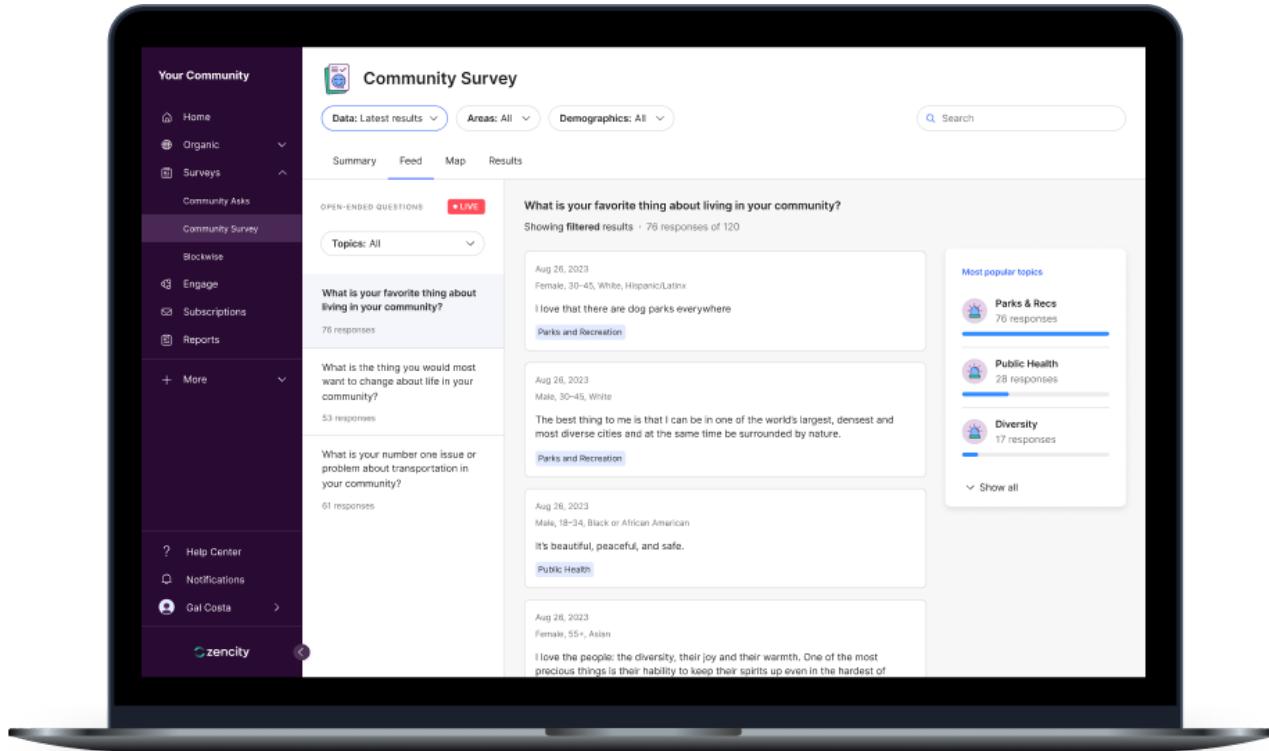




Charles County, MD

Community Survey

August - October 2023



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

754 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between August - October 2023. An additional 502 responses were collected through the county's distribution efforts, including distribution via a link on Nextdoor, 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 Charles County, MD. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score.

Score Calculation

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

Overall Satisfaction

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

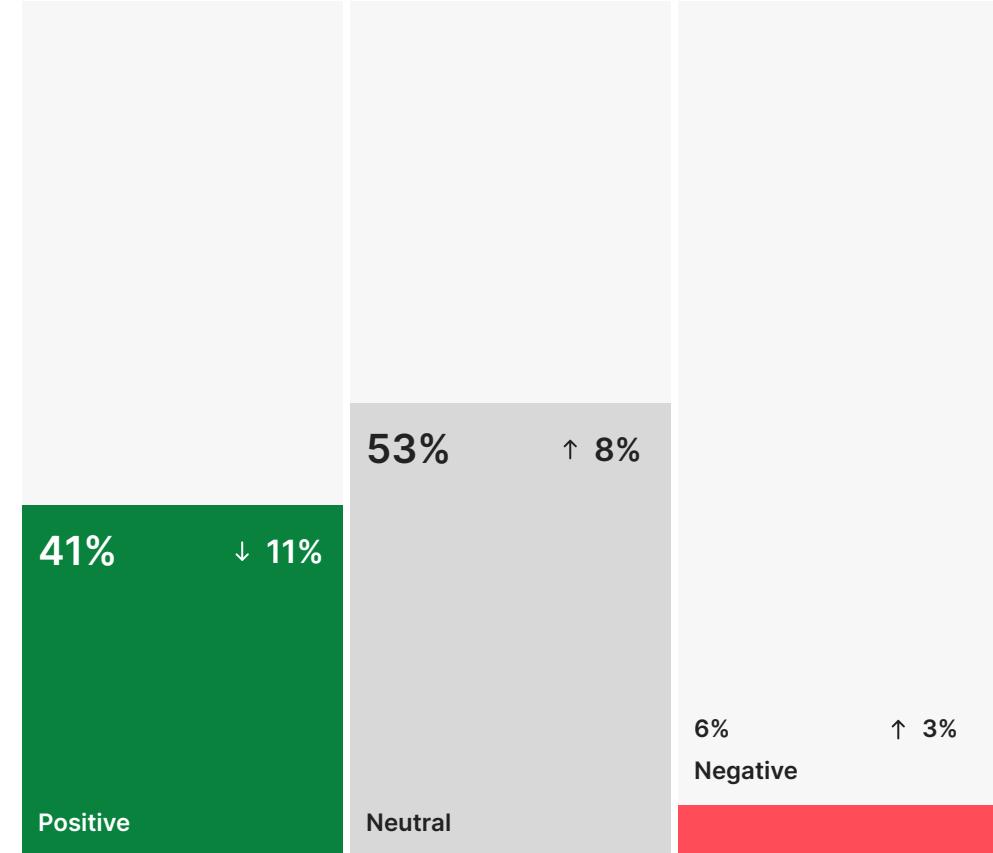
We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

