Calvert County, MD

Community Survey

December - February 2024 - 2025

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Survey Methodology

The current cycle of the web-based Community Survey collected survey data between December 2024 - February 2025. Respondents were digitally recruited (e.g., over social media, mobile apps, websites, and survey panels). These ads are targeted to residents, and responses are only included in the data when a local valid zipcode is provided.

Respondents who self-reported being under 18, who declined to provide any demographic information, or those who provided an invalid zipcode are excluded from the results.

590 valid respondents participated in the web-based Community Survey during this cycle.

Representation

Zencity ensures broad demographic representation in several ways:

Before data collection, Zencity employs national statistical data to establish response targets. These targets are defined based on race/ethnicity, age, and gender.

During data collection, we track the demographic composition of the survey responses in real time, comparing them to the predetermined targets. We fine-tune our distribution and advertising strategies as needed to target all demographic groups.

After data collection, Zencity employs an industry-standard statistical technique called rake weighting. This assigns a unique weight to each respondent based on their demographic characteristics. This method ensures that the distribution of these characteristics in the final weighted sample aligns with the community's overall demographics.
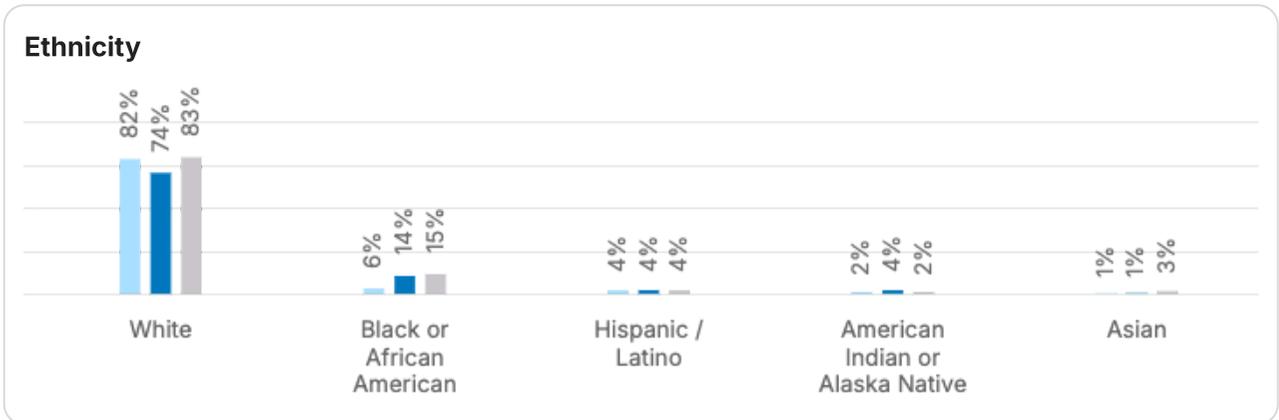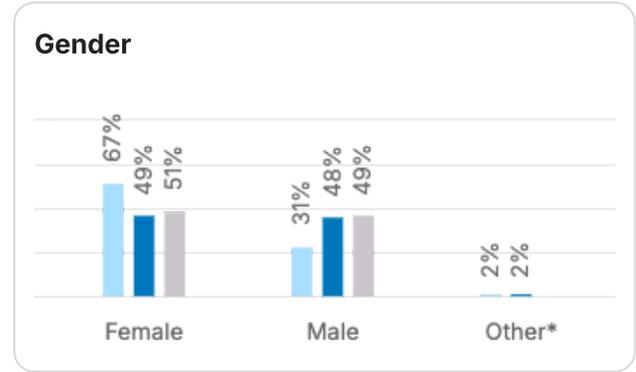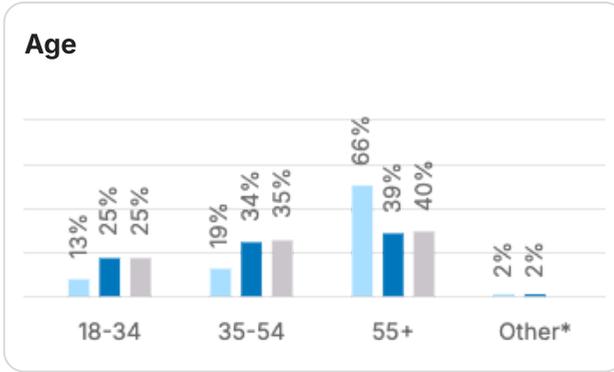
Sample Composition

590 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	13%	19%	66%	
Weighted	25%	34%	39%	2%
Population	25%	35%	40%	2%

Gender

	Female	Male	Other*
Unweighted	67%	31%	
Weighted	49%	48%	2%
Population	51%	49%	2%

Ethnicity

	White	Black or African American	Hispanic / Latino	American Indian or Alaska Native	Asian
Unweighted	82%	6%	4%	2%	1%
Weighted	74%	14%	4%	4%	1%
Population	83%	15%	4%	2%	3%

Overall Quality of Life

Residents' quality of life is a key metric for local government leaders. Here, we present how Calvert County residents are feeling about their quality of life, looking at how this changes by demographic group and geography.

We will show the percent of valid respondents who reported either a 4 or a 5 on the 1-5 scale, weighted by age, gender, and race/ethnicity (see page 3 for details).

Scores will be shown only for groups (e.g., for a geographic area or for a demographic group) with at least 30 responses. For groups between 30 and 49 respondents, we highlight the small sample size using an (!). Use these scores with caution.

How is the overall quality of life in Calvert County?

73%

of 590 surveyed residents are satisfied with the overall quality of life in Calvert County

↑ 8%   vs. previous cycle

73%   ↑ 8%

Positive

23%   ↓ 4%

Neutral

4%   ↓ 4%

Negative
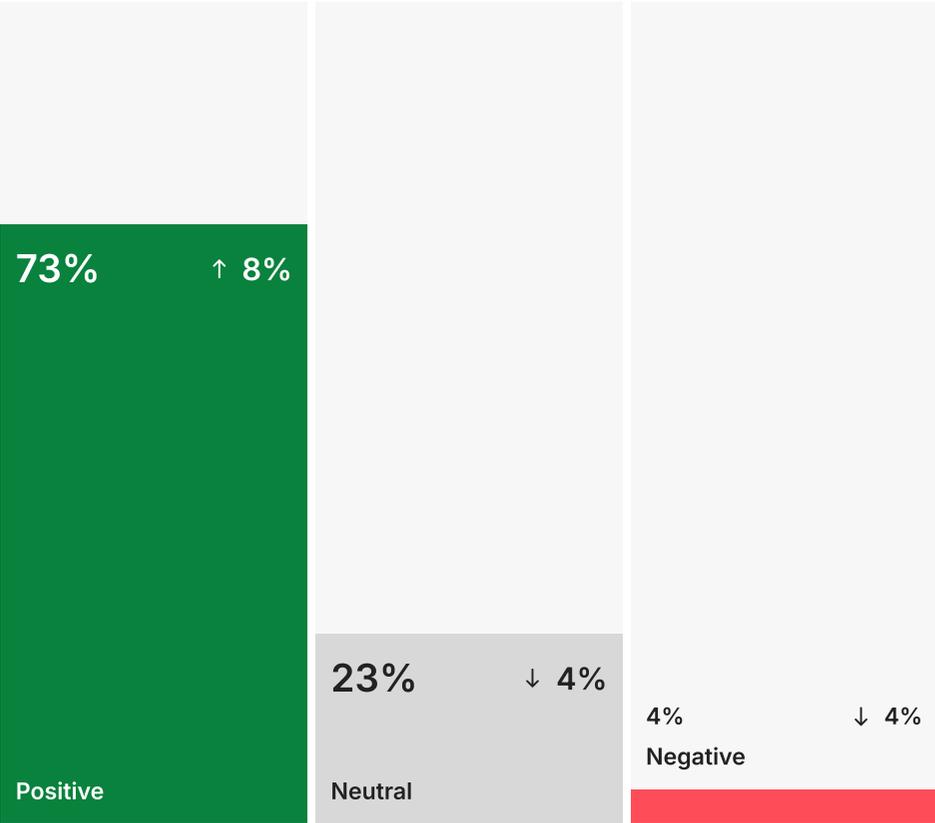
How is the overall quality of life in Calvert County? | **Geographic Breakdown**

