



Calvert County, MD

Community Survey

July - September 2025

Powered by  Zencity



Survey Methodology

The current results of the web-based Community Survey represent survey data collected between June - October 2025, combining data from two survey cycles to provide information on communications, safety and transportation that were not included in the first cycle. 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.

861 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.

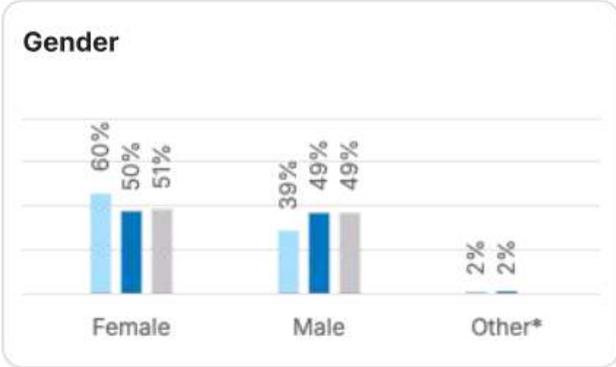
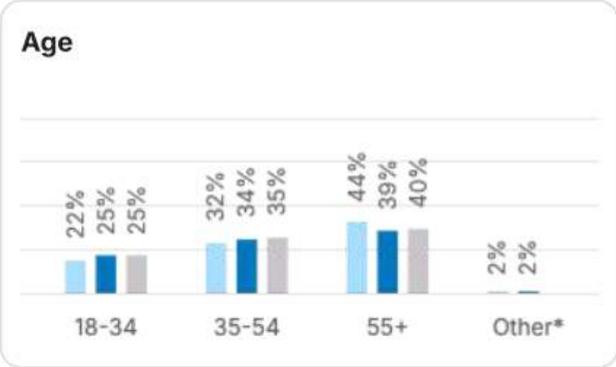
Sample Composition

861 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.



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).

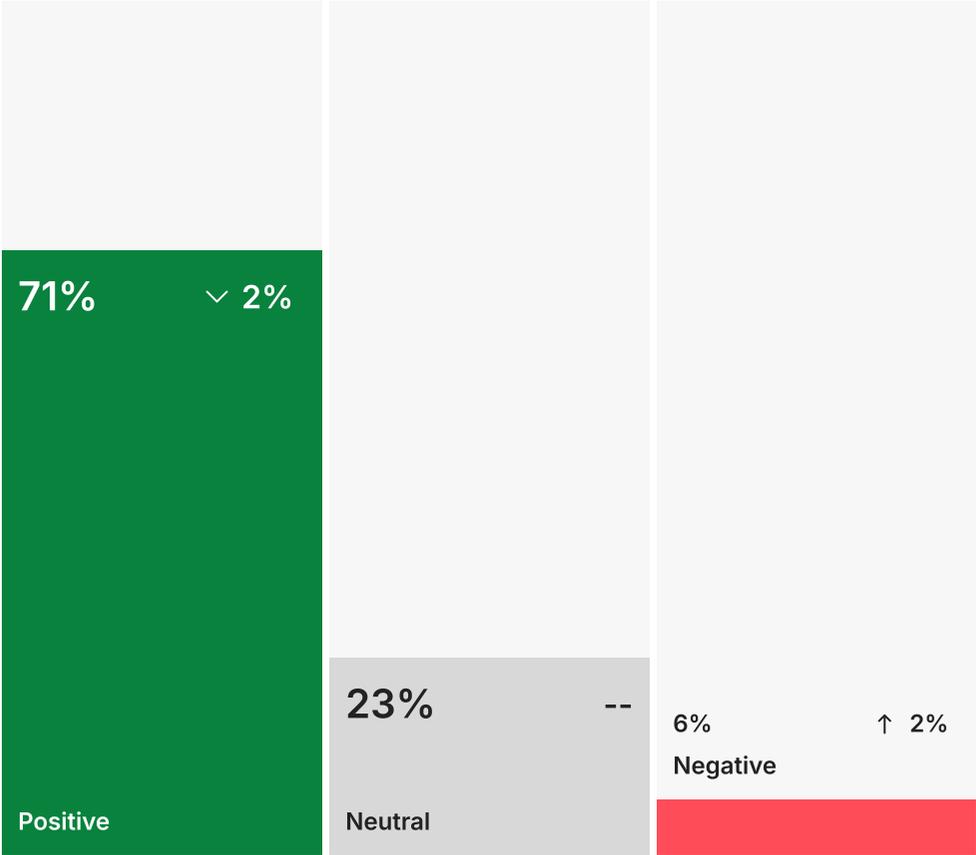
Scores will be shown only for groups (e.g., for a geographic area or for a demographic group) with at least 30 responses. For groups between 30 and 49 respondents, we highlight the small sample size using an (!). Use these scores with caution.

How is the overall quality of life in Calvert County?

71%

of 861 surveyed residents are satisfied with the overall quality of life in Calvert County

∨ 2% vs. previous cycle

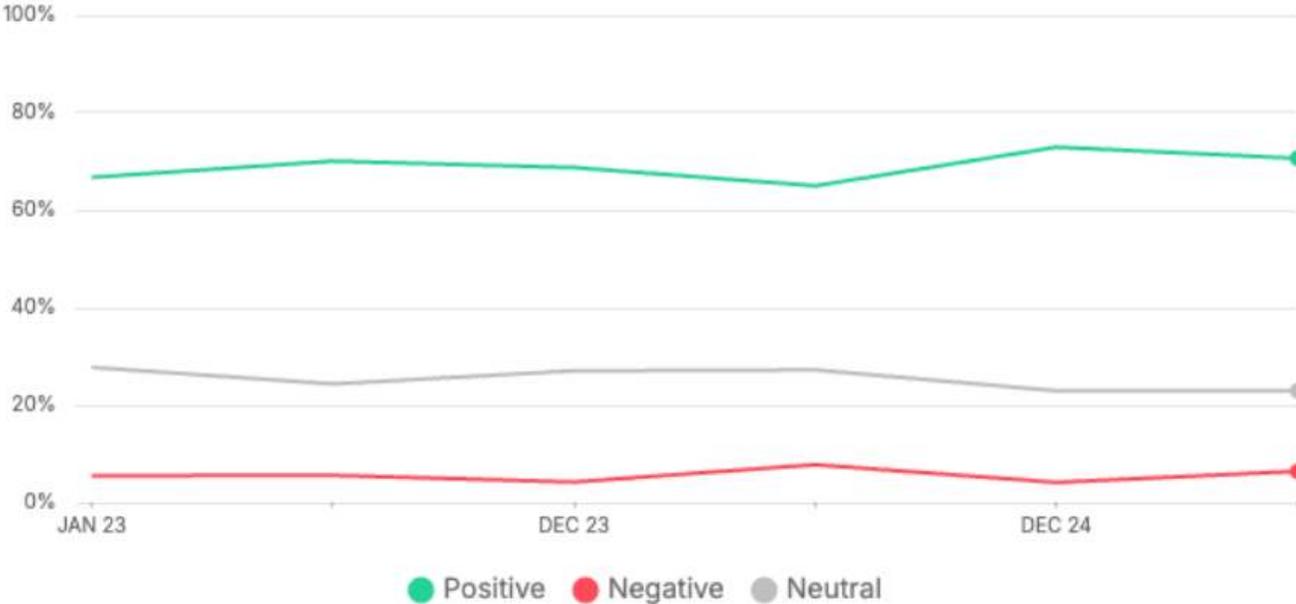


How is the overall quality of life in Calvert County?

