

# Maryland Statewide Survey Findings

*State Innovation Exchange  
December 2019*

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# Survey Methodology

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TargetSmart designed and administered this telephone survey conducted by professional interviewers. The survey reached **500 adults**, age 18 or older, who indicated they were registered to vote in Maryland. The survey was conducted from **December 4-8, 2019**.

The sample was randomly selected from TargetSmart's enhanced voter file. Sixty-seven percent of respondents were reached on wireless phones (63 percent unweighted). Quotas were assigned to reflect the demographic distribution of **registered voters in Maryland**. The data were weighted by age and TargetSmart High School Only Score to ensure an accurate reflection of the population. The **overall margin of error is +/- 4.4%**. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

# Broad and Intense Support for a Progressive Economic Agenda in Maryland

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## Paid family leave

87% support, 12% oppose



## Pay stub transparency

86% support, 11% oppose



## Employer retaliation protections

86% support, 11% oppose



## Expanded EITC

81% support, 15% oppose



## Overtime and a half

80% support, 13% oppose



## Public sector collective bargaining

78% support, 19% oppose



## \$15 minimum wage legislation

70% support, 29% oppose



## Preventing employee misclassification

69% support, 25% oppose



## Children's savings account program

66% support, 27% oppose

# Key Findings

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- **Voters in Maryland are largely optimistic about the direction of the state and are receptive to many components of the progressive agenda tested in this poll, however voters cite clear issue priorities:**  
  
Open ended: education, transportation/infrastructure, violence and crime, taxes, jobs  
Close ended: education, health care, gun violence
- **The economic agenda tested in this poll is widely popular - Marylanders are very receptive to expanded overtime pay, increased minimum wage legislation, collective bargaining, paid family leave, expanded EITC programs, and children's savings account programs.**
- **However, we do see a majority of voters oppose a prohibition on salary history disclosure in the hiring process. That said, a split sample exercise reveals that voters become much more supportive of the idea when its posed as a solution to close the gender pay gap.**

# Key Findings

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- Progressive workforce reforms are also widely popular, particularly pay stub transparency and protections from employer retaliation.
- Finally, we find that voters are receptive to expanding revenue sources for public school funding, particularly when it relates to increasing taxes on tobacco products, corporations, marijuana, and carbon.
- That said, we find that Marylanders are largely opposed to expanding the existing sales tax to online purchases, like streaming services and Amazon.

# Political Environment

# Solid Majority of Marylanders are Optimistic About the Direction of the State

+22 points right direction

Right direction

56%

Wrong track

34%

Q.4 Generally speaking, do you think that things in Maryland are going in the right direction, or do you feel things have gotten off on the wrong track?

# Democrats and the DC Market Drive the Overall Trend of Optimism

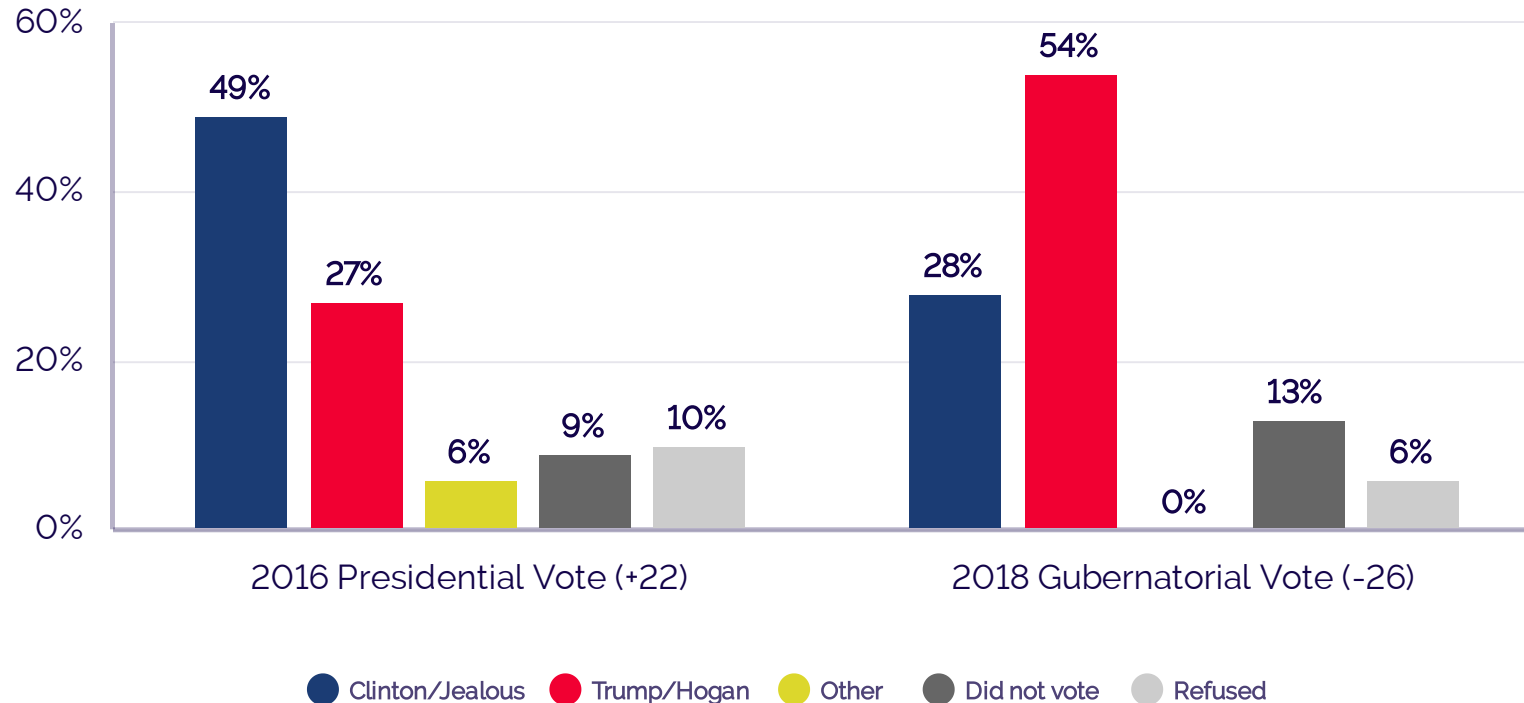
*Direction of Maryland by party ID and media market*

	Right direction	Wrong track	Margin
All voters	56%	34%	+22
ID Democrat	68%	23%	<b>+45</b>
ID independent	50%	35%	+14
ID Republican	40%	52%	<b>-12</b>
Baltimore media market	47%	41%	+6
Washington D.C. media market	66%	26%	+39



