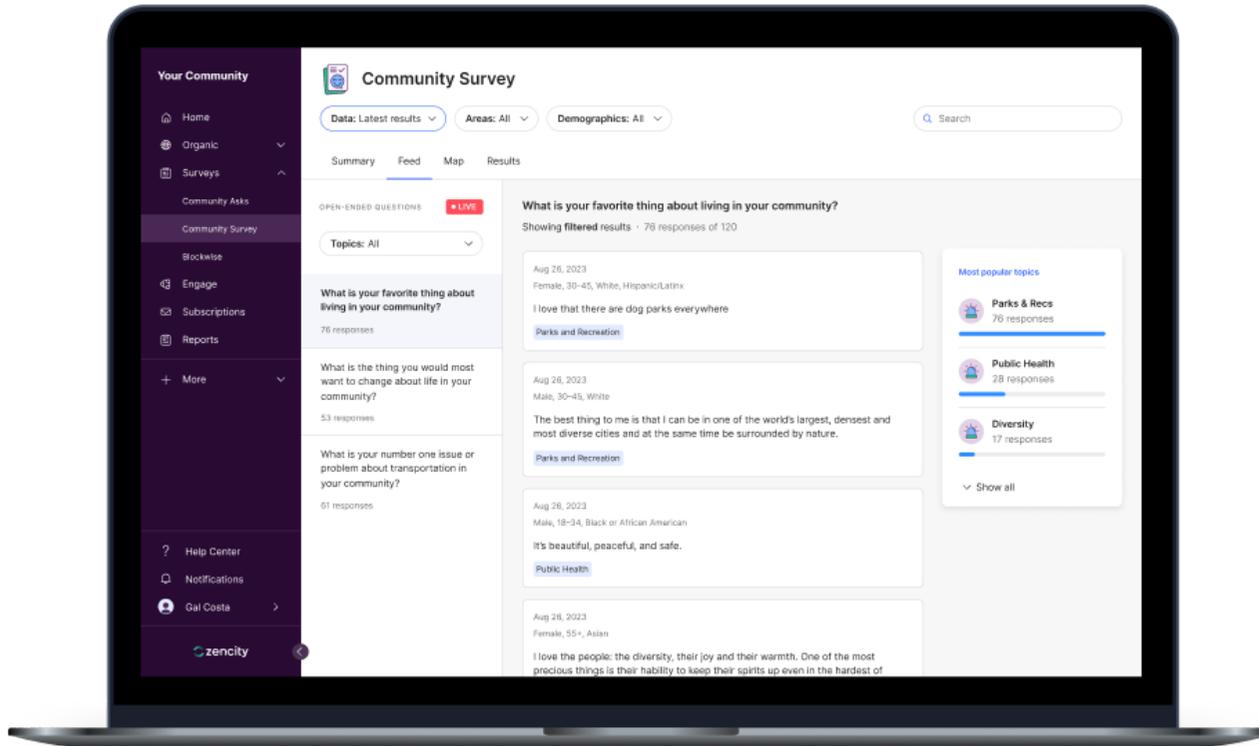# Calvert County, MD

Community Survey

June - August 2024

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

727 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between May - August 2024. An additional 43 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.
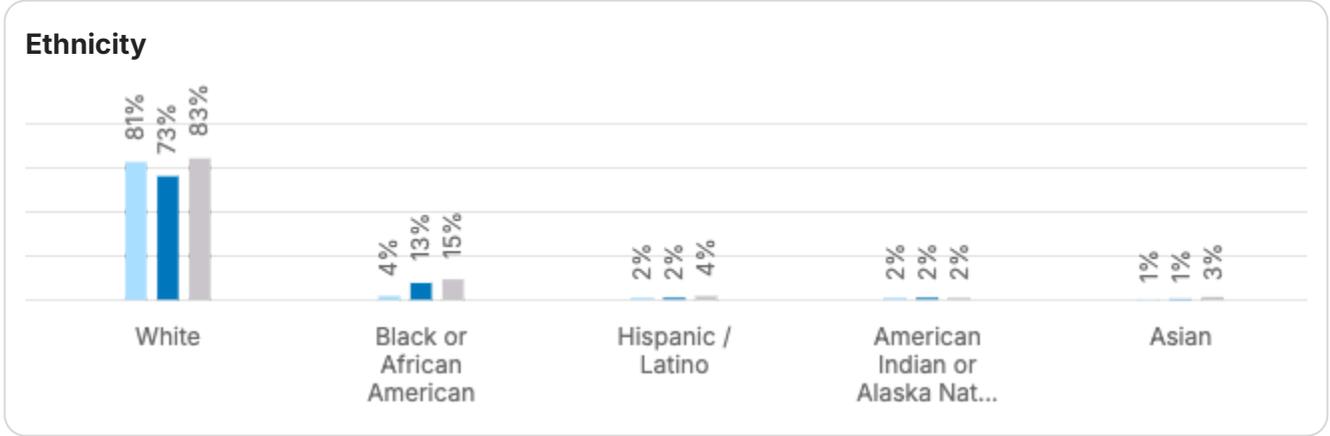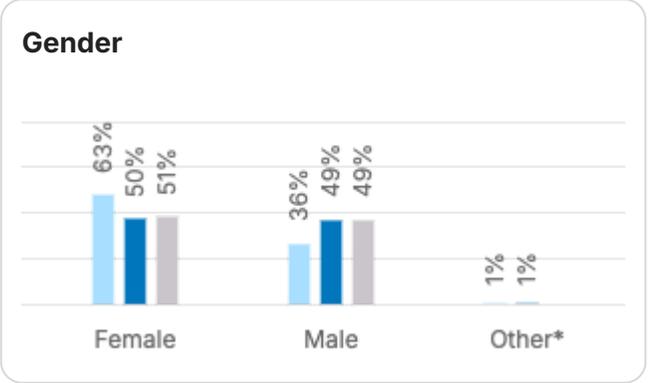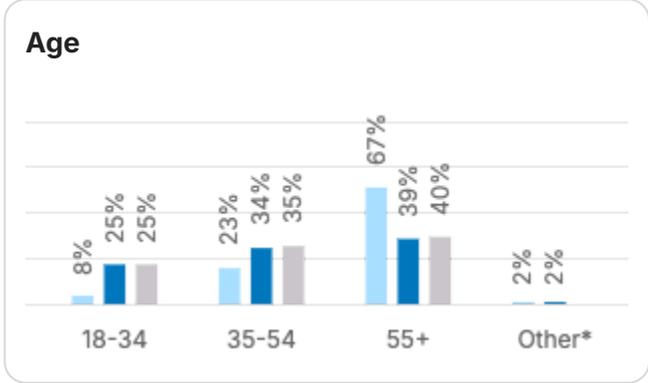
Zencity Community Survey

Sample Composition

727 valid respondents

Key

- **Unweighted demographics** - What we collected, without adjustments
- **Weighted demographics** - Our sample, adjusted to be representative of the population
- **Population demographics** - The demographics of the 18+ population

* The "Other" category includes missing data, people who selected "prefer not to say", and other groups not defined in the census.

