

MARYLAND RESIDENTS SURVEY REPORT

Commissioned by



Conducted by

Emerson College
P O L L I N G

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CONTENTS

METHODOLOGY, 3

EXECUTIVE SUMMARY, 4

SURVEY RESULTS, 5

DEMOGRAPHICS, 11



METHODOLOGY

Emerson College Polling is pleased to present the Retail Energy Advancement League with findings from a survey of Maryland residents' about purchasing behavior. All respondents interviewed in this study were part of a fully representative sample using an area probabilistic sampling method of N=1,000 (sample size).

Data was weighted by US Census data. The margin of error for the sample is +/- 3 percent in 19 of 20 cases. The survey was administered by contacting landlines via interactive voice response, cell phones via text message, residents via email, and an online panel. Data was collected between May 2-5, 2023.

The results presented in this report include univariate and bivariate analysis of the data. Frequency distributions for each item included on the questionnaire are shown in the tables. In all cases, cross-tabulation results are also shown. This type of bivariate analysis examines differences between sub-groups of the overall population. In the cases where cross tabulation results are presented, a chi-square test, an independent t-test for means, or a Z-test for independent percentages is shown.

A chi-square test is used in cases where comparisons are made for categorical variables. A t-test is used in cases where comparisons are made for measurement variables. A Z-test is used in cases where comparisons are made between independent population percentages.

The purpose of these statistical tests is to determine whether or not the observed difference between sub-groups in the sample is due to sampling error or whether it is due to a real difference in the population. When the results are statistically significant, it strongly suggests that the observed difference between sub-groups found in the sample is due to a real difference in the population, and not due to sampling error.

A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison groups. A chi-square significance level of .01 indicates significance at the 99 percent level. When a t-test or a Z-test is shown, lower- and upper-case letters indicate significance at the 90 and 95 percent levels respectively.

EXECUTIVE SUMMARY

Eighty-three percent (83%) of Maryland residents agree there should not be restrictions on the ability of consumers to call any business to purchase products and services for the first time if they choose to do so, while 18% disagree.

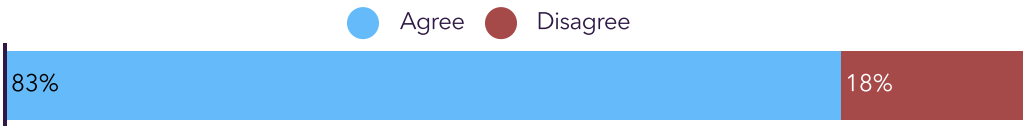
9 in 10 Maryland residents have received advertisements in the mail informing them of a product or service they have not purchased from before.

A majority of residents (57%) have purchased a product or service by calling a business they haven't purchased from before after receiving an advertisement in the mail informing them of the product or service.

When purchasing a product or service from a business not purchased from before, top reasons to purchase from them include price (73%), convenience (54%), product availability (48%), and word of mouth/friends (48%).

SURVEY RESULTS

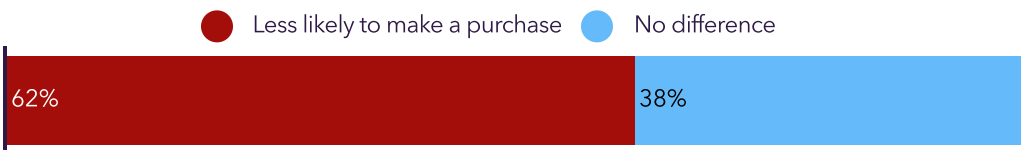
There should not be restrictions on the ability of consumers to call any business to purchase products and services for the first time if they choose to do so.



People always read all contract terms and conditions before signing.