# Prevalent Ticket Splitting in Maryland

*Jealous Underperformed Clinton's 2016 vote share by 48-points on net*



**Nearly 2-in-5 Maryland voters (18%) report having voted for Hillary Clinton in 2016 and Larry Hogan in 2018.**

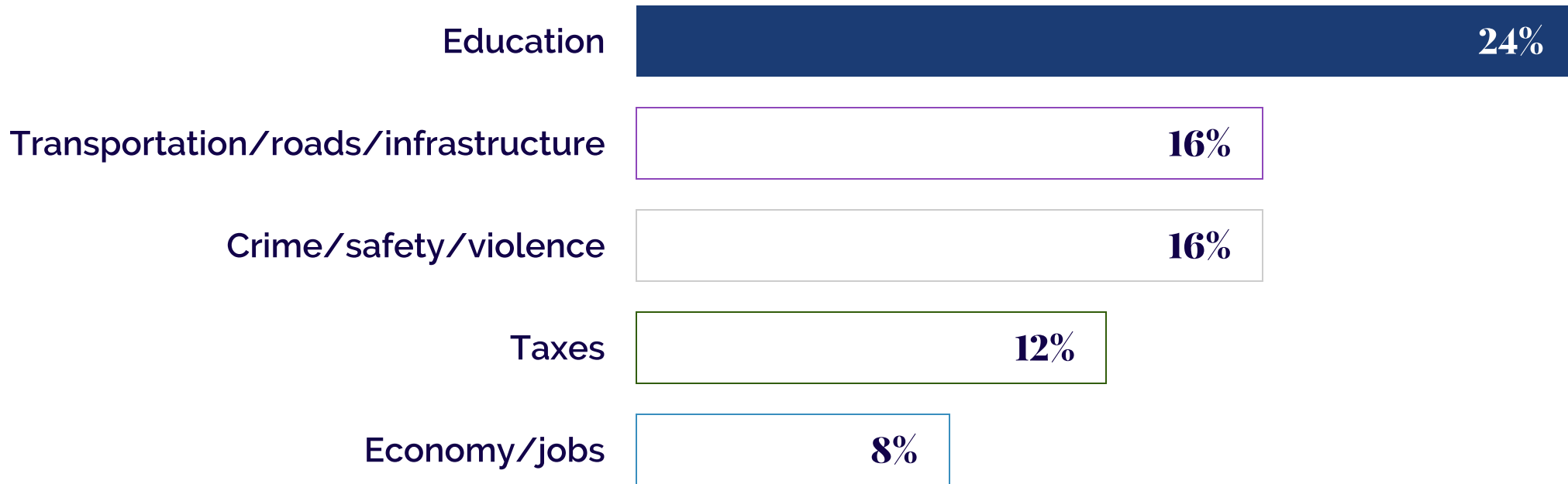
Q.6 Thinking back to 2016, for whom did you vote for in the presidential election: Democrat Hillary Clinton, Republican Donald Trump, Green Party candidate Jill Stein, Libertarian Gary Johnson, or did you not vote?  
Q.7 And thinking back to 2018, for whom did you vote for in Maryland's election for governor: Democrat Ben Jealous or Republican Larry Hogan, or did you not vote?

# Issue Environment



# One-in-Four Voters Cite Education as their Top Priority

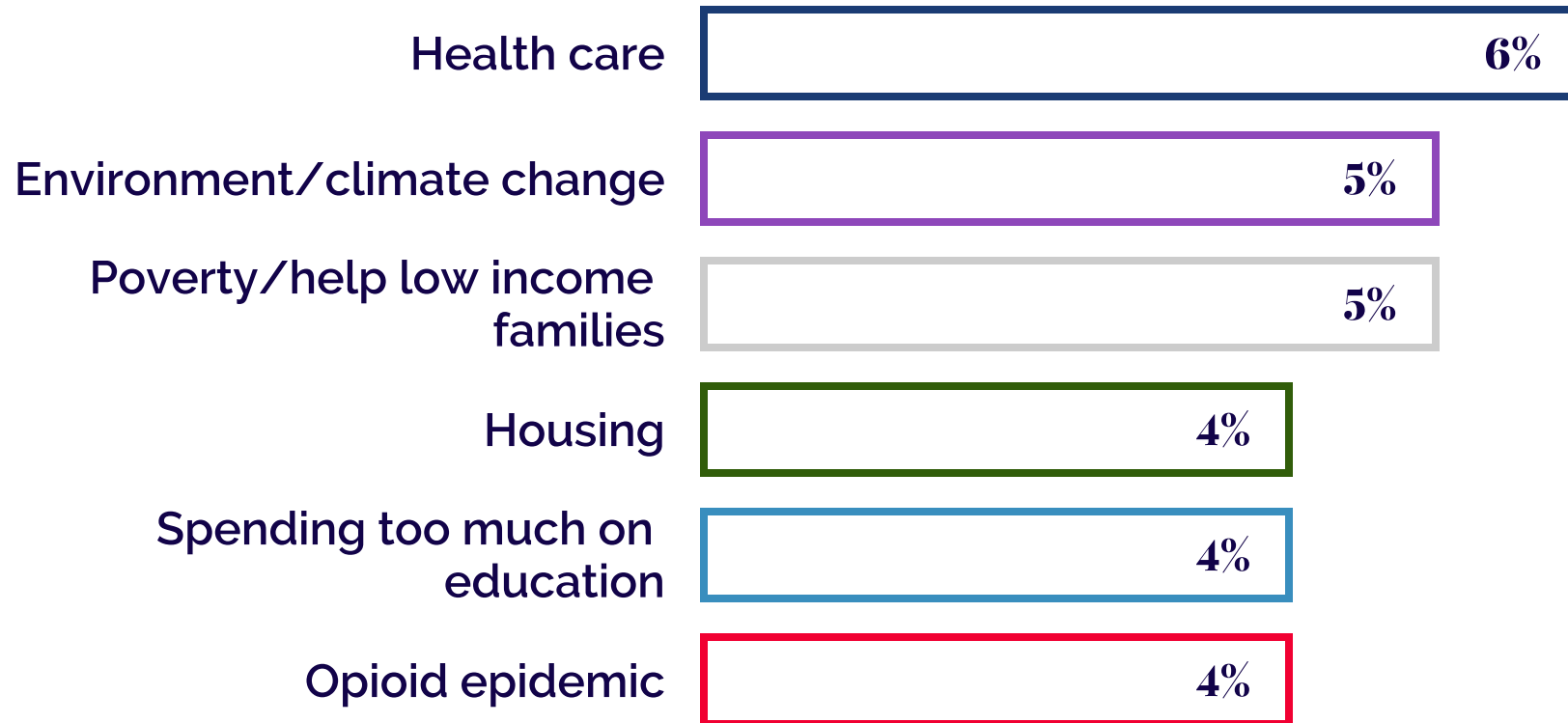
Top Tier Open End Issues



Q.5 What would you say is the biggest issue in Maryland that you would like the Governor and General Assembly to focus on?