% responding positively

0 → 100
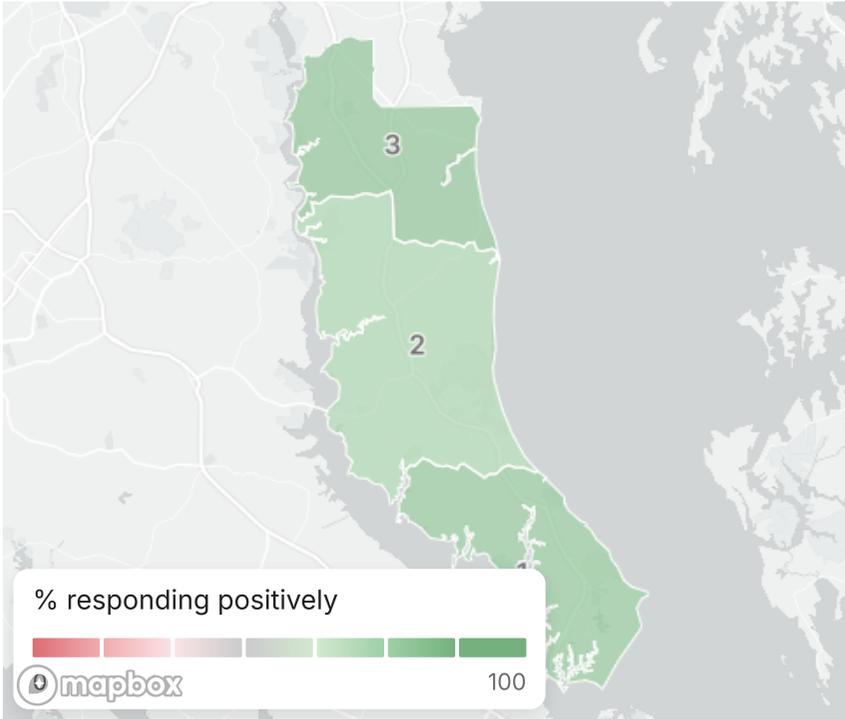
Area	Resident Satisfaction	
1	75% · ↑ 14%	
2	68% · ↑ 3%	
3	76% · ↑ 7%	

How is the overall quality of life in Calvert County? | **Demographic Breakdown**

AGE

18-34	**71%** ↑ 14%-pt	
35-54	**70%** ↑ 12%-pt	
55+	**77%** ↑ 2%-pt	

ETHNICITY

Black or African American ⊙	**74%** ↑ 25%-pt	
White	**76%** ↑ 9%-pt	

GENDER

Female	**72%** ↑ 5%-pt	
Male	**75%** ↑ 12%-pt	

EDUCATION

High school degree or less	**75%** ↑ 12%-pt	
Some college or college degree	**74%** ↑ 7%-pt	
Higher education degree	**71%** ↑ 9%-pt	

INCOME

$49,999 or less	**67%** ↑ 9%-pt	
$50,000-$149,999	**74%** ↑ 8%-pt	
$150,000 or more	**76%** ↑ 13%-pt	
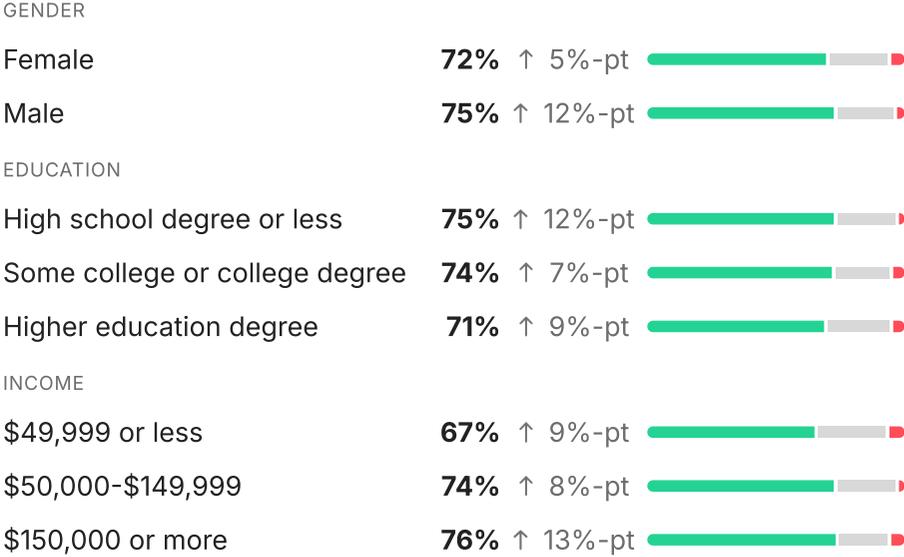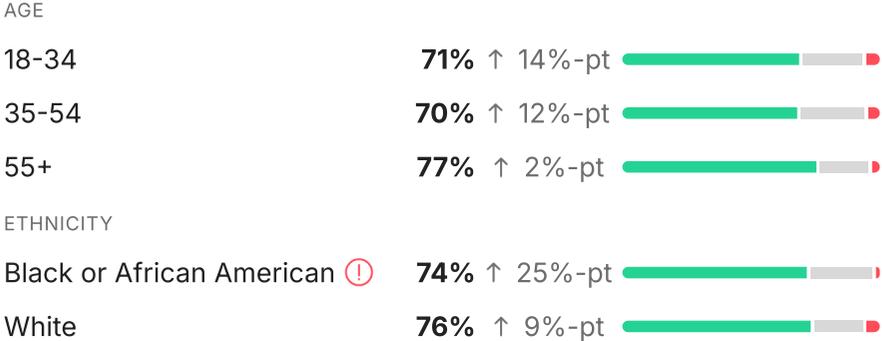
Other measures of satisfaction with life in Calvert County

How likely are you to recommend Calvert County as a place to live?