71% ∨ 2%

Neutral
23% ∙ --

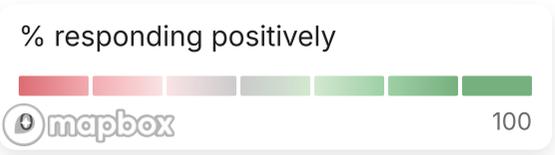
Negative
6% ∙ ↑ 2%



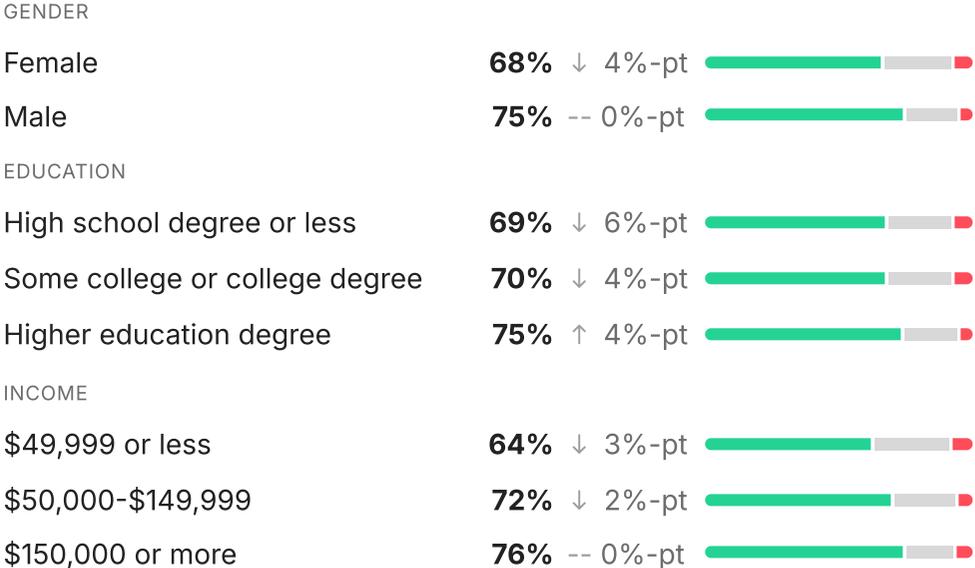
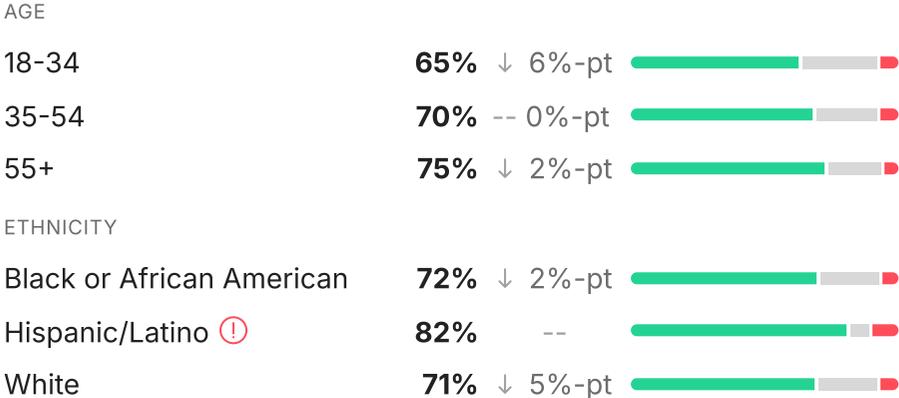
How is the overall quality of life in Calvert County? | Geographic Breakdown



Area	Resident Satisfaction
1	65% • ∨ 10% 
2	71% • ↑ 3% 
3	76% • -- 



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



Other measures of satisfaction with life in Calvert County

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

62% ∨ 1%

Neutral
23% ∙ ∨ 1%

Negative
15% ∙ ↑ 2%

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

63% ∨ 2%

Neutral
17% ∙ --

Negative
19% ∙ ↑ 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).

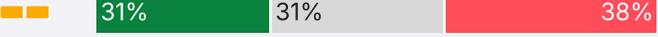
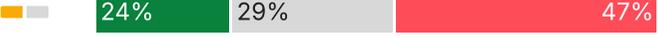
COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE		
Quality of the library system			83%	13%	4%	- 0%
Sense of overall safety			75%	16%	2%	↑ 1%
Quality of parks and recreational amenities			74%	17%	7%	↑ 1%
Overall cleanliness and maintenance			70%	22%	- 0%	- 0%
Quality of waste and recycling services			66%	21%	- 0%	↓ 4%
Access to quality education			65%	22%	↓ 3%	↑ 4%
Overall quality of services provided by Calvert County			55%	33%	9%	↓ 2%
Acceptance of residents of all backgrounds			54%	22%	2%	↓ 3%

KEY

- POSITIVE
- NEUTRAL
- NEGATIVE
- NON-SUBSTANTIATIVE

↓ ↑ CHANGE IN POSITIVE SCORE
↓ ↑ CHANGE IN NEGATIVE SCORE
 NOTEWORTHY
 SOMEWHAT NOTEWORTHY

The 'Change' column shows percentage point changes from the previous cycle. Questions with changes above 5% are highlighted.

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE	KEY
Sense of community among residents		54%	27%	19%	
Access to quality health care services		50%	30%	21%	↑ 5% ↑ 1%
Availability of a variety of art and cultural events		45%	32%	23%	↑ 6% ↓ 8%
Ability of residents to give input to the Calvert County government		35%	34%	31%	↑ 5% ↓ 3%
Ease of the permit and zoning process		31%	31%	38%	↑ 7% ↓ 9%
Ease of getting around by public transportation		25%	19%	56%	↑ 9% ↓ 9%
Availability of jobs that pay a living wage		24%	29%	47%	↑ 4% ↑ 2%
Availability of affordable housing		24%	29%	47%	- 0% ↑ 2%

KEY

- POSITIVE
- NEUTRAL
- NEGATIVE
- NON-SUBSTANTIATIVE

- ↓ ↑ CHANGE IN POSITIVE SCORE
- ↓ ↑ CHANGE IN NEGATIVE SCORE
-  NOTEWORTHY
-  SOMEWHAT NOTEWORTHY

The 'Change' column shows percentage point changes from the previous cycle. Questions with 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
Ease of getting around by public transportation	25%	↑ +9%	Black or African American	Female	18-34	1
			↑ +10%	↑ +9%	↑ +22%	↑ +16%
Overall quality of services provided by Calvert County	55%	↑ +9%	Black or African American	Female	35-54	1
			↑ +14%	↑ +11%	↑ +15%	↑ +15%
Quality of parks and recreational amenities	74%	↑ +7%	Black or African American	Male	18-34	1
			↑ +10%	↑ +8%	↑ +14%	↑ +12%

Priority Matrix

The Priority Matrix helps prioritize community characteristics by plotting them based on resident satisfaction and their impact on quality of life.

X-axis (Satisfaction): How residents rated each community characteristic.

Y-axis (Impact on quality of life): How strongly each characteristic predicts overall quality of life (calculated using statistical analysis, not direct resident input).

The matrix divides all community characteristics into quadrants using median values for both satisfaction and impact scores, ensuring a balanced distribution across all four categories for strategic prioritization purposes.