# Health Care, Climate Change, Poverty Fall into a Second Tier of Issue Priorities

Second Tier Open End Issues



# Education is a Particularly Salient Issue Among Democrats, Independents

*Top Open Ended Issue Among Democrats, Independents, and Republicans*



## Top Issues Among Democrats

1. Education - 29%
2. Transportation/infrastructure - 18%
3. Crime/safety - 17%



## Top Issues Among Independents

1. Education - 25%
2. Transportation/infrastructure - 16%
3. Taxes - 14%

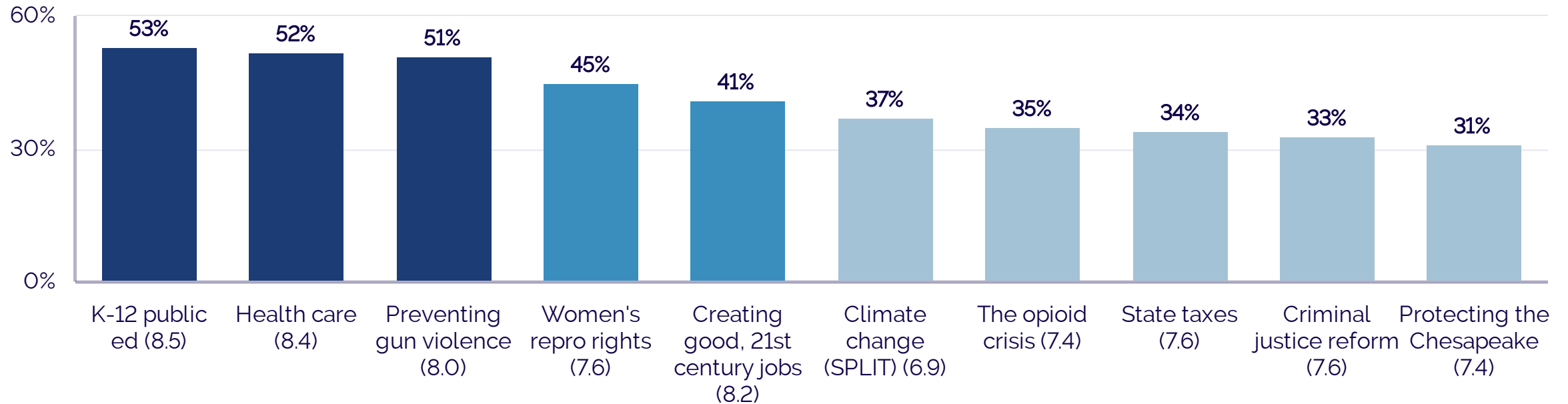


## Top Issues Among Republicans

1. Taxes - 21%
2. Crime/safety - 20%
3. Transportation/infrastructure - 11%

# Education, Health Care, Gun Violence Pop in Close-Ended Exercise

Close-ended issues, % rated 10 out of 10



Q.8 Now I'm going to read you a series of issues on which members of the Maryland General Assembly could focus. Please rate each of them on a scale from 1 to 10, in which 1 means that issue is not at all important to you, and 10 means that issue is extremely important to you. You may choose any number from 1 to 10.

# Issue Priorities Vary Significantly By Party

*Top Close Ended Issue Among Democrats, Independents, and Republicans*



## Top Issues Among Democrats

1. Preventing gun violence - 60% (8.8 mean)
2. Health care - 59% (8.9 mean)
3. Women's reproductive rights - 56% (8.4 mean)



## Top Issues Among Independents

1. K-12 education - 58% (8.6 mean)
2. Health care - 51% (8.2 mean)
3. Preventing gun violence - 49% (7.5 mean)



## Top Issues Among Republicans

1. Creating good jobs - 42% (8.2 mean)
2. K-12 education - 41% (7.7 mean)
3. Opioid crisis - 39% (7.2 mean)



# Concern Over K-12 Education Spans Place Type Across the State

Top Close Ended Issue by Urbanicity, % 10 out of 10



## Top Issues Among Rural Voters

1. Health care - 52% (8.1)
- 2. K-12 education - 48% (8.3)**
3. Opioid crisis - 46% (7.8)



## Top Issues Among Suburban Voters

- 1. K-12 education - 57% (8.6)**
2. Health care - 52% (8.5)
3. Preventing gun violence - 47% (8.0)

