



**2015 Maryland Policy Choices:  
Tourism Questions**

**Public Opinion Survey Results**

**November 2015**

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<http://www.aapor.org/AAPORKentico/Standards-Ethics/AAPOR-Code-of-Ethics.aspx>

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## EXECUTIVE SUMMARY

The Maryland Policy Choices Survey is a telephone public opinion survey conducted by the Schaefer Center for Public Policy at the University of Baltimore. The survey covers a wide range of public policy topics of interest to policymakers and the general public. This excerpt analyzes the questions asked about tourism in Baltimore and focuses on the differences between the opinions and perceptions of respondents from Baltimore City, the Baltimore metropolitan area, and the rest of Maryland.

The tourism questions focus on what activities people do or plan to do in Baltimore, how important the City of Baltimore is to the State of Maryland, and the breakdown of respondents who live versus work in the city.

As a broad overview:

- Dining out and visiting tourist attractions such as the Inner Harbor, zoo, or aquarium are the two most popular activities to do in Baltimore City.
- A higher percentage of respondents reported they plan on visiting Baltimore less in the coming year compared to those who plan on visiting Baltimore more.
- The overwhelming majority of respondents believe the health of the City of Baltimore is important to the health of the State of Maryland.
- Over a third of respondents who live in Baltimore City work outside of the city.

## METHODOLOGY

The Schaefer Center for Public Policy at the University of Baltimore conducted a telephone survey of 884 total respondents who were at least 18 years of age, 804 of which completed the entire survey. Not all respondents answered every question. Data were collected via Computer Aided Telephone Interviewing (CATI) between September 1, 2015 and October 19, 2015. The margin of error for this study is +/- 3.46% at the state level.

The Schaefer Center used a dual-frame sample to conduct the survey, one of landline telephones and one of wireless phones. The landline sample was constructed with a list-assisted random digit dial (RDD) methodology, which uses listed phone numbers to select random blocks of assigned phone numbers sufficient to obtain the necessary number of completed interviews. The wireless phone sample frame was also an RDD frame, but without the list-assisted component.

The final data is weighted to reflect the most recent estimation of wireless phone only dual use, and landline only households throughout the state and to correct for the propensity of women to answer surveys more readily than men. Proportional weighting was used to bring the distribution of respondents into alignment with the Maryland population by giving appropriate weighting factors to each respondent according to the U.S. Census Bureau's population estimates from 2015 and with estimates of the distribution of all wireless phone usage in Maryland provided by the National Center for Health Statistics at the Centers for Disease Control and Prevention.

Results described in this report have been rounded to the nearest whole percentage. In some cases, due to rounding, the figures reported will not sum to 100%. Refusals were omitted and responses were recalculated based on the total number of respondents who did not refuse.

## ANALYSIS

This section explores specific questions and crosstabulations in detail. Selected questions of importance have been displayed for further analysis. A full listing of all questions asked in the tourism section of the survey, along with a breakdown by geographic location, can be found in Appendix A.

In order to compare results from different parts of the state, respondents were classified as residing in one of Maryland's 23 county jurisdictions or Baltimore City. The geographical breakdown consists of Baltimore City, the Baltimore metropolitan area, and the rest of Maryland. The Baltimore metropolitan area is defined as Anne Arundel County, Baltimore County, Carroll County, Harford County, and Howard County. The rest of Maryland is defined as the remaining counties, outside of Baltimore City and the Baltimore metropolitan area.

