

**Gonzales RM&S
Research & Communications, Inc**

**Maryland Poll
January 2000**

**Part III
State Businesses**

Contact: Carol Arscott 410-461-5744

Methodology

Patrick E. Gonzales and Carol A. Arscott, the former president and vice president of Mason-Dixon Campaign Polling & Strategy, Inc., formed Gonzales Research & Marketing Strategies, Inc. at the beginning of 1999.

Gonzales is a 1981 graduate of the University of Baltimore with deep roots in the Anne Arundel County Democratic Party who served as a principal advisor to Janet Owens' 1998 campaign for County Executive. Arscott is a 1977 graduate of the Georgetown University School of Foreign Service and a former chairman of the Howard County Republican Party.

Gonzales and Arscott together have over 30 years of professional experience in politics. They have served as pollsters and consultants to dozens of political clients in Maryland since the mid-1980s, including County Executives Janet Owens, Doug Duncan, Jim Harkins, Chuck Ecker, Eileen Rehrmann, and Robert Neall; and State Senators Tom Bromwell, Marty Madden, John Astle, Chris McCabe, and Jean Roesser.

This survey was conducted by Gonzales Research & Marketing Strategies, Inc. from January 7th through January 11th, 2000. A total of 826 registered voters in Maryland were interviewed by telephone. All stated they regularly vote in statewide general elections. A cross-section of calls were made into each jurisdiction within the state to reflect general election voting patterns.

The margin for error, according to customary statistical standards, is no more than plus or minus 3.5 percentage points. This means that there is a 95 percent probability that the "true" figures would fall within this range if the entire survey universe were sampled. The margin for error is higher for any demographic subgroup, such as gender or race.

Ó This survey is provided free of charge. However, we ask that Gonzales Research & Marketing Strategies, Inc. of Annapolis be credited if the survey is cited in a news story or column.

Maryland Statewide Poll Sample Demographics

<u>Gender</u>		<u>Party</u>
Male 409 (50%)		Democrat 470 (57%)
Female 417 (50%)		Republican 272 (33%)
		Independent 84 (10%)
<u>Race</u>		<u>Region</u>
White 628 (76%)		Eastern Shore/So. MD 99 (12%)
Black 187 (23%)		Baltimore City 86 (10%)
Other 11		Baltimore Suburbs 279 (34%)
		Washington Suburbs 269 (33%)
		Western MD 93 (11%)

Regional Groupings

Eastern Shore/Southern Maryland - includes voters in these counties: Calvert, Caroline, Cecil, Charles, Dorchester, Kent, Queen Anne's, St. Mary's, Somerset, Talbot, Wicomico, and Worcester.

Baltimore City - includes voters in the City of Baltimore.

Baltimore Suburbs - includes voters in these counties: Anne Arundel, Baltimore, Harford, and Howard.

Washington Suburbs - includes voters in these counties: Montgomery, and Prince George's.

Western Maryland - includes voters in these counties: Allegany, Carroll, Frederick, Garrett, and Washington.

General Summary & Analysis

Business Survey Methodology

In this survey, 826 Maryland voters were asked whether they recognized the names of 15 of Maryland's biggest public companies, how they would rate each of those companies, and how they would rate a series of eight separate factors that might effect one's perception of a business.

In choosing the companies included in our survey, we were aided enormously by the research conducted to compile the "*Washington Post* 100" and the *Post*'s list of "Top 30 Maryland Companies Beyond the Beltway." Five of the businesses on the list were drawn from the "*Washington Post* 100," their compilation of the biggest public corporations in the DC area. The remaining ten came from the "Top 30" list.

Lockheed Martin, the aerospace giant, is second on the *Post* 100 list. The Marriott Corporation, the Bethesda hotel and food service firm, is actually listed as four separate corporate entities in the *Post* 100 (at numbers 4, 9, 10, and 24). We consolidated them into one for our purposes. US Food Service (#6 in the *Post* 100) and The Rouse Company (#31 in the *Post* 100) are both headquartered in Columbia, well "outside the Beltway," but within the *Post*'s readership area. The fourth company drawn from the *Post* 100 is Snyder Communication (#32).