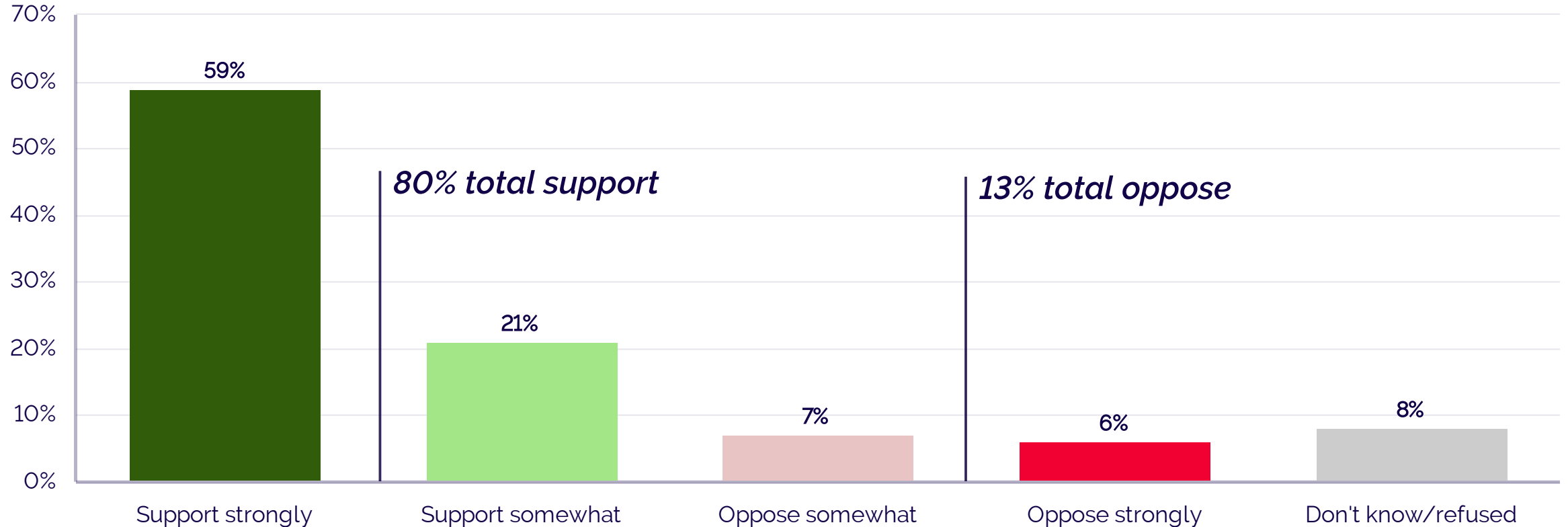


## Top Issues Among Urban Voters

1. Preventing gun violence - 60% (8.5)
2. Health care - 53% (8.5)
- 3. K-12 education - 51% (8.5)**

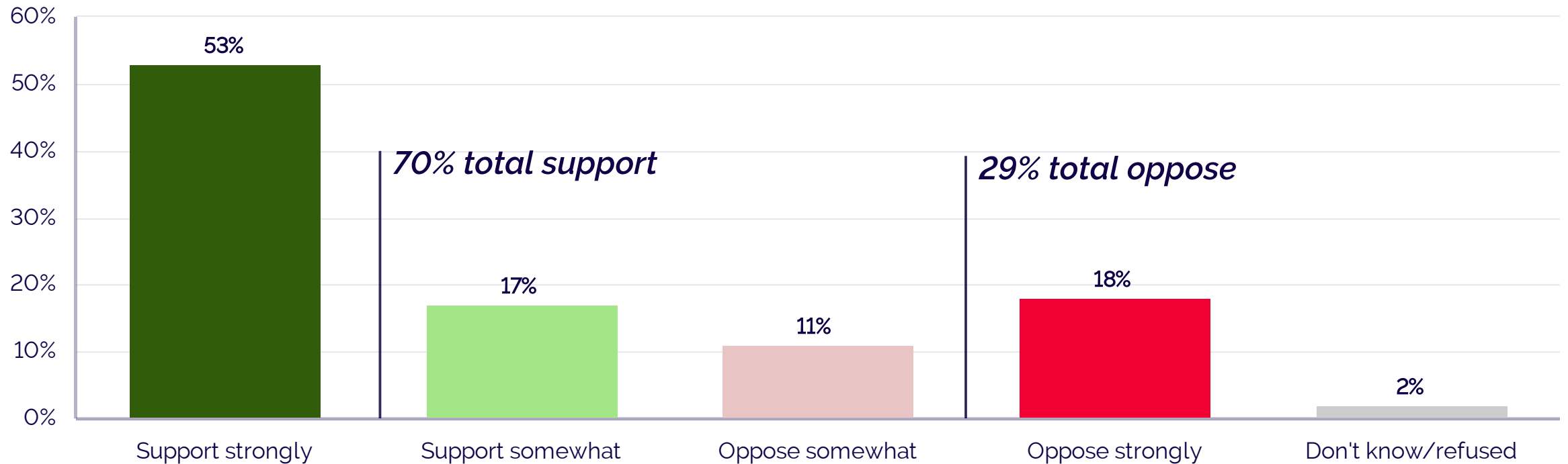
# **Economic and Workplace Policies**

# Overwhelming Support for Overtime and a Half Pay



Q.9 Switching gears a bit, do you support or oppose guaranteeing individuals who earn \$55,000 a year or less time-and-a-half overtime pay when they work more than 40 hours a week?

# Broad and Intense Support for Increased Minimum Wage Legislation



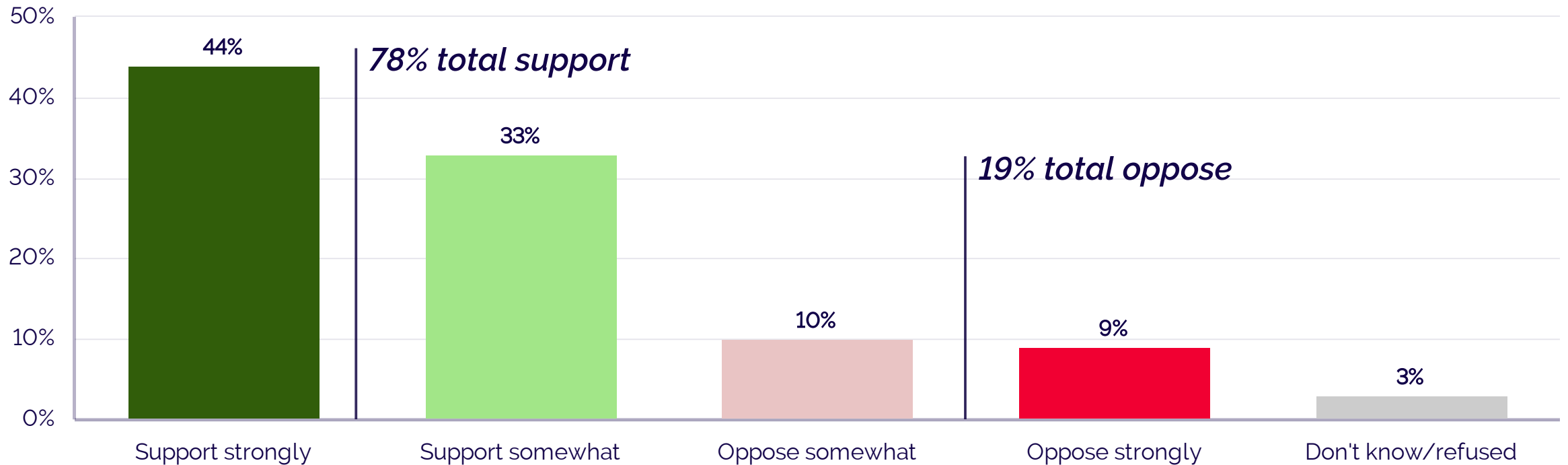
Q.10 As you may know, the Maryland General Assembly recently passed legislation that will raise the minimum wage to \$15 per hour by 2025. Do you support or oppose this legislation?

# Democrats and Independents Broadly Support Minimum Wage Increase, As Do 2-in-5 Republicans

*Increased minimum wage legislation by party ID and county*

	Support	Oppose	Margin
All voters	70%	29%	+41
ID Democrat	89%	11%	+78
ID independent	63%	34%	+29
ID Republican	39%	58%	-19
Urban	78%	19%	+59
Suburban	66%	32%	+35
Rural	62%	37%	+25

# Marylanders Strongly Supportive of Right to Collectively Bargain



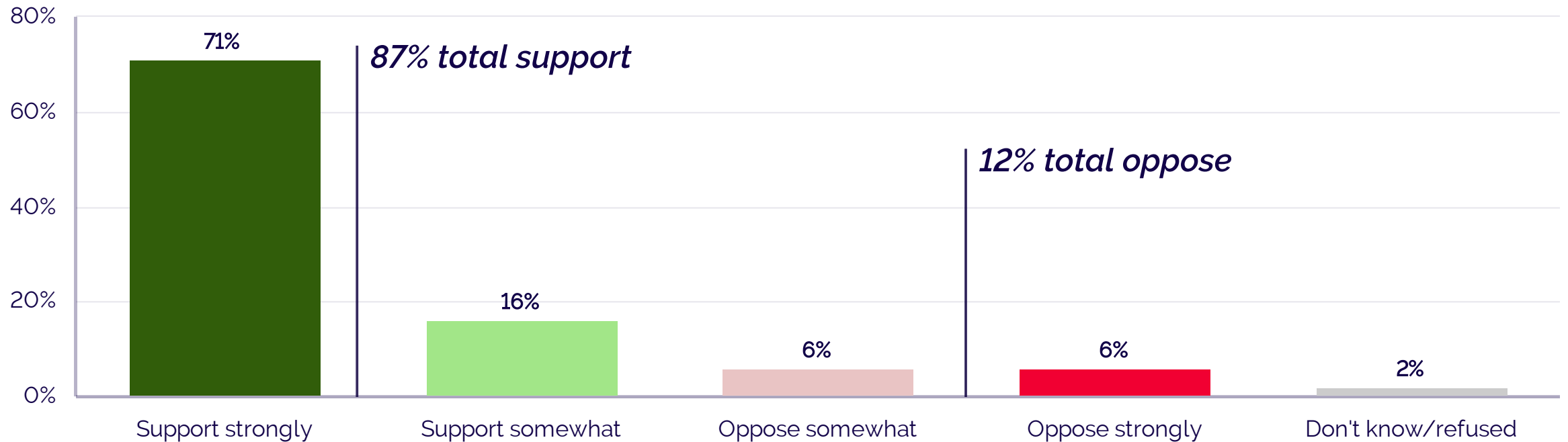
Q.11 Switching gears a bit, do you support or oppose extending the right to all public sector employees to come together and collectively negotiate wages, benefits, and working conditions?