63%

Positive

↑ 5%   vs. previous cycle

Neutral		Negative	
24% · --		**13%** · ↓ 5%	

How likely are you to be living in Calvert County 5 years from now?

65%

Positive

--   vs. previous cycle

Neutral		Negative	
17% · ↓ 1%		**18%** · ↑ 1%	

Community Characteristics

Respondents were asked to rate how satisfied they were with a range of community characteristics on a scale from 1 (Poor) to 5 (Excellent).

Zencity Community Survey

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COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE	
Quality of the library system	79%	17%		↓ 2%	- 0%
Sense of overall safety	73%	18%	9%	↑ 2%	↑ 2%
Overall cleanliness and maintenance	70%	24%	7%	↑ 7%	↓ 5%
Access to quality education	68%	23%	9%	↑ 6%	↓ 3%
Quality of parks and recreational amenities	67%	25%	8%	↑ 3%	↓ 5%
Quality of waste and recycling services	66%	19%	16%	↑ 6%	↑ 1%
Sense of community among residents	52%	31%	17%	↓ 2%	↓ 2%
Acceptance of residents of all backgrounds	52%	22%	26%	↑ 3%	↑ 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

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COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE	
Overall quality of services provided by Calvert County	46%	40%	14%	↑ 5%	↓ 4%
Access to quality health care services	45%	34%	20%	↓ 1%	- 0%
Availability of a variety of art and cultural events	39%	30%	31%	↓ 1%	↑ 7%
Ability of residents to give input to the Calvert County government	30%	36%	34%	↑ 4%	↓ 4%
Ease of the permit and zoning process	24%	28%	47%	↑ 8%	↑ 1%
Availability of affordable housing	24%	31%	45%	↑ 2%	↓ 3%
Availability of jobs that pay a living wage	20%	35%	45%	↑ 3%	↓ 3%
Ease of getting around by public transportation	16%	19%	65%	↑ 2%	↑ 5%

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.

Change Matrix Highlights

The Change Matrix showcases the questions with the largest changes from the previous cycle, highlighting the demographic groups and geographic areas contributing to these shifts

Top Questions	Overall Score	Total Change	Ethnicity	Gender	Age	Geographic Area
How is the overall quality of life in Calvert County?	73%	↑ +8%	Black or African American	Male	18-34	1
			↑ +25% ⊘	↑ +12%	↑ +14%	↑ +14%
Ease of the permit and zoning process	24%	↑ +8%	Black or African American	Male	35-54	3
			↑ +24% ⊘	↑ +11%	↑ +19%	↑ +12%
Overall cleanliness and maintenance	70%	↑ +7%	Black or African American	Male	35-54	3
			↑ +11% ⊘	↑ +14%	↑ +9%	↑ +12%

Focus Areas

The next pages highlight community characteristics of interest and provide insights into these characteristics, along with breakdowns by relevant groups for further analysis.

These insights are designed to support targeted strategic planning and deeper analysis. Where applicable, follow-up questions were included, focusing on responses that highlighted challenges (e.g., low ratings).

Follow-up questions in Zencity surveys gather detailed feedback, clarify responses, or provide context triggered by prior answers to help address issues or improve services.

Ability of residents to give input to the Calvert County government

30%

Positive

↑ **4%**   vs. previous cycle

AGE		
18-34	**34%**	↑ 10%-pt
35-54	**30%**	↑ 7%-pt
55+	**28%**	↓ 3%-pt

INCOME		
$49,999 or less	**39%**	↑ 9%-pt
$50,000-$149,999	**32%**	↑ 4%-pt
$150,000 or more	**28%**	↑ 3%-pt

ETHNICITY		
Black or African American ⚠	**46%**	↑ 18%-pt
White	**30%**	↑ 4%-pt

Neutral		Negative	
36% · --		**34%** · ↓ 4%	

Ability of residents to give input to the Calvert County government

% responding positively

0   100
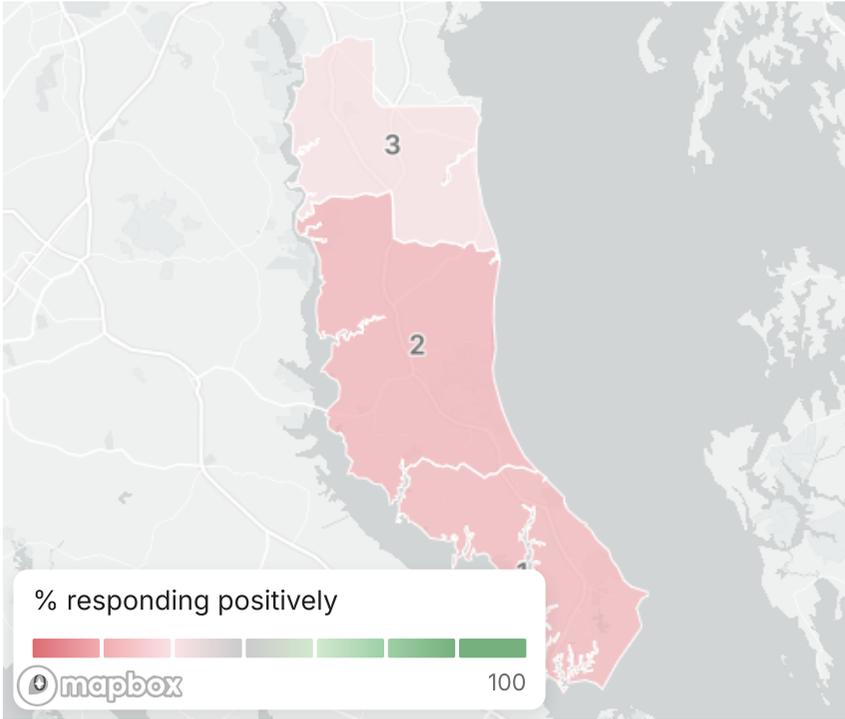
AREA

1	**27%**	↑ 5%-pt	
2	**27%**	↑ 4%-pt	
3	**36%**	↑ 4%-pt	

15

38% of respondents who were not not satisfied with the ability of residents to provide input to the Calvert County government believe it could be improved with increased transparency about how public input is used.

What do you believe could be done to improve the ability of residents to provide input to the Calvert County government?