Three Maryland-based companies ranked higher in the *Post* 100 than Snyder's 32nd, but were left out of our survey for a two major reasons. Coventry Health Care (#16), a Bethesda-based managed care firm, and USEC (#23), a company specializing in uranium enrichment also based in Bethesda, both employ the vast majority of their workers out of state and each employs fewer than 200 employees locally. Ryland Homes (#20), based in Columbia for some 20 years, announced late last year that it would be moving its corporate headquarters to Southern California.

The ten businesses drawn from the *Post*'s Top 30 list actually range from first to twelfth on the *Post*'s list. We passed over Linthicum-based fiber optic firm Ciena (#10) and Baltimore-based Prime Retail (#11), a factory outlet developer, in order to include Baltimore-based Sylvan Learning Systems (#12), a company that has actively sought a high public profile. The other companies included in our survey from the *Post* 30 ranked there as follows: Black & Decker (1), BGE (2), Integrated Health Services (3), Allegheny Electric (4), McCormick & Co. (5), Crown Central Petroleum (6), Legg Mason (7), T. Rowe Price (8), and Sinclair Broadcasting (9).

Anyone who doubts that a community's identity is derived, at least in part, from the businesses that populate it needs only to look at the near-panic enveloping Northern Virginia after the announcement

that the new headquarters of AOL Time Warner will be in New York. Or the frenzy of secretive activity surrounding the possible relocation of the Marriott Corporation from its Bethesda home. Or the pall that descended over Columbia when Ryland, a major patron of local arts and charities, decided to move its base of operations to Southern California.

In this survey, we set out to learn how well Maryland voters know some of their major corporate citizens, what kind of public image those companies have within the state, and which factors are most important to voters when evaluating a business. As always, there were some surprises.

Recognition Level of Maryland Companies

Statewide name recognition of 15 of the largest Maryland-based public companies among the state's registered voters ranged from the near-universal 97% for tool-maker Black & Decker to just over a quarter of those surveyed – the 26% who recognized the name of Snyder Communications, the source of Redskins-owner Daniel Snyder's wealth.

Also ranking high, with recognition levels at 80% or above, were Marriott (88%), BGE (83%), Lockheed Martin (82%), and McCormick & Co. (80%). Baltimore-based financial firms T. Rowe Price (71%) and Legg Mason (68%) top the next tier, followed by Sylvan Learning Systems (66%), Crown Central Petroleum (59%), and The Rouse Company (58%).

Companies with recognition levels below 50% were Hagerstown-based Allegheny Electric (46%), US Food Service (37%), Integrated Health Services (33%), Sinclair Broadcasting (31%), and Snyder Communications.

It is notable that all but two of the business with recognition levels above 50% -- Lockheed Martin and The Rouse Company – market their products or services directly to the public, which is a major factor in creating public awareness. But it is certainly possible to be a big, profitable entity while operating below the public's radar, with Columbia-based US Food Service, the nation's second largest food distributor and the *Post's* 6th ranking company on their top 100 list, a case in point.

Corporate Image

Poll respondents who recognized the names of the corporations in the survey were then asked to rate the company on a one-to-ten scale, and these results were averaged to create the favorability percentage. Sparks-based spice purveyor McCormick & Co. topped the charts with a favorability rating of 84%, followed by Black & Decker (82%), T. Rowe Price (81%), BGE (79%), Marriott (76%), The Rouse Company (75%), Legg Mason (74%), Lockheed Martin (73%), Sylvan Learning Systems (73%), Allegheny Electric (72%), Snyder Communications (69%), US Food Service (68%), Sinclair Broadcasting (64%), Crown Central Petroleum (64%), and Integrated Health Services (61%).

Once again, companies that deal directly with the public tended to rank higher than those who market their good and services to governmental entities or to other businesses. One notable exception to this

rule is Baltimore-based Crown Central Petroleum, whose reputation may be suffering as a result of their labor woes.