Age

	18-34	35-54	55+	Other*
Unweighted	8%	23%	67%	2%
Weighted	25%	34%	39%	2%
Population	25%	35%	40%	

Gender

	Female	Male	Other*
Unweighted	63%	36%	1%
Weighted	50%	49%	1%
Population	51%	49%	

Ethnicity

	White	Black or African American	Hispanic / Latino	American Indian or Alaska Nat...	Asian
Unweighted	81%	4%	2%	2%	1%
Weighted	73%	13%	2%	2%	1%
Population	83%	15%	4%	2%	3%

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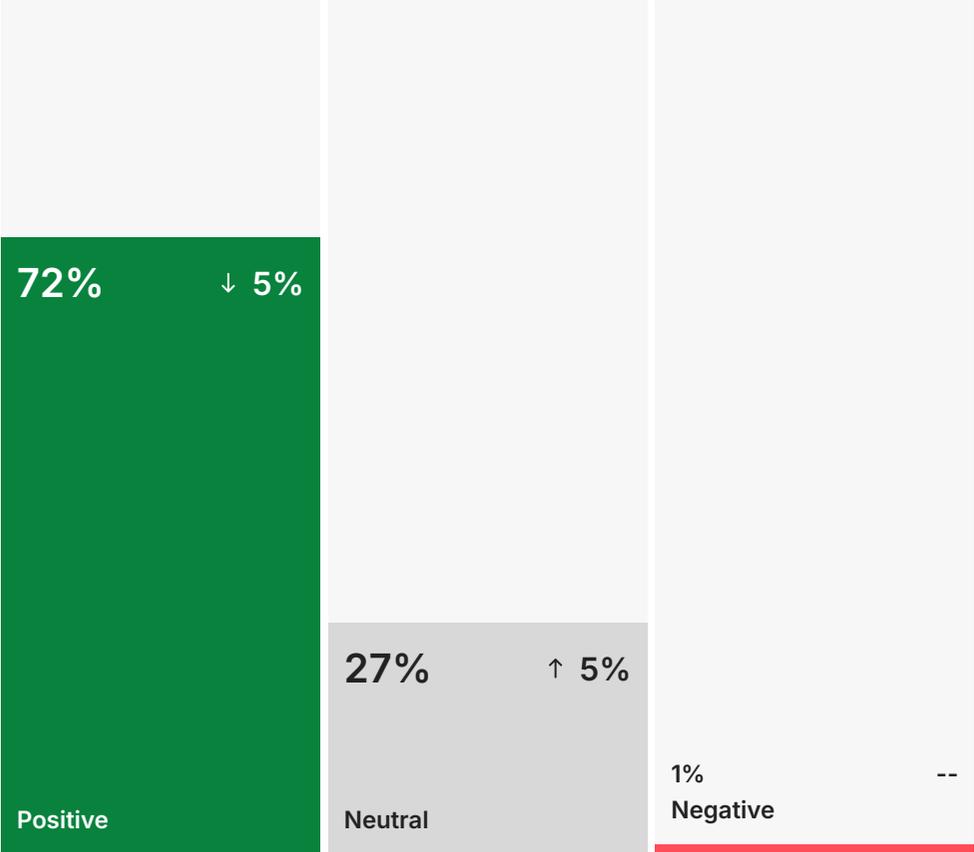
We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤1.5). The percentages represent the percent of respondents in each category.

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

Zencity Community Survey

72%

of 727 surveyed residents are satisfied with life in Calvert County

↓ **5%**   vs. previous cycle

72% ↓ 5%		
	27% ↑ 5%	
		1% --
Positive	Neutral	Negative

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?	65% • ↓ 4%	
How likely are you to recommend Calvert County as a place to live?	58% • ↓ 2%	
How likely are you to be living in Calvert County 5 years from now?	65% • ↓ 3%	
Average rating from the Community Characteristics questions	62% • ↓ 6%	

Across the Community

Zencity Community Survey

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% responding positively

0   100
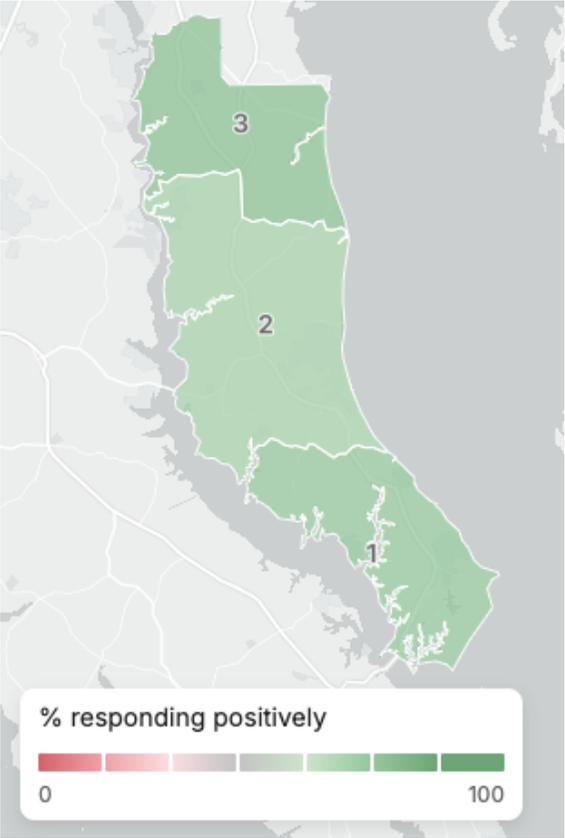
AREA	RESIDENT SATISFACTION		
1	72% · ↓ 6%		
2	68% · ↓ 5%		
3	75% · ↓ 5%		