Increased transparency about how public input is used	38% • --
Better promotion of existing opportunities to provide input	18% • --
More direct communication channels with government officials	15% • --
More surveys on the online feedback platform www.calvertcountymd.gov/SpeakUp	13% • --
More public meetings and town halls	10% • --
Other	5% • --
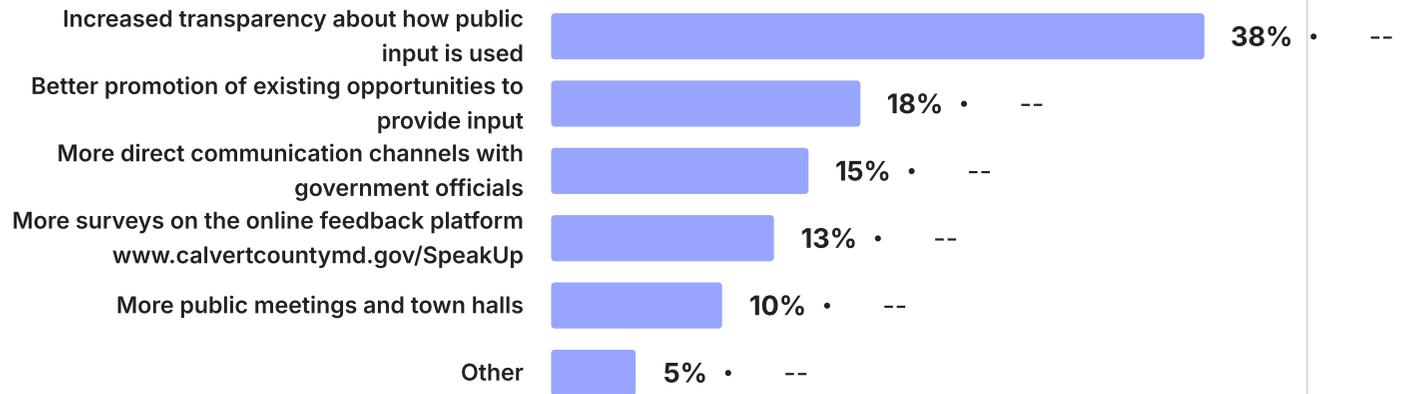
Follow up for the "ability of residents to provide input to the Calvert County government" community characteristic

To view the full question breakdown, visit your Zencity dashboard

Quality of the library system

79%

Positive

↓ **2%** vs. previous cycle

Neutral
17% · ↑ 3%

Negative
4% · --

AGE

18-34	**73%** ↓ 4%-pt
35-54	**82%** ↓ 2%-pt
55+	**82%** ↓ 1%-pt

ETHNICITY

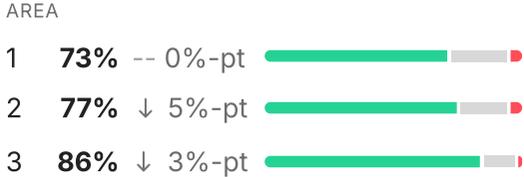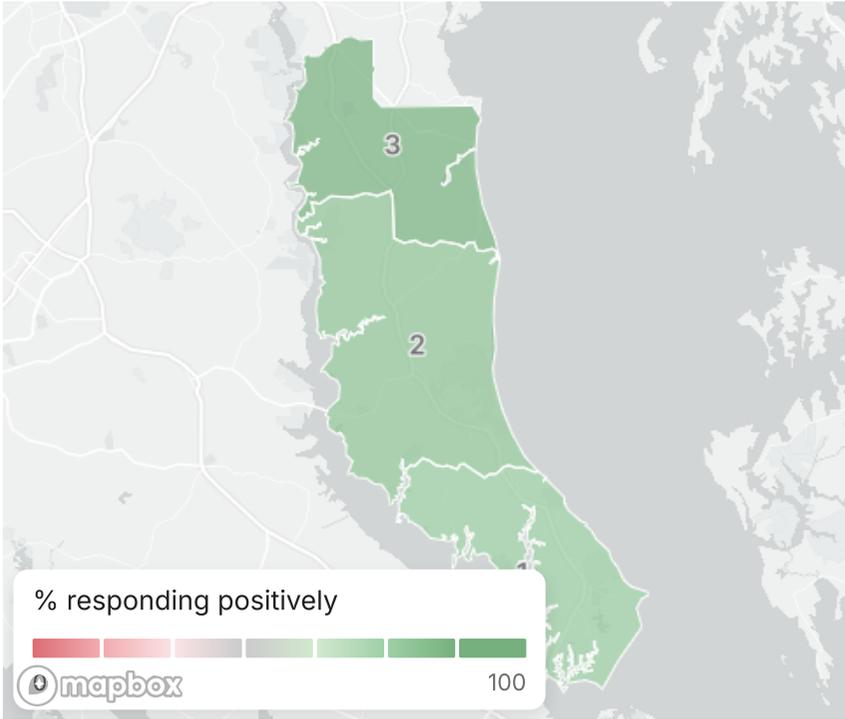| Black or African American ⚠ | **75%** ↓ 8%-pt |
| White | **80%** ↓ 1%-pt |

DO ANY CHILDREN UNDER THE AGE OF 18 LIVE IN YOUR HOUSEHOLD AT LEAST HALF OF THE TIME?

| Yes | **83%** ↑ 6%-pt |
| No | **78%** ↓ 6%-pt |

Quality of the library system

% responding positively

0 ——— 100

AREA

1	**73%**	-- 0%-pt	
2	**77%**	↓ 5%-pt	
3	**86%**	↓ 3%-pt	

Overall quality of services provided by Calvert County

46%

Positive

↑ **5%**   vs. previous cycle

Neutral
40% · ↓ 1%

Negative
14% · ↓ 4%

AGE

18-34	**56%** ↑ 15%-pt	
35-54	**39%** ↑ 4%-pt	
55+	**48%** ↑ 1%-pt	

ETHNICITY

Black or African American ⚠	**55%** ↑ 15%-pt	
White	**46%** ↑ 4%-pt	

Overall quality of services provided by Calvert County

AREA

1	**40%**	↑ 1%-pt	
2	**47%**	↑ 7%-pt	
3	**51%**	↑ 6%-pt	

% responding positively

100
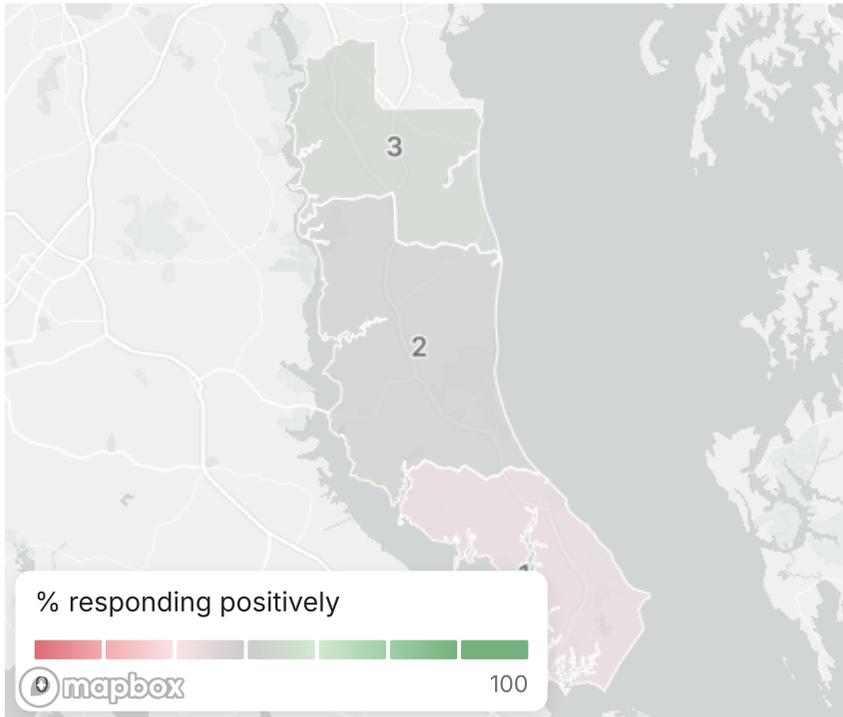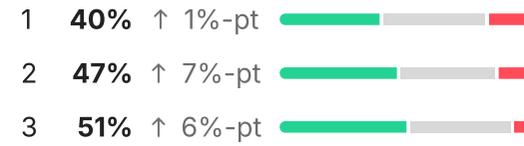
31% of respondents who were not satisfied with the overall quality of services provided by Calvert County believe the availability of services and resources is the most important improvement.

