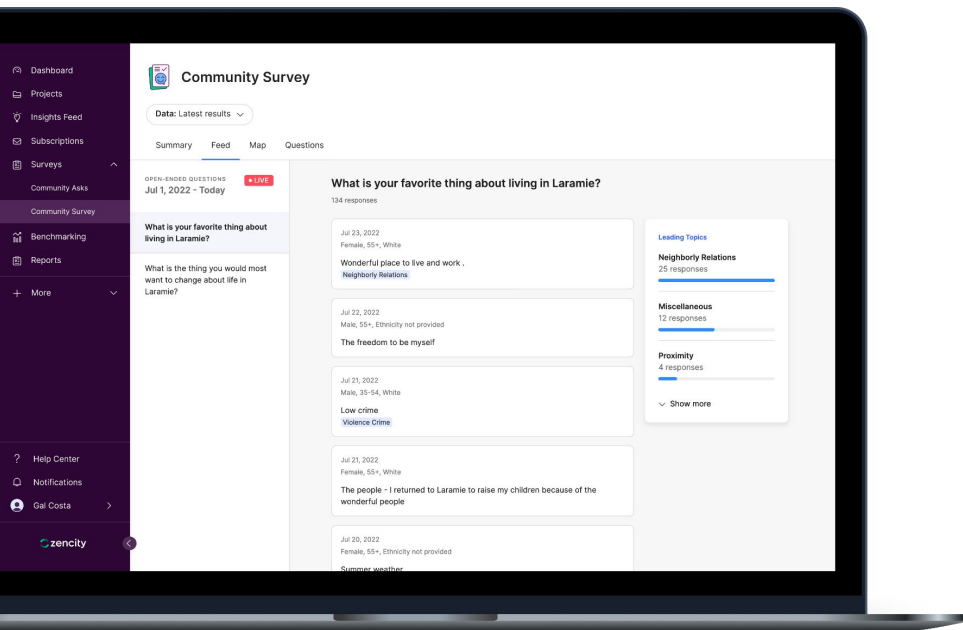




Charles County, MD Community Survey

January - May 2023

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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

670 responses were were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between January – May, 2023. Zencity built a representative sample by matching respondent data to the U.S. Census Bureau's race, ethnicity, age, and gender distributions in Charles County. 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