Demographic Breakdown

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

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Zencity Community Survey

DEMOGRAPHIC	GROUP	SCORE	N
Age	18-34	65%	56
Age	35-54	67%	169
Age	55+	81%	488
Education	High school degree or less	72%	130
Education	Some college or college degree	73%	433
Education	Higher education degree	72%	149
Ethnicity	Black or African American	56% *	31

DEMOGRAPHIC	GROUP	SCORE	N
Ethnicity	White	75%	591
Gender	Female	74%	459
Gender	Male	71%	260
Income	$49,999 or less	69%	80
Income	$50,000-$149,999	72%	314
Income	$150,000 or more	72%	215

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

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COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE	
Quality of the library system	81%	14%		↑ 3%	↑ 1%
Sense of overall safety	71%	22%	7%	↓ 2%	↑ 2%
Quality of parks and recreational amenities	64%	23%	13%	↓ 9%	↑ 5%
Overall cleanliness and maintenance	63%	26%	12%	↓ 6%	↑ 4%
Access to quality education	62%	26%	12%	↓ 10%	↑ 5%
Quality of waste and recycling services	60%	25%	15%	↓ 4%	↑ 2%
Sense of community among residents	54%	27%	19%	↑ 2%	↑ 2%
Acceptance of residents of all backgrounds	49%	26%	25%	↑ 1%	↑ 1%

KEY

- ● POSITIVE
- ● NEUTRAL
- ● NEGATIVE
- ⊘ NON-SUBSTANTIATIVE

↓ ↑ CHANGE IN POSITIVE SCORE

↓ ↑ CHANGE IN NEGATIVE SCORE

The 'Change' column shows the percentage point changes in positive and negative scores from the previous cycle. In addition, questions with the largest changes above 5% are highlighted.

Zencity Community Survey

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE	
Access to quality health care services	46%	34%	20%	- 0%	↓ 4%
Overall quality of services provided by Calvert County	41%	41%	18%	↓ 9%	↑ 1%
Availability of a variety of art and cultural events	40%	35%	24%	↑ 7%	↓ 8%
Ability of residents to give input to the Calvert County government	26%	36%	38%	↓ 1%	↑ 1%
Availability of affordable housing	22%	31%	48%	↑ 3%	↑ 2%
Availability of jobs that pay a living wage	17%	35%	48%	↑ 2%	↓ 2%
Ease of the permit and zoning process	16%	37%	46%	↓ 3%	↑ 1%
Ease of getting around by public transportation	14%	26%	60%	↑ 1%	↓ 7%

KEY

● POSITIVE
● NEUTRAL
● NEGATIVE
⊘ NON-SUBSTANTIVE

↓ ↑ CHANGE IN POSITIVE SCORE

↓ ↑ CHANGE IN NEGATIVE SCORE

The 'Change' column shows the percentage point changes in positive and negative scores from the previous cycle. In addition, questions with the largest changes above 5% are highlighted.
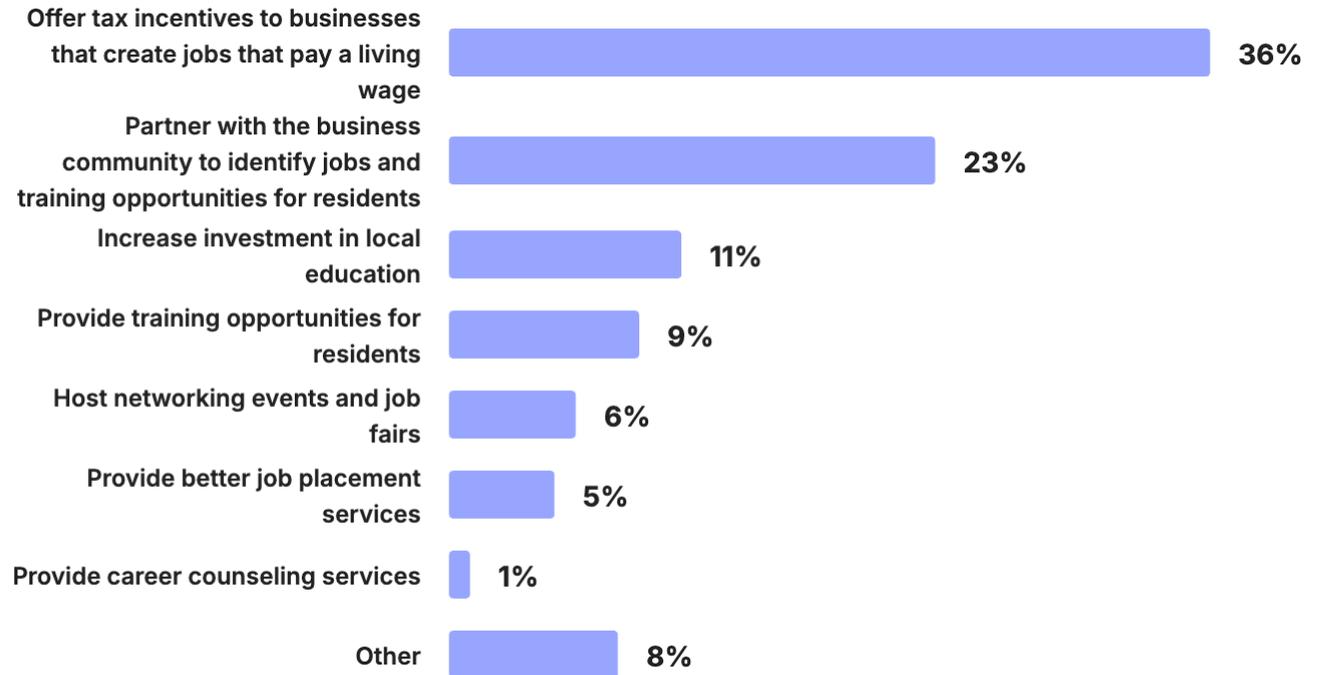
Follow-up Questions

Residents who selected 3 or below on a scale of
1 (poor) to 5 (excellent) for the mentioned
community characteristic question were
prompted with these follow-up questions.