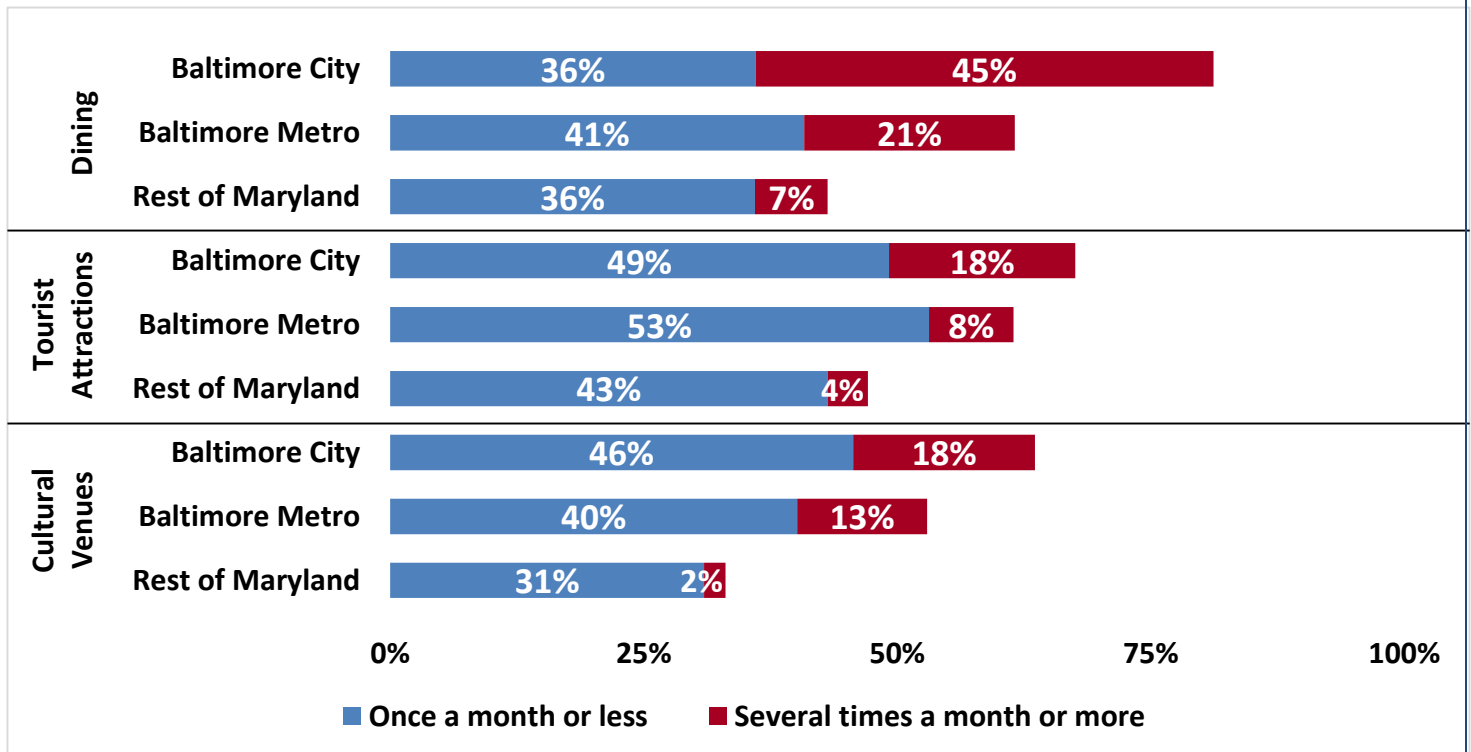
The topics discussed in this section include how often respondents have visited and plan to visit Baltimore, what are the most popular activities or attractions in Baltimore, views of how important Baltimore City is to the state, and a breakdown of respondents that live and/or work in Baltimore City.

## VISITING BALTIMORE

Respondents were asked about how often and why they visit Baltimore, or for those that live in the city, how often they do certain activities in Baltimore. The first question asked how often respondents have visited certain attractions or used particular services in Baltimore City in the past twelve months. The list of activities and services to choose from was: tourist attractions (i.e. Inner Harbor, zoo, or aquarium), dining out or going to restaurants, cultural venues (i.e. museums, theatres, or festivals), health care services (visits to the doctor or hospitals), and sporting events. Respondents were asked to give their response based on a five-point scale, ranging from never to almost every day.