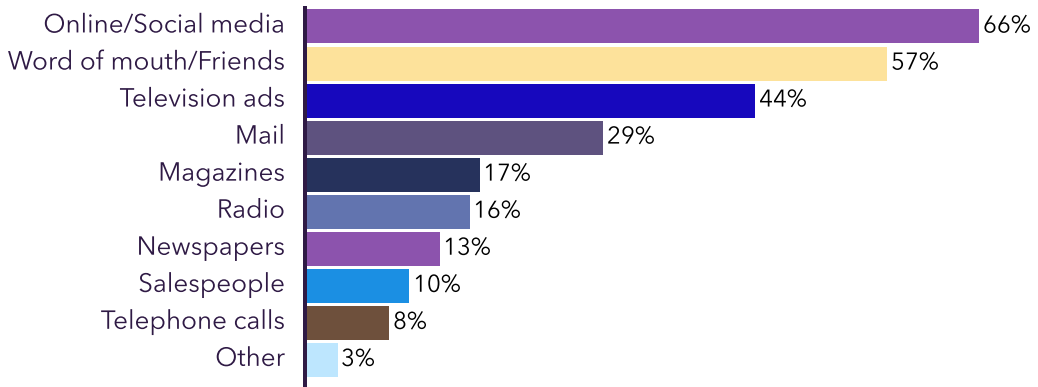
If a business you hadn't purchased from before called you after sending you an advertisement with a description of the product or service and then required you to sign and return a written legal contract before completing the sale, how likely would you be to continue to make the purchase?



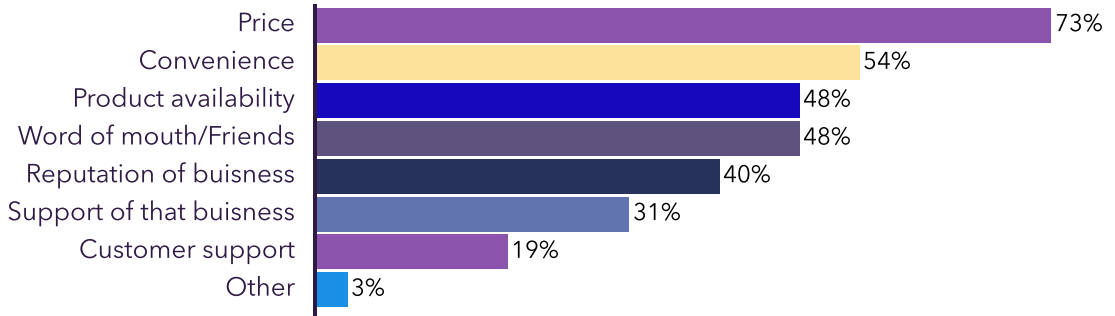
If you called a business you hadn't purchased from before about a product or service, how likely would you be to make that purchase if you were required to sign and return a written legal contract before the business could complete the purchase?



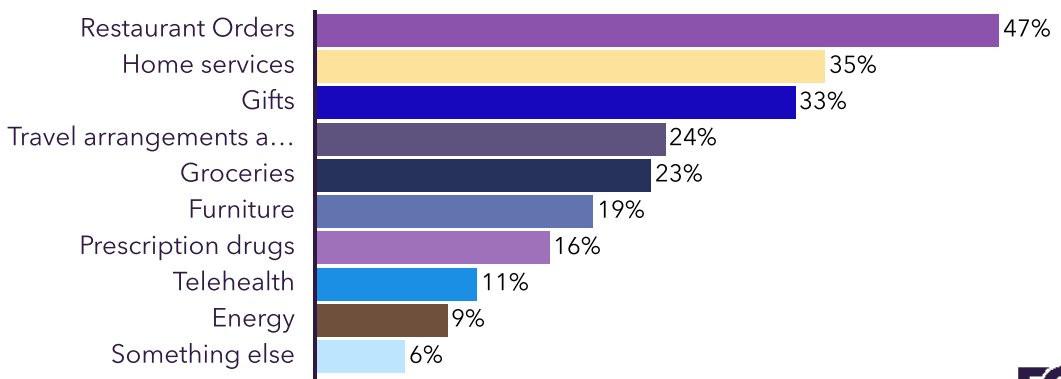
How have you learned about products or services you have purchased from a business you hadn't purchased from before?



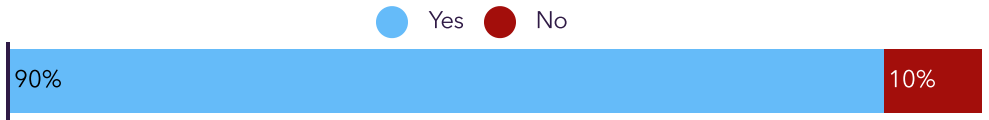
Why do you purchase products or services from a business you haven't purchased from before?



