



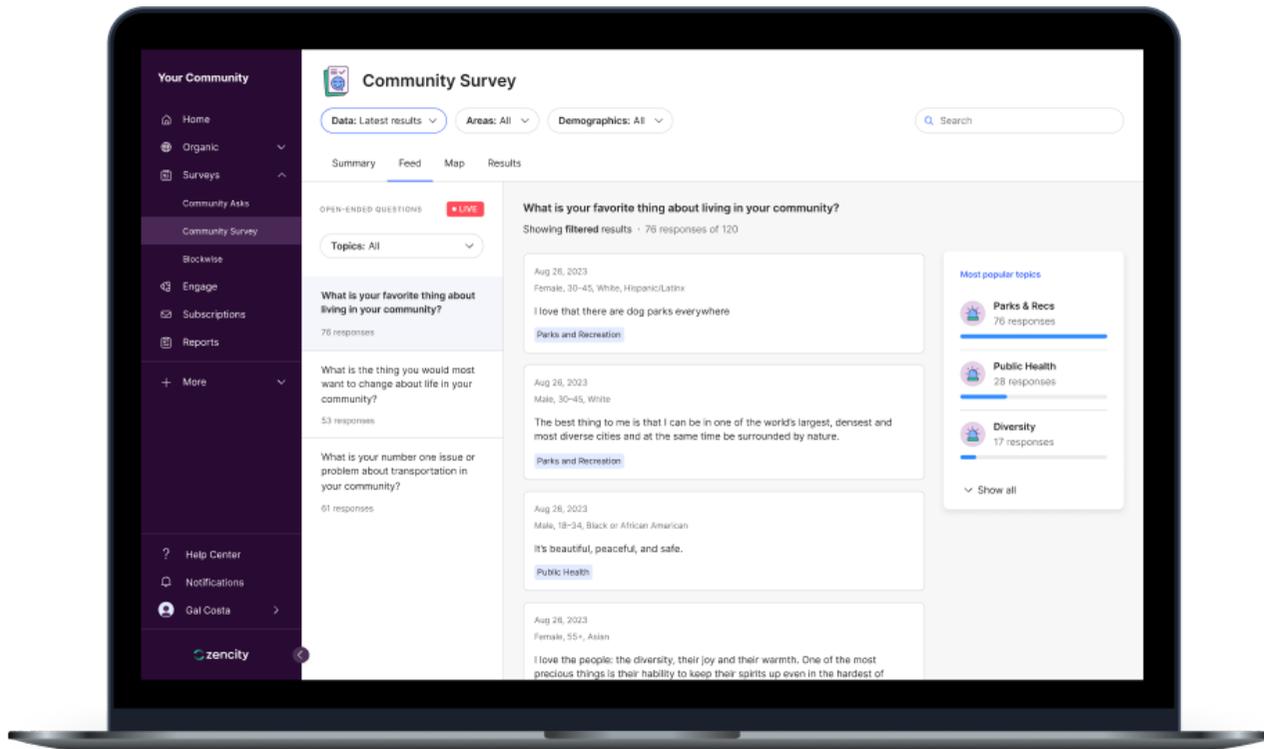
**CALVERT
COUNTY**
Maryland

Calvert County, MD

Community Survey

January - June 2023

Powered by  zencity



The Zencity Community Survey

A recurring survey that never stops running, the Zencity Community Survey measures how satisfied residents are with their community and with local government-provided services and allows officials to compare these scores over time and against a cohort of similar communities.



Survey Methodology

506 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between January - June 2023. An additional 586 responses were collected through the county's distribution efforts, which were used to supplement the Zencity-recruited responses for free-text questions. Zencity built a representative sample by matching respondent data to the U.S. Census Bureau's race, ethnicity, age, and gender distributions in Calvert County, MD. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score.

Score Calculation

The overall satisfaction score is calculated by averaging how each resident rated quality of life and community characteristics on a numeric scale (1-5), and classifying this average as satisfied, neutral, or not satisfied. The resulting score, then, is the weighted percentage of residents who gave an overall satisfied rating.