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

41%

of 754 surveyed residents are
satisfied with life in Charles
County

↓ 11% vs. previous cycle

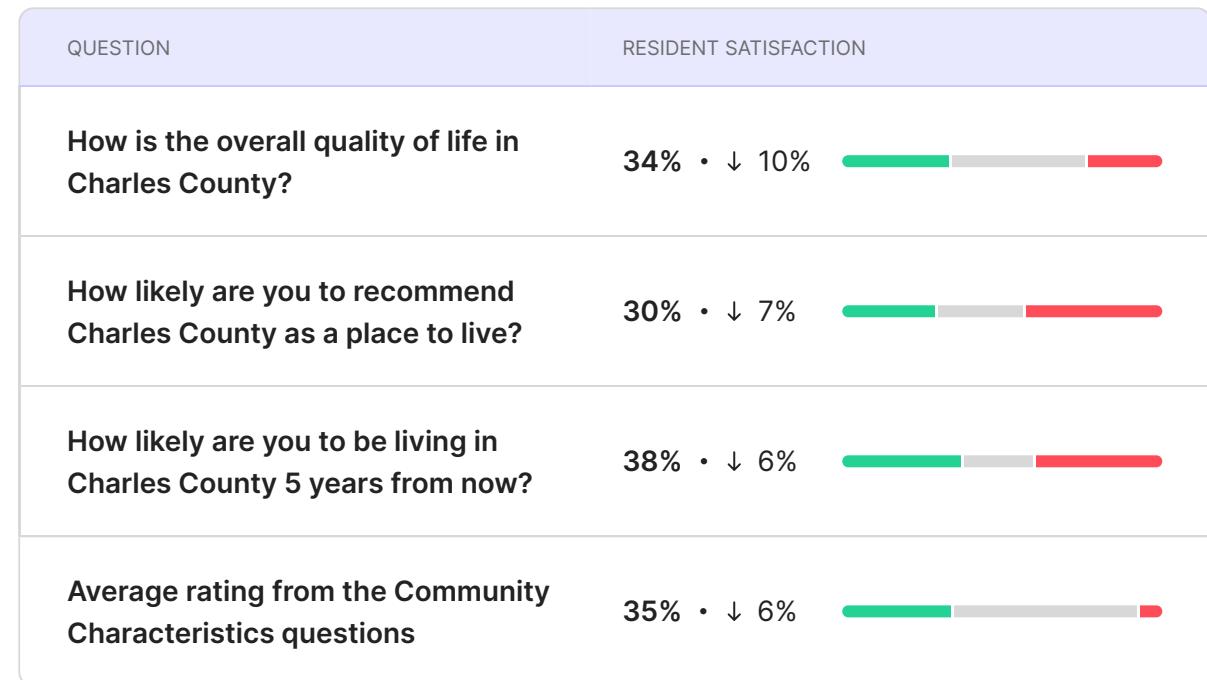


These are the main measures of satisfaction in your community

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 (\uparrow) and down (\downarrow) arrows will show the change in percentage points.