Chart 1 shows the percentage of respondents who answered “once a month or less” or several times a month or more. Several times a month or more is defined by those who answered either “several times a month,” “about once a week,” or “almost every day.” Overall, the most popular activity was dining out and going to restaurants. However, visiting tourist attractions, such as the Inner Harbor, zoo, or aquarium, was not far behind dining in overall frequency. Cultural venues were also a popular activity, but ranked below dining and tourist attractions. Not surprisingly, respondents who live in Baltimore City reported the most frequent activity in all three categories, while those who live outside the metropolitan area reported the least frequent activity.

**Chart 1 Visit Baltimore: Past Twelve Months**



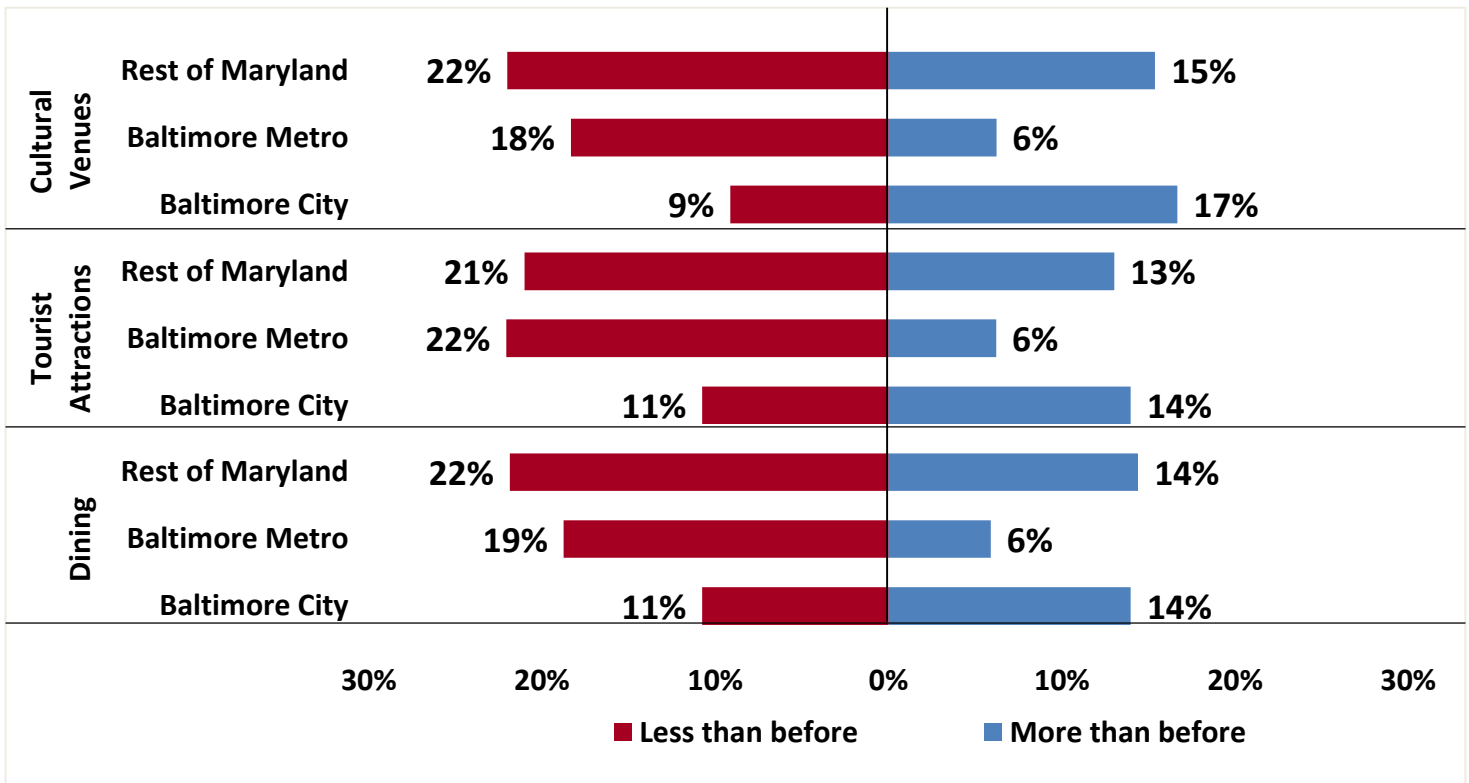


Respondents from Baltimore City were also the most likely to frequently dine out in the city. In fact, the biggest gap between Baltimore City and the other two geographic areas out of all three categories is seen in the dining category.