Which of these types of products or services do you usually purchase by calling a business you haven't purchased from before?



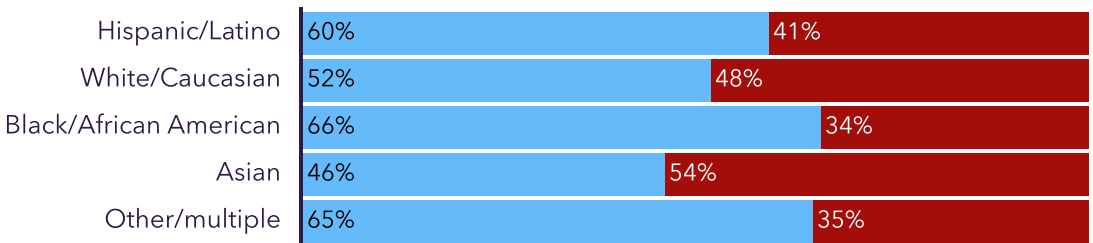
Have you ever received an advertisement in the mail (such as a catalogue or postcard) informing you of a product or service from a business you haven't purchased from before?



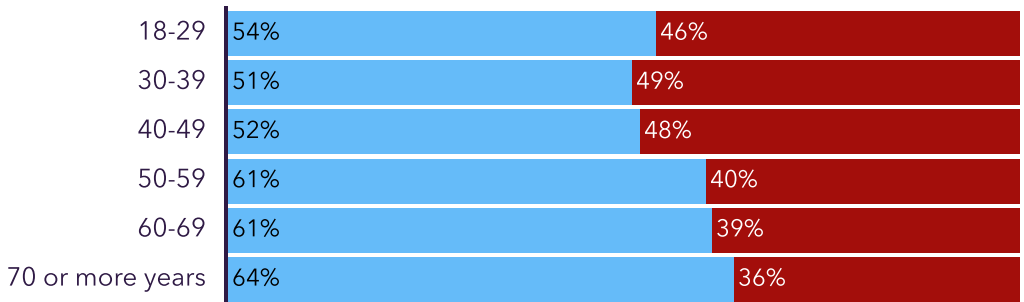
Have you actually purchased a product or service by calling a business you haven't purchased from before after receiving an advertisement in the mail (such as a catalogue or postcard) informing you of the product or service?