What areas of service quality do you think need the most improvement in Calvert County?

Category	Value	
Availability of services and resources	**31%** ·	--
Communication about services and programs	**20%** ·	--
Other	**14%** ·	--
Customer service and responsiveness	**13%** ·	--
Timeliness of services	**9%** ·	--
Cleanliness and maintenance of public spaces	**8%** ·	--
Affordability of services	**4%** ·	--
Accessibility for people with disabilities	**2%** ·	--

Follow up for the "overall quality of services provided by Calvert County" community characteristic.

Community Benchmark

We aim to help Zencity clients understand their results and put them into context. To that end, we will compare Calvert County's results to the United States as a whole and against communities with similar characteristics such as size, population density, and region (their "cohort").

These cohorts help to distinguish patterns unique to each client from those that are common in similar communities.

How we compare Calvert County, MD
to other similar communities

Creating the cohorts

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

Your Cohort

Calvert County is in the Suburban South cohort. The table below shows some demographics of your community and general makeup of communities in your cohort. Note that all percentages are the percent of the 18 and over population.

See our Help Site for the full list of communities included in your cohort. Because we are creating a cohort from the National Benchmark Survey data instead of running representative surveys of selected communities, most cohort scores are generated from a few responses from each community.

	18+ Pop.	% age 18-34	% age 55+	% White	% Black	% Hispanic	Median income
Calvert County, MD	93,244	25%	40%	83%	15%	4%	$128,078
	Median 18+ Pop.	Avg. % 18-34	Avg. % age 55+	Avg. % White	Avg. % Black	Avg. % Hispanic	Avg. Median Income
Suburban South	186,981	32%	36%	61%	24%	11%	$78,809

The overall quality of life in Calvert County is **7% higher** than its cohort and **higher** than the national score.

73% — Calvert County
66% — Cohort
61% — National

● Calvert County
■ Cohort
▲ National

Question	National	Cohort	Your Score	Satisfaction Comparison
How is the overall quality of life in Calvert County?	61%	66%	73%	
How likely are you to recommend Calvert County as a place to live?	60%	66%	63%	
How likely are you to be living in Calvert County 5 years from now?	63%	71%	65%	

0%   25%   50%   75%   100%

25

Satisfaction with Life in Calvert County

Breakdown by characteristic

● Calvert County

■ Cohort

▲ National

Question	National	Cohort	Your Score	Satisfaction Comparison
Quality of the library system	62%	69%	79%	
Overall cleanliness and maintenance	52%	62%	70%	
Sense of overall safety	59%	66%	73%	
Access to quality education	57%	62%	68%	
Quality of parks and recreational amenities	59%	62%	67%	
Quality of waste and recycling services	58%	67%	66%	
Sense of community among residents	49%	57%	52%	
Availability of affordable housing	29%	28%	24%	

0%   25%   50%   75%   100%

26

Satisfaction with Life in Calvert County

Breakdown by characteristic

● Calvert County

■ Cohort

▲ National

Question	National	Cohort	Your Score	Satisfaction Comparison
Availability of jobs that pay a living wage	34%	26%	20%	
Acceptance of residents of all backgrounds	58%	58%	52%	
Ease of the permit and zoning process	37%	33%	24%	
Availability of a variety of art and cultural events	47%	50%	39%	
Access to quality health care services	60%	64%	45%	
Ease of getting around by public transportation	36%	36%	16%	

0%   25%   50%   75%   100%

27

Free-Text Responses

Respondents were asked open-ended questions about what the Calvert County government does well and how Calvert County could improve its services.

This section presents the main themes from both questions. Using our proprietary AI algorithm, responses are analyzed and categorized into unique topics and subtopics for Calvert County, with multiple labels assigned to responses when relevant.

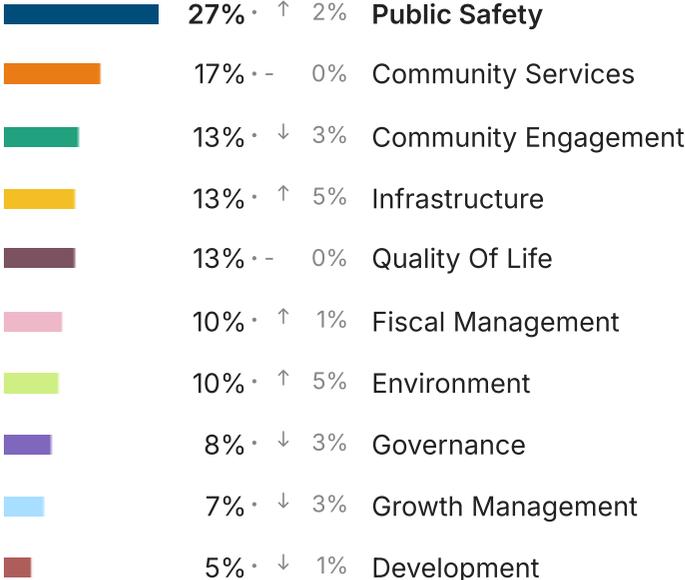To ensure comprehensive information, responses that have been flagged as invalid (e.g., under 18, missing demographic data, or invalid zip codes but claiming residency in Calvert County), are analyzed in the free-text responses but excluded from the quantitative results.