Overall Satisfaction Score

Charles County, MD
January - May 2023

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5

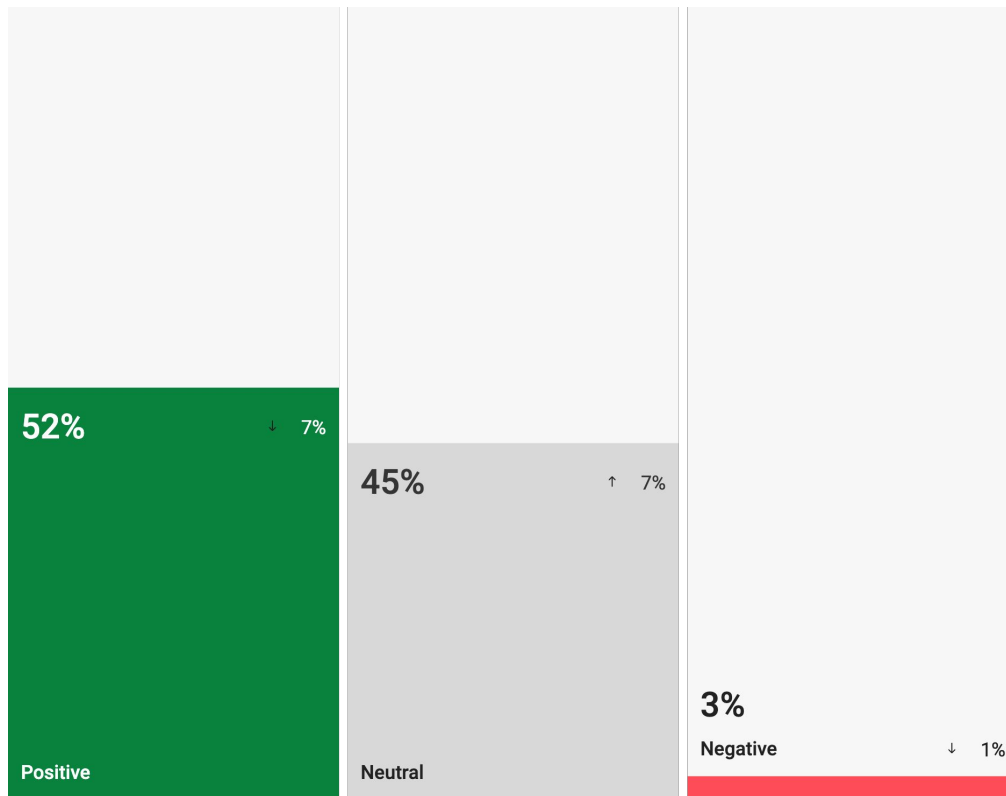
52%

of 670 surveyed residents are **satisfied** with life in Charles County

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.



Overall Satisfaction Score

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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.

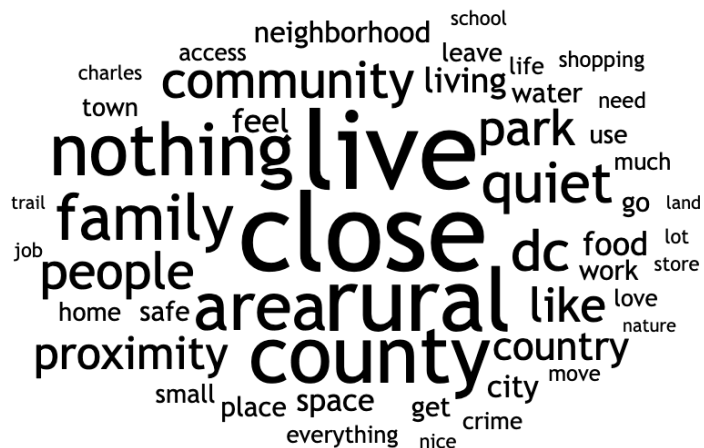
QUESTION	RESIDENT SATISFACTION	
How is the overall quality of life in Charles County?	44% • ↓ 7%	
How likely are you to recommend Charles County as a place to live?	37% • ↓ 5%	
How likely are you to be living in Charles County 5 years from now?	44% • ↓ 5%	
Average rating from the Community Characteristics questions	41% • ↓ 7%	

Free-Text Responses



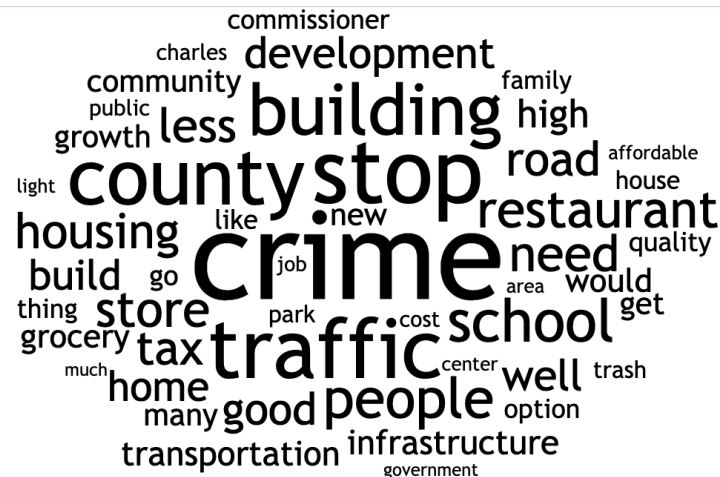
What residents love

Question: What is your favorite thing about living in Charles County?



What residents want changed

Question: What is the one thing you would change in Charles County?