Chart 1 also shows that when people from outside of Baltimore City come to visit, they are less likely visiting cultural venues and more likely visiting tourist attractions or dining out. Similarly, despite living in the city, respondents who live in the city still frequent the city’s tourist attractions more often than those who live outside the city.

Respondents were then asked about how often they plan on visiting the same attractions in the next twelve months compared to the previous twelve months (Chart 2). Except for respondents that live in Baltimore City, the overall result was most respondents plan on visiting attractions or doing activities in Baltimore less often during the next twelve months. Around 20% of respondents from both the Baltimore metropolitan area and the rest of Maryland answered that they plan on visiting Baltimore attractions or restaurants less in the coming year, which was double the percentage of Baltimore City respondents who answered the same way.

**Chart 2 Visit Baltimore: Next Twelve Months**



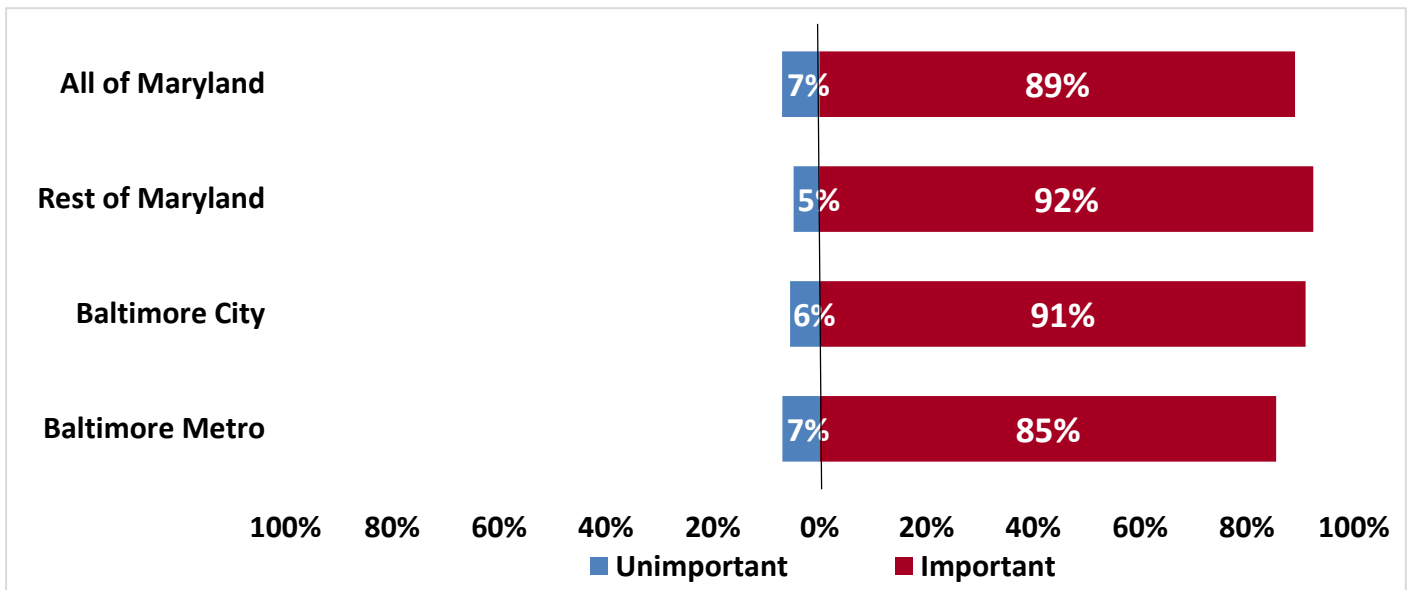
On the other hand, when it comes to visiting Baltimore more often in the next twelve months, respondents from the rest of Maryland and respondents from Baltimore City showed similar results. Around 15% of respondents from both Baltimore City and the rest of Maryland answered that they plan on visiting Baltimore attractions or restaurants more in the coming year, which was more than double the percentage of respondents in the Baltimore metropolitan area who answered the same way.

