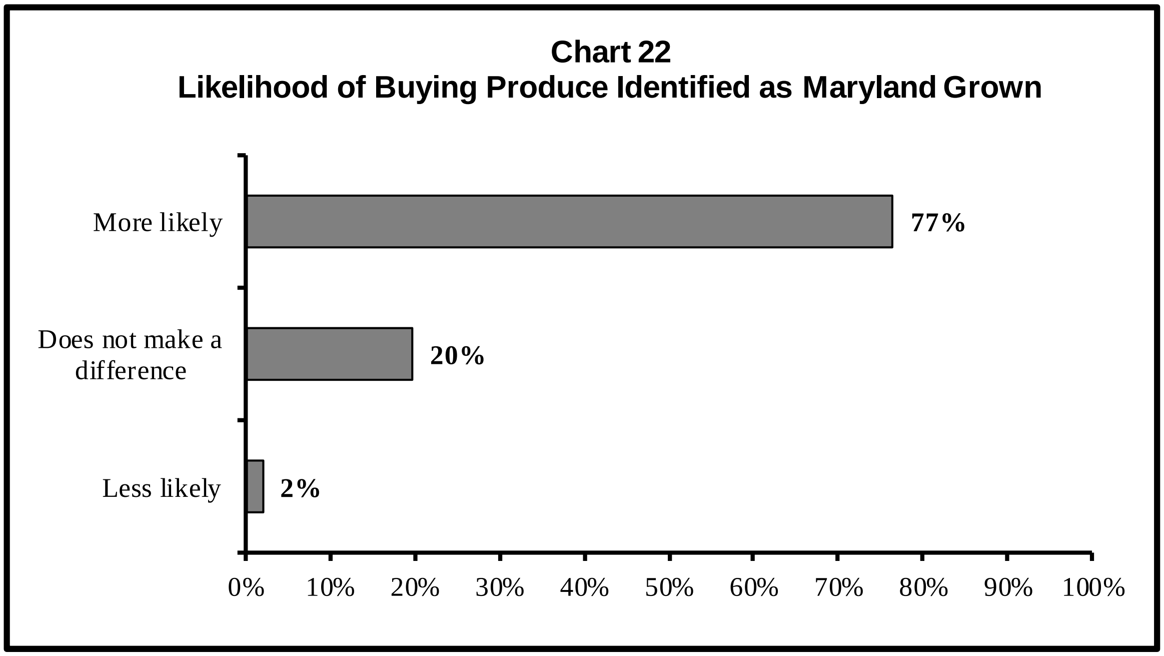


"How important do you think it is for the state to preserve land for farming?

Chart 21 shows the response percentages when respondents were asked about their attitudes towards preserving farm land.[9] Ninety-six percent (96%) of those surveyed believed it is at least "somewhat important" that the state preserve land for farming. A full 78% believe it is "very important" that the state of Maryland does so. This is about the same percentage of respondents as the last two years.

Once again, we did not measure what the cause of Marylanders' feelings were on this issue, however it remains clear that farmland preservation continues to be an important issue to the overwhelming majority of Marylanders.

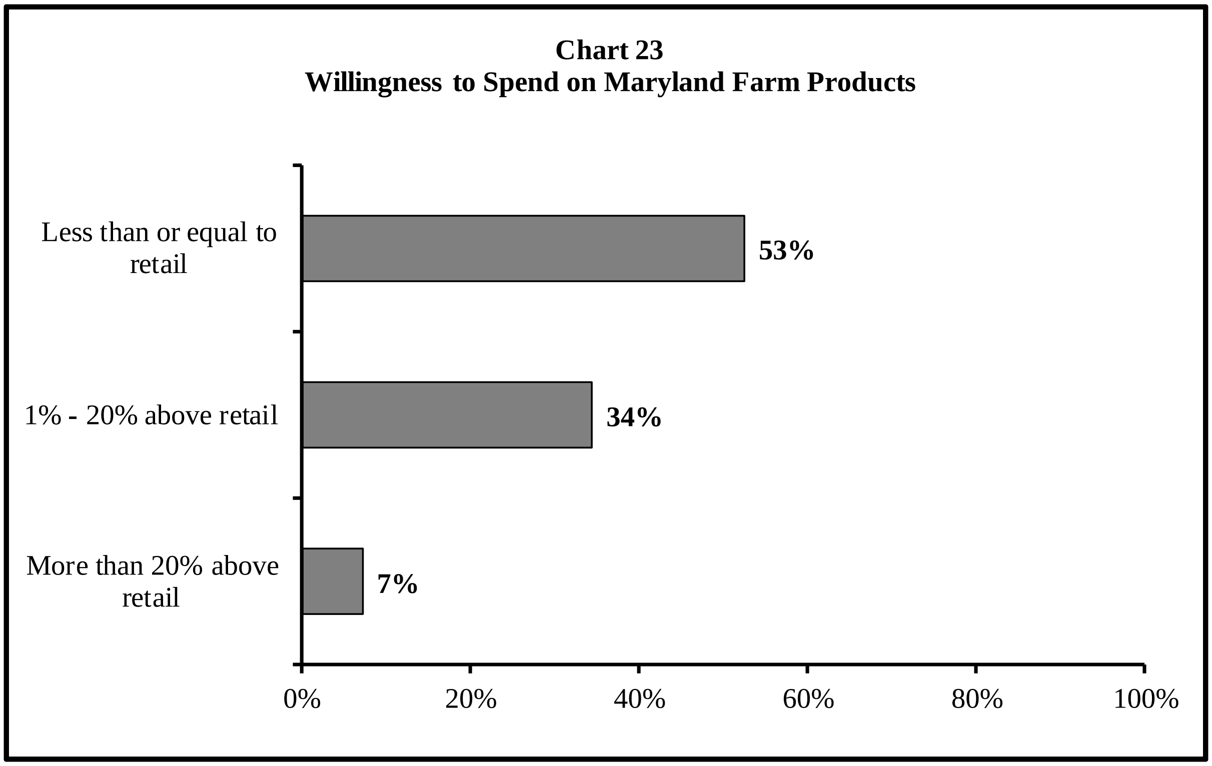
[9] Chart 21 does not show the respondents who indicated that they "didn't know," and for this reason the percentages for each aspect will not sum to 100%.