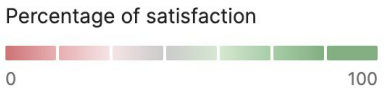


Across the Community

Charles County, MD

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AREA		RESIDENT SATISFACTION	
1	44% • ↓ 16%	<div><div></div></div>	
2	52% • ↓ 7%	<div><div></div></div>	
3	60% • ↓ 2%	<div><div></div></div>	
4	54% • -- 0%	<div><div></div></div>	

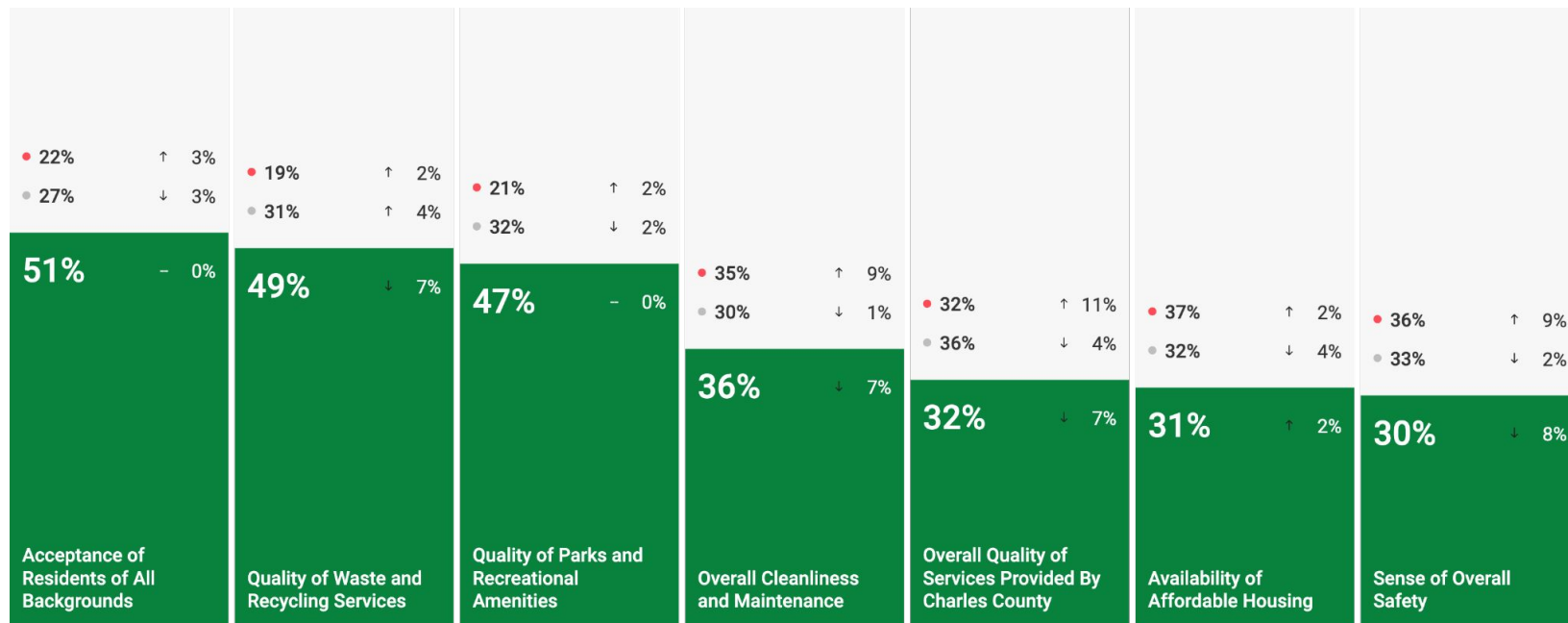
Life in Charles County

Satisfaction with Life in Charles County

Charles County, MD
January - May 2023

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

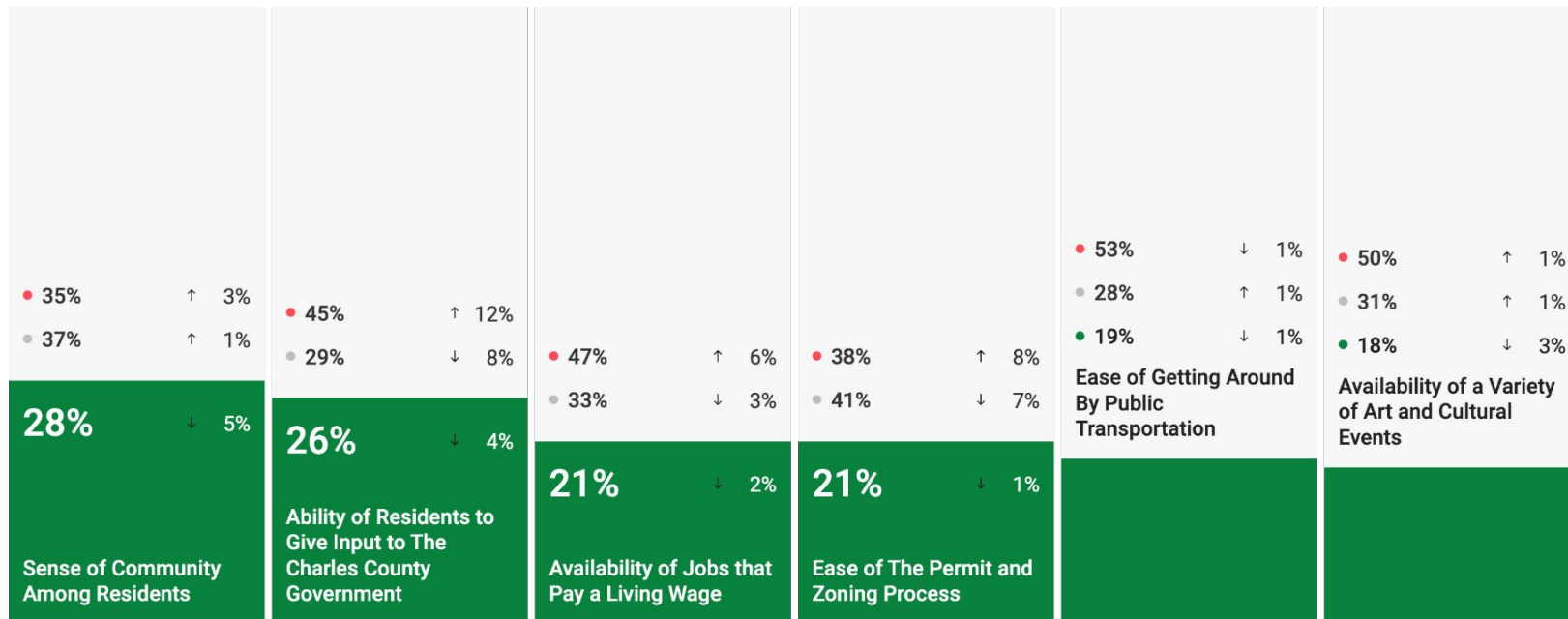
We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).

Satisfaction with Life in Charles County

Charles County, MD
January - May 2023

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

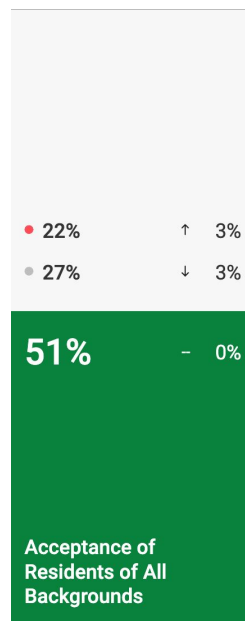
We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).

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

The community characteristics shown here:
a) demonstrate a strong correlation with how
residents rated their overall satisfaction AND
b) receive a notably high or low satisfaction score.

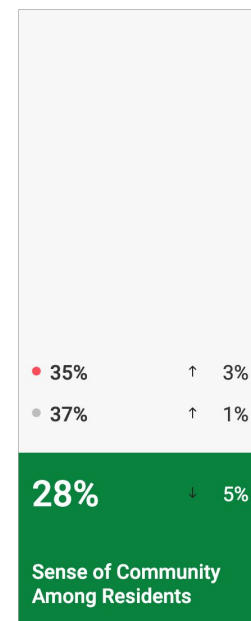
Maintain

High-scoring characteristics with strong
correlation to overall satisfaction



Focus on

Low-scoring characteristics with strong
correlation to overall satisfaction



Strengths

Strength:

Acceptance of residents of all backgrounds

Charles County, MD
January - May 2023

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16

51%

of residents are satisfied with
the acceptance of residents of
all backgrounds



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.