Despite respondents from the Baltimore metropolitan area living closer to Baltimore than respondents in the rest of Maryland, in the selected questions displayed in Chart 2, Baltimore metropolitan respondents reported the least desire to visit Baltimore City more often in the coming year. Baltimore metropolitan residents were also among the most likely to reply they plan on visiting Baltimore less often in the next twelve months. Baltimore City is the only geographic area that has a net-positive rating in favor of doing activities in Baltimore more frequently in the coming year.

**OPINION OF BALTIMORE CITY**

The next question aimed to gauge respondents’ opinions of Baltimore City by asking how important the health of Baltimore City is to the health of the State of Maryland. Respondents were asked to reply using a five-point scale ranging from “not at all important” to “extremely important.” Chart 3 shows the percent of respondents who answered “not at all important” or “somewhat unimportant,” and “somewhat important” or “extremely important.”

**Chart 3 Importance of Baltimore City to Maryland**

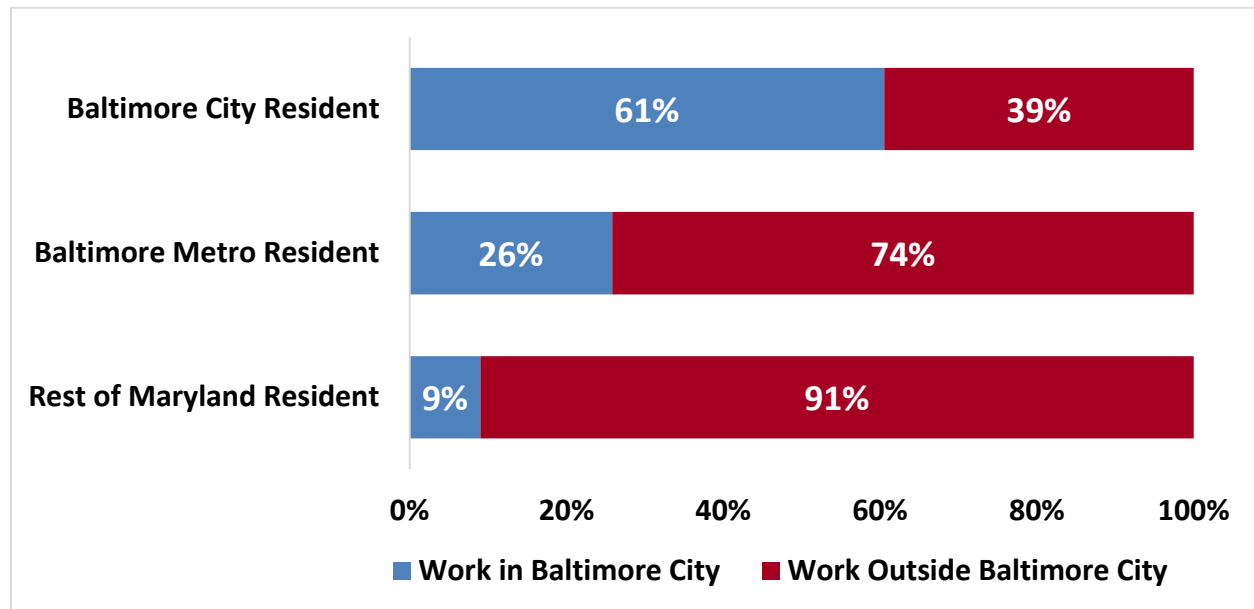


The results among all three geographic distinctions are nearly identical. Overall, most respondents from each geographic area agree that Baltimore is important to the health of Maryland. A small percentage of respondents, around 5%, thought the health of Baltimore City is unimportant to the health of Maryland. Around 90% of respondents from Baltimore City and the rest of Maryland, and around 85% of respondents from the Baltimore metropolitan area agreed that the health of Baltimore City is important to the health of Maryland.