Learn more [HERE](#)

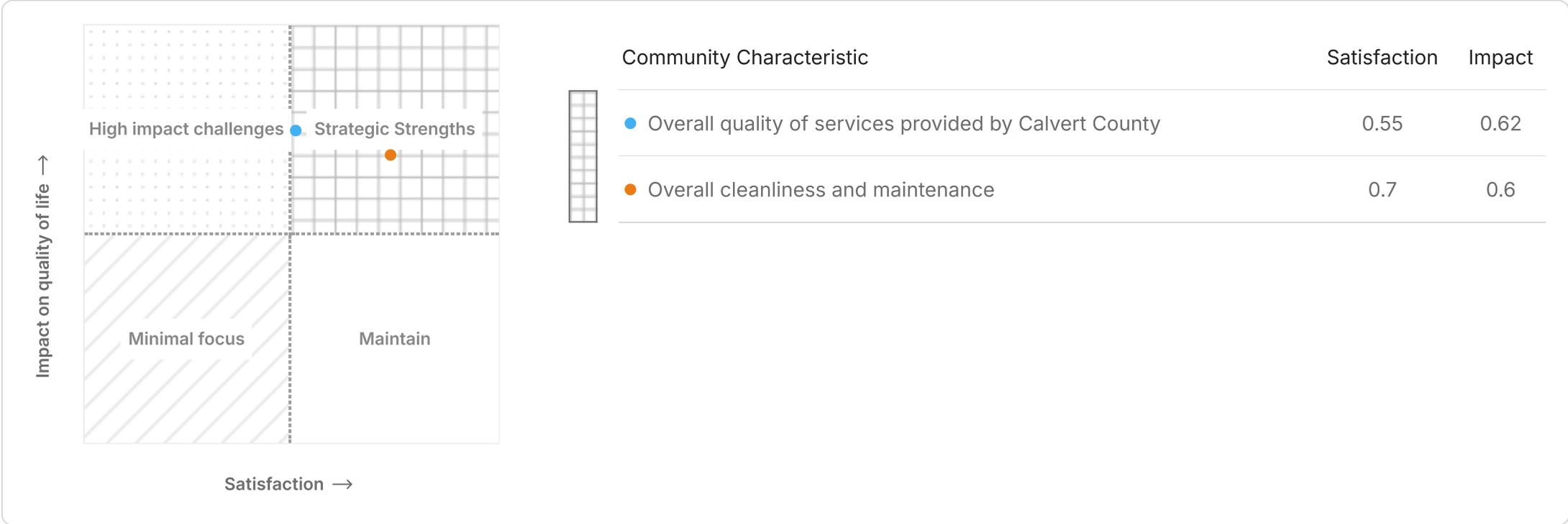
High Impact Challenges (Low satisfaction, High impact)

These are lower satisfaction areas that significantly affect residents' lives and community well-being; as such, they are high-impact challenges that should be prioritized.



Strategic Strengths (High satisfaction, High impact)

These are characteristics that residents value highly and are satisfied with. Maintain or leverage these as community strengths.



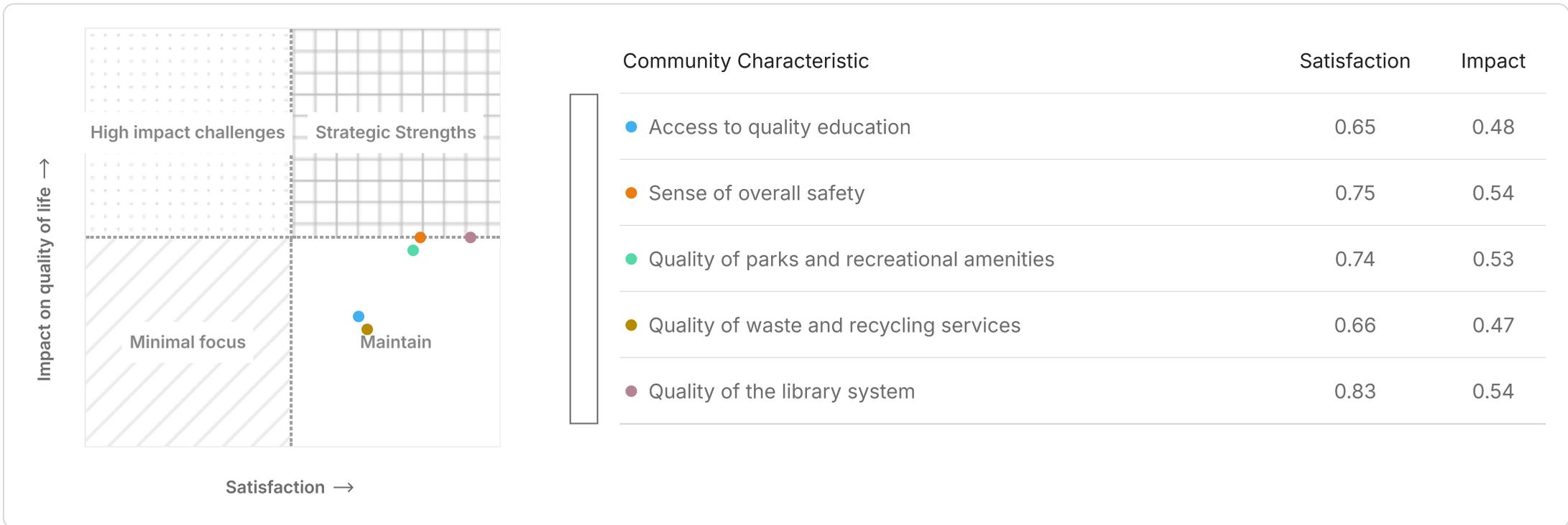
Minimal Focus (Low satisfaction, Low impact)

These are lower satisfaction areas that do not strongly influence quality of life, suggesting a lower priority for investment unless specific strategic goals apply.



Maintain (High satisfaction, Low impact)

These are well-regarded characteristics with a smaller influence on the overall quality of life. While they can be maintained efficiently, they may warrant attention if they align with specific strategic goals.



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).

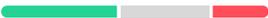
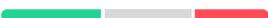
Follow-up questions in Zencity surveys gather detailed feedback, clarify responses, or provide context triggered by prior answers to help address issues or improve services.

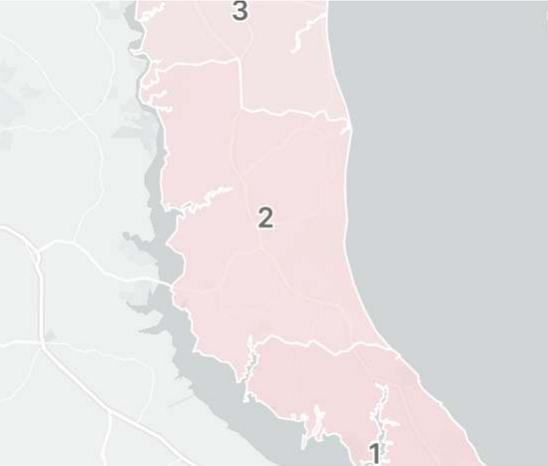
Ability of residents to give input to the Calvert County government

35% ↑ 5% 

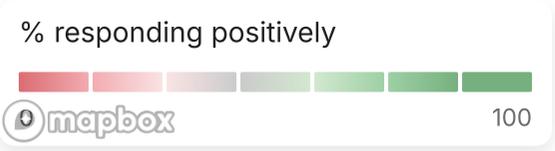
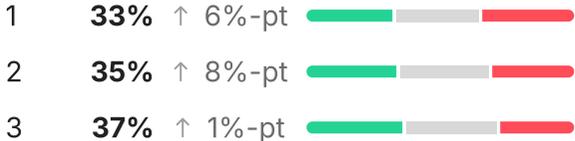
Neutral **34%** · ↓ 2% Negative **31%** · ↓ 3%