AGE

18-34

63%



35-54

50%



55+

44%



GENDER

Female

50%



Male

54%



RACE/ETHNICITY

Black or African American

65%



White

42%



Hispanic

64%

①



In Focus

Focus: Sense of community among residents

Charles County, MD
January - May 2023

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18

28%

of residents are satisfied with
the sense of community
among residents

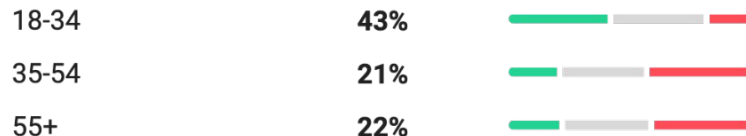


This community characteristic was selected because it had a high correlation with satisfaction AND received a notably **low** score.

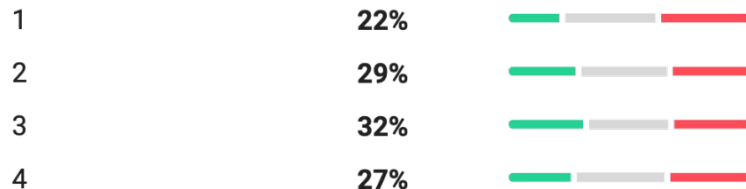
The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

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

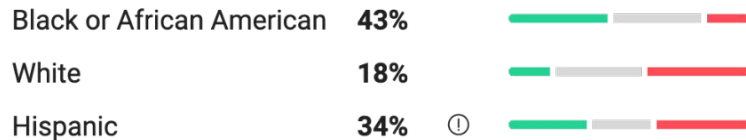
AGE



AREA



RACE/ETHNICITY

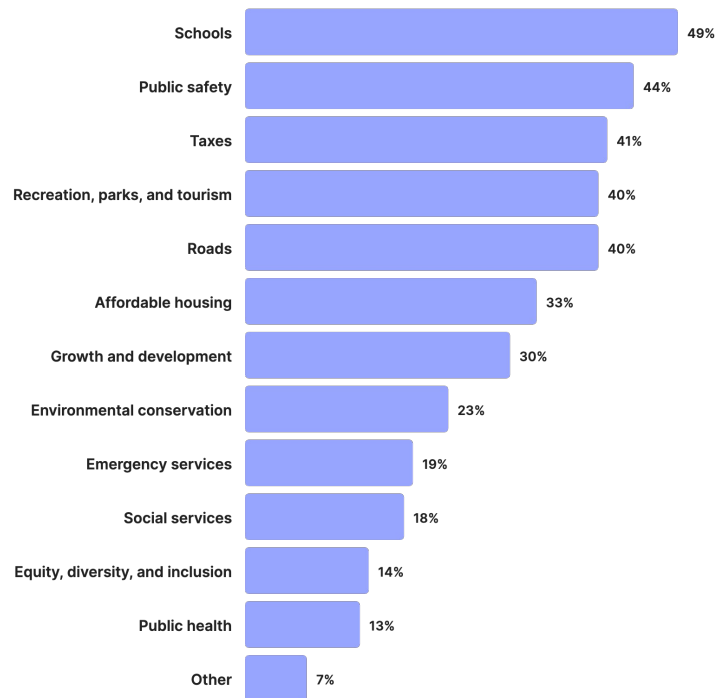


Rotating Survey Section

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

As was found in the previous cycle, respondents most commonly reported wanting to see the Charles County Government focus on **schools**.

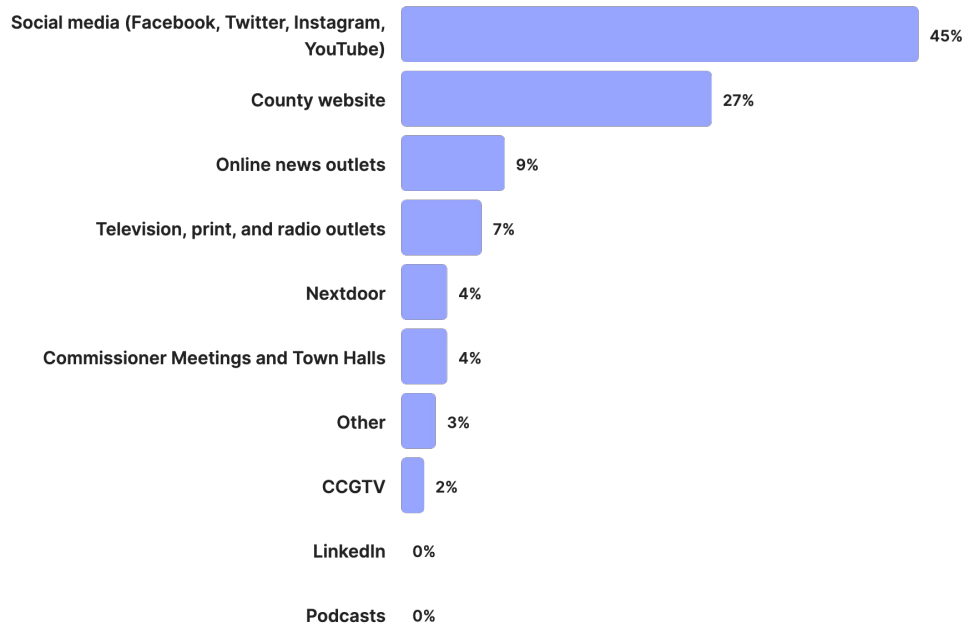
However, this cycle, **affordable housing** was chosen less often than last cycle (33% this cycle as compared to 43% last cycle).