# Intensified Support for Collective Bargaining Among Voters of Color

*Support for collective bargaining by race and race/education*

	Support	Oppose	Margin
<b>White</b>	74%	23%	+50
<b>Black</b>	90%	8%	+83
<b>Total POC</b>	88%	10%	+78
<b>White college</b>	70%	26%	+44
<b>White non-college</b>	77%	20%	+57
<b>Black college</b>	90%	6%	+84
<b>Black non-college</b>	91%	10%	+81
<b>POC college</b>	88%	10%	+77
<b>POC non-college</b>	88%	10%	+79

# Near Unanimous Support for Establishing a Paid Family Leave Program in Maryland

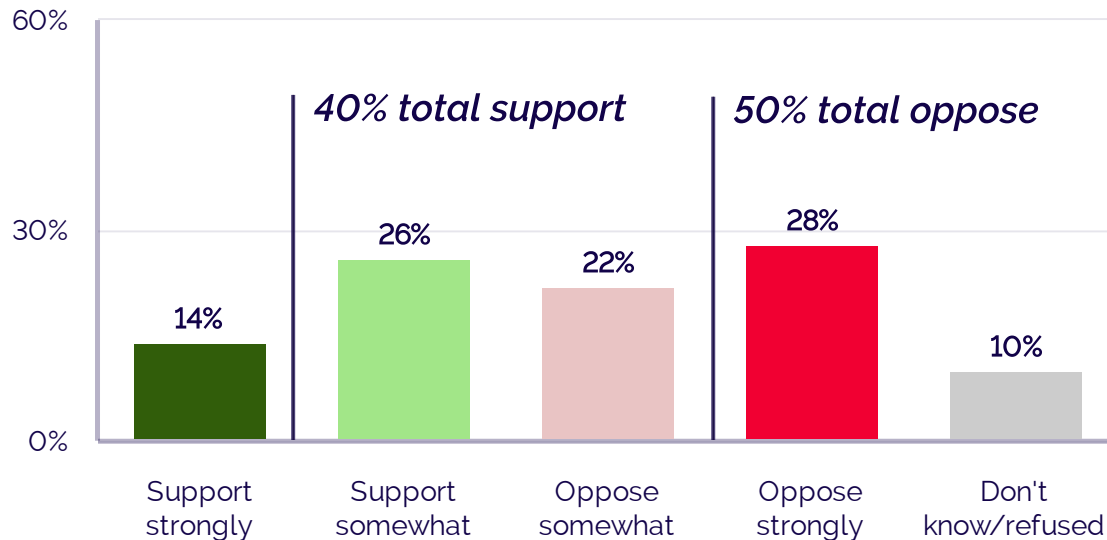


Q.12 Do you support or oppose Maryland establishing a paid family leave program that provides a guaranteed basic paycheck for workers who need to take up to six weeks off to bond with a new child, recover from an illness, or take care of a sick loved one, and ensures that they can return to their job when they're done?

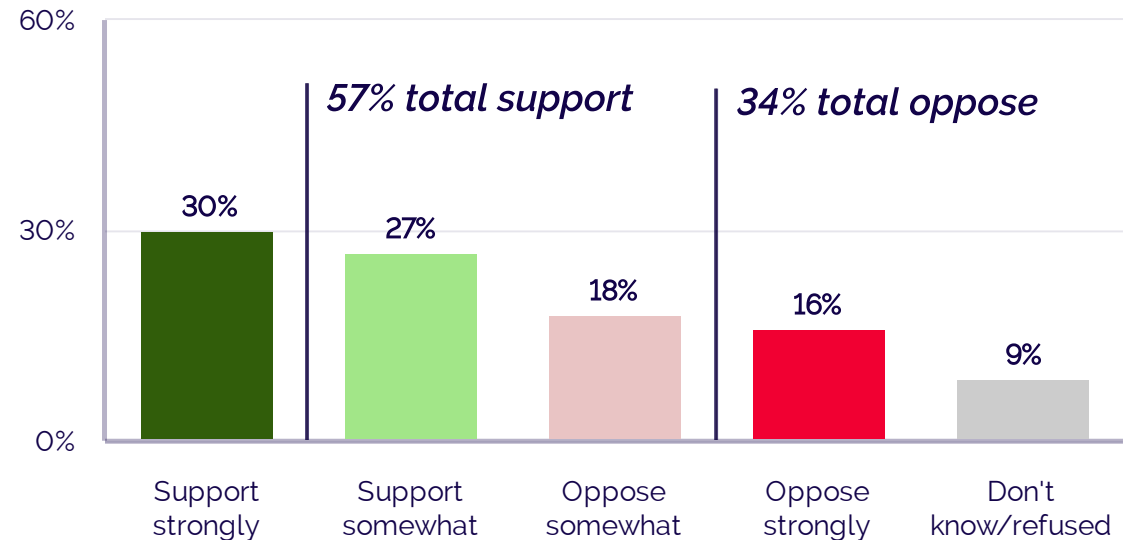


# Much Stronger Support for Prohibiting the Use of Salary History When Hiring When Posed as a Solution for Closing the Gender Pay Gap

And do you support or oppose prohibiting Maryland employers from using the salary history of job applicants in the hiring and pay-setting process? (SPLIT)



And do you support or oppose prohibiting Maryland employers from using the salary history of job applicants in the hiring and pay-setting process as a solution for closing the gender pay gap in Maryland? (SPLIT)



# Largest Discrepancies Among Independents and Voters in Suburban Census Blocks

*Salary disclosure by party ID and urbanicity*

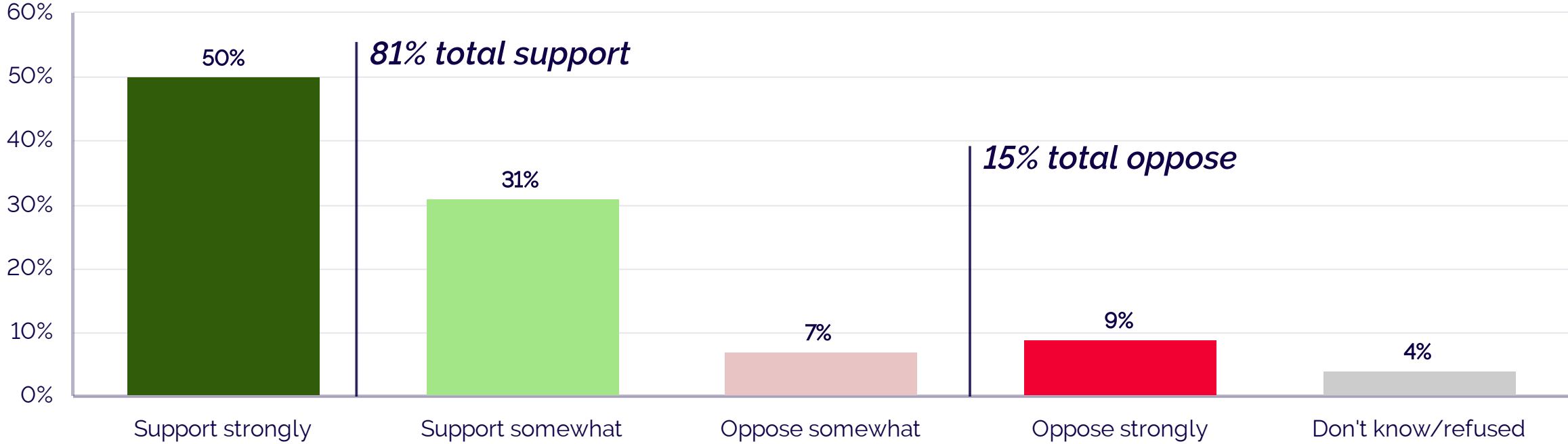
	Split A Margin (no gender)	Split B Margin (mention gender)	Net Difference
All voters	-10	+23	+33
ID Democrat	-5	+30	+35
ID independent	-16	+36	<b>+52</b>
ID Republican	-11	-8	+3
Rural	-12	-2	+10
Suburban	-12	+32	<b>+44</b>
Urban	-8	+30	+38