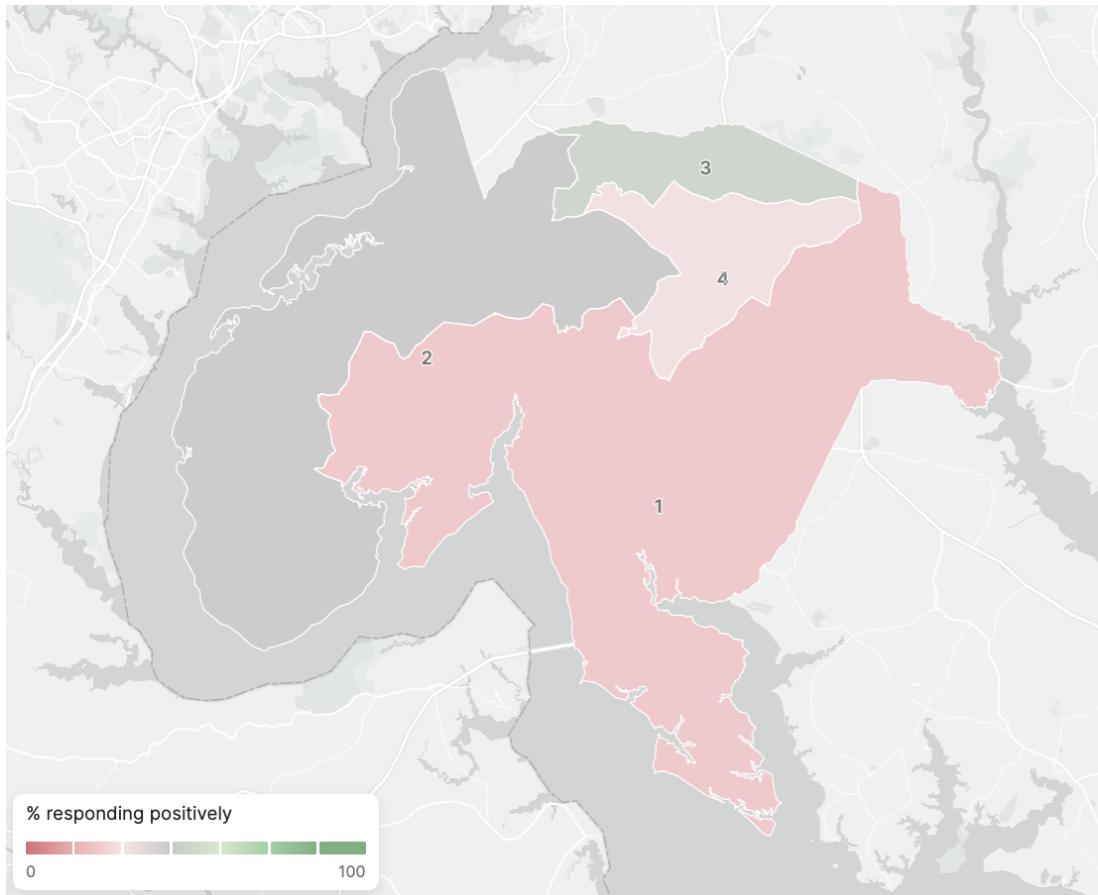


Across the Community

Zencity Community Survey

Charles County, MD
August - October 2023

Powered by
 Zencity



AREA	RESIDENT SATISFACTION
1	31% • ↓ 13% 
2	47% • ↓ 5% 
3	52% • ↓ 8% 
4	37% • ↓ 17% 

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

Charles County, MD
August - October 2023

Powered by
 Zencity

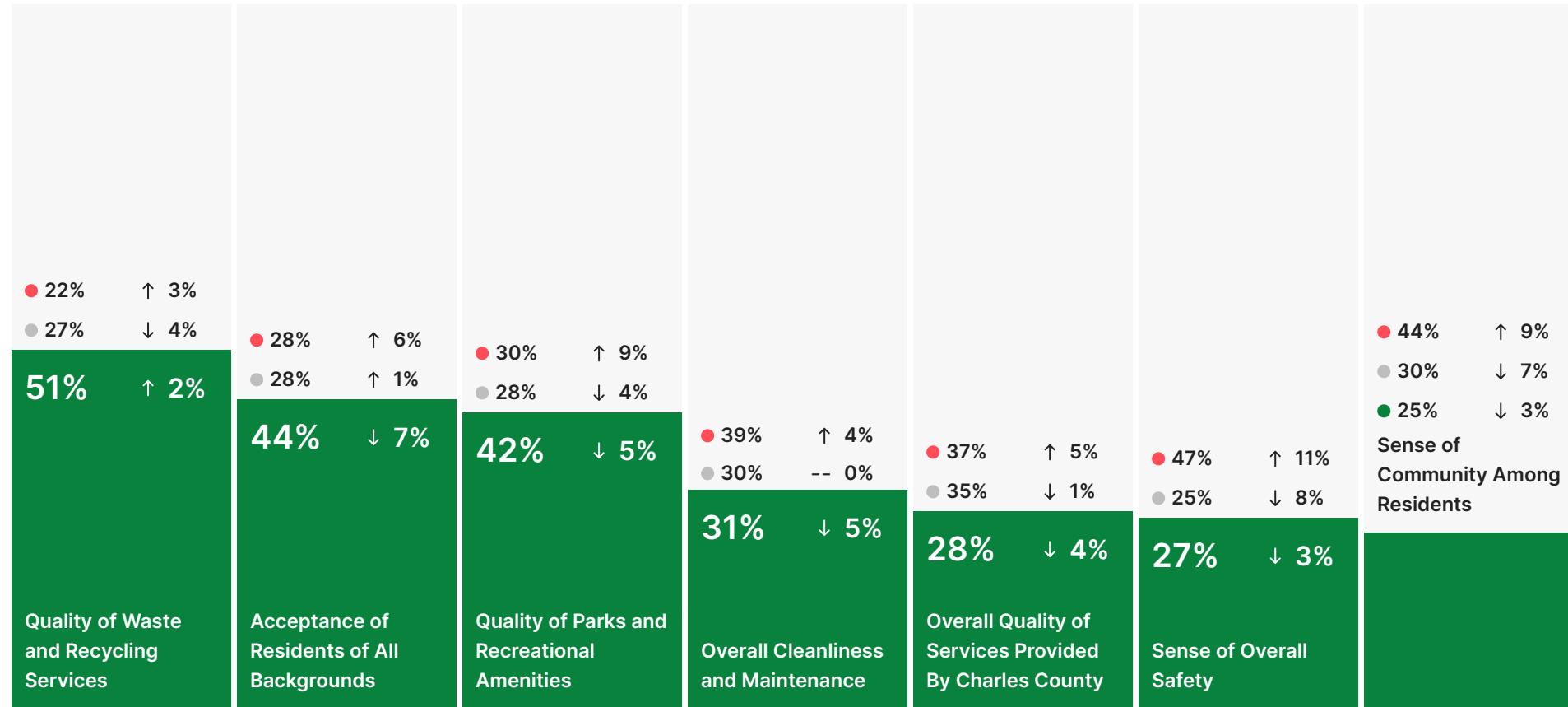
DEMOGRAPHIC	GROUP	SCORE	N
Age	18-34	49%	97
Age	35-54	36%	221
Age	55+	41%	407
Education	High school degree or less	42%	125
Education	Some college or college degree	43%	465
Education	Higher education degree	42%	131
Ethnicity	Black or African American	60%	151