36% of respondents who were not satisfied with the availability of jobs that pay a living wage believe the most important thing Calvert County can do to improve it is offer tax incentives to businesses that create jobs that pay a living wage.

The question: What is the most important thing you think Calvert County can do to improve the availability of jobs that pay a living wage?
Follow up for of the "Availability of jobs that pay a living wage" community characteristic

Category	Percentage
Offer tax incentives to businesses that create jobs that pay a living wage	36%
Partner with the business community to identify jobs and training opportunities for residents	23%
Increase investment in local education	11%
Provide training opportunities for residents	9%
Host networking events and job fairs	6%
Provide better job placement services	5%
Provide career counseling services	1%
Other	8%

Zencity Community Survey

53% of respondents who were not satisfied with the ease of getting around by public transportation believe the most important thing Calvert County can do to improve it is expanding routes.
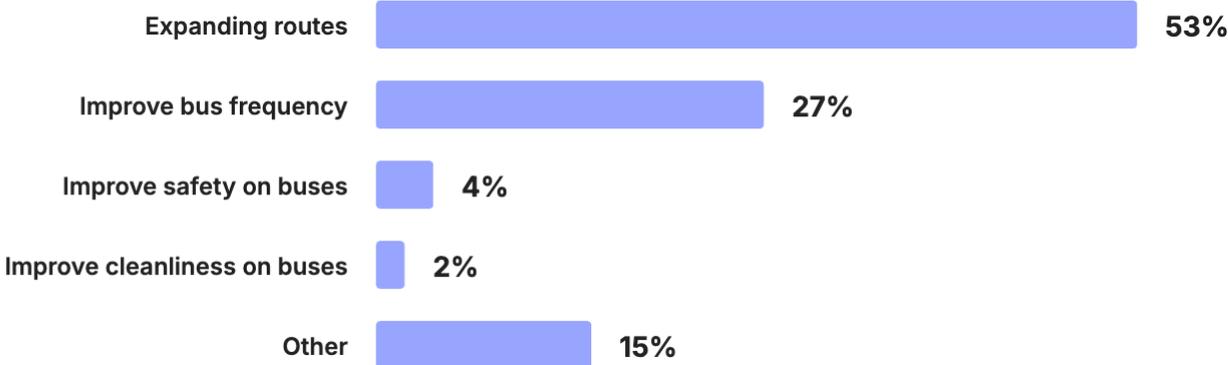
Expanding routes	53%
Improve bus frequency	27%
Improve safety on buses	4%
Improve cleanliness on buses	2%
Other	15%

The question: What is the most important thing you think Calvert County can do to improve the ease of getting around by public transportation?
Follow up for of the "Ease of getting around by public transportation" community characteristic

Zencity Community Survey

62% of respondents who were not satisfied with the ease of the permit and zoning process **have not used** the new Encompass portal to apply for a permit, and **23% did not know it was an option**.

No	62%
I didn't know that was an option	23%
Yes, I found it difficult	9%
Yes, I found it easier	6%
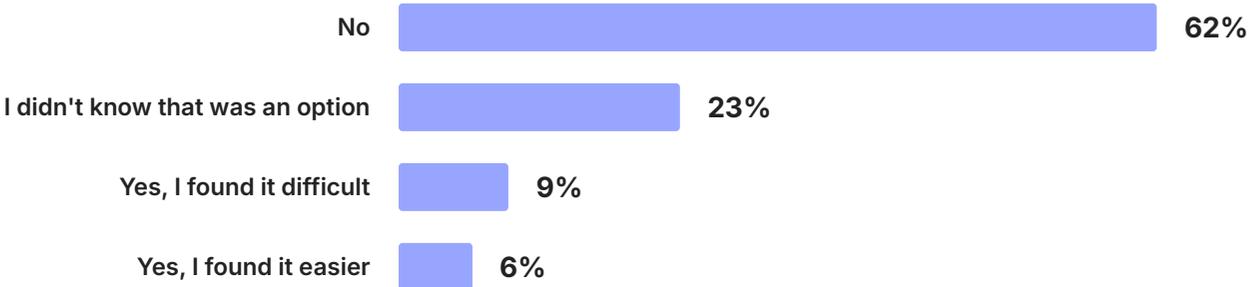
The question: Have you used the new Encompass portal, https://encompass.calvertcountymd.gov, to apply for a permit? Follow up for of the "Ease of the permit and zoning process" community characteristic

Zencity Community Survey

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

↓ 4%
↑ 2%

Maintain

High-scoring characteristics with strong correlation to overall satisfaction

● 7%   ↑ 2%
● 22%   ↑ 1%

71%   ↓ 2%

Sense of Overall Safety
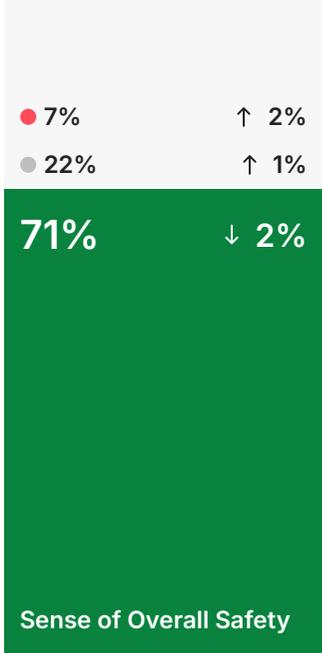
Focus on

Low-scoring characteristics with strong correlation to overall satisfaction

● 20%   ↓ 4%
● 34%   ↑ 4%

46%   --

Access to Quality Health Care Services
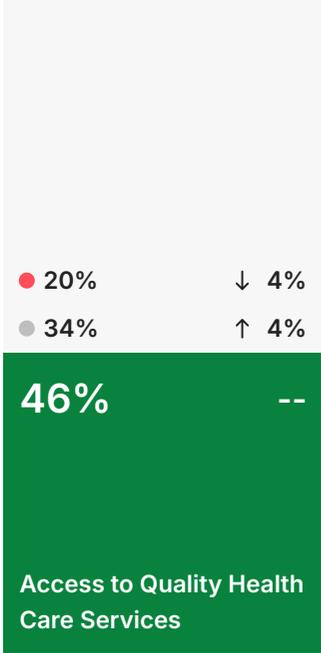
Strengths