# Prohibiting Salary Disclosure as a Solution to Close Gender Pay Gap More Effective Across the Board

*Salary disclosure by gender, gender/race, and gender/education*

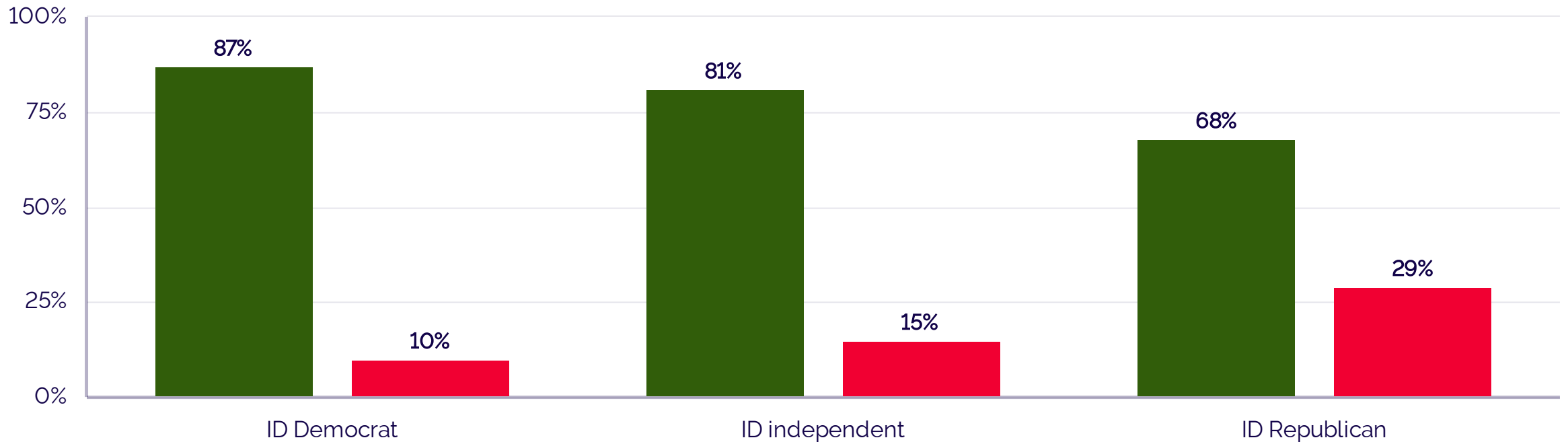
	Split A Margin (no gender)	Split B Margin (mention gender)	Net Difference
All voters	-10	+23	+33
Men	-10	+20	+30
Women	-11	+26	+37
White Women	-15	+28	+43
Black Women	+1	+20	+21
Non-college men	-11	+30	+41
College men	-9	+12	+21
Non-college women	-8	+27	+35
College women	-15	+27	+42

# Over 8-in-10 Voters Support Expanding Maryland's EITC Program



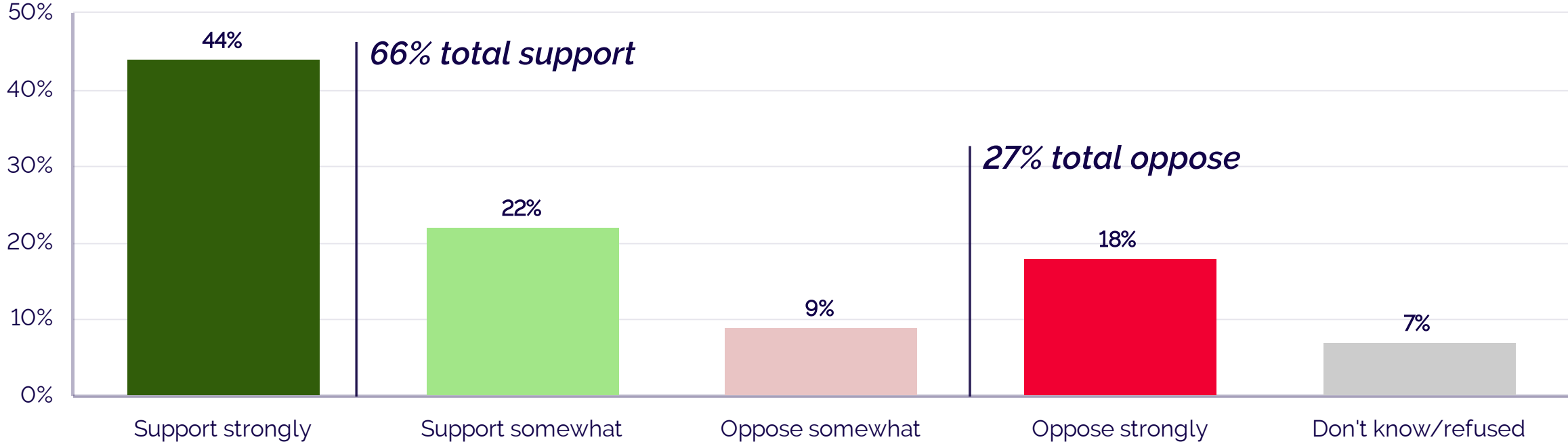
Q.14 As you may know, the Earned Income Tax Credit is one of Maryland's most effective anti-poverty tools. However, the credit does not benefit single filers, such as young veterans and youths aging out of foster care, in the same way it helps out families with children. Do you support or oppose expanding Maryland's Earned Income Tax Credit program to low-income, single filers?

# Cross-Partisan Support for Expanding Maryland's EITC Program



Q.14 As you may know, the Earned Income Tax Credit is one of Maryland's most effective anti-poverty tools. However, the credit does not benefit single filers, such as young veterans and youths aging out of foster care, in the same way it helps out families with children. Do you support or oppose expanding Maryland's Earned Income Tax Credit program to low-income, single filers?

# Two-Thirds of Maryland Voters Support Creating a Children's Savings Account Program in Maryland



Q.15 And do you support or oppose the creation of a Children's Savings Account program in Maryland that would provide children under the age of eighteen with an annual deposit, dependent on their family's income, that could be used to pay for college, buy a home, or save for retirement once the child reaches adulthood?

# Voters of Color, Particularly Women, Most Supportive of a Children's Savings Account Program

	Support	Oppose	Margin
All voters	66%	27%	+39
White	60%	34%	+26
Black	<b>78%</b>	18%	+60
Total POC	<b>77%</b>	16%	+61
White men	59%	35%	+24
White women	60%	31%	+29
POC men	74%	23%	+51
POC women	<b>79%</b>	12%	+67

# Workforce Policies Broadly Popular; Pay Stub Transparency and Employer Retaliation Protections Receive Most Intense Support

Workforce reform policies, % strongly support

**61%**

Making pay stubs more transparent and requiring they contain basic information about hours and wages to allow employees to determine if they have received proper compensation.

86% total support - 11% total oppose

**59%**

Creating protections from employer retaliation when employees make good-faith inquiries or complaints about whether they are receiving the correct pay.