 This result is noteworthy

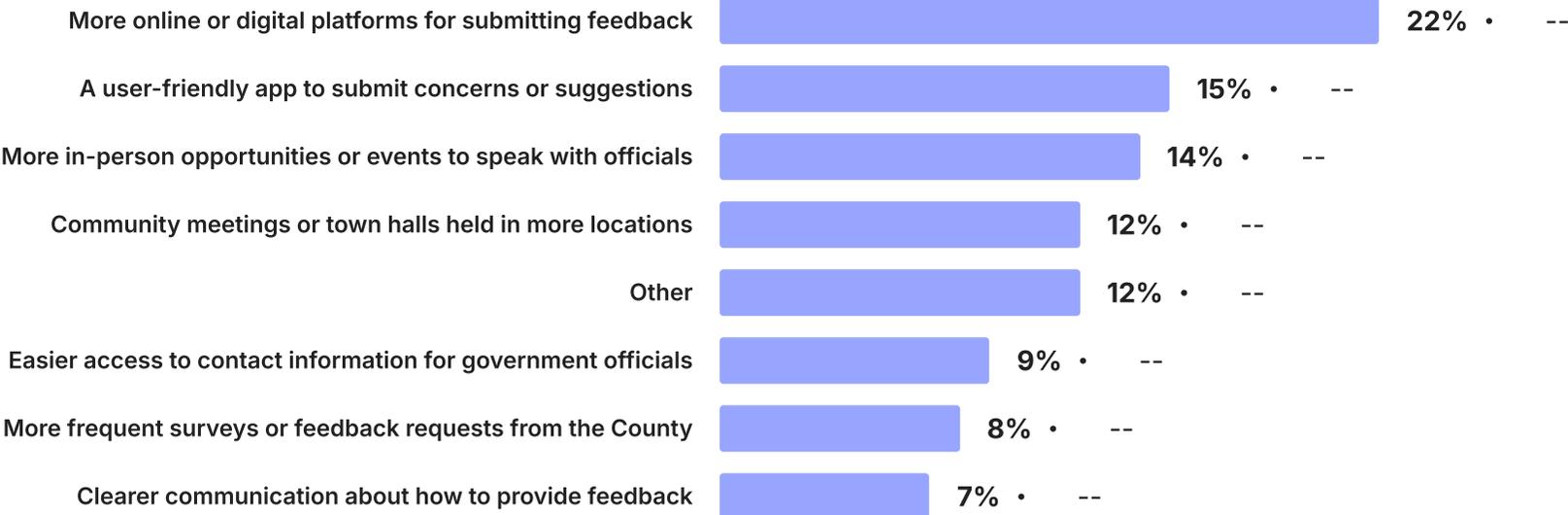
AGE		
18-34	45% ↑ 11%-pt	
35-54	36% ↑ 6%-pt	
55+	29% ↑ 1%-pt	
INCOME		
\$49,999 or less	34% ↓ 5%-pt	
\$50,000-\$149,999	38% ↑ 6%-pt	
\$150,000 or more	37% ↑ 9%-pt	
ETHNICITY		
Black or African American	55% ↑ 9%-pt	
Hispanic/Latino 	59% --	
White	33% ↑ 3%-pt	



AREA



You indicated that it is difficult for you to share your opinion or concerns with Calvert County Government. What would make it easier for you to provide input?



To view the full question breakdown, visit your Zencity [dashboard](#)

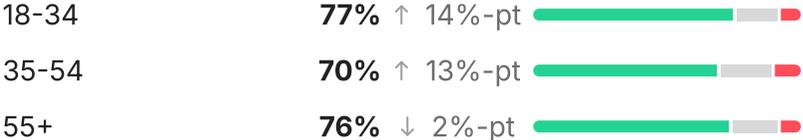
Quality of parks and recreational amenities

74% ↑ 7% 

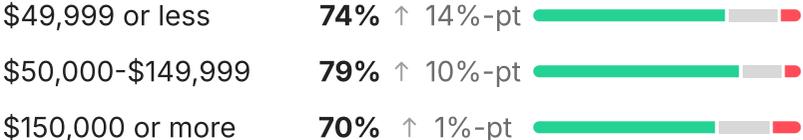
Neutral **17%** • ↓ 8% Negative **9%** • ↑ 1%

 This result is noteworthy

AGE

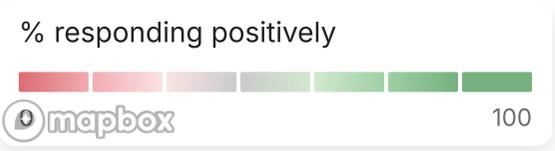
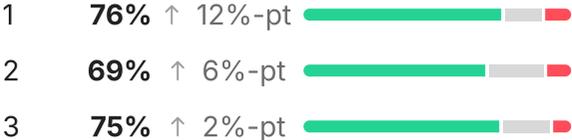


INCOME

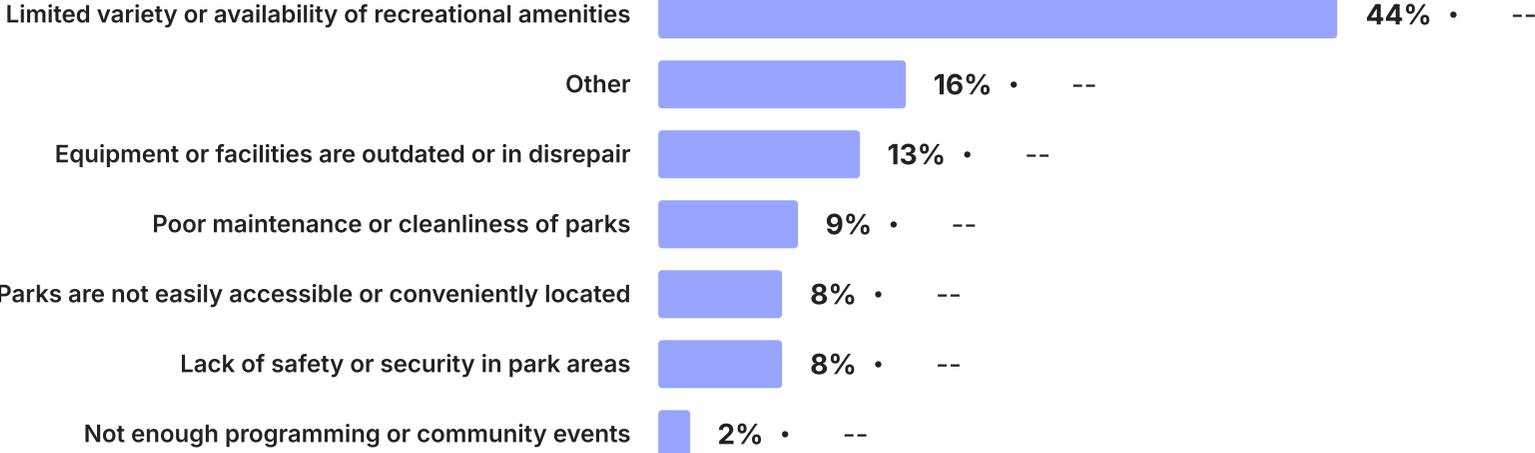




AREA



You rated the quality of parks and recreational amenities low. Which of the following best describes your concerns?