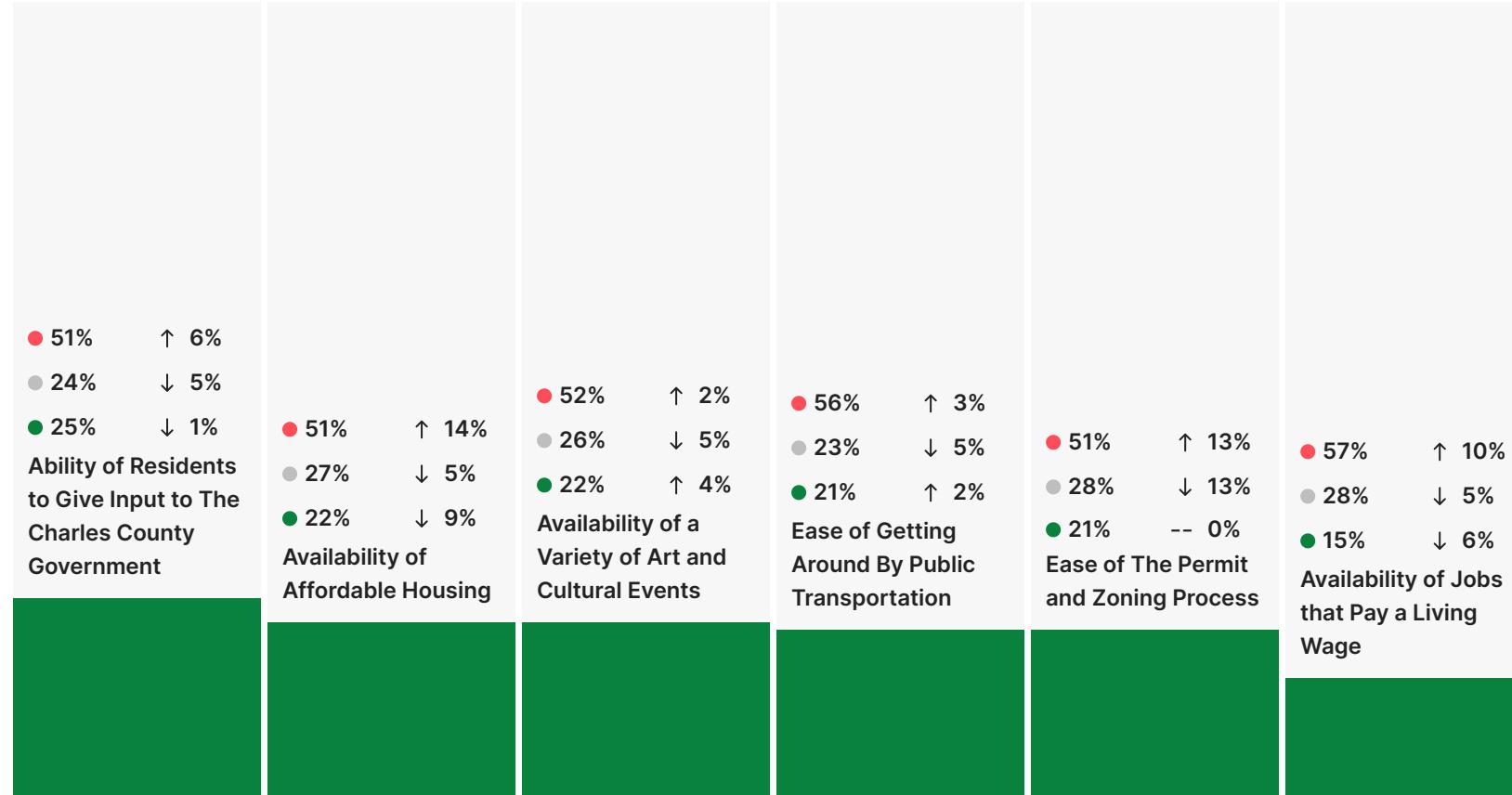
DEMOGRAPHIC	GROUP	SCORE	N
Ethnicity	White	33%	444
Gender	Female	46%	500
Gender	Male	37%	245
Income	\$49,999 or less	53%	94
Income	\$50,000-\$149,999	45%	349
Income	\$150,000 or more	33%	172

Life in Charles 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).





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

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

Maintain

High-scoring characteristics with strong correlation to overall satisfaction

● 30% ↑ 9%
● 28% ↓ 4%

42% ↓ 5%

Quality of Parks and Recreational Amenities

Focus on

Low-scoring characteristics with strong correlation to overall satisfaction

● 51% ↑ 14%
● 27% ↓ 5%
● 22% ↓ 9%

Availability of Affordable Housing

Strengths

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

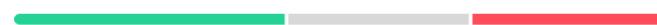
The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

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

42%

of residents are satisfied with
the quality of parks and
recreational amenities

↓ 5% vs. previous cycle



AREA

1	40% • ↓ 11%	
2	46% • ↑ 2%	
3	49% • ↓ 4%	
4	36% • ↓ 8%	

INCOME

\$49,999 or less	51% • ↑ 8%	
\$50,000-\$149,999	42% • ↓ 8%	
\$150,000 or more	42% • ↓ 3%	

AGE

18-34	54% • ↑ 2%	
35-54	36% • ↓ 8%	
55+	41% • ↓ 5%	

RACE/ETHNICITY

White	36% • ↓ 9%	
Black or African American	54% • -- 0%	

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.

