

**GOUCHER  
COLLEGE**

**POLL**

In partnership with



**THE  
BALTIMORE  
BANNER**

**Press Contact Information**

Mileah Kromer  
Director, Sarah T. Hughes Center for Politics  
Goucher College  
[mileah.kromer@goucher.edu](mailto:mileah.kromer@goucher.edu)

Tara de Souza  
Associate Vice President, Marketing and Communications  
Goucher College  
[tara.desouza@goucher.edu](mailto:tara.desouza@goucher.edu)  
410-337-6316

**Goucher College Poll results: A plurality of Maryland residents say they are fans of the Baltimore Orioles;  
Almost a quarter of residents say they are likely to place a bet on sports**

**BALTIMORE** (May 4, 2023)—The Goucher College Poll was conducted from April 18 to 23, 2023. It surveyed 800 Maryland residents (MOE=+/-3.5%). Residents were asked their opinions on legalized sports betting and Major League Baseball.

The poll was funded and co-sponsored by the Sarah T. Hughes Center for Politics at Goucher College and *The Baltimore Banner*. See the [results by demographics](#).

**Sports betting**

Maryland Question 2, the Sports Betting Expansion Measure, passed via ballot referendum in Maryland on November 3, 2020. Maryland adults could first place bets on sports in person at licensed outlets and then online beginning November 23, 2022.

Almost a quarter (**23 percent**) of Maryland adults say they are likely to place a bet on sports sometime over the next year; **76 percent** say they are unlikely to do so.

## Major League Baseball

Respondents were asked where their loyalties lie regarding the region's two Major League Baseball (MLB) teams. A plurality of Marylanders (**44 percent**) say they are Baltimore Orioles fans; **14 percent** say they are a fan of the Washington Nationals; and **4 percent** say they are a "fan of both." **Thirteen percent** say they are a fan of "some other" MLB team, and **24 percent** weren't fans of any team.

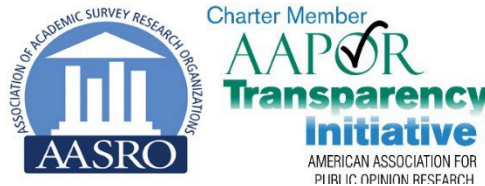
## About the Goucher College Poll

The Goucher College Poll is conducted under the auspices of the Sarah T. Hughes Center for Politics at Goucher College. The center is directed by Dr. Mileah Kromer, associate professor of political science.

The Goucher College Poll is funded by the Sarah T. Hughes Center for Politics endowment and partnerships with trusted media organizations. The mission of the Goucher College Poll is to improve public discourse in Maryland by providing neutral, unbiased, and independent information on resident perceptions and opinions. The data collected by the poll are used to support faculty and student research.

The Sarah T. Hughes Center for Politics is a member of the Association of Academic Survey Research Organizations and the American Association for Public Opinion Research Transparency Initiative.

For more information, or to view archived polls, please visit [www.goucher.edu/poll](http://www.goucher.edu/poll).



## Survey Methodology

The poll is conducted using random digit dialing (RDD) random sample using landline and cellular telephone numbers. Braun Research collected the data and Dynata supplied the sample of telephone numbers. The survey was conducted **April 18 to April 23, 2023**. During this time, interviews were conducted from 1 to 9 p.m. Interviewers attempted to reach respondents with working phone numbers a maximum of five times. Only Maryland statewide residents aged 18 years or older were eligible to participate. Interviews were not conducted with adults who were reached at business or work numbers.

**Eighty-two percent** of the interviews were completed on a cell phone and **18 percent** were conducted on a landline. **Ten percent** of the cell phone interviews were conducted via text-to-web. Interviews for this survey were completed with **800 adults**. For a sample size of 1,008, there is a 95 percent probability the survey results have a +/-3.5 percentage point sampling error from the actual population distribution for any given survey question. Margins of error are higher for subsamples. In addition to sampling error, all surveys are subject to sources of non-sampling error, including question wording effects, question order effects, and non-response bias. Margin of error is not adjusted for design effects. Data is weighted by gender, age, race, region, and educational attainment to represent adult population targets established by the most recent five-year average American Community Survey (ACS) estimates and U.S. Census.