To view the full question breakdown, visit your Zencity [dashboard](#)

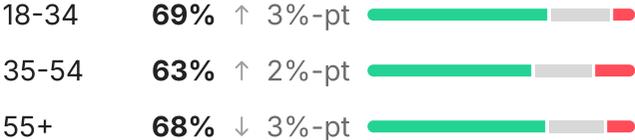
Quality of waste and recycling services

66% --

Neutral
21% • ↑ 2%

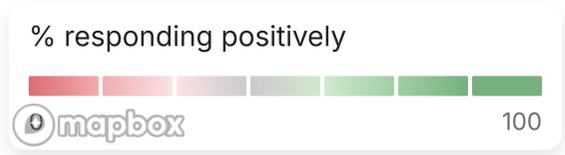
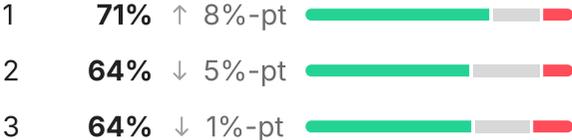
Negative
12% • ∨ 4%

AGE

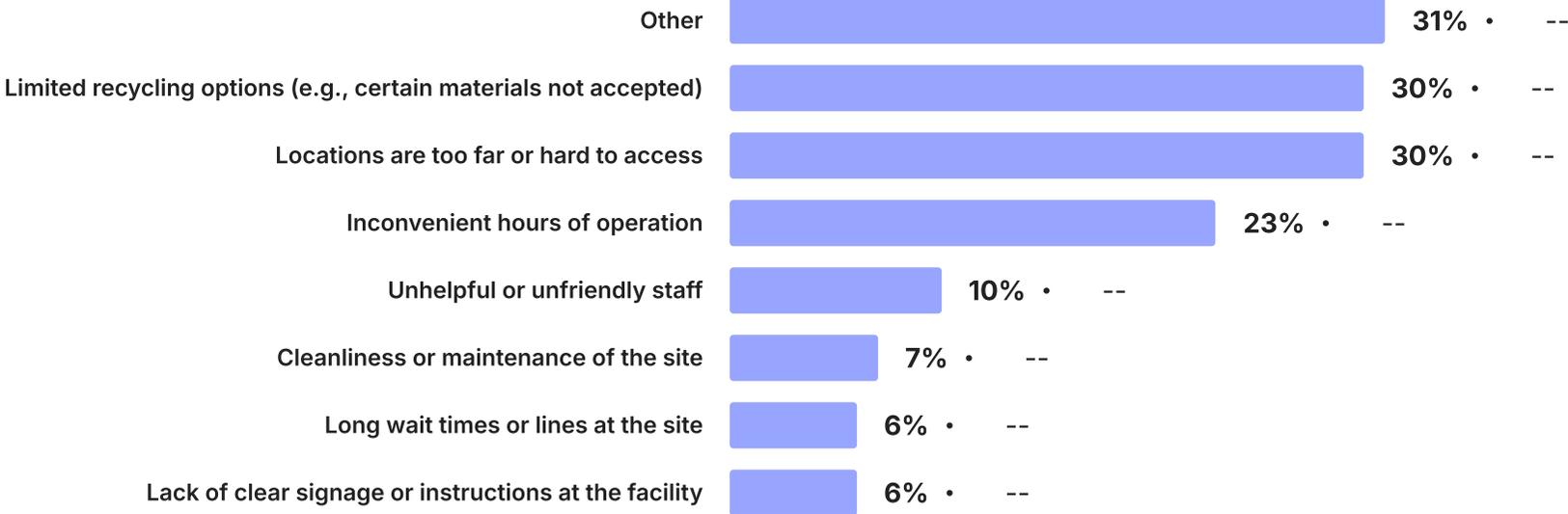




AREA



You indicated that you were not satisfied with the quality of waste and recycling services. What are the main reasons for your rating?



To view the full question breakdown, visit your Zencity [dashboard](#)

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 to other similar communities

Creating the cohorts

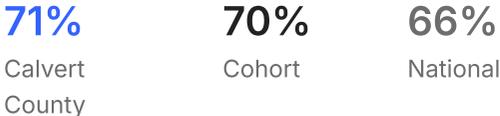
First, all cities, towns, and counties in the US--not just Zencity clients--are put into cohorts based on geography and demographics using a method known as cluster analysis. This method balances a range of different characteristics to put communities into cohorts that are statistically similar to one another. The result of this step is one set of cohorts for cities and towns and a second set for counties.

We chose this method to create objectively similar groups of communities with respect to characteristics that are likely to be correlated with answers to the survey questions. By creating cohorts of larger sets of communities we have found that our benchmark baselines tend to be more reliable than they would be if we had direct comparisons of a small number of communities. See our Help Site for more information on cohorts, including the full list of communities in your cohort.

Creating cohort scores and national benchmark scores

The Zencity National Benchmark Survey is conducted semiannually, collecting about 5000 responses across the country. The cohort scores are the weighted average of scores for respondents in each cohort. These weights are calculated to match the client's own demographics, to make them directly comparable to the clients' scores. National scores are calculated in a similar manner.

The overall quality of life in Calvert County is **1% higher** than its cohort and **higher** than the national score.



- Calvert County
- Cohort
- ▲ National

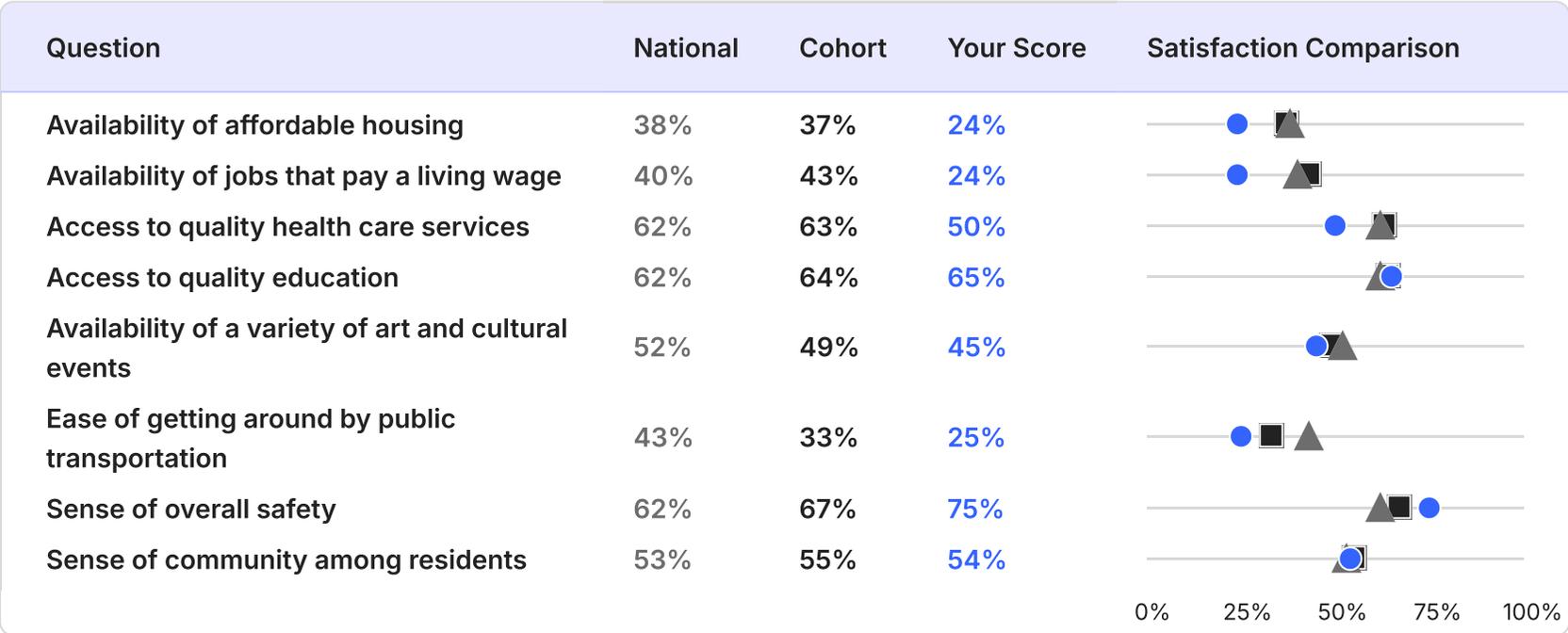
Question	National	Cohort	Your Score	Satisfaction Comparison
How is the overall quality of life in Calvert County?	66%	70%	71%	
How likely are you to recommend Calvert County as a place to live?	63%	70%	62%	
How likely are you to be living in Calvert County 5 years from now?	64%	67%	63%	