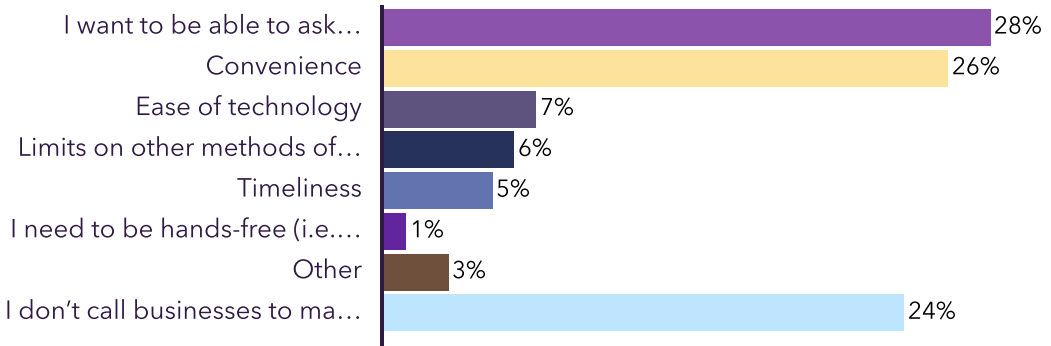
PURCHASE BY RACE/ETHNICITY



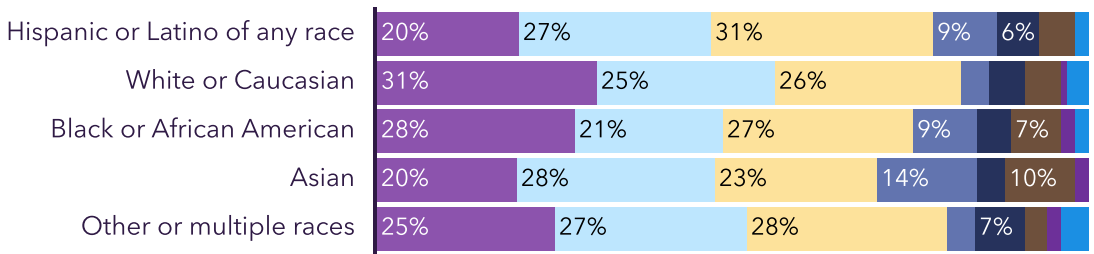
PURCHASE BY AGE



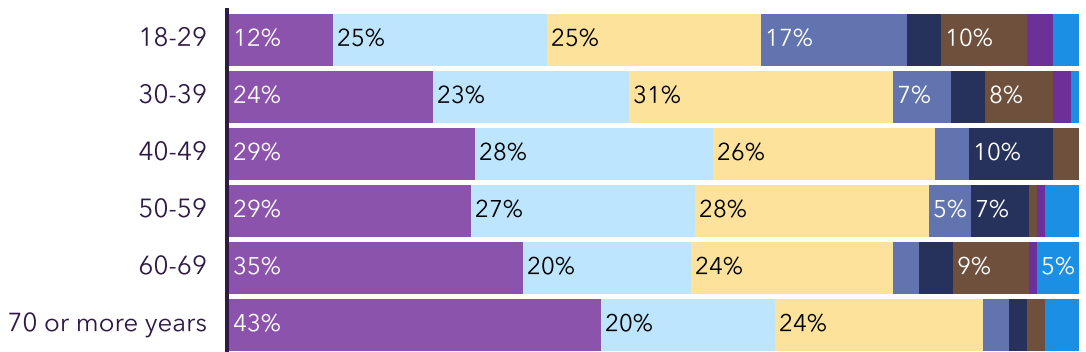
What is the primary reason you may choose to purchase products or services for you or your household by calling a business you haven't purchased from before as opposed to another method of purchase?