Factors in Evaluating a Company

The quality of the product or service was the runaway winner among the eight possible factors by which someone might rate a company that we presented to survey respondents, with 91% rating quality as “very important.” Working conditions for the company’s employees was next at 77%, followed by a company’s response to allegations of racial discrimination (74%), a product liability problem (73%), or sexual harassment (71%). Rounding out the list were corporate community involvement (66%), a company’s financial condition (57%), and the personality of a company’s leader (45%). (The questions are listed in the data report in the order in which they were posed in the survey questionnaire).

The importance of the quality of a company’s products or services is rated as very important in terms of evaluating a business by at least 90% of respondents in each of the survey’s demographic subgroups – men (90%), women (92%), whites (90%), and African-Americans (93%).

The next most important factor, the working conditions for the employees of the company, is rated 14 points lower, at 77% overall. Demographic differences are sharp here: Blacks (86%) and women (85%) are more likely rate working conditions as very important than whites (74%) or men (69%).

A company’s response to an allegation of racial discrimination against its customers or employees rates high among all groups, but is a potential deal-breaker with African-Americans, 98% of whom rate a company’s response to such an allegation as very important, compared with 67% of whites. Women (79%) are somewhat more sensitive to an allegation of racial discrimination than men (69%), but the difference is not as stark as the 31-point gap between the races.

The response to a product liability problem by a business is, similarly, more likely to be rated as very important by blacks (88%) and women (81%) than by whites (69%) and men (65%).

Surprisingly, an allegation of sexual harassment against by a company against its employees is rated as very important when evaluating a business by 94% of African-Americans – a figure nearly as high as that for racial discrimination -- and the gap between whites and African-Americans on this subject is nearly as large. Sixty-four percent of whites rated an allegation of sexual harassment as very important, a 30-point gap. The difference between men (60%) and women (82%) on this issue is big, but not the yawning chasm that exists between blacks and whites. Eleven percent of men say that an allegation of sexual harassment is not important when evaluating a company, the first “not important” figure to reach double digits.

Involvement by a corporation in the local community is rated as very important by 66% of respondents overall, but the divide between the races, at 27 points, is nearly as large as with the discrimination issues. Eighty-seven percent of blacks view community involvement as very important, compared to 60% of whites. Women (71%) are more likely then men (61%) to view

involvement in the community as a very important factor in evaluating a business.

Perhaps most surprising is the relative position of a company's financial condition compared with the other factors named in the survey. Rated as very important by 57% of respondents overall, a company's financial condition is judged as very important in evaluating a business by 60% of men and 54% of women, and by 58% of whites and 55% of blacks.

Ranking last in importance among the eight factors one might use to evaluate a company was the personality of a business' leader. Here, there was the same uniformity across the board as we saw with the most important issue – the quality of a business' products or services. The variance among the demographic subgroups does not deviate more than two points from the overall figure of 45%, and nearly a quarter of respondents (23%) say that the personality of a company's leader is not important when evaluating a business.

Everyone expects a company to deliver a quality product or service. That is indisputable. But it is clear that blacks and women hold local corporations to a higher standard. Women and blacks, in greater numbers than whites and men, expects businesses to conduct themselves in a humane manner, rating working conditions, the handling of complaints, and community involvement as very important, and in super-majority proportions. We were all taught in school that a corporation is treated as a person under the law. According to these survey results, women and blacks want that "person" to be efficient *and* well behaved.

QUESTION: *I am going to read you the names of several Maryland companies, and ask you first if you recognize the name of that company.*

If you do recognize the company, I would then like you to rate the company on a one to ten scale, with one meaning your opinion of the company is “not at all favorable” and ten meaning your opinion of the company is “extremely favorable.”