22%

of residents are satisfied with
the availability of affordable
housing

↓ 9% vs. previous cycle



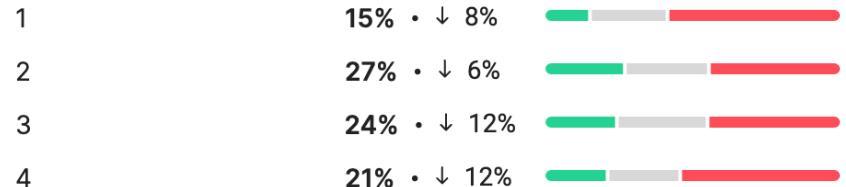
Neutral

27% • ↓ 5%

Dissatisfied

51% • ↑ 14%

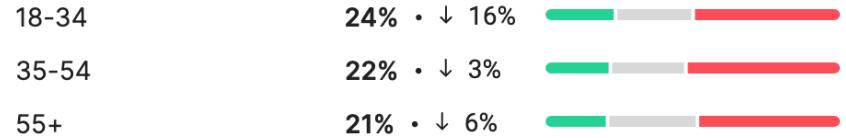
AREA



INCOME



AGE



RACE/ETHNICITY



Community Benchmark

How we compare Charles County, MD to other similar communities

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

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

These are some of the communities represented in your cohort

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

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

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

COMMUNITY NAME	TOTAL POP	DENSITY	DIVERSITY	MEDIAN INCOME (\$)
Charles County, Maryland	161,448	353	48.51%	\$103,678
Carroll County, Maryland	168,233	376	7.10%	\$99,569
Washington County, Maryland	150,575	329	14.23%	\$63,510
Wicomico County, Maryland	103,222	276	31.48%	\$60,366
Calvert County, Maryland	92,094	432	15.54%	\$112,696
Harford County, Maryland	253,736	580	18.98%	\$94,003

+ more communities with similar characteristics

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

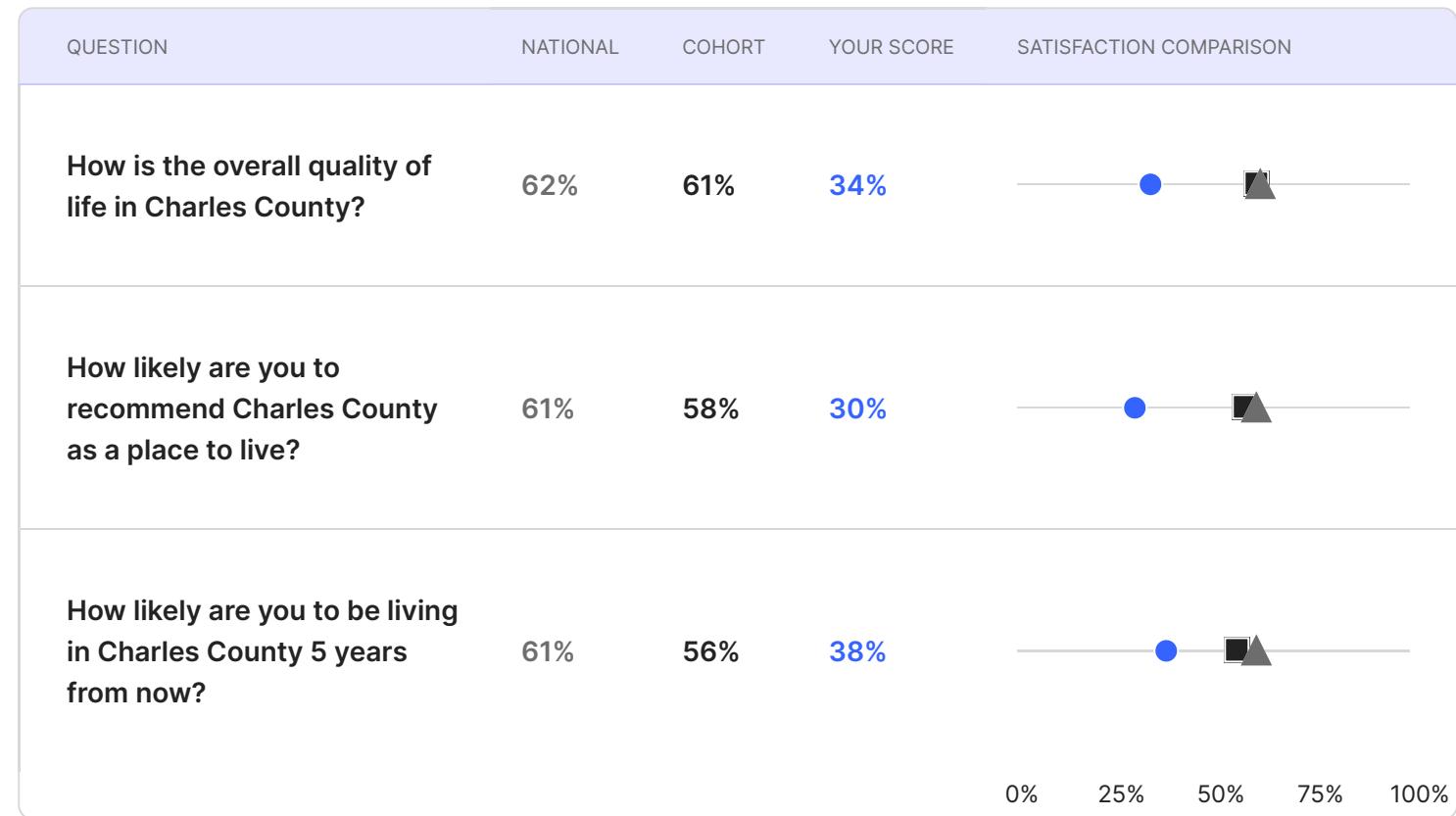
The overall resident satisfaction in Charles County is lower than its cohort.