REASON TO CALL BY RACE/ETHNICITY



REASON TO CALL BY AGE

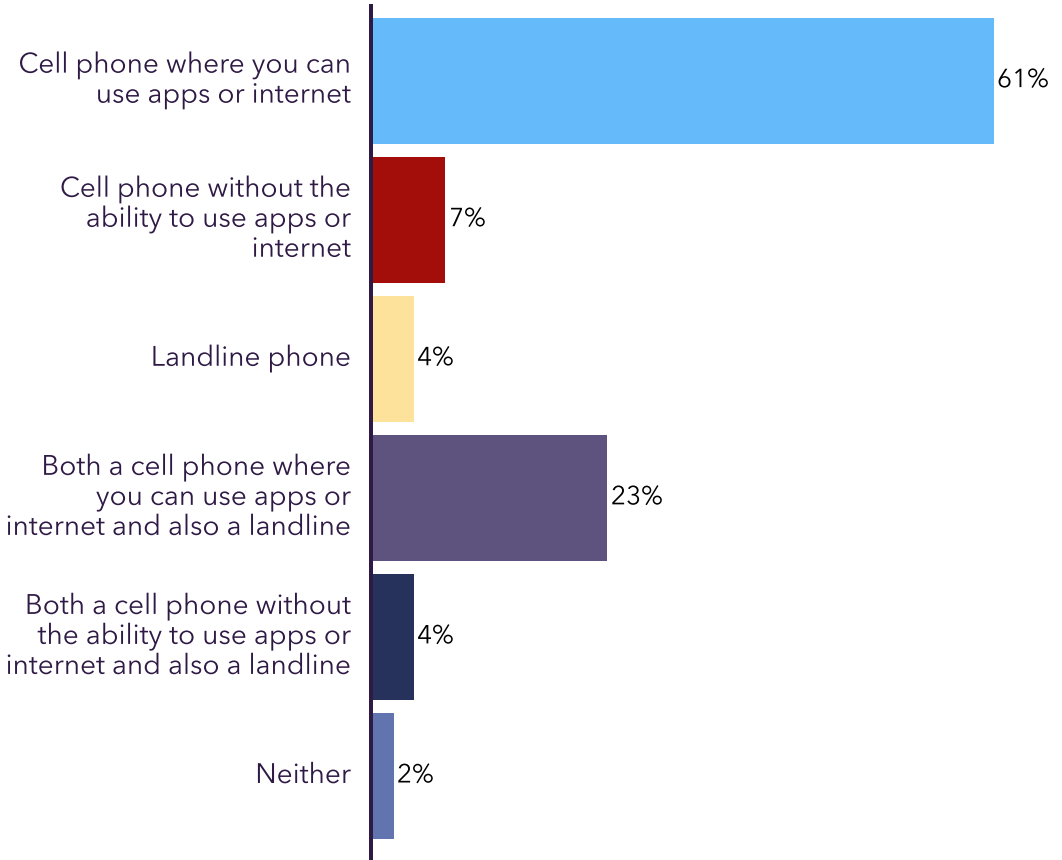


● I want to be able to ask questions ● I don't call businesses to make a purchase

● Convenience ● Ease of technology ● Timeliness

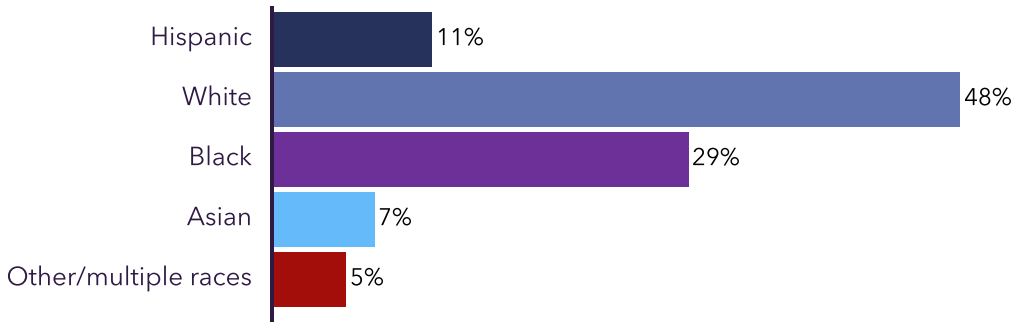
● Limits on other methods of purchase ● I need to be hands-free (i.e. while driving) ● Other

Which of these best describes your phone service at this time?

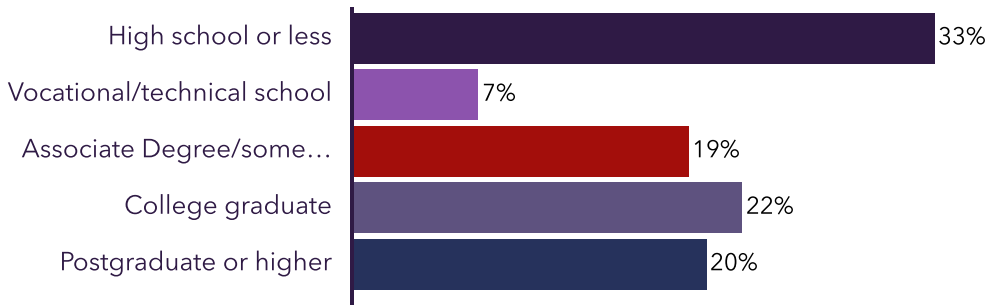


DEMOGRAPHICS

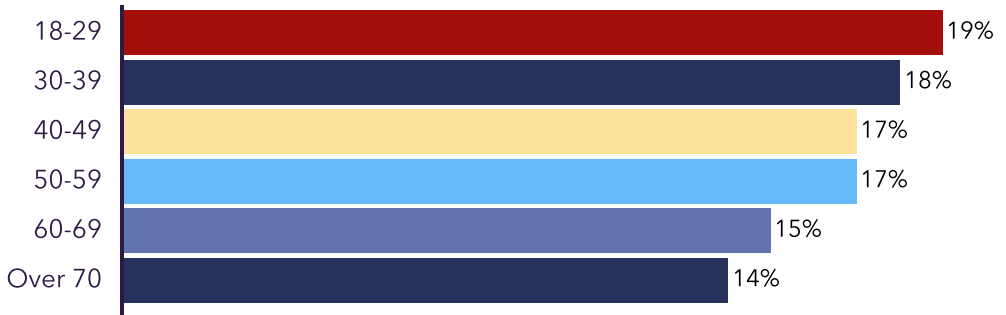
RACE



EDUCATION



AGE



GENDER





Emerson College

POLLING