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 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Zencity Community Survey

Sense of overall safety

71%
Positive

↓ **2%**   vs. previous cycle

Neutral	Negative
22% · ↑ 1%	**7%** · ↑ 2%

AREA

1	**62%** ↓ 6%-pt	
2	**71%** ↓ 6%-pt	
3	**79%** ↑ 4%-pt	

AGE

18-34	**66%** ↓ 1%-pt	
35-54	**74%** ↓ 5%-pt	
55+	**71%** ↓ 3%-pt	

ETHNICITY

Black or African American ⓘ	**58%** ↓ 7%-pt	
White	**74%** ↓ 1%-pt	

GENDER

Male	**70%** ↓ 8%-pt	
Female	**73%** ↑ 2%-pt	

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 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Zencity Community Survey

Access to quality health care services

46%
Positive

-- vs. previous cycle

Neutral
34% · ↑ 4%

Negative
20% · ↓ 4%

AREA

1	**50%**	↓ 5%-pt
2	**47%**	↑ 1%-pt
3	**40%**	↓ 1%-pt

AGE

18-34	**41%**	↓ 5%-pt
35-54	**36%**	− 0%-pt
55+	**55%**	↓ 1%-pt

INCOME

$49,999 or less	**51%**	↓ 8%-pt
$50,000-$149,999	**46%**	↓ 1%-pt
$150,000 or more	**42%**	− 0%-pt
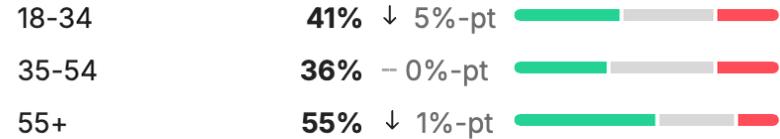
Community Benchmark

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.

Community Benchmark

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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	93,244	437	16.14%	$128,078
St. Mary's County, Maryland	113,814	317	19.21%	$113,668
Washington County, Maryland	154,645	338	14.95%	$73,017
Cecil County, Maryland	103,876	300	10.99%	$86,869
Carroll County, Maryland	173,225	387	7.67%	$111,672
Talbot County, Maryland	37,663	140	16.18%	$81,667

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

+ more communities with similar characteristics

Community Benchmark

The overall resident satisfaction in Calvert County is lower than its cohort.

72%
Calvert County

76%
Cohort

72%
National

🔵 Calvert County

⬛ Cohort

▲ National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How is the overall quality of life in Calvert County?	61%	66%	65%	
How likely are you to recommend Calvert County as a place to live?	60%	66%	58%	
How likely are you to be living in Calvert County 5 years from now?	63%	71%	65%	

0%   25%   50%   75%   100%
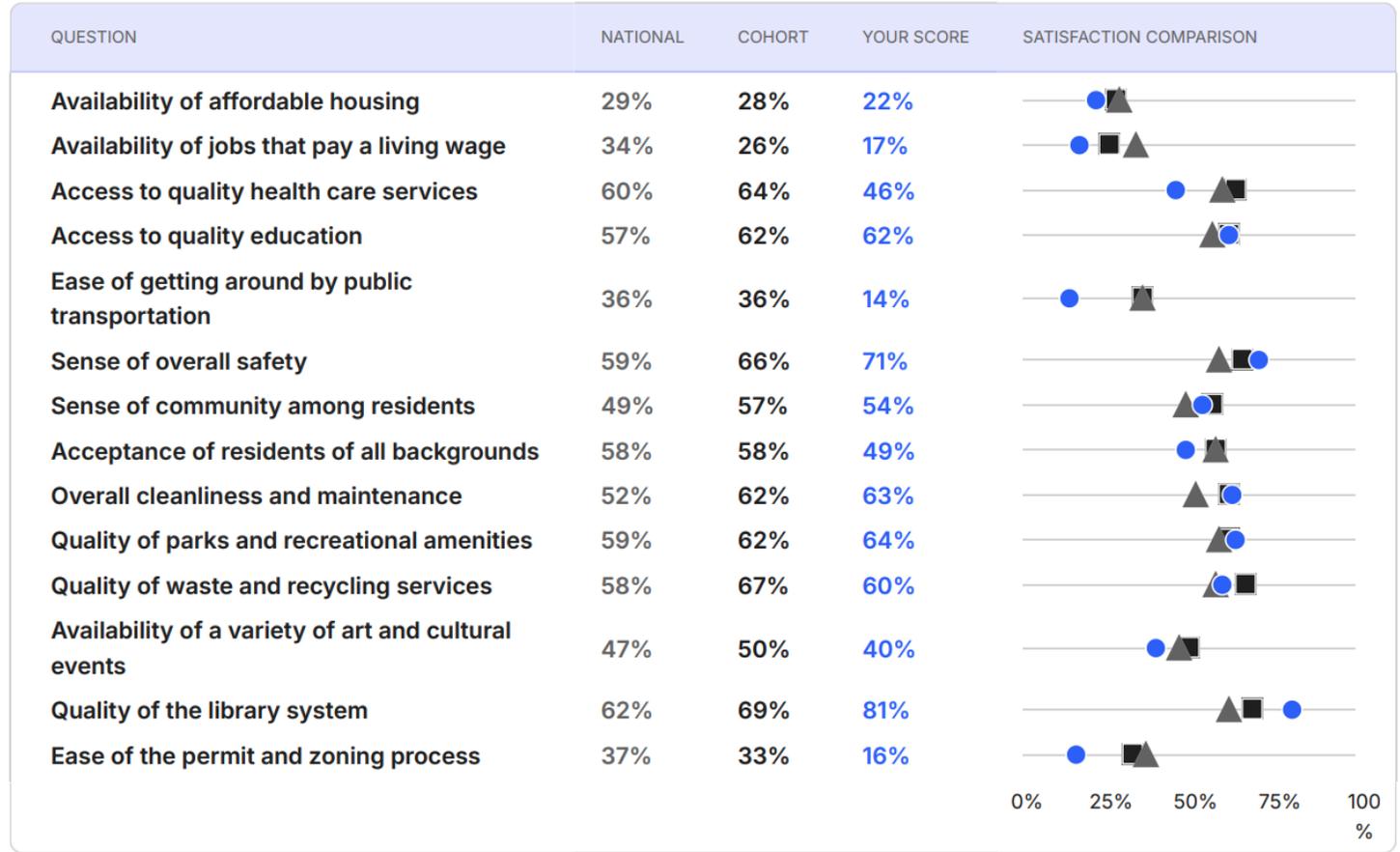
Community Benchmark