86% total support - 11% total oppose

**43%**

Preventing employers from misclassifying workers as independent contractors when they are actually employees who are not in business for themselves.

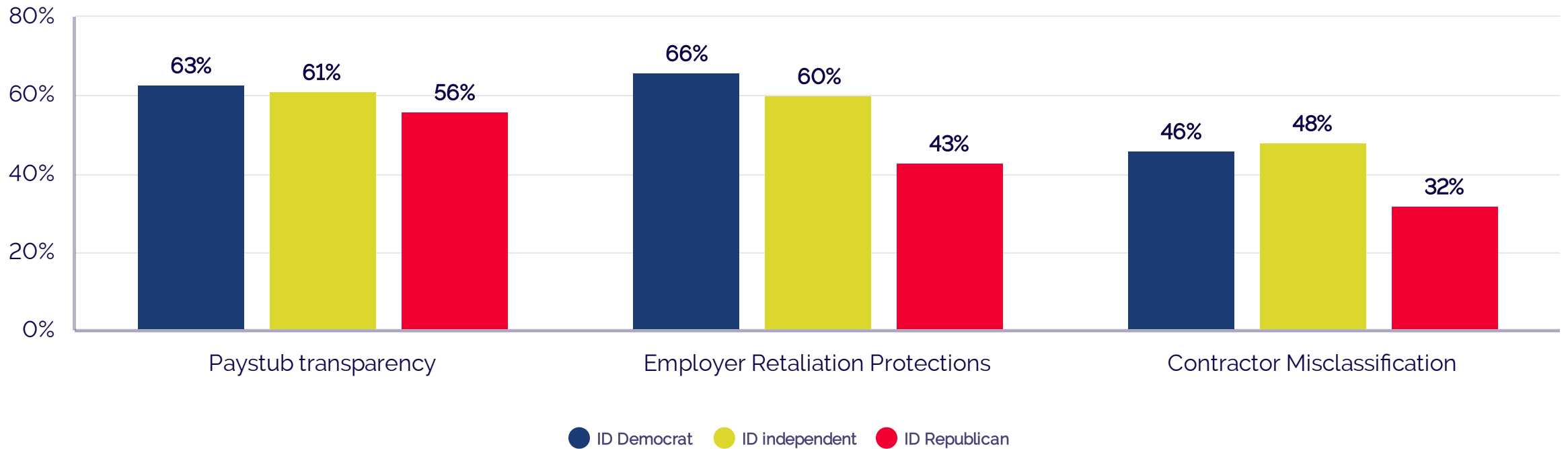
69% total support - 25% total oppose

*Q.16 Next, I am going to read you some proposed workplace policies. After each, I'd like you to tell me if you support or oppose that policy.*



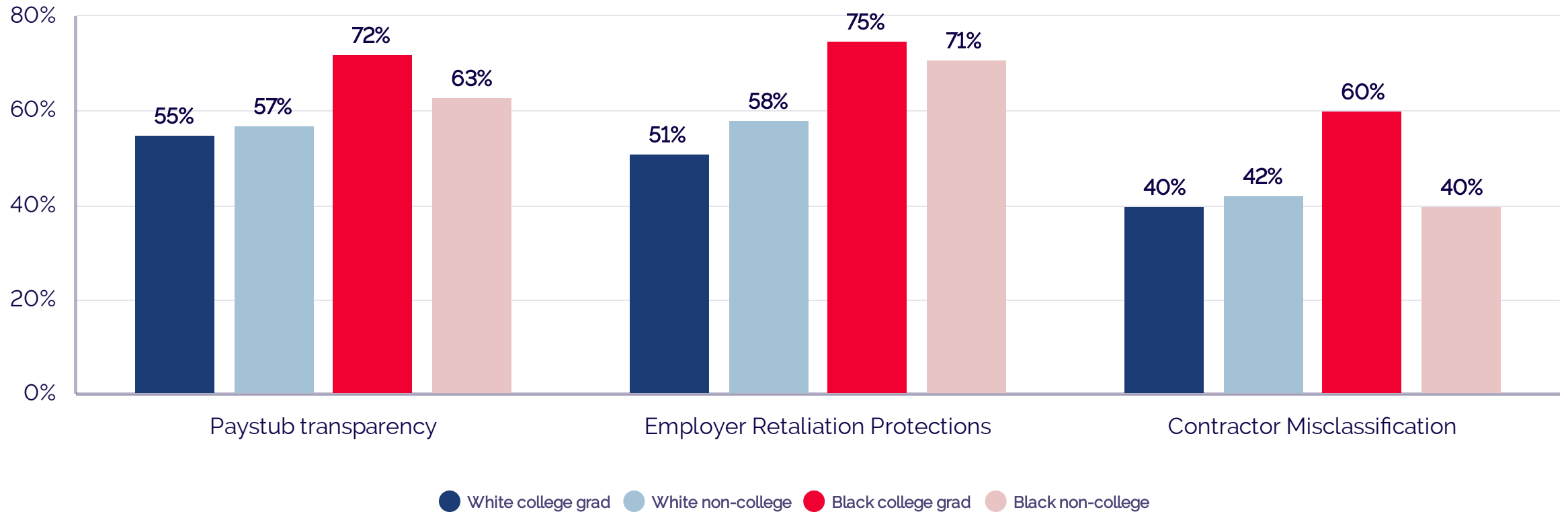
# Pay Stub Transparency Receives Strong Support Across Parties; Softer Reactions from Republicans Across the Board

Workforce reform policies by party ID, % strongly support



# Black College Graduates Show Most Concern Around Misclassifying Workers as Contractors

Workforce reform policies by party ID, % strongly support



# Framing the Green Jobs Debate

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## Government Investment

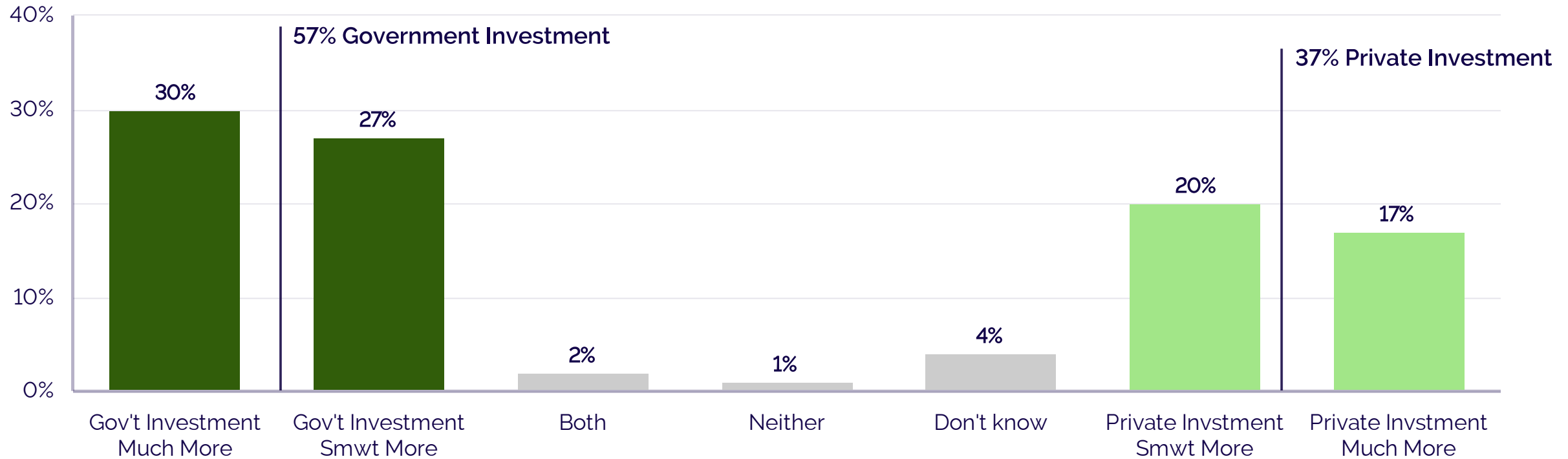
SOME/OTHER people say state government should invest our tax dollars in green jobs, mass transit, and energy efficient infrastructure to give the state an edge as we plan for the future.