#### LIVING VS. WORKING IN BALTIMORE

In addition to being asked where they live, respondents were asked if they or anybody in their household currently works in Baltimore City. Chart 4 shows the breakdown of those who work in the city based on where they live. As expected, the majority of respondents who live in the city reported working in the city and the majority of respondents who live outside the city reported working outside the city. However, interestingly, over a third of respondents who live in the city actually reported working outside of the city limits. This could suggest that Baltimore City is a desirable location to live and commute from for those who work in the Baltimore area. Around a quarter of Baltimore metropolitan residents reported commuting to the city for work.

Chart 4 Live vs. Work in Baltimore



## DEMOGRAPHICS

**Table 1 Weighted Survey Demographics<sup>1</sup>**

<b>Gender</b>	<b>Male</b>	48%
	<b>Female</b>	52%
<b>Race</b>	<b>White - not Hispanic</b>	62%
	<b>Black - not Hispanic</b>	30%
	<b>Hispanic</b>	2%
	<b>Other</b>	3%
<b>Education</b>	<b>Less than high school</b>	3%
	<b>High school graduate or GED</b>	22%
	<b>Some college or Tech School</b>	27%
	<b>College graduate</b>	27%
	<b>Graduate or Professional Education</b>	20%
<b>Registered to Vote</b>	<b>Yes</b>	92%
	<b>No</b>	7%
<b>Party</b>	<b>Democrat</b>	53%
	<b>Republican</b>	26%
	<b>Green Party</b>	<1%
	<b>Libertarian Party</b>	<1%
	<b>Independent / Unaffiliated</b>	13%
<b>Ideology</b>	<b>Liberal</b>	20%
	<b>Moderate</b>	25%
	<b>Conservative</b>	19%
	<b>Do not think in those terms</b>	33%
<b>Income</b>	<b>Less than \$25,000</b>	12%
	<b>Between \$25,000 and \$50,000</b>	21%
	<b>Between \$50,000 and \$100,000</b>	24%
	<b>Over \$100,000</b>	25%
<b>Age</b>	<b>18 years to 34 years</b>	15%
	<b>35 years to 54 years</b>	29%
	<b>55 years to 64 years</b>	22%
	<b>65 years and older</b>	30%

<sup>1</sup> Percentages displayed have been weighted and may not equal 100% due to refusals and rounding.

## APPENDIX A: FULL RESULTS

Below are the full weighted frequencies and crosstabulations from all tourism/activity related questions. Respondents who refused to answer have not been included in the calculated percentages.

### Frequencies

**About how often did you visit tourist attractions in Baltimore City such as the Inner Harbor, Zoo, or Aquarium in the last 12 months?**

<b>Response</b>	<b>Percent n = 852</b>
Never	43%
Once a month or less	48%
Several times a month	6%
About once a week	1%
Almost every day	1%
Don't know	0%
Total	100%

**About how often did you dine out or go to restaurants in Baltimore City in the last 12 months?**

<b>Response</b>	<b>Percent n = 852</b>
Never	42%
Once a month or less	38%
Several times a month	13%
About once a week	5%
Almost every day	2%
Don't know	0%
Total	100%

**About how often did you visit cultural venues like museums, theaters, or festivals in Baltimore City in the last 12 months?**

<b>Response</b>	<b>Percent n = 852</b>
Never	53%
Once a month or less	37%
Several times a month	8%
About once a week	1%
Almost every day	0%
Don't know	0%
Total	100%