## Survey Question Design

The Goucher College Poll provides the questions as worded and the order in which they are administered to respondents.

**BRACKETED ITEMS [ ]:** Items and statements in brackets are rotated to ensure respondents do not receive a set order of response options, which maintains question construction integrity by avoiding respondent agreement based on question composition.

Example: [agree or disagree] or [disagree or agree]

**PROBE (p):** Some questions contain a "probe" maneuver to determine a respondent's intensity of opinion/perspective. Probe techniques used in this questionnaire mainly consist of asking respondents if their responses are more intense than initially provided.

Example: Do you have a [favorable or unfavorable] opinion of President Joe Biden?

**PROBE:** Would you say very favorable/unfavorable?

**OPEN-ENDED:** No response options are provided for an open-ended question, i.e., it is entirely up to the respondent to provide the response information. Any response options provided to the interviewer are not read to the respondent; they are only used to help reduce interviewer error and time in coding the response.

**VOLUNTEER (v):** Volunteer responses means the interviewer did not offer that response option in the question as read to the interviewer. Interviewers are instructed not to offer "don't know" or "refused" or "some other opinion" to the respondent, but the respondent is free to volunteer that information for the interviewer to record.

## Sample demographics

The sample is weighted by the following demographic characteristics:

		Maryland population parameter	Weighed sample estimate (adults) n=800 MOE=+/-3.5%
<b>Gender</b>	Male	48	48
	Female	52	52
<b>Age</b>	18-24	11	11
	25-34	17	17
	35-44	17	17
	45-54	17	17
	55-64	17	17
	65+	20	22
<b>Race</b>	White	59	61
	Black	31	31
	All other	10	8
<b>Education</b>	High school graduate/GED or less	35	32
	Some college or associate degree	27	26
	4-year college degree	21	23
	Advanced/post-grad degree	17	20
<b>County/Region</b>	Montgomery County	17	17
	Prince George's County	16	16
	Baltimore County	14	14
	Baltimore City	10	10
	Anne Arundel County	10	10
	Central Region	12	12
	Western Region	6	6
	Eastern Shore Region	9	11
	Southern Region	6	4

\*Counties included in region:

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

**Other sample demographics**

The sample is not weighted by the following demographic characteristics:

		<b>Weighed sample estimate (adults)</b> n=800 MOE=+/-3.5%
<b>Party*</b>	Democrat	50
	Republican	28
	Unaffiliated/Independent	18
	Other	4
<b>Ideology</b>	Conservative	27
	Moderate	38
	Progressive	28
	Don't know/Refused (v)	7
<b>Income</b>	Under \$40,000	20
	\$40,00 to under \$75,000	22
	\$75,000 to under \$125,000	27
	\$125,000 or more	31

\*Of the 800 Maryland adults surveyed, 768 (MOE=+/-3.6%) indicated they were registered to vote.

The following questions were asked to the full sample of 800 Maryland adults. Results are in percent and may not add up exactly to 100 due to weighting and rounding. Questions appear in the order in which they were administered to the respondent.

Q: SPORTS_BET	How [likely or unlikely] are you to place a bet on sports—either online or at a casino—over the next year?	Percent
	Very unlikely	57
	Unlikely	19
	Likely	12
	Very likely	11
	Don't know (v)	1
	Refused (v)	0
Q: BASEBALL	Would you say you are more of a [Baltimore Orioles fan, more of a Washington Nationals fan], a fan of another Major League Baseball team, or not a fan of any team?	Percent
	Baltimore Orioles	44
	Washington Nationals	14
	Some other team	13
	Not a fan of any team	24
	A fan of both the O's and the Nats or multiple teams (v)	4
	Don't know (v)	1
	Refused (v)	0