Overall Satisfaction

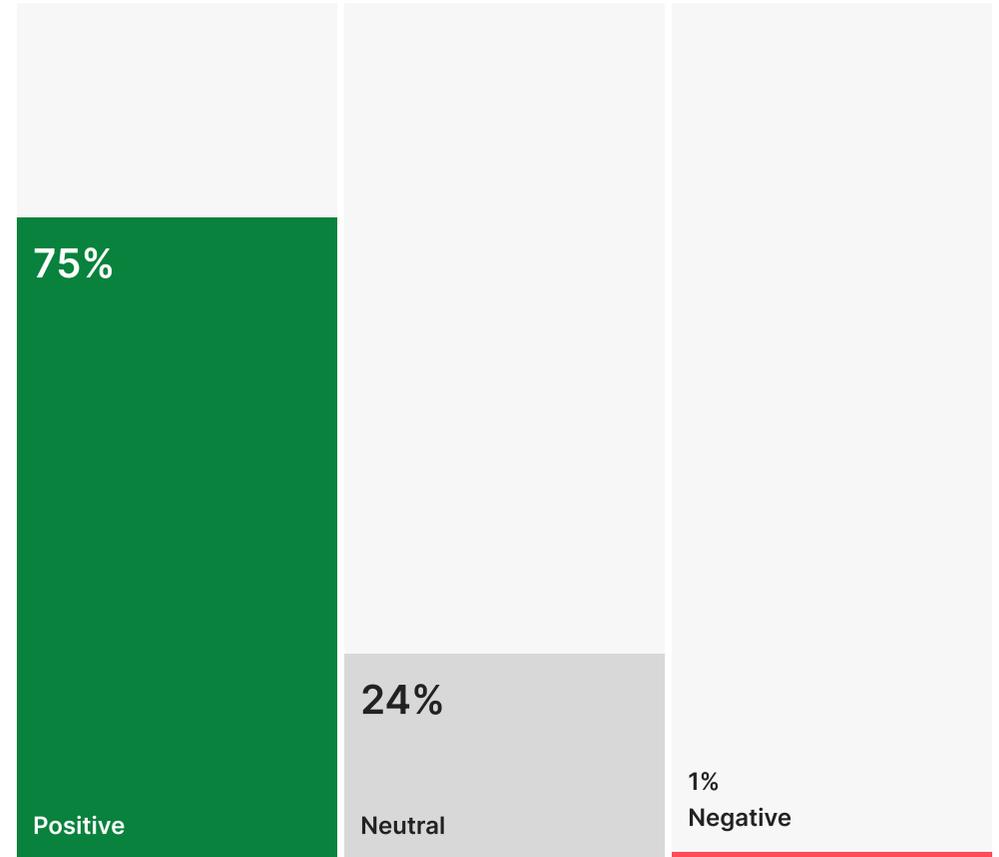
The overall satisfaction score is calculated from the questions in the two main sections of the survey: general quality of life and satisfaction with different characteristics of life in your community.

We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.

75%

of 506 surveyed residents are satisfied with life in Calvert County



These are the main measures of satisfaction in your community

The bars on the right show the proportion of responses that are positive (4 or 5), neutral (3), or negative (1 or 2). The percentages show the percent in the positive category.

We take the average of the Community Characteristics, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.

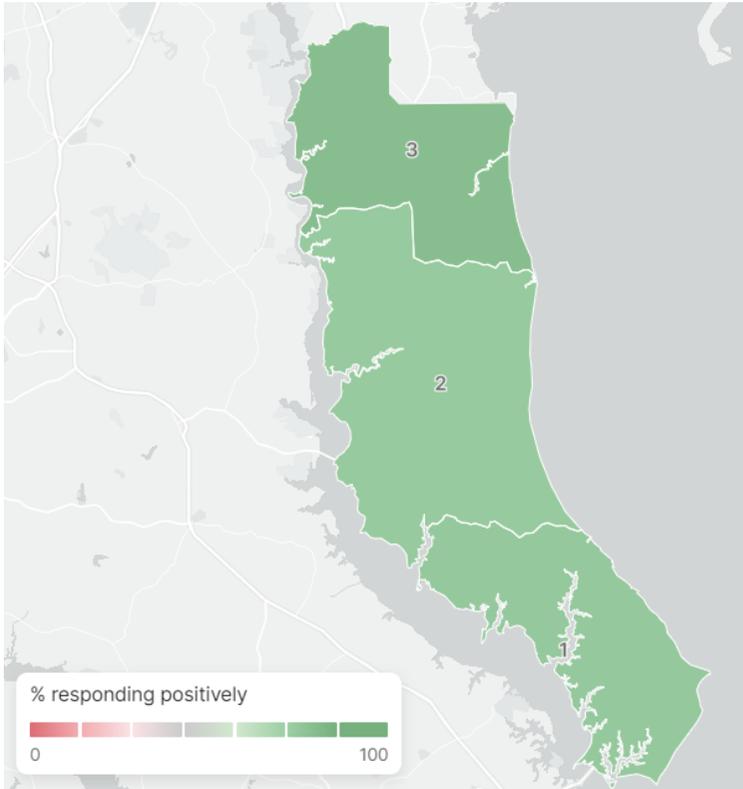
QUESTION	RESIDENT SATISFACTION
How is the overall quality of life in Calvert County?	67% 
How likely are you to recommend Calvert County as a place to live?	59% 
How likely are you to be living in Calvert County 5 years from now?	64% 
Average rating from the Community Characteristics questions	64% 