0% 25% 50% 75% 100%

Satisfaction with Life in Calvert County

Breakdown by characteristic

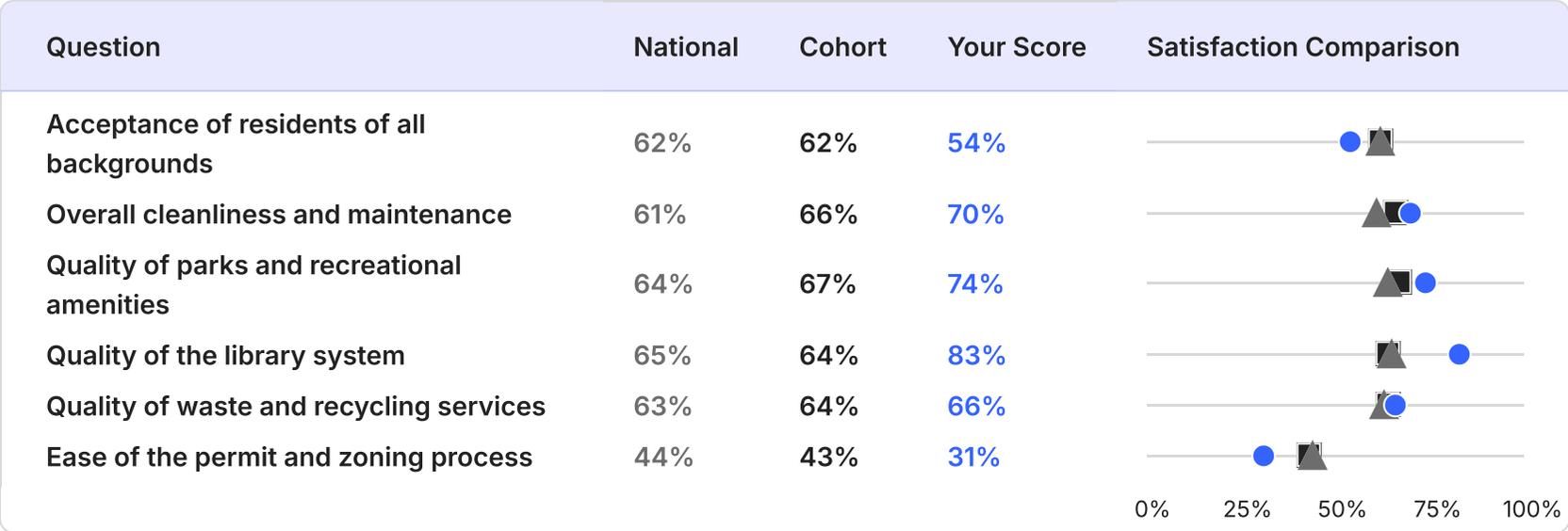
- Calvert County
- Cohort
- ▲ National



Satisfaction with Life in Calvert County

Breakdown by characteristic

- Calvert County
- Cohort
- ▲ National



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

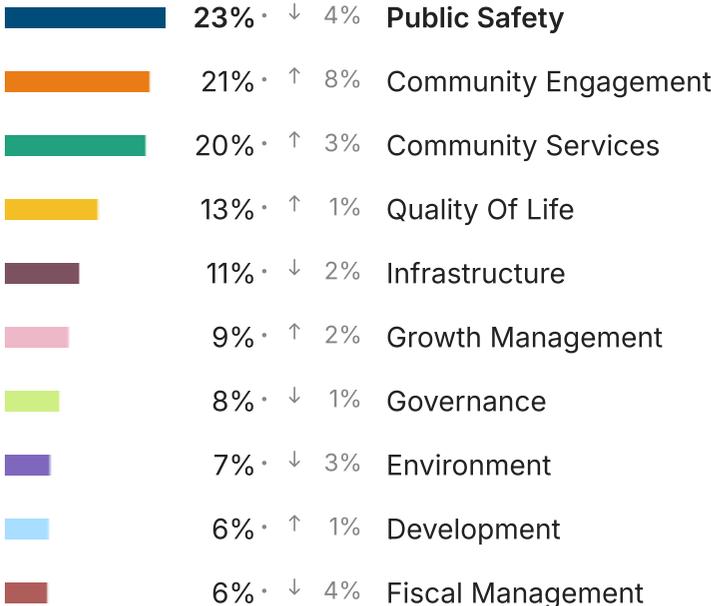
but claiming residency in Calvert County), as well as responses collected through self-distribution efforts, are analyzed in the free-text responses but excluded from the quantitative results.