Satisfaction with Life in Calvert County, MD

Breakdown by characteristic

● Calvert County

■ Cohort

▲ National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
Availability of affordable housing	29%	28%	22%	
Availability of jobs that pay a living wage	34%	26%	17%	
Access to quality health care services	60%	64%	46%	
Access to quality education	57%	62%	62%	
Ease of getting around by public transportation	36%	36%	14%	
Sense of overall safety	59%	66%	71%	
Sense of community among residents	49%	57%	54%	
Acceptance of residents of all backgrounds	58%	58%	49%	
Overall cleanliness and maintenance	52%	62%	63%	
Quality of parks and recreational amenities	59%	62%	64%	
Quality of waste and recycling services	58%	67%	60%	
Availability of a variety of art and cultural events	47%	50%	40%	
Quality of the library system	62%	69%	81%	
Ease of the permit and zoning process	37%	33%	16%	

0%   25%   50%   75%   100%

Free-Text Responses

Zencity Community Survey

What residents love

Question: What is the #1 thing you think the Calvert County government does well?

maintain resident education public community growth great nothing county road safe clean think library keep safety school spend police tax calvert need money sheriff people good well

What residents want changed

Question: What is the #1 thing you think the Calvert County government could do to improve its services?

increase transportation calvert resident business school growth service stop tax need affordable provide keep county housing good permit listen public get people work well want make pay community beach
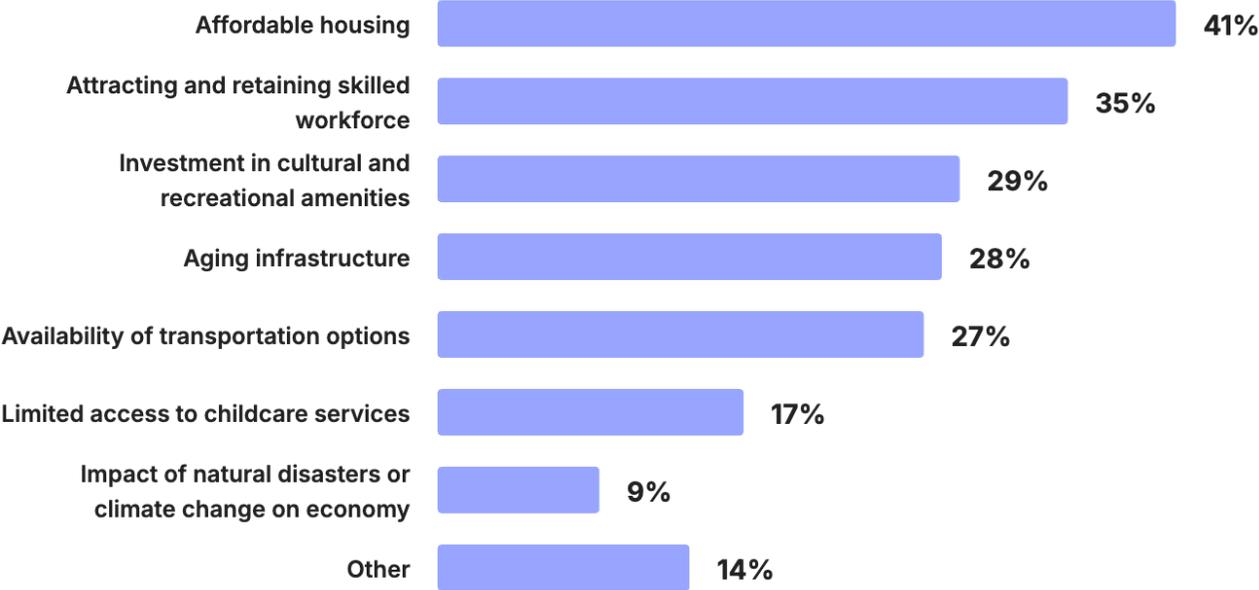
Rotating Survey Section

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

Zencity Community Survey

41% of respondents think affordable housing should be addressed by Calvert County in order to support a vibrant economy.

The question: What are the biggest challenges Calvert County should address to support a vibrant economy?

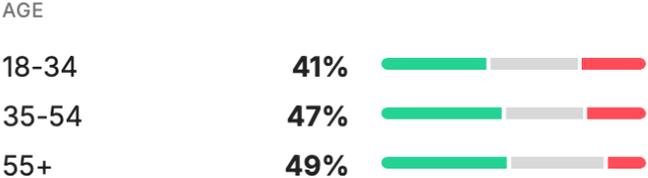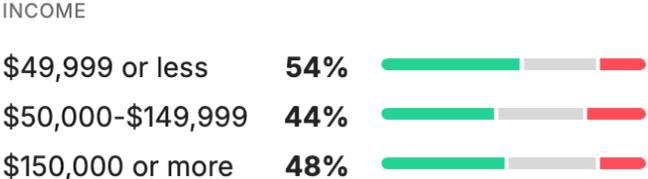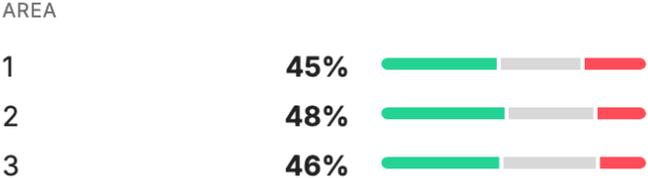| Category	Percentage
Affordable housing	41%
Attracting and retaining skilled workforce	35%
Investment in cultural and recreational amenities	29%
Aging infrastructure	28%
Availability of transportation options	27%
Limited access to childcare services	17%
Impact of natural disasters or climate change on economy	9%
Other	14%

Zencity Community Survey

How informed do you currently feel about economic development initiatives and projects in our community?