Across the Community

Zencity Community Survey

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AREA	RESIDENT SATISFACTION
1	74% 
2	73% 
3	79% 

Demographic Breakdown

Smaller sample sizes can lead to unreliable estimates. For this reason, we hide scores for groups under 30 respondents.

For groups between 31 and 50 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

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DEMOGRAPHIC	GROUP	SCORE	N
Age	18-34	61%	98
Age	35-54	74%	125
Age	55+	85%	276
Education	High school degree or less	68%	116
Education	Some college or college degree	78%	188
Education	Higher education degree	78%	202
Ethnicity	Black or African American	67%	60
Ethnicity	White	79%	389

DEMOGRAPHIC	GROUP	SCORE	N
Gender	Female	79%	345
Gender	Male	72%	156
Income	\$49,999 or less	66%	94
Income	\$50,000-\$124,999	79%	243
Income	\$125,000 or more	76%	169

Life in Calvert County

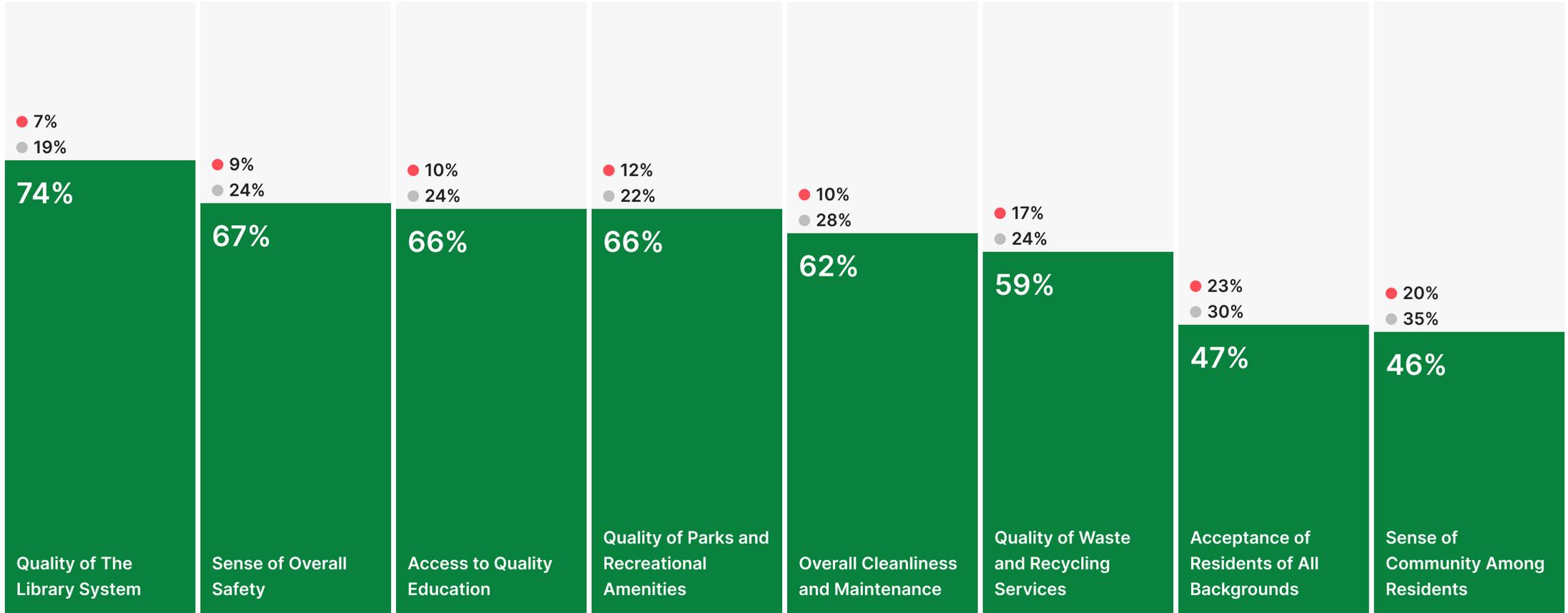
The bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics.