## Private Investment

OTHER/SOME people say private investment is the best way to create green jobs and state government should not pick winners and losers with our tax dollars.

*Q.20 Now, I'm going to read you some arguments people have made around the creation of green jobs, mass transit, and efficient infrastructure in Maryland. Which statement, the first or the second, do you agree with more?*

# Majority of Voters Prefers Government Investment to Spark Creation of Green Jobs, Mass Transit, and Efficient Infrastructure



# Suburban Voters, Baltimore Market More Divided on Source of Green Jobs

Investment in green jobs, mass transit, and efficient infrastructure by party ID, urbanicity, and media market

	Government Investment	Private Investment	Margin
All voters	57%	37%	+19
ID Democrat	72%	24%	+48
ID independent	57%	35%	+21
ID Republican	23%	68%	-45
Rural	53%	36%	+17
Suburban	52%	44%	<b>+8</b>
Urban	64%	31%	+33
Baltimore Media Market	52%	42%	<b>+10</b>
Washington, D.C. Media Market	61%	33%	+28

# Voters of Color, Particularly Blue Collar Voters, More Supportive of Government Investment

Investment in green jobs, mass transit, and efficient infrastructure by party ID, urbanicity, and media market

	Government Investment	Private Investment	Margin
All voters	57%	37%	+19
White	51%	43%	+9
Black	69%	25%	+44
Total POC	65%	27%	+38
White college	56%	39%	+17
White non-college	46%	48%	-2
POC college	62%	30%	+32
POC non-college	70%	24%	+46

# **Revenue Sources for Public School Funding**

# Taxes on Tobacco, Corporations, Marijuana, and Carbon are Broadly and Intensely Popular with Marylanders

Top tier revenue sources, % strongly support

60%

Increase the tax on tobacco and vaping products.

77% total support - 21% total oppose

55%

Close corporate loopholes and start taxing corporations in Maryland.

79% total support - 19% total oppose

51%

Legalize and tax the sale of recreational marijuana.

67% total support - 29% total oppose

47%

Create a carbon tax paid by companies based on how much carbon they emit.

71% total support - 26% total oppose

*Q.21 Now I'd like to ask you some proposals that are being considered to provide revenue that would be dedicated to increases in funding for Maryland public schools. After I read each one, please tell me if you support or oppose that proposal.*



# Second Tier Revenue Sources Include Increased Taxes on Income, Alcohol, and Estates

Top tier revenue sources, % strongly support

36%

Raise income taxes on people making at least two-hundred and fifty thousand dollars per year.

60% total support - 38% total oppose

36%

Increase the tax on alcohol.

59% total support - 40% total oppose

31%

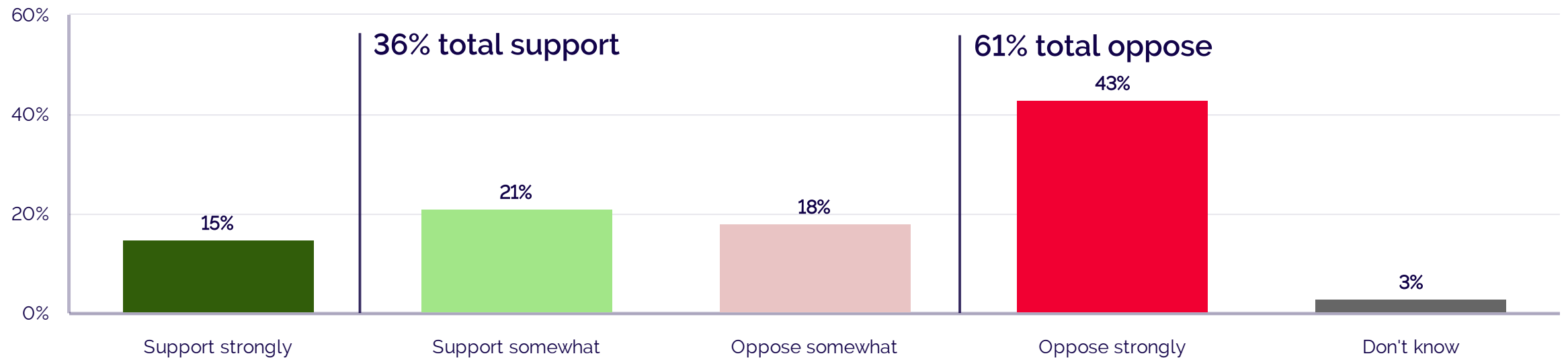
Tax wealthy estates worth at least one million dollars, rather than the current five million dollars.

52% total support - 44% total oppose

*Q.21 Now I'd like to ask you some proposals that are being considered to provide revenue that would be dedicated to increases in funding for Maryland public schools. After I read each one, please tell me if you support or oppose that proposal.*

# Marylanders Generally Oppose Expanding the Sales Tax to Online Purchases

Apply the existing sales tax to online purchases, including subscription services like Netflix and Amazon Prime.



*Q.21 Now I'd like to ask you some proposals that are being considered to provide revenue that would be dedicated to increases in funding for Maryland public schools. After I read each one, please tell me if you support or oppose that proposal.*

# Political Parties in Agreement on Increasing Tax on Tobacco Products and Vapes

*Top Revenue Source Among Democrats, Independents, and Republicans, % strongly support*



## Top Revenue Sources Among Democrats

1. **Tobacco and vapes - 68%**
2. Corporations - 66%
3. Carbon - 57%



## Top Revenue Sources Among Independents

1. Corporations - 57%
2. Marijuana - 57%
3. **Tobacco and vapes - 52%**



## Top Issues Among Republicans

1. **Tobacco and Vapes - 55%**
2. Marijuana - 35%
3. Carbon - 29%

# Gender Gap Emerges With Women Being More Intensely Supportive of Increased Taxes on Tobacco Products to Fund Schools

*Top Revenue Source Among Men and Women, % strongly support*



## Top Revenue Sources Among Men

1. Tax corporations - 55%
2. Tobacco and vapes - 54%
3. Marijuana - 52%



## Top Revenue Sources Among Women

- 1. Tobacco and vapes - 66%**
2. Corporations - 55%
3. Marijuana - 50%

# Strongest Opponents of Expanding Sales Tax to Online Purchases

% strongly oppose



Republicans - 60%



Black college graduates - 52%



Men under 50 - 51%



Believe MD is heading down wrong track - 56%



White blue-collar - 52%



Turn to social media about info on the state legislature - 50%



Anne Arundel County - 54%

# Survey Methodology

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Questions?