41% **69%** **76%**
Charles County Cohort National

● Charles County

■ Cohort

▲ National



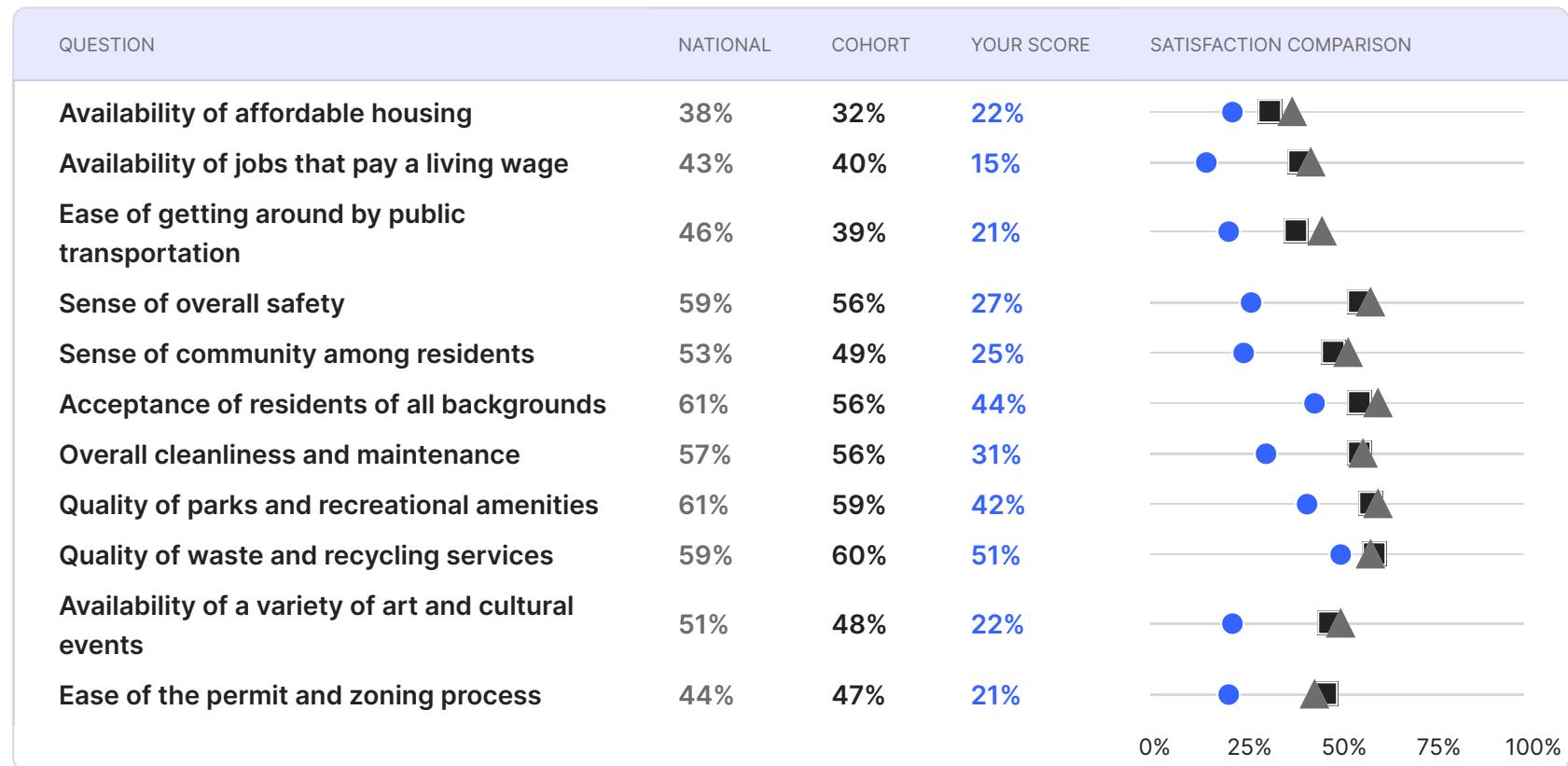
Satisfaction with Life in Charles County, MD