We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).

Zencity Community Survey

Calvert County, MD
January - June 2023

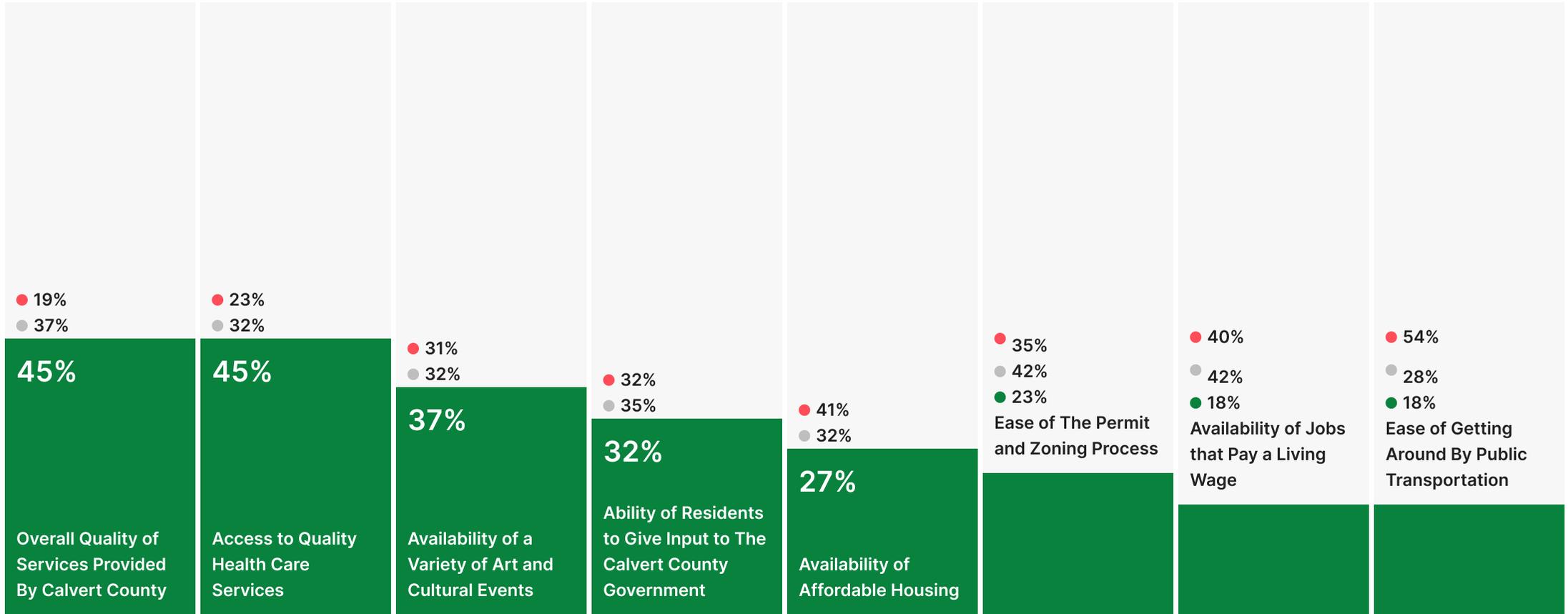
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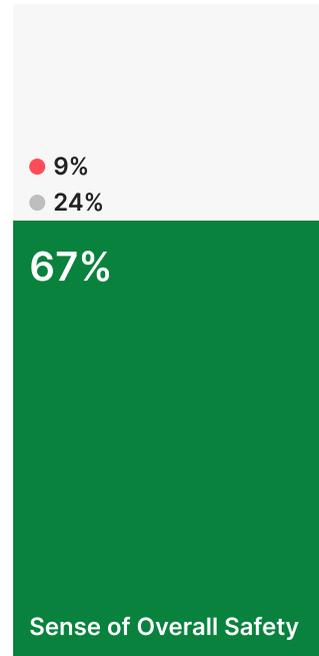



The ratings residents gave these parts of life showed a connection to their overall satisfaction

In order to appear here, a characteristic must a) demonstrate a strong correlation with how residents rated their overall satisfaction and b) receive a notably high or low satisfaction score