BETA

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

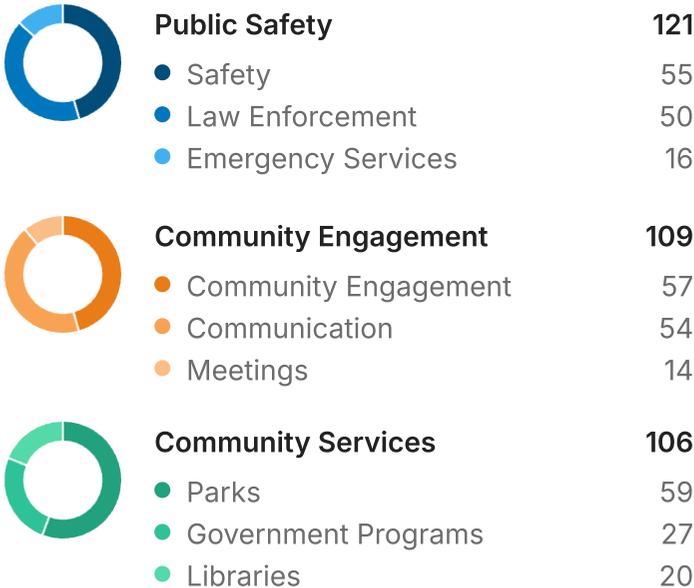
Most Common Topics

523 labeled responses out of 670



Top 3 Topics Breakdown

Number of responses by leading subtopic

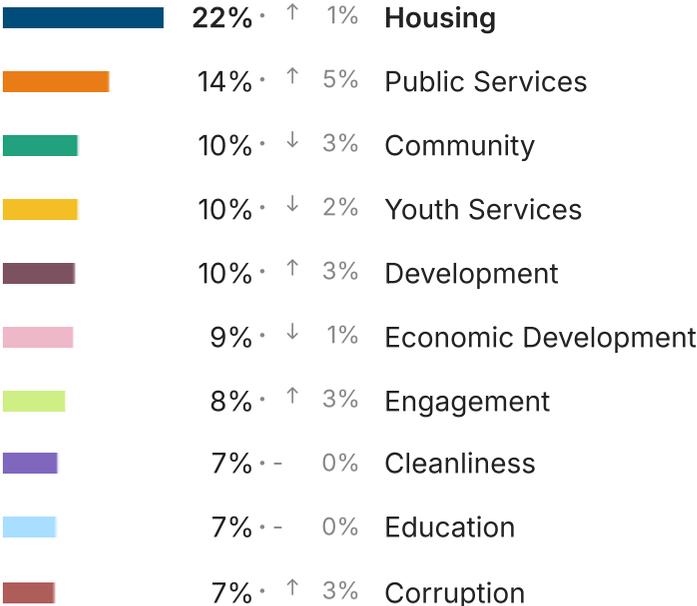


BETA

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

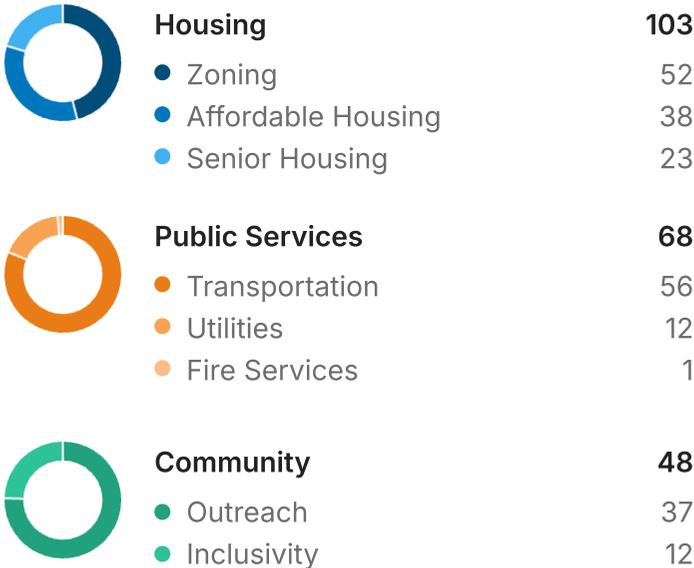
Most Common Topics

477 labeled responses out of 680



Top 3 Topics Breakdown

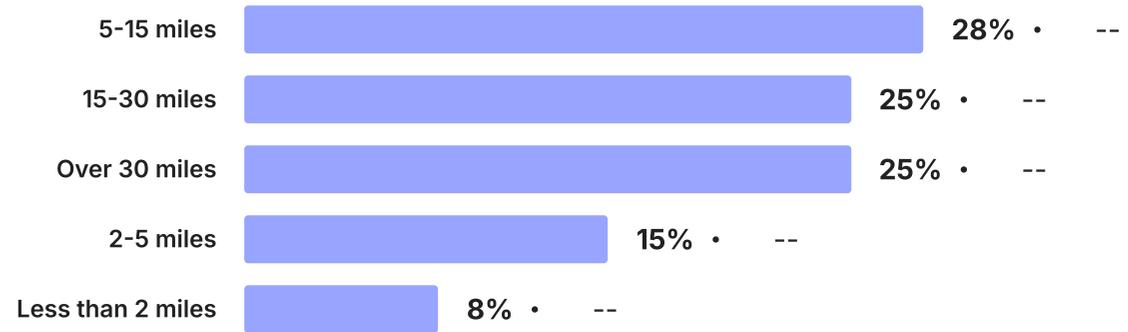
Number of responses by leading subtopic



Rotating Survey Section

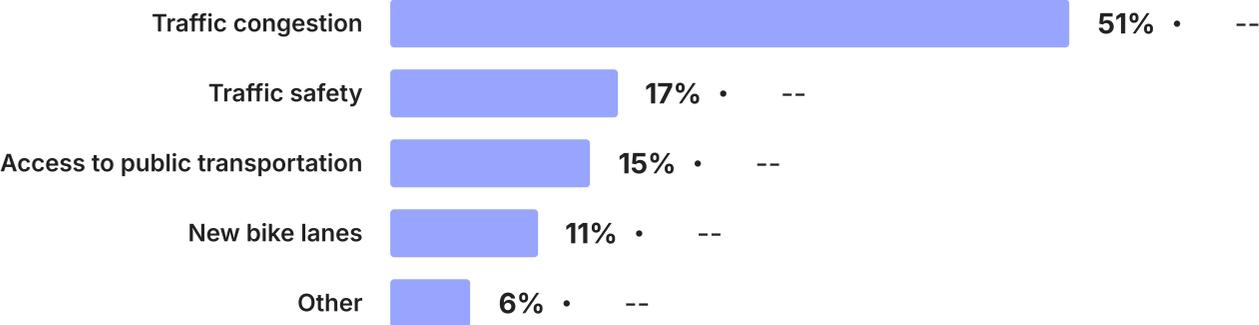
The rotating survey section focuses on areas of interest each cycle and can be updated as new areas of interest emerge.

How far do you travel for your daily activities (e.g., work, school, errands)?



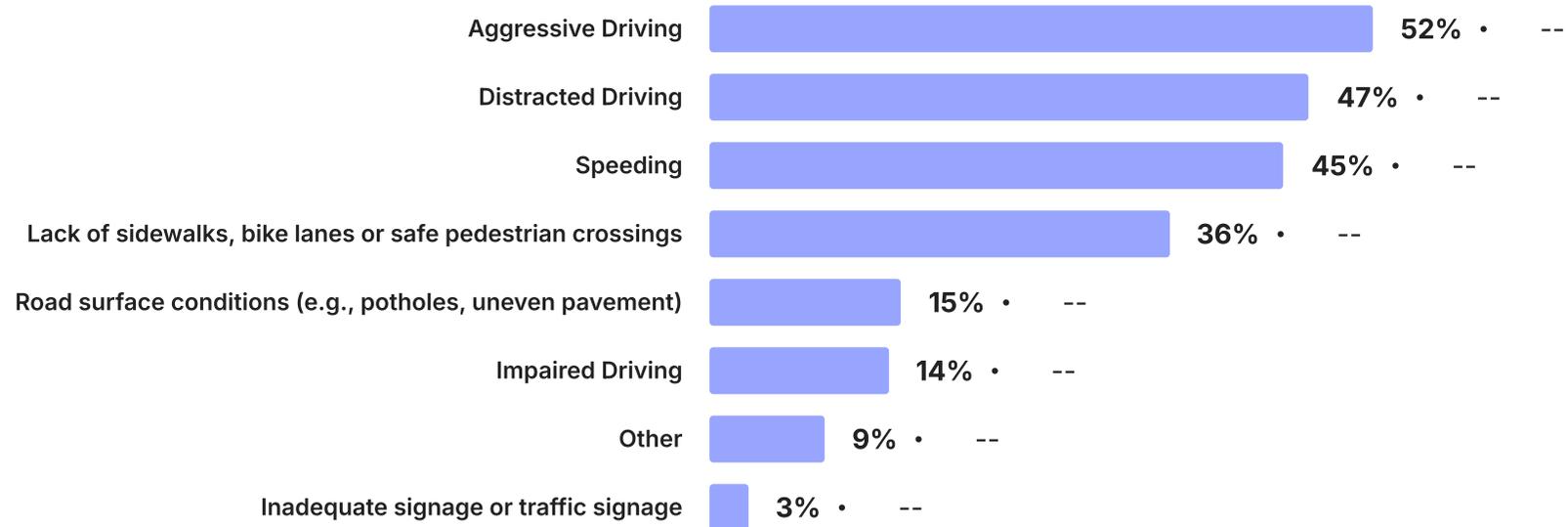
To view the full question breakdown, visit your Zencity [dashboard](#)

Which of the following would you most like to see improved on Calvert County Roadways:



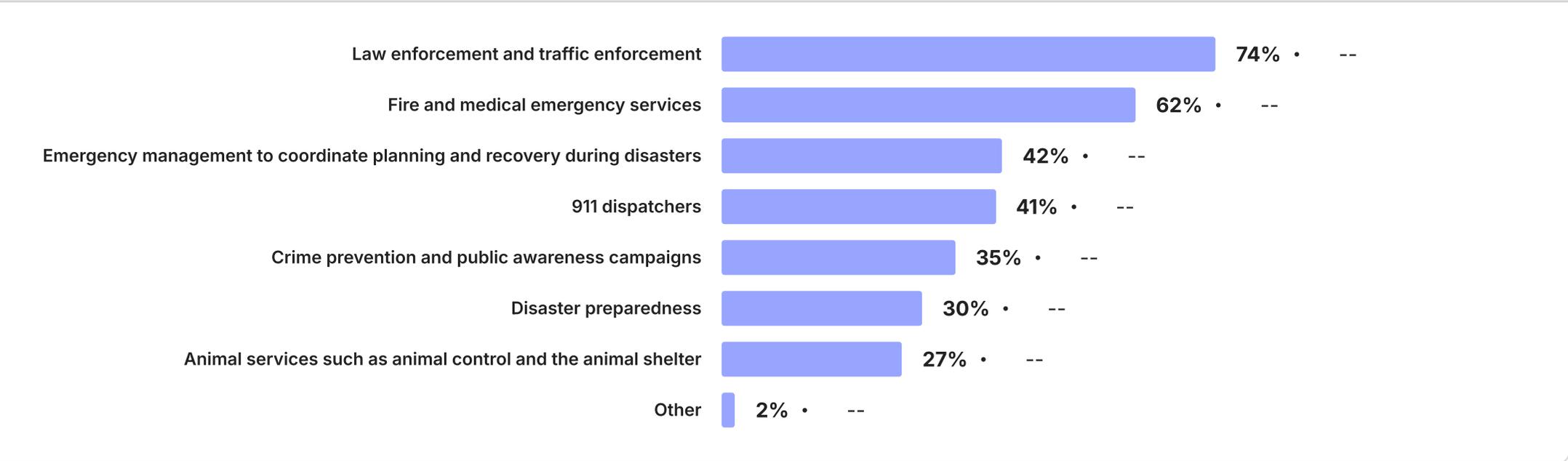
To view the full question breakdown, visit your Zencity [dashboard](#)

Which roadway safety issues concern you the most in your community?



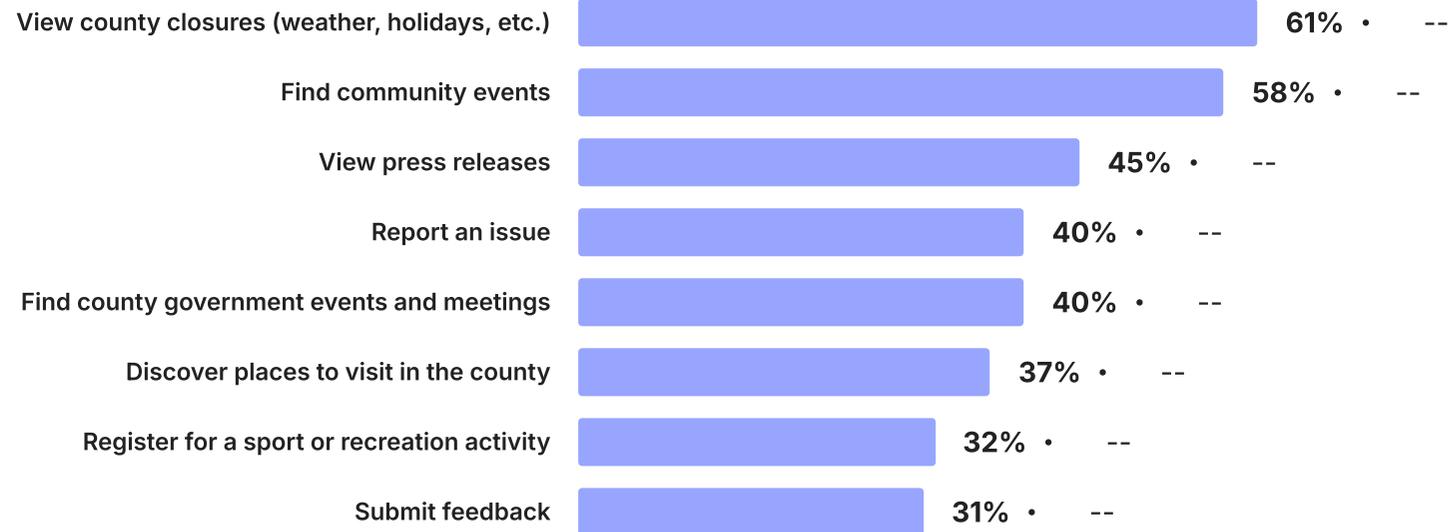
To view the full question breakdown, visit your Zencity [dashboard](#)

What comes to mind when you think of the Department of Public Safety?



To view the full question breakdown, visit your Zencity [dashboard](#)

Which of the following features would you be most likely to use on the county government mobile app?



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

Questions	Choices
	(Poor - Excellent)
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)
You indicated that it is difficult for you to share your opinion or concerns with Calvert County Government. What would make it easier for you to provide input?	More online or digital platforms for submitting feedback / More in-person opportunities or events to speak with officials / Easier access to contact information for government officials / More frequent surveys or feedback requests from the County / Community meetings or town halls held in more locations / A user-friendly app to submit concerns or suggestions / Clearer communication about how to provide feedback / Other
Overall cleanliness and maintenance	1 - 5 Scale (Poor - Excellent)

Questions	Choices
<p>Quality of parks and recreational amenities *</p>	<p>1 - 5 Scale (Poor - Excellent)</p>
<p>You rated the quality of parks and recreational amenities low. Which of the following best describes your concerns?</p>	<p>Poor maintenance or cleanliness of parks / Lack of safety or security in park areas / Limited variety or availability of recreational amenities / Parks are not easily accessible or conveniently located / Equipment or facilities are outdated or in disrepair / Not enough programming or community events / Other</p>
<p>Quality of the library system *</p>	<p>1 - 5 Scale (Poor - Excellent)</p>
<p>Quality of waste and recycling services *</p>	<p>1 - 5 Scale (Poor - Excellent)</p>
<p>You indicated that you were not satisfied with the quality of waste and recycling services. What are the main reasons for your rating?</p>	<p>Inconvenient hours of operation / Locations are too far or hard to access / Long wait times or lines at the site / Limited recycling options (e.g., certain materials not accepted) / Cleanliness or maintenance of the site / Unhelpful or unfriendly staff / Lack of clear signage or instructions at the facility / Other</p>
<p>Ease of the permit and zoning process *</p>	<p>1 - 5 Scale (Poor - Excellent)</p>
<p>Overall quality of services provided by Calvert County *</p>	<p>1 - 5 Scale (Poor - Excellent)</p>

Questions	Choices
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
How far do you travel for your daily activities (e.g., work, school, errands)?	Less than 2 miles / 2-5 miles / 5-15 miles / 15-30 miles / Over 30 miles
Which of the following would you most like to see improved on Calvert County Roadways:	Traffic congestion / Access to public transportation / New bike lanes / Traffic safety / Other
Which roadway safety issues concern you the most in your community?	Speeding / Distracted Driving / Aggressive Driving / Impaired Driving / Lack of sidewalks, bike lanes or safe pedestrian crossings / Road surface conditions (e.g., potholes, uneven pavement) / Inadequate signage or traffic signage / Other
What comes to mind when you think of the Department of Public Safety?	Law enforcement and traffic enforcement / Fire and medical emergency services / Disaster preparedness / Crime prevention and public awareness campaigns / 911 dispatchers / Emergency management to coordinate planning and recovery during disasters / Animal services such as animal control and the animal shelter / Other
Which of the following features would you be most likely to use on the county government mobile app?	View press releases / View county closures (weather, holidays, etc.) / View adoptable pets / Register for a sport or recreation activity / Reserve a tee time / Find community events / Find county government events and meetings / Discover places

Questions	Choices
	to visit in the county / Find EV charging stations / Submit feedback / Report an issue / Watch county government meetings / Other
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

Questions	Choices
<p>What is the highest level of school you have completed or the highest degree you have received? *</p>	<p>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</p>
<p>Do any children under the age of 18 live in your household at least half of the time? *</p>	<p>Yes / No / Prefer not to say</p>
<p>Which category best represents your household's total income over the past year? *</p>	<p>\$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</p>



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