46%
Positive
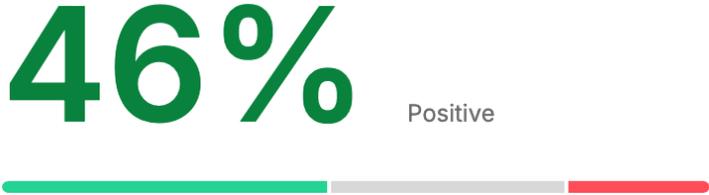
Neutral
33%

Negative
20%

The question: How informed do you currently feel about economic development initiatives and projects in our community?

AREA

1	**45%**	
2	**48%**	
3	**46%**	

INCOME

$49,999 or less	**54%**	
$50,000-$149,999	**44%**	
$150,000 or more	**48%**	

AGE

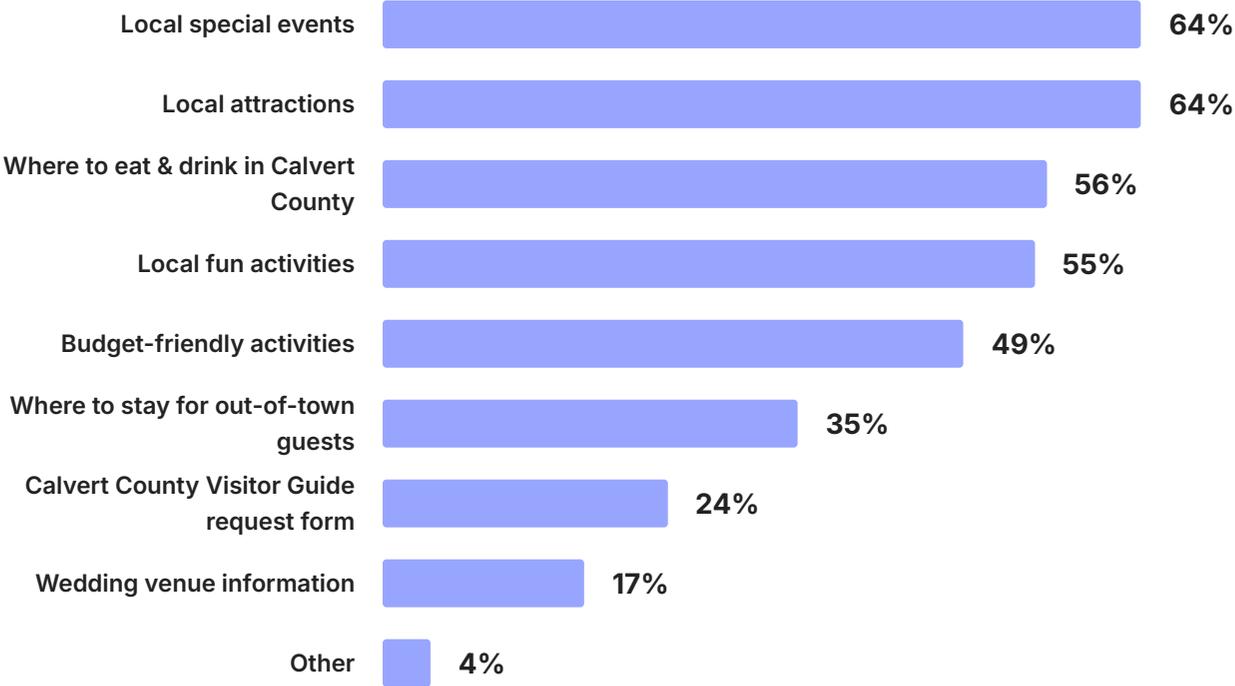|		
18-34	**41%**	
35-54	**47%**	
55+	**49%**	

Zencity Community Survey

50% of respondents think **small business counseling and assistance** should be featured on the Calvert County Economic Development website, and **49%** would like **reasons for businesses to relocate to Calvert County** to be featured.
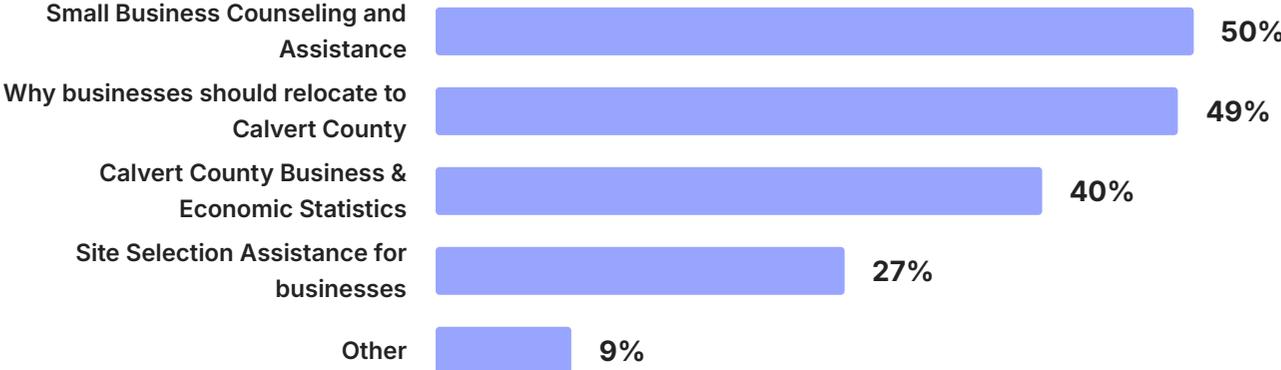
The question: What primary topics should be featured on the Calvert County Economic Development website?