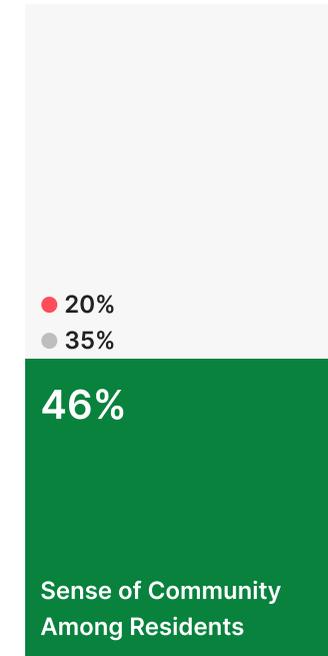
Maintain

High-scoring characteristics with strong correlation to overall satisfaction



Focus on

Low-scoring characteristics with strong correlation to overall satisfaction



Strengths

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably high score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 31 and 50 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

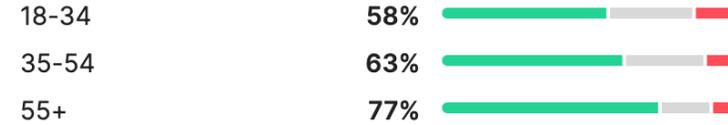
67%

of residents are satisfied with
the sense of overall safety

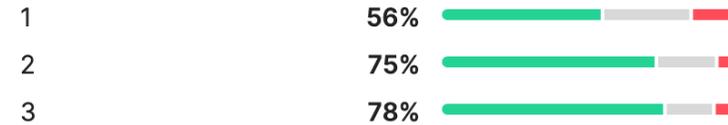


Neutral **24%**
Dissatisfied **9%**

AGE



AREA



GENDER



RACE / ETHNICITY



In Focus

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably low score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 31 and 50 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

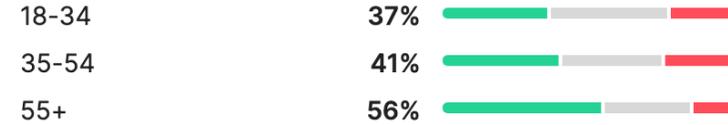
46%

of residents are satisfied with
the sense of community
among residents

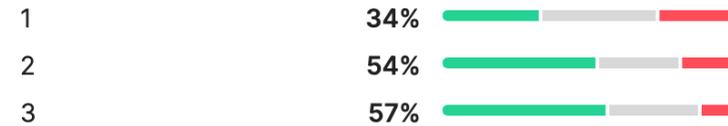


Neutral **35%**
Dissatisfied **20%**

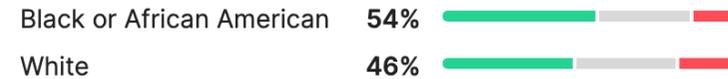
AGE



AREA



RACE / ETHNICITY



HOME OWNERSHIP



Community Benchmark

How we compare Calvert County, MD to other similar communities

Residents from more than 1,000 communities across the United States have participated in Zencity's Community Surveys. We use the combined results from these surveys to produce our benchmark estimates. By averaging across respondents from dozens or hundreds of different communities, it's possible to arrive at a picture of what the results for a "typical" community in that cohort look like. This offers a way to compare your results- particularly strengths and areas for improvement- within a greater context. Each community running a Community Survey with Zencity receives a customized community benchmark cohort that reflects its unique characteristics.

First, the cities, towns, and counties in the United States are allocated into cohorts using variables such as population size, geography, density, and demographics to group similar communities together. Then, each cohort's benchmarks are calculated using the same scoring methodology outlined in the Survey Methodology section. Finally, since recruitment methods can differ slightly according to the needs of each community, cohort benchmarks are adjusted accordingly to match the exact distribution of recruitment methods.

These are some of the communities represented in your cohort

Density is calculated by people per square mile of land area.

Diversity is measured by percentage of people who are not in the largest race or ethnicity group.

Median income is the median annual dollars of income per household.

COMMUNITY NAME	TOTAL POP	DENSITY	DIVERSITY	MEDIAN INCOME (\$)
Calvert County, Maryland	92,094	432	15.54%	112,696
Cape May County, New Jersey	92,701	369	6.81%	72,385
Beaver County, Pennsylvania	164,781	379	7.13%	59,014
Charles County, Maryland	161,448	353	48.51%	103,678
Carroll County, Maryland	168,233	376	7.10%	99,569
Atlantic County, New Jersey	264,650	476	31.83%	63,680

+ more communities with similar characteristics

The data displayed on this page was sourced from the U.S. Census Bureau's 2020 Census of Population and Housing.

The overall resident satisfaction in Calvert County is similar to its cohort and **higher** than the national average.