**About how often did you visit Baltimore City for health care, such as visits to doctors or hospitals, in the last 12 months?**

<b>Response</b>	<b>Percent n = 852</b>
Never	55%
Once a month or less	28%
Several times a month	14%
About once a week	2%
Almost every day	1%
Don't know	0%
Total	100%

**About how often did you attend sporting events in Baltimore City in the last 12 months?**

<b>Response</b>	<b>Percent n = 852</b>
Never	65%
Once a month or less	25%
Several times a month	9%
About once a week	1%
Almost every day	1%
Don't know	0%
Total	100%

**About how often do you think you will visit tourist attractions such as the Inner Harbor, Zoo, or Aquarium in Baltimore City in the next 12 months compared to the previous 12 months?**

<b>Response</b>	<b>Percent n = 850</b>
Less than before	19%
About the same as before	69%
More than before	11%
Don't know	1%
Total	100%

**About how often do you think you will dine out or go to restaurants in Baltimore City in the next 12 months compared to the previous 12 months?**

<b>Response</b>	<b>Percent n = 850</b>
Less than before	18%
About the same as before	69%
More than before	11%
Don't know	1%
Total	100%

**About how often do you think you will visit cultural venues like museums, theaters, or festivals in Baltimore City in the next 12 months compared to the previous 12 months?**

<b>Response</b>	<b>Percent n = 850</b>
Less than before	18%
About the same as before	69%
More than before	13%
Don't know	1%
Total	100%

**About how often do you think you will visit Baltimore City for health care, such as visits to doctors or hospitals, in the next 12 months compared to the previous 12 months?**

<b>Response</b>	<b>Percent n = 850</b>
Less than before	20%
About the same as before	69%
More than before	9%
Don't know	2%
Total	100%

**About how often do you think you will attend sporting events in Baltimore City in the next 12 months compared to the previous 12 months?**

<b>Response</b>	<b>Percent n = 849</b>
Less than before	19%
About the same as before	67%
More than before	12%
Don't know	1%
Total	100%

**How important do you think the health of Baltimore City is to the health of the State of Maryland?**

<b>Response</b>	<b>Percent n = 849</b>
Not all Important	4%
Somewhat Unimportant	3%
Neither Important nor Unimportant	3%
Somewhat Important	34%
Extremely Important	55%
Don't know	2%
Total	100%

**Crosstabulations**

<b>About how often did you visit tourist attractions in Baltimore City such as the Inner Harbor, Zoo, or Aquarium in the last 12 months?</b>	<b>Baltimore City n = 185</b>	<b>Baltimore Metro n = 288</b>	<b>Rest of Maryland n = 378</b>
Never	32%	39%	52%
Once a month or less	49%	53%	43%
Several times a month	12%	6%	3%
About once a week	3%	2%	1%
Almost every day	3%	1%	0%
Don't know	0%	0%	1%
Total	100%	100%	100%



<b>About how often did you dine out or go to restaurants in Baltimore City in the last 12 months?</b>	<b>Baltimore City n = 186</b>	<b>Baltimore Metro n = 289</b>	<b>Rest of Maryland n = 378</b>
Never	19%	38%	56%
Once a month or less	36%	41%	36%
Several times a month	30%	14%	5%
About once a week	10%	5%	2%
Almost every day	5%	1%	0%
Don't know	0%	0%	1%
Total	100%	100%	100%

<b>About how often did you visit cultural venues like museums, theaters, or festivals in Baltimore City in the last 12 months?</b>	<b>Baltimore City n = 184</b>	<b>Baltimore Metro n = 289</b>	<b>Rest of Maryland n = 378</b>
Never	36%	47%	66%
Once a month or less	46%	40%	31%
Several times a month	16%	11%	2%
About once a week	1%	1%	0%
Almost every day	1%	1%	0%
Don't know	0%	0%	1%
Total	100%	100%	100%