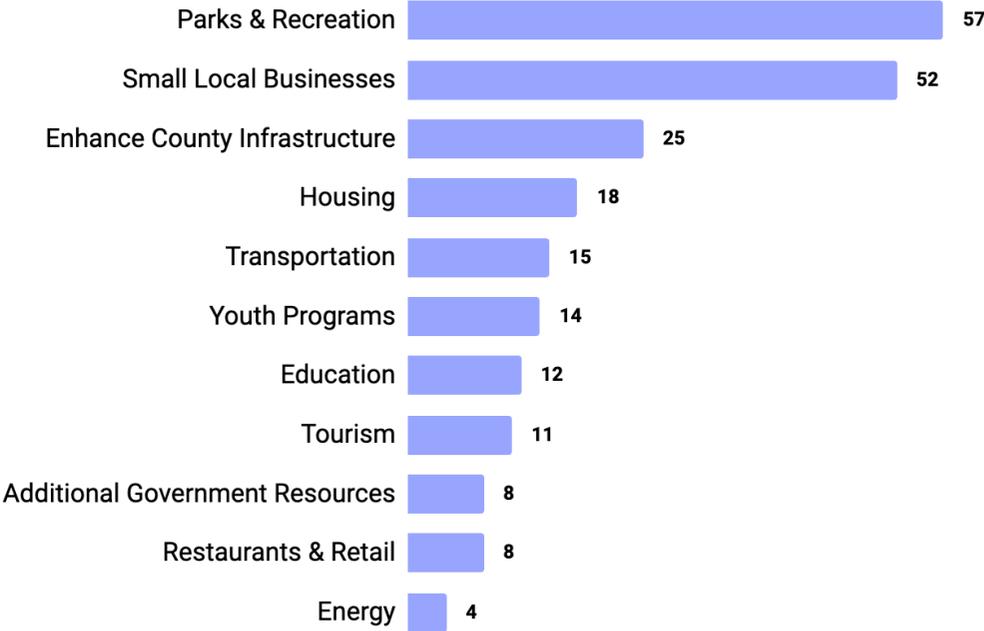| Topic	Percentage
Small Business Counseling and Assistance	50%
Why businesses should relocate to Calvert County	49%
Calvert County Business & Economic Statistics	40%
Site Selection Assistance for businesses	27%
Other	9%

Zencity Community Survey

64% of respondents think local special events or local attractions should be featured on the Calvert Tourism website.

The question: What primary topics should be featured on the Calvert Tourism website?

Topic	Percentage
Local special events	64%
Local attractions	64%
Where to eat & drink in Calvert County	56%
Local fun activities	55%
Budget-friendly activities	49%
Where to stay for out-of-town guests	35%
Calvert County Visitor Guide request form	24%
Wedding venue information	17%
Other	4%

Residents would most like to see parks and recreation explored to contribute to economic growth in the community.

The question: Are there any untapped opportunities, innovative ideas or resources in our community that could contribute to economic growth?

Category	Value
Parks & Recreation	57
Small Local Businesses	52
Enhance County Infrastructure	25
Housing	18
Transportation	15
Youth Programs	14
Education	12
Tourism	11
Additional Government Resources	8
Restaurants & Retail	8
Energy	4

The Questionnaire

Zencity Community Survey

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 the #1 thing you think the Calvert County government does well?	Open Ended
What is the #1 thing you think the Calvert County government could do to improve its services?	Open Ended

Zencity Community Survey

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

Follow-Ups

QUESTIONS	CHOICES
What is the most important thing you think Calvert County can do to improve the availability of jobs that pay a living wage?	Provide training opportunities for residents / Partner with the business community to identify jobs and training opportunities for residents / Increase investment in local education / Provide better job placement services / Provide career counseling services / Offer tax incentives to businesses that create jobs that pay a living wage / Host networking events and job fairs / Other
What is the most important thing you think Calvert County Government can do to improve the ease of getting around by public transportation?	Improve bus frequency / Improve safety on buses / Improve cleanliness on buses / Expanding routes / Other
Have you used the new Encompass portal, [https://encompass.calvertcountymd.gov] (https://encompass.calvertcountymd.gov/), to apply for a permit?	Yes, I found it easier / Yes, I found it difficult / No / I didn't know that was an option

Zencity Community Survey

Section 4
Rotating Survey Section

QUESTIONS	CHOICES
What are the biggest challenges Calvert County should address to support a vibrant economy?	Availability of transportation options / Aging infrastructure / Attracting and retaining skilled workforce / Affordable housing / Limited access to childcare services / Investment in cultural and recreational amenities / Impact of natural disasters or climate change on economy / Other
How informed do you currently feel about economic development initiatives and projects in our community?	Very well-informed / Somewhat informed / Not very informed / Not at all informed / I don't know
What primary topics should be featured on the Calvert County Economic Development website? ([ChooseCalvert.com] (https://www.calvertcountymd.gov/3715/Economic-Development)).	Why businesses should relocate to Calvert County / Small Business Counseling and Assistance / Site Selection Assistance for businesses / Calvert County Business & Economic Statistics / Other

Section 4

Rotating Survey Section

QUESTIONS	CHOICES
What primary topics should be featured on the Calvert Tourism website? ([VisitCalvert.com](https://visitcalvert.com/3724/Tourism))	Local special events / Local attractions / Local fun activities / Budget-friendly activities / Where to eat & drink in Calvert County / Where to stay for out-of-town guests / Calvert County Visitor Guide request form / Wedding venue information / Other
Are there any untapped opportunities, innovative ideas or resources in our community that could contribute to economic growth?	Open Ended

Zencity Community Survey

Section 5

Demographics

QUESTIONS	CHOICES
In what year were you born? *	Open Ended
Which of the following do you identify as? *	Male / Female / Prefer to self-describe
Please state the gender you identify as.	Open Ended
Which one of these statements best describes your current situation? *	Full-time employed / Part-time employed / Unemployed / Student / Apprentice/intern / In retirement or early retirement / Permanently disabled / Homemaker or family caregiver / Prefer not to say / Other
Are you of Hispanic, Latino, or Spanish origin? *	Yes / No / Prefer not to say
What is your race? *	White / Black or African American / American Indian or Alaska Native / Asian / Native Hawaiian, Samoan, Chamorro, or other Pacific Islander / Prefer not to say / Other
Is your home: *	Owned by you or someone in your household, with or without a mortgage or loan? / Rented? / Occupied without payment of rent? / Prefer not to say

Zencity Community Survey

Section 5

Demographics

QUESTIONS	CHOICES
What is the highest level of school you have completed or the highest degree you have received? *	Less than a high school diploma / High school graduate or GED / Some college but no degree / Associate degree in college / Bachelor's degree (For example: BA, AB, BS) / Master's degree (for example: MA, MS, MBA) / Professional School Degree (for example: MD, DDS, DVM, LLB, JD) / Doctorate degree (for example: PhD, EdD) / Prefer not to say
Do any children under the age of 18 live in your household at least half of the time? *	Yes / No / Prefer not to say
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 / Prefer not to say

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