- Calvert County
- Cohort
- ▲ National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How is the overall quality of life in Calvert County?	57%	58%	67%	
How likely are you to recommend Calvert County as a place to live?	55%	61%	59%	
How likely are you to be living in Calvert County 5 years from now?	60%	60%	64%	

0% 25% 50% 75% 100%

Community Benchmark

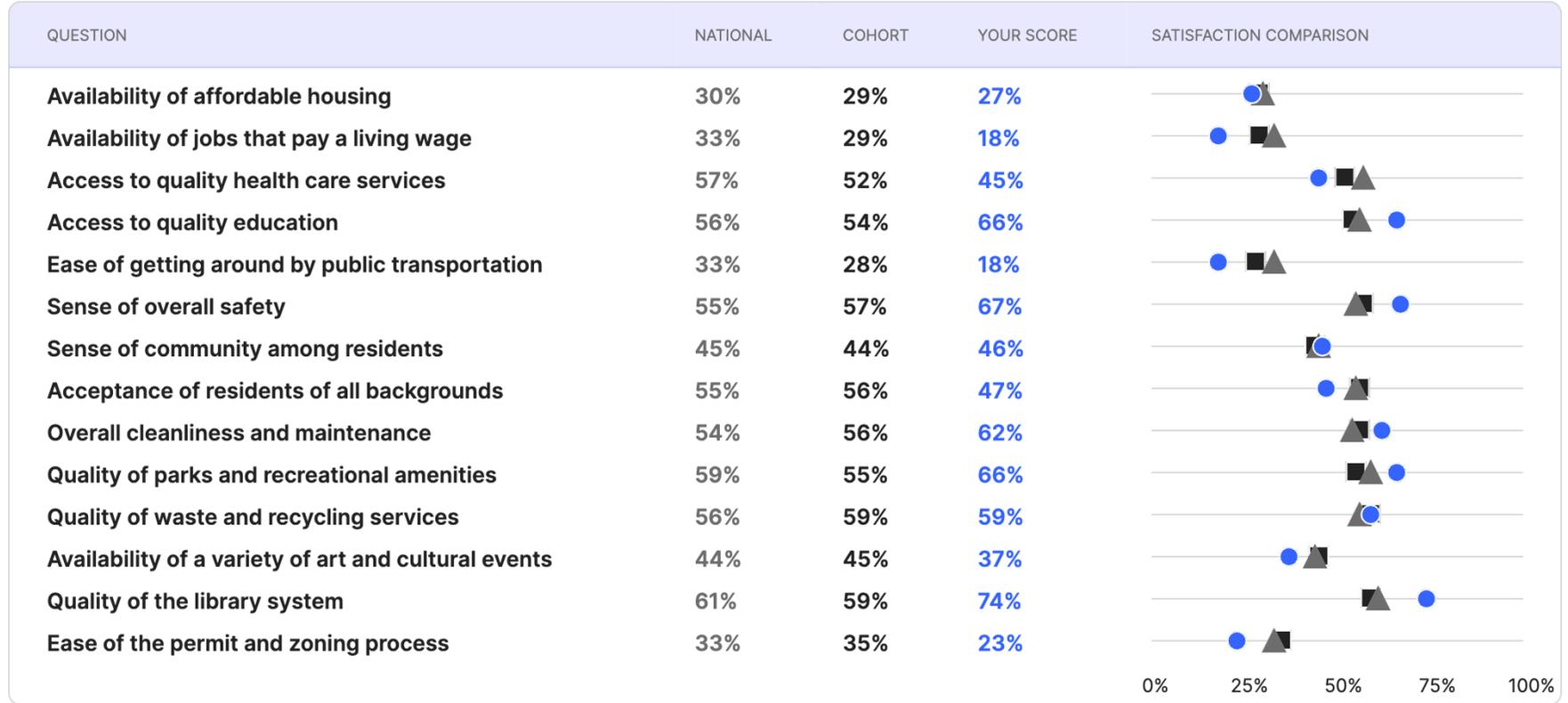
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Satisfaction with Life in Calvert County, MD