BETA

Question:

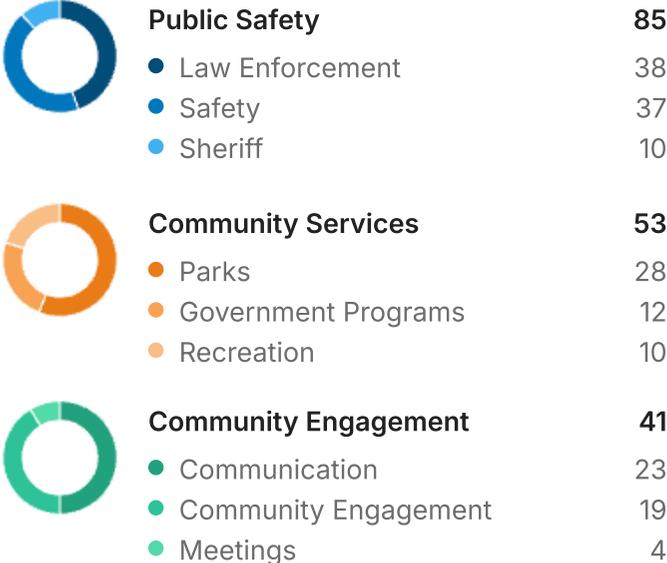**What is the #1 thing you think the Calvert County government does well?**

Most Common Topics

310 labeled responses out of 392

27% ·	↑ 2%	Public Safety
17% ·	- 0%	Community Services
13% ·	↓ 3%	Community Engagement
13% ·	↑ 5%	Infrastructure
13% ·	- 0%	Quality Of Life
10% ·	↑ 1%	Fiscal Management
10% ·	↑ 5%	Environment
8% ·	↓ 3%	Governance
7% ·	↓ 3%	Growth Management
5% ·	↓ 1%	Development

Top 3 Topics Breakdown

Number of responses by leading subtopic

Public Safety — 85
- Law Enforcement — 38
- Safety — 37
- Sheriff — 10

Community Services — 53
- Parks — 28
- Government Programs — 12
- Recreation — 10

Community Engagement — 41
- Communication — 23
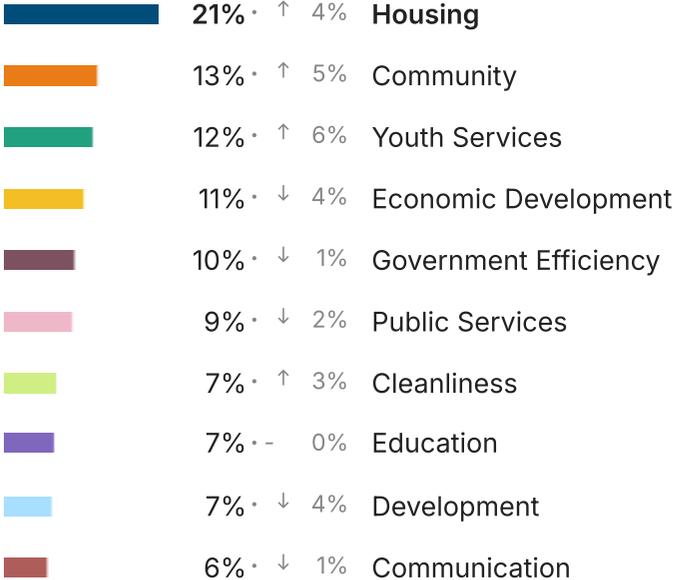- Community Engagement — 19
- Meetings — 4

BETA

Question:

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

Most Common Topics
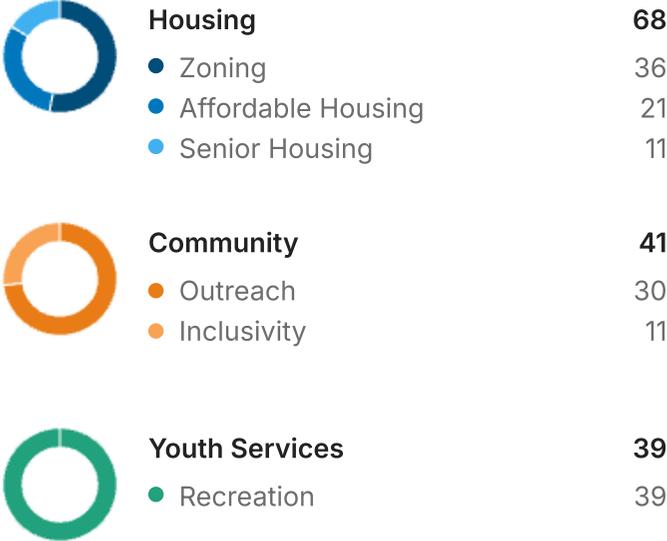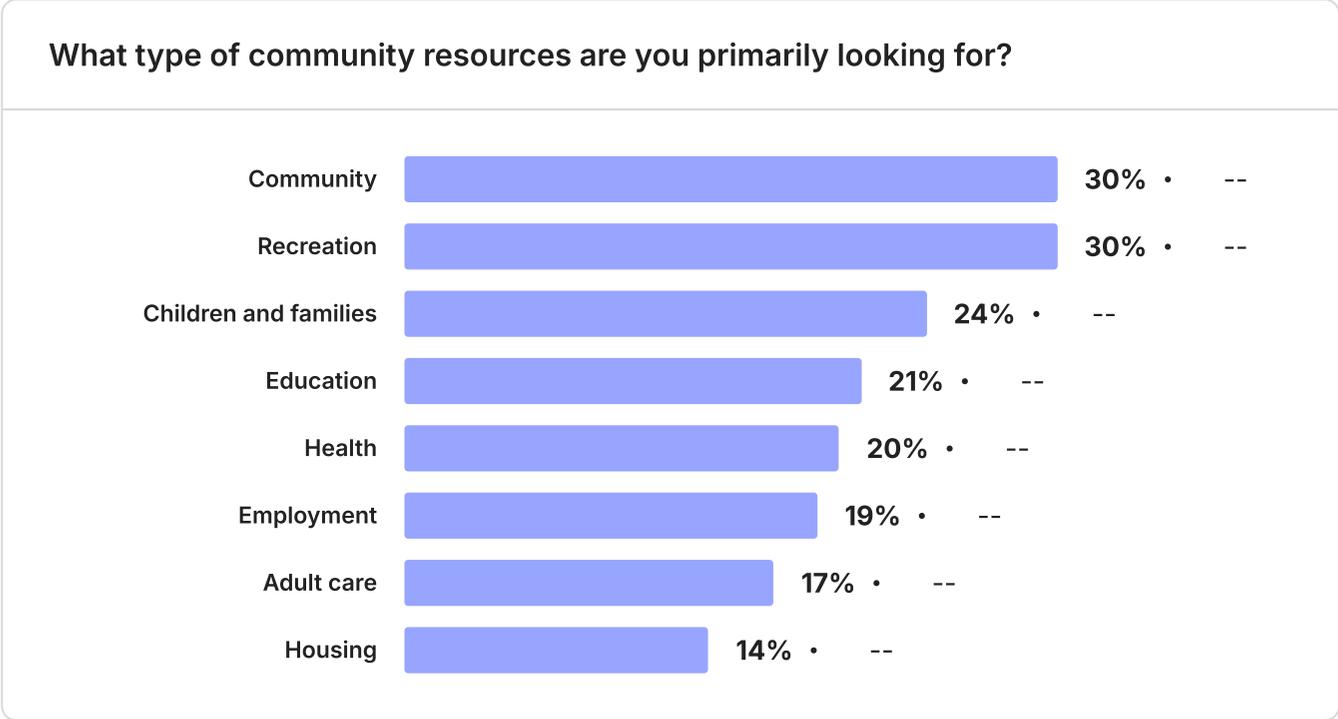323 labeled responses out of 422

21% · ↑ 4%	Housing
13% · ↑ 5%	Community
12% · ↑ 6%	Youth Services
11% · ↓ 4%	Economic Development
10% · ↓ 1%	Government Efficiency
9% · ↓ 2%	Public Services
7% · ↑ 3%	Cleanliness
7% · - 0%	Education
7% · ↓ 4%	Development
6% · ↓ 1%	Communication