<b>About how often did you visit Baltimore City for health care, such as visits to doctors or hospitals, in the last 12 months?</b>	<b>Baltimore City n = 185</b>	<b>Baltimore Metro n = 289</b>	<b>Rest of Maryland n = 378</b>
Never	22%	53%	73%
Once a month or less	43%	28%	21%
Several times a month	30%	17%	4%
About once a week	4%	2%	1%
Almost every day	1%	1%	0%
Don't know	1%	0%	1%
Total	100%	100%	100%

<b>About how often did you attend sporting events in Baltimore City in the last 12 months?</b>	<b>Baltimore City n = 185</b>	<b>Baltimore Metro n = 290</b>	<b>Rest of Maryland n = 379</b>
Never	62%	59%	70%
Once a month or less	29%	27%	23%
Several times a month	6%	14%	6%
About once a week	2%	0%	0%
Almost every day	1%	1%	0%
Don't know	0%	0%	1%
Total	100%	100%	100%

<b>About how often do you think you will visit tourist attractions such as the Inner Harbor, Zoo, or Aquarium in Baltimore City in the next 12 months compared to the previous 12 months?</b>	<b>Baltimore City n = 185</b>	<b>Baltimore Metro n = 288</b>	<b>Rest of Maryland n = 374</b>
Less than before	11%	22%	21%
About the same as before	75%	71%	65%
More than before	14%	6%	13%
Don't know	1%	1%	1%
Total	100%	100%	100%

<b>About how often do you think you will dine out or go to restaurants in Baltimore City in the next 12 months compared to the previous 12 months?</b>	<b>Baltimore City n = 185</b>	<b>Baltimore Metro n = 286</b>	<b>Rest of Maryland n = 375</b>
Less than before	11%	19%	22%
About the same as before	75%	75%	63%
More than before	14%	6%	14%
Don't know	1%	0%	1%
Total	100%	100%	100%

<b>About how often do you think you will visit cultural venues like museums, theaters, or festivals in Baltimore City in the next 12 months compared to the previous 12 months?</b>	<b>Baltimore City n = 185</b>	<b>Baltimore Metro n = 287</b>	<b>Rest of Maryland n = 377</b>
Less than before	9%	18%	22%
About the same as before	72%	75%	62%
More than before	17%	6%	15%
Don't know	2%	1%	1%
Total	100%	100%	100%

<b>About how often do you think you will visit Baltimore City for health care, such as visits to doctors or hospitals, in the next 12 months compared to the previous 12 months?</b>	<b>Baltimore City n = 184</b>	<b>Baltimore Metro n = 286</b>	<b>Rest of Maryland n = 376</b>
Less than before	9%	19%	27%
About the same as before	80%	71%	63%
More than before	10%	8%	9%
Don't know	1%	2%	2%
Total	100%	100%	100%

<b>About how often do you think you will attend sporting events in Baltimore City in the next 12 months compared to the previous 12 months?</b>	<b>Baltimore City n = 183</b>	<b>Baltimore Metro n = 286</b>	<b>Rest of Maryland n = 377</b>
Less than before	11%	20%	24%
About the same as before	73%	70%	63%
More than before	15%	10%	12%
Don't know	2%	1%	1%
Total	100%	100%	100%

<b>How important do you think the health of Baltimore City is to the health of the State of Maryland?</b>	<b>Baltimore City n = 185</b>	<b>Baltimore Metro n = 288</b>	<b>Rest of Maryland n = 372</b>
Not at all Important	4%	2%	5%
Somewhat Unimportant	1%	3%	2%
Neither Important nor Unimportant	2%	2%	4%
Somewhat Important	17%	34%	42%
Extremely Important	76%	57%	44%
Don't know	1%	1%	3%
Total	100%	100%	100%

<b>Do you or any member of your household currently work in Baltimore City?</b>	<b>Baltimore City n = 185</b>	<b>Baltimore Metro n = 290</b>	<b>Rest of Maryland n = 379</b>
Yes	61%	26%	9%
No	39%	74%	91%
Total	100%	100%	100%