Breakdown by characteristic

- Calvert County
- Cohort
- ▲ National



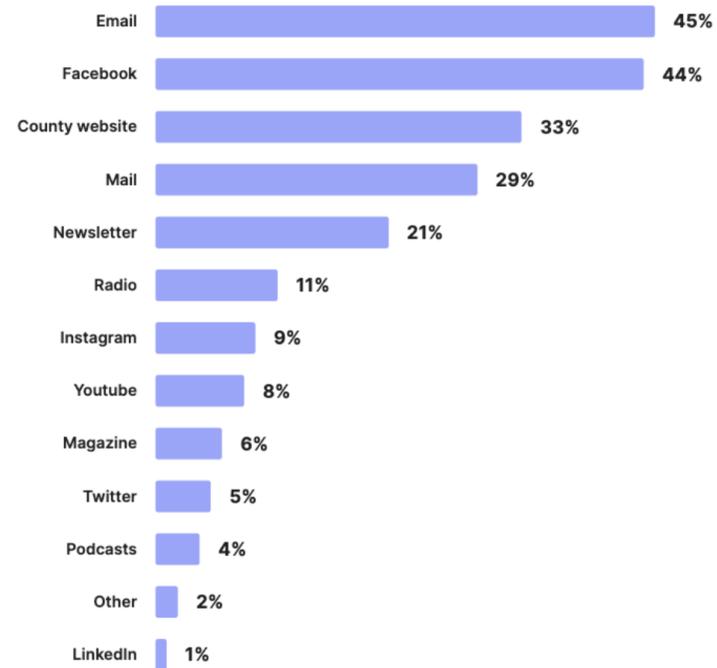
Free-Text Responses

Rotating Survey Section

The rotating survey section focuses on one issue per survey cycle and can be updated as new areas of interest emerge.

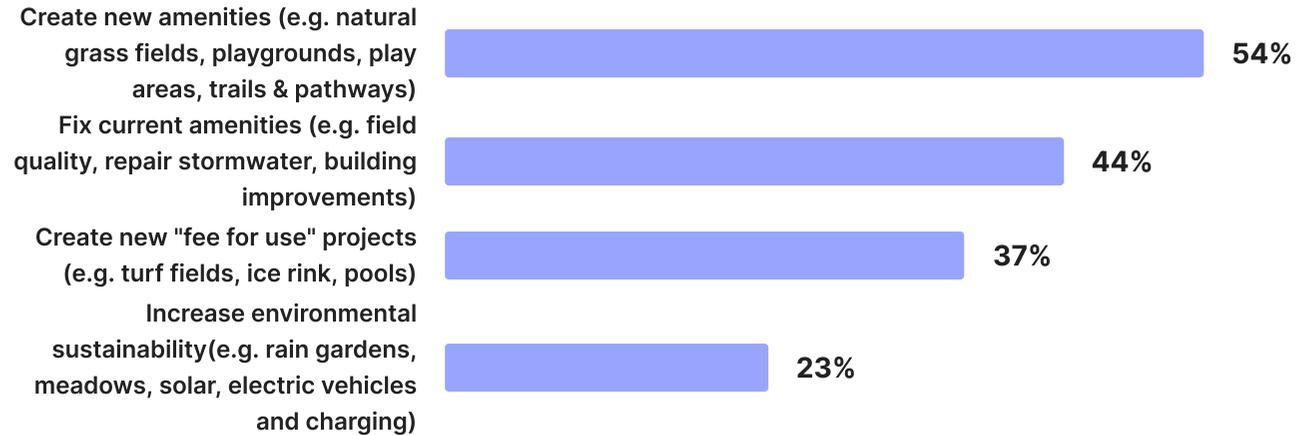
Respondents would most like to receive updates via **email** or **Facebook**.

The question:
How would you prefer to receive updates from Calvert County Government?



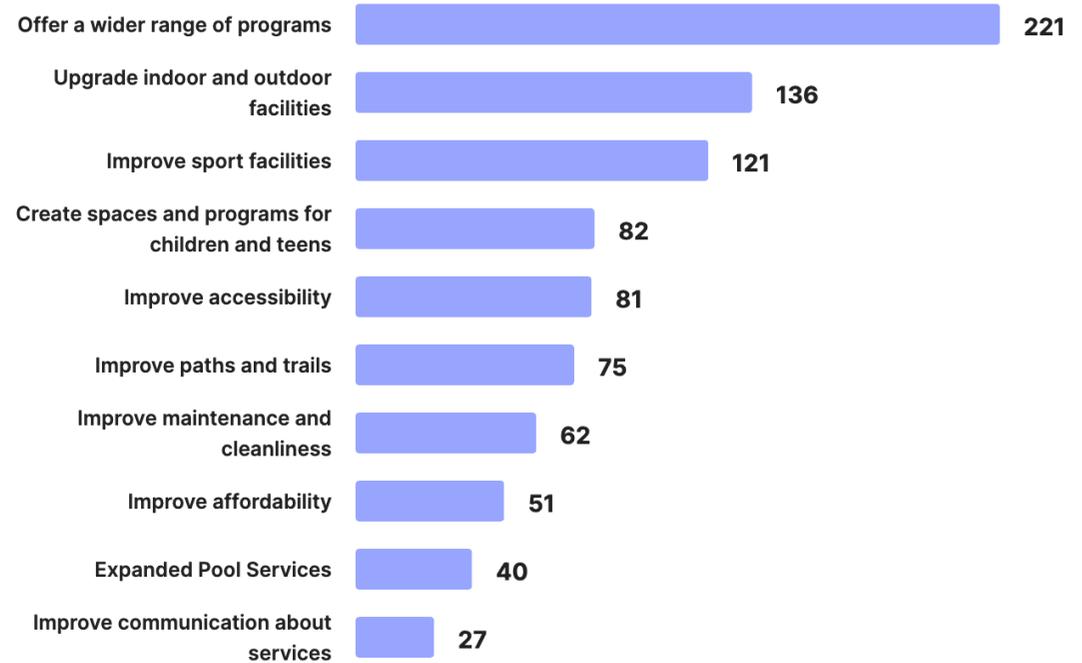
Over half of respondents would most like to see **new amenities** prioritized by the County.