Breakdown by characteristic

● Charles County

■ Cohort

▲ National

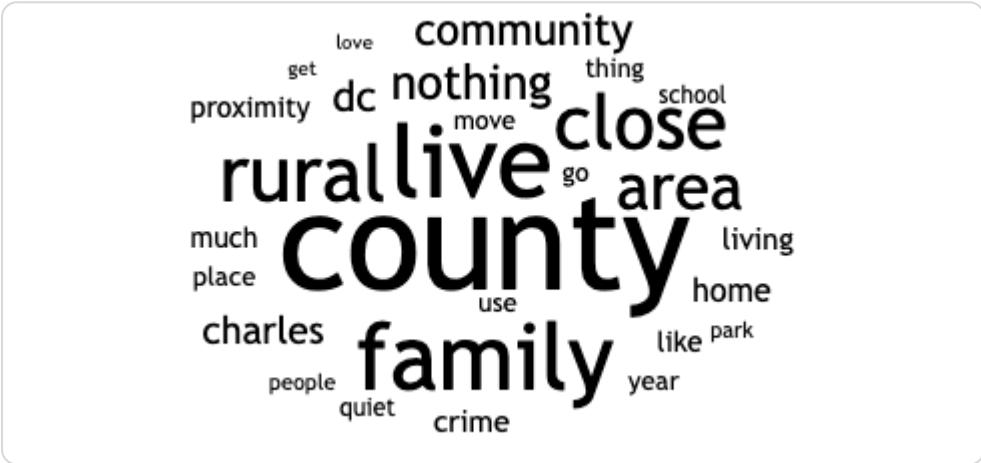


Free-Text Responses



What residents love

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

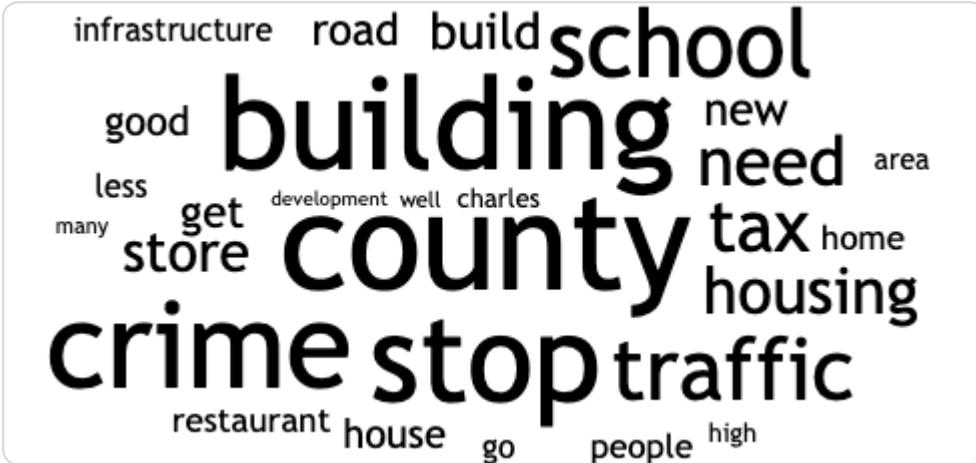


A word cloud representing positive responses to the survey question. The most prominent words are 'County', 'family', 'rural', 'live', 'close', 'area', 'community', 'quiet', 'people', 'charles', 'quiet', 'crime', 'use', 'like', 'park', 'year', 'go', 'move', 'nothing', 'dc', 'proximity', 'get', 'love', and 'school'.



What residents want changed

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



A word cloud representing negative responses to the survey question. The most prominent words are 'building', 'County', 'stop', 'traffic', 'tax', 'housing', 'need', 'new', 'area', 'charles', 'development', 'well', 'get', 'store', 'restaurant', 'house', 'go', 'people', 'high', 'infrastructure', 'road', 'build', 'school', 'good', 'less', 'many', and 'quiet'.

Rotating Survey Section

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

33% of respondents reported that they would like to receive text notifications about Charles County government community meetings and events.



The question:

Would you like to receive text notifications about Charles County government community meetings and events?

26%

of residents agree that the
Charles County government
listens to residents and is
responsive to their concerns



Neutral

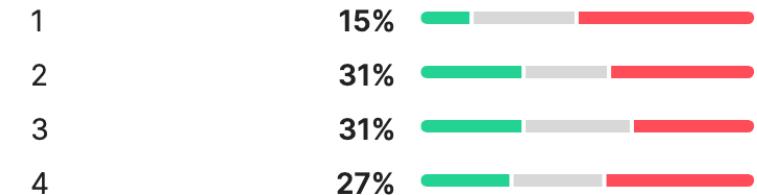
Dissatisfied

29%

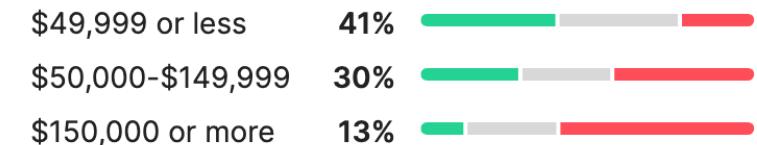
46%

The question: Do you agree or disagree with the following statement:
Charles County government listens to residents and is responsive to their concerns.

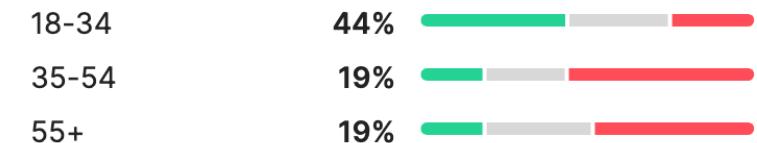
AREA



INCOME



AGE



27%

of residents agree that the
Charles County government
operates in a way that is open
and accountable to the public



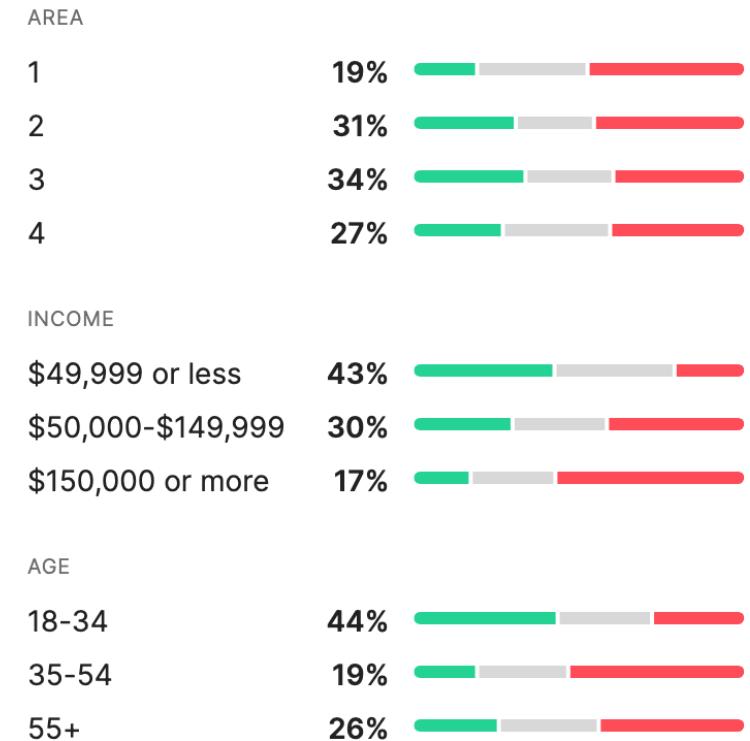
Neutral

Dissatisfied

29%

44%

The question: Do you agree or disagree with the following statement:
Charles County government operates in a way that is open and accountable to the public.