The question: Which of the following areas would you like to see Charles County Government focus on for the next three years?

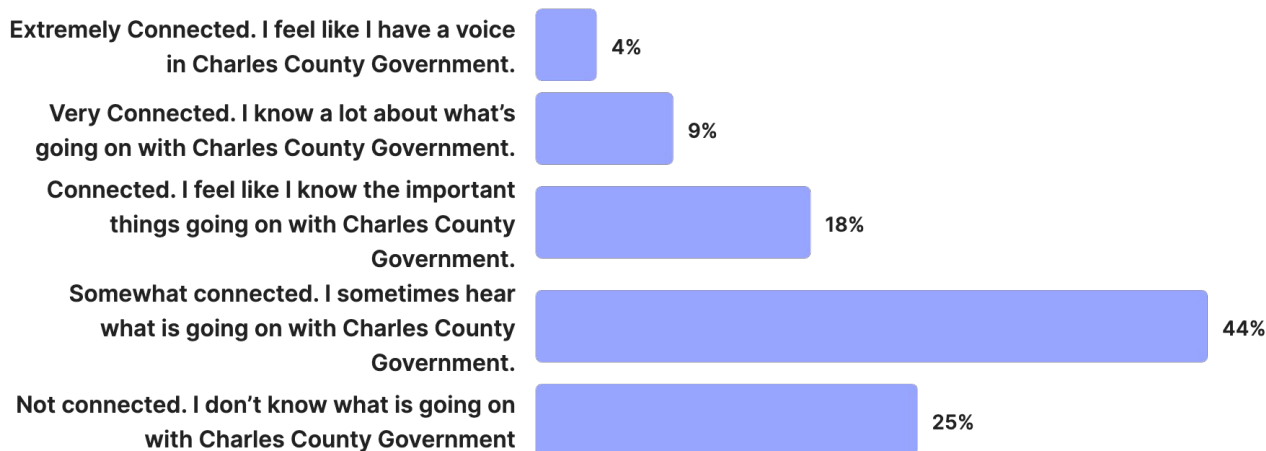
45%

of respondents would like to receive news and information through **social media** (up from 42% in the last cycle).



The question: How do you like to receive news and information from Charles County Government?

As was found in the previous cycle, **44%** of respondents reported feeling **somewhat connected** with the Charles County Government.



Demographic Breakdown

Demographic Breakdown

Charles County, MD
January - May 2023

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DEMOGRAPHIC	GROUP	SATISFACTION	PARTICIPANTS
Age	18-34	67%	130
Age	35-54	49%	230
Age	55+	43%	294
Education	High school degree or less	54%	119
Education	Some college or college degree	54%	250
Education	Higher education degree	50%	301
Ethnicity	Black or African American	76%	190

DEMOGRAPHIC	GROUP	SATISFACTION	PARTICIPANTS
Ethnicity	Hispanic/Latino	59% *	33
Ethnicity	White	37%	357
Gender	Female	53%	460
Gender	Male	53%	192
Household Income	\$49,999 or less	58%	112
Household Income	\$50,000-\$124,999	55%	269
Household Income	\$125,000 or more	48%	289

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.