"Are you more likely to or less likely to select fresh fruit, vegetables or other farm products to purchase in your local grocery store if they are identified as having been grown by a Maryland farmer?"

Over three quarters of Marylanders (77%) are more likely to buy produce that is identified as having been grown by a Maryland farmer. These responses, shown in Chart 22[10], are almost identical to those for this same question when asked last year, indicating that over the last year public opinion has remained relatively stable.

[10] Chart 22 does not show the respondents who indicated that they "didn't know," and for this reason the percentages for each aspect will not sum to 100%.



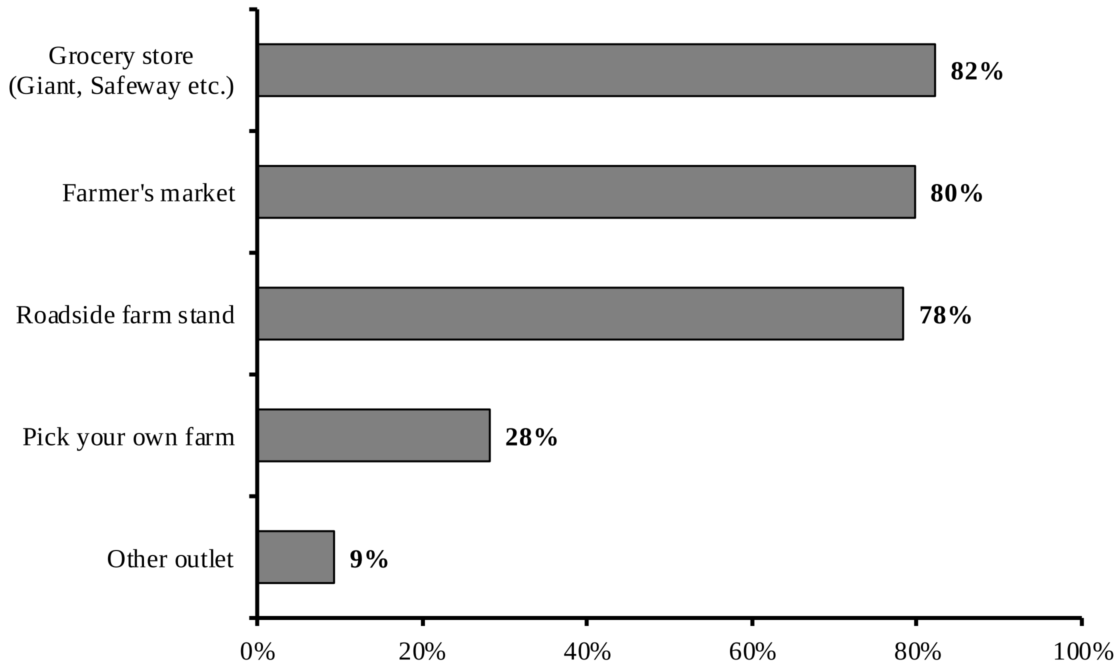
"How much are you willing to spend on Maryland farm fresh products if you know the products are supporting Maryland farmers and working landscapes?"

Again this year we asked respondents how much they would be willing to pay for products that support Maryland farmers and working landscapes, and the data are summarized in Chart 23.[11] Less than half of the respondents (41%) were willing to pay at least some premium for farm products that would support Maryland farmers. This is a slightly lower percentage than what we found last year when respondents were asked the same question.