22%

of residents agree that their neighborhood receives its fair share of funding from Charles County government for local services



Neutral

Dissatisfied

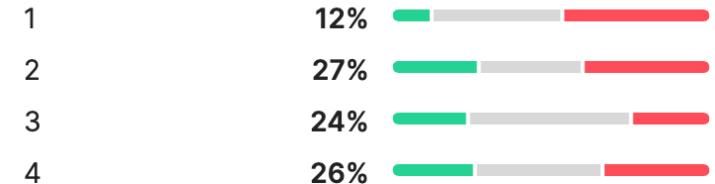
40%

37%

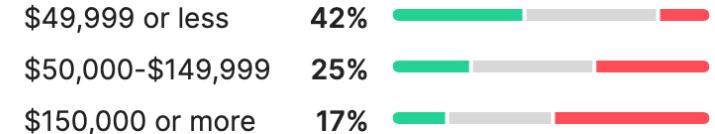
The question: Do you agree or disagree with the following statement:

My neighborhood receives its fair share of funding from Charles County government for local services.

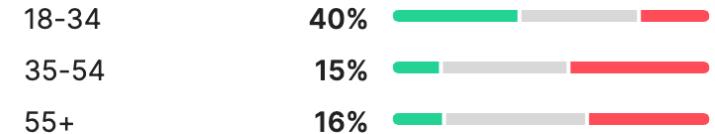
AREA



INCOME



AGE



23%

of residents agree that things
in Charles County are moving
in the right direction



Neutral

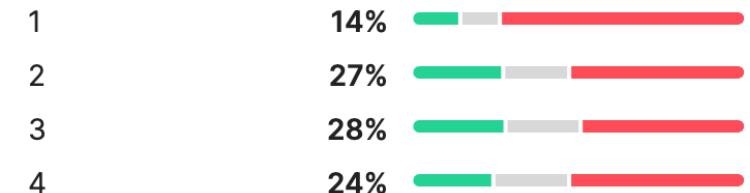
19%

Dissatisfied

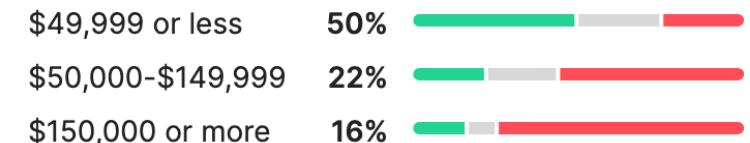
58%

The question: Do you agree or disagree with the following statement:
Overall, things in Charles County are moving in the right direction.

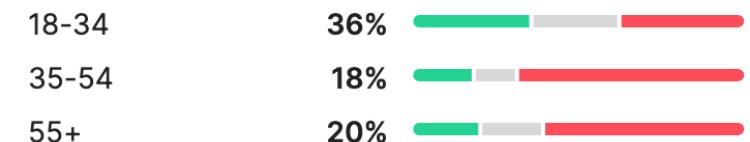
AREA



INCOME



AGE



The Questionnaire

Section 1 **General Satisfaction**

QUESTIONS	CHOICES
How is the overall quality of life in Charles County? *	1 - 5 Scale (Poor - Excellent)
How likely are you to recommend Charles County as a place to live? *	1 - 5 Scale (Very unlikely - Very likely)
How likely are you to be living in Charles County 5 years from now? *	1 - 5 Scale (Very unlikely - 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

Section 2 Community Characteristics

QUESTIONS	QUESTIONS
Availability of affordable housing	Ability of residents to give input to the Charles County government
Availability of jobs that pay a living wage	Overall cleanliness and maintenance
Availability of a variety of art and cultural events	Quality of parks and recreational amenities
Ease of getting around by public transportation	Quality of waste and recycling services
Sense of overall safety	Ease of the permit and zoning process
Sense of community among residents	Overall quality of services provided by Charles County
Acceptance of residents of all backgrounds	

Section 3

Rotating Survey Section

QUESTIONS	CHOICES
Would you like to receive text notifications about Charles County government community meetings and events? *	Yes / No / Not sure
Charles County government listens to residents and is responsive to their concerns *	Strongly agree / Somewhat agree / Neither agree nor disagree / Somewhat disagree / Strongly disagree
Charles County government operates in a way that is open and accountable to the public *	Strongly agree / Somewhat agree / Neither agree nor disagree / Somewhat disagree / Strongly disagree
My neighborhood receives its fair share of funding from Charles County government for local services *	Strongly agree / Somewhat agree / Neither agree nor disagree / Somewhat disagree / Strongly disagree
Overall, things in Charles County are moving in the right direction *	Strongly agree / Somewhat agree / Neither agree nor disagree / Somewhat disagree / Strongly disagree

Section 4 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 / Fulfilling domestic tasks or looking after children/family / 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

Section 4

Demographics

QUESTIONS	CHOICES
How long have you lived in Charles County? *	0-2 years / 3-5 years / More than 5 years / 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
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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