Top 3 Topics Breakdown
Number of responses by leading subtopic

Housing — 68
- Zoning — 36
- Affordable Housing — 21
- Senior Housing — 11

Community — 41
- Outreach — 30
- Inclusivity — 11

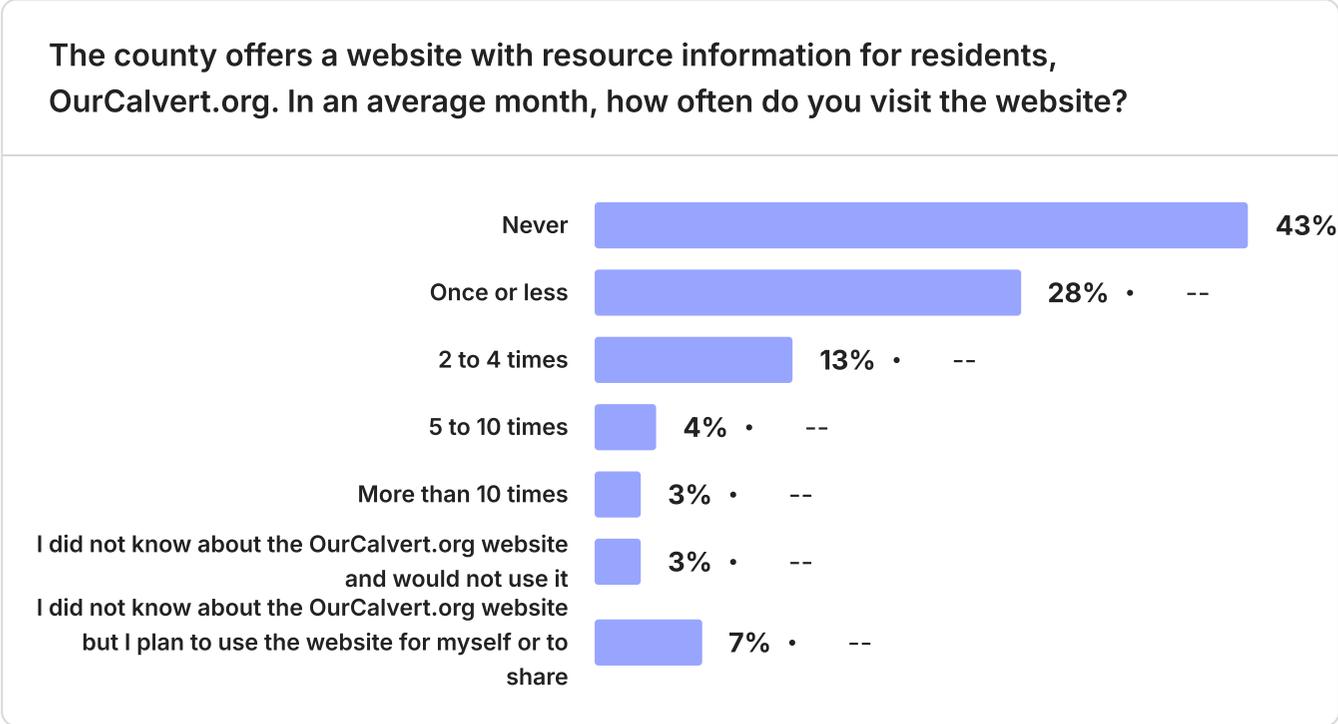**Youth Services** — 39
- Recreation — 39

Rotating Survey Section

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

What type of community resources are you primarily looking for?

30% of respondents said they are primarily looking for community resources and recreation resources in Calvert County

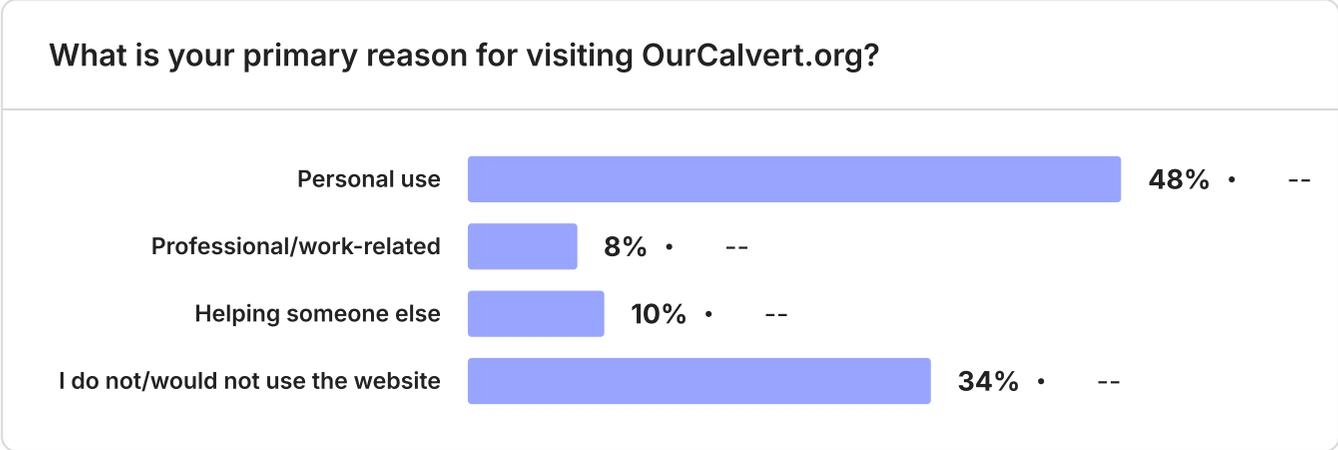|	
Community	30% • --
Recreation	30% • --
Children and families	24% • --
Education	21% • --
Health	20% • --
Employment	19% • --
Adult care	17% • --
Housing	14% • --

To view the full question breakdown, visit your Zencity dashboard

The county offers a website with resource information for residents, OurCalvert.org. In an average month, how often do you visit the website?

43% of respondents said they **never visit the OurCalvert.org website** in an average month, but the majority do know about it.