[11] Chart 23 does not show the respondents who indicated that they "didn't know," and for this reason the percentages for each aspect will not sum to 100%.

Respondents were next asked about the different places where they or someone in their household purchased a farm product from Maryland farmers in the last year. Respondents were able to select more than one reason, so the percentage totals will equal more than 100%.

Chart 24
Location of Farm Product Purchase

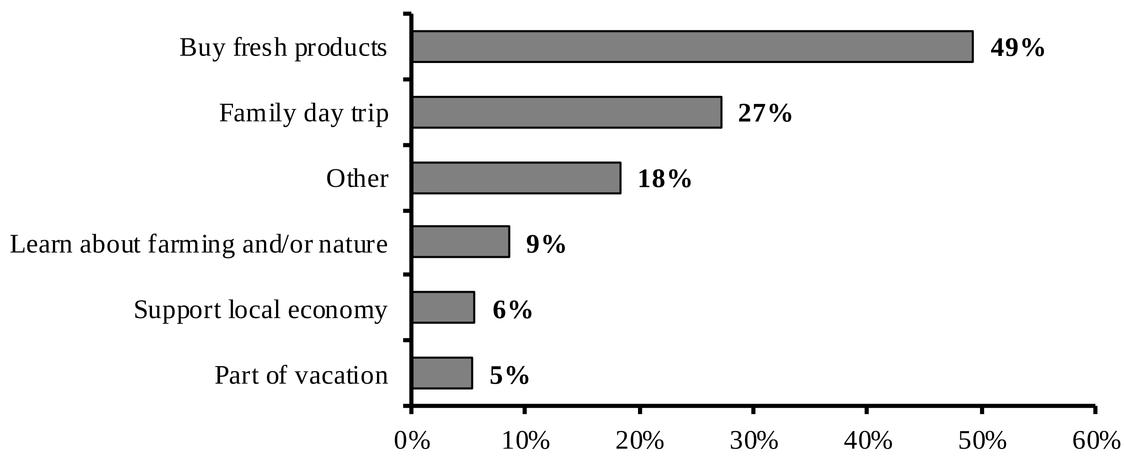


"In the past year, have you or others in your household purchased a farm product directly from a Maryland farmer at a ..."

Unlike last year's survey, in which roadside farm stands and farmer's markets were the top places where respondents purchased Maryland farm products (82% each), this year there were three locations where Marylanders were similarly inclined to purchase local farm products, the grocery store, a roadside farm stand, and a farmer's market (82%, 80%, and 78%, respectively). This represents a sharp increase in the percentage of respondents selecting a grocery store as a location to purchase Maryland farm products, since last year this location placed fourth with only eleven percent (11%) of the responses indicating a grocery store. Slightly fewer respondents indicated that they were likely to buy farm products at a Maryland pick your own farm (28%) as compared to last year (32%).

When asked, almost half of the respondents (46%) indicated that they had visited a Maryland farm or winery in the past year. These respondents were then asked specific questions about the reason for their visits. Respondents were able to select more than one reason, so the percentage totals will equal more than 100%.

Chart 25
Reasons for Visiting a Maryland Farm or Vineyard



"What were your reasons for visiting a farm or vineyard?"

Not quite half of the respondents (49%) visited Maryland farms or vineyards to purchase fresh products. Family day trips were also relatively popular reasons people visited Maryland farms or vineyards. These responses were also the first and second most popular choices last year.

A difference from last year was the increase in the number of respondents selecting some reason not within the list of responses given, the eighteen percent (18%) in the "Other" category. The most often cited "other" reason was to visit or attend an event at a Maryland winery, with just over a quarter (27%)

TABLE 2
SURVEY DEMOGRAPHICS

Gender *	Male	48%
	Female	52%
Race	White	75%
	Black	20%
	Hispanic	1%
	Other	3%
	Refused	1%
Education	< than High School	4%
	High School Grad/GED	20%
	Some College/Tech School	24%
	College Graduate	30%
	Graduate or Professional School	22%
Party	Democrat	48%
	Republican	30%
	Independent	12%
	Not Registered	6%
	Other	1%
	Refused	3%
Ideology	Liberal	19%
	Moderate	24%
	Conservative	24%
	Don't think in those terms	31%
	Refused	1%
Income	<$25K annual	8%
	$25K to $50K	17%
	$50K to $100K	28%
	>$100K	27%
	Refused	20%
Age	21 years to 30 years	7%
	31 years to 45 years	25%
	46 years to 54 years	23%
	55 years to 64 years	22%
	65 years and older	22%
	Refused	2%

* This is the weighted gender percentage, which was used to correct for undersampling of male respondents.

THE SCHAEFER CENTER FOR PUBLIC POLICY

Over 20 years of excellence serving the government and nonprofit communities

The Schaefer Center for Public Policy
University of Baltimore
1304 St. Paul Street
Baltimore, Maryland 21202
www.scpp.ubalt.edu
410.837.6188