The Questionnaire

Section 1

General Satisfaction

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

* Mandatory question

The Questionnaire

Charles County, MD
January - May 2023

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Section 2

Community Characteristics

All questions in this section were ranked on a scale of 1-5 (poor to excellent)

QUESTIONS

Availability of affordable housing

Availability of jobs that pay a living wage

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 Charles County government

Overall cleanliness and maintenance

Quality of parks and recreational amenities

Quality of waste and recycling services

Ease of the permit and zoning process

Overall quality of services provided by Charles County

Section 3

Rotating Survey Section

QUESTION	CHOICES
Which of the following areas would you like to see Charles County Government focus on for the next three years?	Schools; Taxes; Affordable housing; Recreation, parks, and tourism; Growth and development; Environmental conservation; Social services; Public health; Emergency services; Equity, diversity, and inclusion; Roads; Public safety; Other:_____
How do you like to receive news and information from Charles County Government?	County website; Social media (Facebook, Twitter, Instagram, YouTube); NextDoor; Television, print, and radio outlets; Online news outlets; LinkedIn; CCGTV; Podcasts; Commissioner Meetings and Town Halls; Other:_____
How connected do you feel with Charles County Government?	5—Extremely Connected. I feel like I have a voice in Charles County Government; 4—Very Connected. I know a lot about what's going on with Charles County Government; 3—Connected. I feel like I know the important things going on with Charles County Government; 2—Somewhat connected. I sometimes hear what is going on with Charles County Government; 1 – Not connected. I don't know what is going on with Charles County Government

Section 4

Demographics

QUESTION	CHOICES
What year were you born in? *	Open-ended
Which of the following do you identify as? *	Female / Male / Prefer to self-describe / Other (+free text input)
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

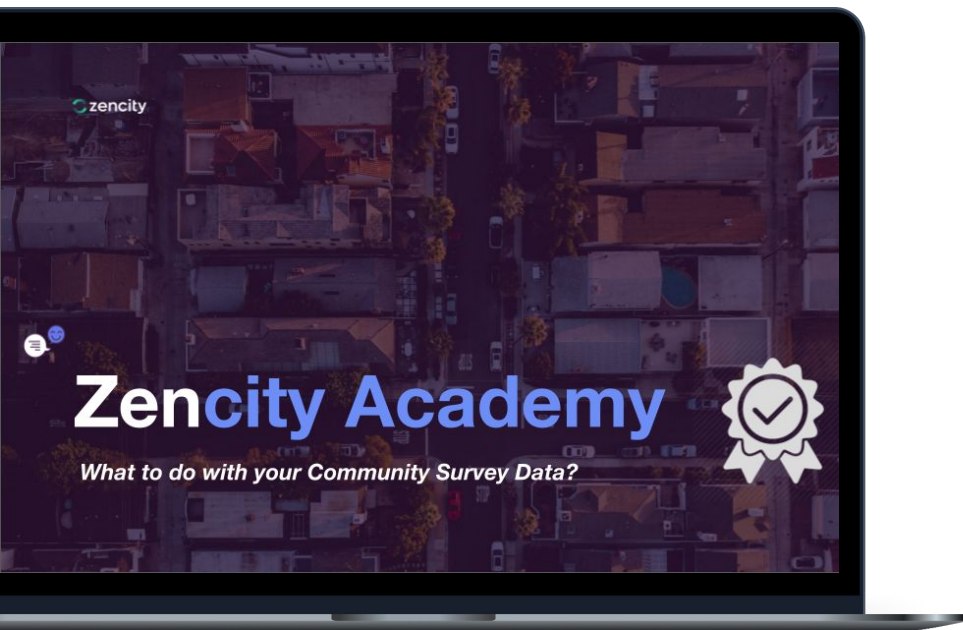
* Mandatory question

Section 4

Demographics

QUESTION	CHOICES
What is your home zip code? *	Open-ended
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

* Mandatory question



What to do with your Zencity Community Survey data?

Not sure what you will do with the data from this report?

[Zencity Academy](#) has you covered with:

- **Webinar** recording with Lee Feldman, Former ICMA President and city manager of North Miami, Palm Bay, Gainesville and Fort Lauderdale, FL
- **Tips on Using Your Report Data** for Strategic Planning, Performance Management, communications & Day-to-Day
- **Recommended Workflows** upon receiving your report summary



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surveys@zencity.io