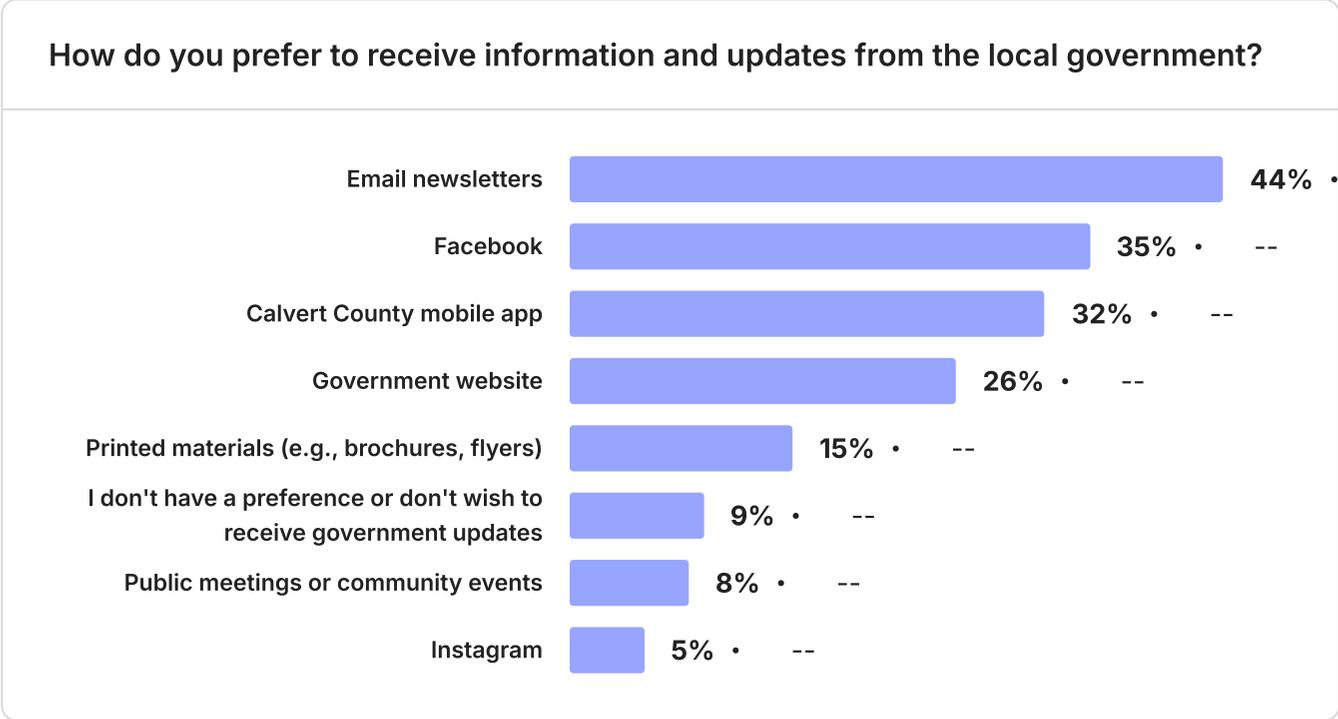| Response	Percentage	
Never	43%	--
Once or less	28%	--
2 to 4 times	13%	--
5 to 10 times	4%	--
More than 10 times	3%	--
I did not know about the OurCalvert.org website and would not use it	3%	--
I did not know about the OurCalvert.org website but I plan to use the website for myself or to share	7%	--

To view the full question breakdown, visit your Zencity dashboard

What is your primary reason for visiting OurCalvert.org?

48% of respondents said they primarily visit OurCalvert.org for personal use.

Personal use	48% · --
Professional/work-related	8% · --
Helping someone else	10% · --
I do not/would not use the website	34% · --

To view the full question breakdown, visit your Zencity dashboard

How do you prefer to receive information and updates from the local government?

44% of respondents said they **prefer to receive email newsletters** for information and updates from the local government.

Option	Percentage
Email newsletters	44% · --
Facebook	35% · --
Calvert County mobile app	32% · --
Government website	26% · --
Printed materials (e.g., brochures, flyers)	15% · --
I don't have a preference or don't wish to receive government updates	9% · --
Public meetings or community events	8% · --
Instagram	5% · --

To view the full question breakdown, visit your Zencity dashboard

The Questionnaire

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)
Availability of affordable housing	1 - 5 Scale (Poor - Excellent)
Availability of jobs that pay a living wage *	1 - 5 Scale (Poor - Excellent)
Access to quality health care services	1 - 5 Scale (Poor - Excellent)
Access to quality education	1 - 5 Scale (Poor - Excellent)
Availability of a variety of art and cultural events	1 - 5 Scale (Poor - Excellent)
Ease of getting around by public transportation *	1 - 5 Scale (Poor - Excellent)

Questions	Choices
Sense of overall safety	1 - 5 Scale (Poor - Excellent)
Sense of community among residents	1 - 5 Scale (Poor - Excellent)
Acceptance of residents of all backgrounds	1 - 5 Scale (Poor - Excellent)
Ability of residents to give input to the Calvert County government *	1 - 5 Scale (Poor - Excellent)
What do you believe could be done to improve the ability of residents to provide input to the Calvert County government?	More public meetings and town halls / More surveys on the online feedback platform www.calvertcountymd.gov/SpeakUp / Better promotion of existing opportunities to provide input / More direct communication channels with government officials / Increased transparency about how public input is used / Other
Overall cleanliness and maintenance	1 - 5 Scale (Poor - Excellent)
Quality of parks and recreational amenities	1 - 5 Scale (Poor - Excellent)
Quality of the library system *	1 - 5 Scale (Poor - Excellent)

Questions	Choices
How can the library improve to better meet your needs?	Extended hours of operation / More diverse or updated book collections / Improved access to digital resources (e.g., e-books, audiobooks) / More educational or community programs and events / Better facilities (e.g., study areas, meeting rooms) / Improved customer service / Better access to technology (e.g., computers, Wi-Fi) / Enhanced parking or public transportation options / Other
Quality of waste and recycling services	1 - 5 Scale (Poor - Excellent)
Ease of the permit and zoning process *	1 - 5 Scale (Poor - Excellent)
Overall quality of services provided by Calvert County *	1 - 5 Scale (Poor - Excellent)
What areas of service quality do you think need the most improvement in Calvert County?	Customer service and responsiveness / Timeliness of services / Availability of services and resources / Communication about services and programs / Accessibility for people with disabilities / Cleanliness and maintenance of public spaces / Affordability of services / Other
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

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Questions	Choices
What type of community resources are you primarily looking for?	Adult care / Children and families / Community / Crisis / Education / Employment / Financial assistance / Food assistance / Housing / Health / Identification and records / Legal assistance / Public safety / Recreation / Supportive services / Transportation / None
The county offers a website with resource information for residents, OurCalvert.org. In an average month, how often do you visit the website? *	Never / Once or less / 2 to 4 times / 5 to 10 times / More than 10 times / I did not know about the OurCalvert.org website and would not use it / I did not know about the OurCalvert.org website but I plan to use the website for myself or to share
What is your primary reason for visiting OurCalvert.org?	Personal use / Professional/work-related / Helping someone else / I do not/would not use the website
How do you prefer to receive information and updates from the local government?	Email newsletters / Government website / Calvert County mobile app / Facebook / Instagram / Nextdoor / LinkedIn / YouTube / Comcast Channel 1070 / Printed materials (e.g., brochures, flyers) / Public meetings or community events / I don't have a preference or don't wish to receive government updates
Calvert County has GIS maps available at www.calvertcountymd.gov/GIS. How can the county better assist you with your GIS needs? Please share your ideas (e.g., interactive maps, dashboards, static maps, story maps, and recorded trainings).	Open Ended
In what year were you born? *	Open Ended

Questions	Choices
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
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

Questions	Choices
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

Published on March 6, 2025 by Zencity

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