The question:
Which types of parks and recreation projects would you most like to see prioritized by the County?



Respondents said that a **wider range of programs** would most improve their experience with the County's parks and recreation programs.

The question:
What is the one thing that you would change to improve your experience with the County's parks and recreation programs?



The Questionnaire

Section 1

General Satisfaction

QUESTIONS	CHOICES
How is the overall quality of life in Calvert County? *	1 - 5 Scale (Poor - Excellent)
How likely are you to recommend Calvert County as a place to live? *	1 - 5 Scale (Very unlikely - Very likely)
How likely are you to be living in Calvert County 5 years from now? *	1 - 5 Scale (Very unlikely - Very likely)
What is your favorite thing about living in Calvert County?	Open Ended
What is the thing you would most want to change about life in Calvert County?	Open Ended

Section 2
**Community
Characteristics**

QUESTIONS
Availability of affordable housing
Availability of jobs that pay a living wage
Access to quality health care services
Access to quality education
Availability of a variety of art and cultural events
Ease of getting around by public transportation
Sense of overall safety
Sense of community among residents
Acceptance of residents of all backgrounds

QUESTIONS
Ability of residents to give input to the Calvert County government
Overall cleanliness and maintenance
Quality of parks and recreational amenities
Quality of the library system
Quality of waste and recycling services
Ease of the permit and zoning process
Overall quality of services provided by Calvert County

Section 3

Rotating Survey Section

QUESTIONS	CHOICES
How would you prefer to receive updates from Calvert County Government?	Mail / Email / County website / Newsletter / Facebook / Twitter / Instagram / LinkedIn / Youtube / Podcasts / Radio / Magazine / Other
Which types of parks and recreation projects would you most like to see prioritized by the County?	Fix current amenities (e.g. field quality, repair stormwater, building improvements) / Create new amenities (e.g. natural grass fields, playgrounds, play areas, trails & pathways) / Create new "fee for use" projects (e.g. turf fields, ice rink, pools) / Increase environmental sustainability(e.g. rain gardens, meadows, solar, electric vehicles and charging)
What is the one thing that you would change to improve your experience with the county's parks and recreation programs?	Open Ended

Section 4 Demographics

QUESTIONS	CHOICES
What year were you born in? *	Open Ended
Which of the following do you identify as? *	Female / Male / Prefer to self-describe / Other
What is your current employment status? *	Employed full-time / Employed part-time / Not employed and looking for work / Not employed and not looking for work / In school / Retired
Are you of Hispanic, Latino/a/x or Spanish origin? *	Yes / No
What is your race? *	Asian / Black or African American / Native American or Alaskan Native / Native Hawaiian or Other Pacific Islander / White / Prefer not to answer / Other
Do you, or someone else in your family, own the home you currently live in? *	Yes / No

Section 4 Demographics

QUESTIONS	CHOICES
What is the highest level of education you've completed to date? *	Less than high school / Some high school / High school degree or GED / Some college / Associate's degree / Bachelor's degree / Graduate degree
What is your marital status? *	Single / Married / Divorced or separated / Widowed
Do any children under the age of 18 live in your household? *	Yes / No
Were you born outside of the United States? *	Yes / No
Which category best represents your household's total income over the past year? *	\$14,999 or less / \$15,000-\$29,999 / \$30,000-\$49,999 / \$50,000-\$74,999 / \$75,000-\$99,999 / \$100,000-\$124,999 / \$125,000-\$149,999 / \$150,000-\$199,999 / \$200,000-\$299,999 / \$300,000 or more



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