Recognition Level Of Maryland Companies

Company	Statewide Recognition
Black & Decker	97%
Marriott Corporation	88%
BGE	83%
Lockheed Martin	82%
McCormick & Company	80%
T. Rowe Price	71%
Legg Mason	68%
Sylvan Learning Systems	66%
Crown Central Petroleum	59%
The Rouse Company	58%
Allegheny Electric	46%
US Food Service	37%
Integrated Health Services	33%
Sinclair Broadcasting	31%
Snyder Communications	26%

Image Rating Of Maryland Companies

Company	Favorability Percentage *
McCormick & Company	84%
Black & Decker	82%
T. Rowe Price	81%
BGE	79%
Marriott Corporation	76%
The Rouse Company	75%
Legg Mason	74%
Lockheed Martin	73%
Sylvan Learning Systems	73%
Allegheny Electric	72%
Snyder Communications	69%
US Food Service	68%
Sinclair Broadcasting	64%
Crown Central Petroleum	64%
Integrated Health Services	61%

- Percentage calculated among those who recognize company

2) Over the past five years, has traffic congestion in your area i...

<http://www.garesearch.com/Surveys/MDMediaJan2000-Pt3-Sta...>

Factors in Evaluating a Company

Evaluation Factor	“Very Important” Percentage
Quality of product	91%
Working conditions	77%
Response to allegations Of racial discrimination	74%
Response to Product liability problem	73%
Response to allegations Of sexual harassment	71%
Involved in community	66%
Financial condition	57%
Personality of leader	45%

QUESTION: When evaluating a company, how important is the company’s financial condition?

Very Important 57%
Somewhat Important 40%
Not Important 3%

	Very Imp	Smwht Imp	Not Imp
Male	60%	39%	1%
Female	54%	41%	5%
White	58%	39%	3%
Black	55%	44%	1%

QUESTION: When evaluating a company, how important is the quality of the products or services offered by the company?

Very Important 91%
Somewhat Important 7%
Not Important 2%

	Very Imp	Smwht Imp	Not Imp
Male	90%	9%	1%
Female	92%	5%	3%
White	90%	7%	3%
Black	93%	7%	-

QUESTION: When evaluating a company, how important are the working conditions for the employees of the company?

Very Important 77%
Somewhat Important 22%
Not Important 1%

	Very Imp	Smwht Imp	Not Imp
Male	69%	29%	2%
Female	85%	15%	-
White	74%	25%	1%
Black	86%	14%	-

QUESTION: When evaluating a company, how important is it to you for the company to be involved in the local community?

Very Important 66%
Somewhat Important 28%
Not Important 6%

	Very Imp	Smwht Imp	Not Imp
Male	61%	32%	7%
Female	71%	24%	5%

White	60%	33%	7%
Black	87%	12%	1%

QUESTION: When evaluating a company, how important is the personality of the company's leader?

Very Important 45%
Somewhat Important 32%
Not Important 23%

	Very Imp	Smwht Imp	Not Imp
Male	46%	27%	27%
Female	44%	37%	19%
White	44%	31%	25%
Black	47%	38%	15%

QUESTION: When evaluating a company, how important would the company's response to an allegation of racial discrimination against its customers or employees be to you?

Very Important 74%
Somewhat Important 21%
Not Important 5%

	Very Imp	Smwht Imp	Not Imp
Male	69%	23%	8%
Female	79%	19%	2%
White	67%	27%	6%
Black	98%	2%	-

QUESTION: When evaluating a company, how important would the company's response to an allegation of sexual harassment against its employees be to you?

Very Important 71%
Somewhat Important 22%
Not Important 7%

	Very Imp	Smwht Imp	Not Imp
Male	60%	29%	11%
Female	82%	15%	3%
White	64%	28%	8%

Black	94%	4%	2%
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QUESTION: When evaluating a company, how important would the company's response to a product liability problem be to you?

Very Important 73%
Somewhat Important 23%
Not Important 4%

	Very Imp	Smwht Imp	Not Imp
Male	65%	28%	7%
Female	81%	18%	1%
White	69%	26%	5%
Black	88%	11%	1%