The Town of Ocean City, Maryland

Report of Demographic Subgroup Comparisons
2007

The National Citizen Survey™

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SURVEY BACKGROUND

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The Town of Ocean City staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. Town of Ocean City staff also determined local interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

One of the add-on options that Ocean City chose was to have crosstabulations of evaluative questions 1-16c by demographic questions 20 (housing unit type), 27 (annual household income), 30 (age of respondent) and question 32 (voter registration status).

Understanding the Results

"Don't Know" Responses

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A of the Report of Results. However, these responses have been removed from the analyses presented in this report. In other words, the tables display the responses from respondents who had an opinion about a specific item.

Putting Evaluations onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported "excellent," then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a "poor" rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was "good," then the result would be 67 on a 100-point scale; "fair" would be 33 on the 100-point scale.

Understanding the Tables

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases we have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who reported a crime, or the percent of respondents who felt the rate of growth was "about right." For a few questions, we have shown the full set of responses: these include the policy questions and the question about respondents' perceptions about the economy.

Anova and chi square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are "real." Where differences were statistically significant, they are marked in gray.

COMPARISONS

	Which best describes the building you live in?		How much do you anticipate your household's total income before taxes will be for the current year?			In which category is your age?			Are you registered to vote in your jurisdiction?	
Quality of Life Ratings										
	Single family	**Multi family**	**Less than $49,999**	**$50,000-$99,999**	**$100,000 or more**	**18 to 54 years**	**55 to 64 years**	**65 years or older**	**No**	**Yes**
How do you rate Ocean City as a place to live?	72	66	68	69	65	65	66	70	69	67
How do you rate your neighborhood as a place to live?	81	71	73	74	74	72	74	73	72	74
How do you rate Ocean City as a place to raise children?	57	47	57	49	45	48	48	52	50	49
How do you rate Ocean City as a place to work?	45	45	48	44	45	44	43	48	44	45
How do you rate Ocean City as a place to retire?	68	61	64	64	63	63	60	66	64	63
How do you rate the overall quality of life in Ocean City?	69	63	66	66	65	65	64	66	67	64

Average rating on a 100-point scale (100=Excellent, 0=Poor)

Characteristics of the Community

Please rate each of the following characteristics as they relate to Ocean City as a whole:	Which best describes the building you live in?		How much do you anticipate your household's total income before taxes will be for the current year?			In which category is your age?			Are you registered to vote in your jurisdiction?	
	Single family	Multi family	Less than $49,999	$50,000-$99,999	$100,000 or more	18 to 54 years	55 to 64 years	65 years or older	No	Yes
Sense of community	62	54	61	57	53	55	54	59	59	55
Openness and acceptance	59	55	55	58	55	56	56	57	58	55
Overall appearance of Ocean City	69	64	66	67	65	63	66	67	68	65
Opportunities to attend cultural activities	52	51	53	50	51	51	50	53	54	50
Shopping opportunities	46	51	50	47	53	51	48	50	54	48
Air quality	74	71	72	71	73	70	74	71	72	72
Recreational opportunities	76	72	71	70	77	76	73	70	73	73
Job opportunities	38	38	40	34	41	37	35	41	41	37
Access to affordable quality housing	27	26	25	25	29	26	24	28	32	24
Access to affordable quality health care	42	44	45	42	43	39	40	49	47	43
Access to affordable quality food	55	56	52	55	59	56	53	57	60	54
Ease of car travel in Ocean City	42	42	46	42	42	43	40	43	41	42
Ease of bus travel in Ocean City	66	65	65	66	66	65	63	67	67	65

Characteristics of the Community

Please rate each of the following characteristics as they relate to Ocean City as a whole:	Which best describes the building you live in?		How much do you anticipate your household's total income before taxes will be for the current year?			In which category is your age?			Are you registered to vote in your jurisdiction?	
	Single family	Multi family	Less than $49,999	$50,000-$99,999	$100,000 or more	18 to 54 years	55 to 64 years	65 years or older	No	Yes
Ease of bicycle travel in Ocean City	52	52	49	55	52	55	49	52	56	51
Ease of walking in Ocean City	68	65	65	68	64	69	64	65	65	65
Overall image/reputation of Ocean City	63	63	61	64	62	61	63	63	63	62
Overall quality of new development in Ocean City	42	47	41	44	50	48	45	44	49	44

Average rating on a 100-point scale (100=Excellent, 0=Poor)

Ratings of Growth									
Please rate the speed of growth in the following categories in Ocean City over the past 2 years:	Which best describes the building you live in?		How much do you anticipate your household's total income before taxes will be for the current year?			In which category is your age?			Are you registered to vote in your jurisdiction?	
	Single family	Multi family	Less than $49,999	$50,000-$99,999	$100,000 or more	18 to 54 years	55 to 64 years	65 years or older	No	Yes
Population growth	29%	33%	32%	32%	34%	38%	32%	28%	31%	32%
Retail growth (stores, restaurants etc.)	33%	40%	31%	37%	43%	39%	33%	42%	42%	37%
Jobs growth	24%	41%	33%	36%	39%	37%	32%	38%	36%	36%
Proportion of respondents rating as "About right"										

	Ratings of Potential Problems in Ocean City									
	Which best describes the building you live in?		How much do you anticipate your household's total income before taxes will be for the current year?			In which category is your age?			Are you registered to vote in your jurisdiction?	
To what degree, if at all, are the following in Ocean City:	**Single family**	**Multi family**	**Less than $49,999**	**$50,000-$99,999**	**$100,000 or more**	**18 to 54 years**	**55 to 64 years**	**65 years or older**	**No**	**Yes**
Crime	3%	5%	6%	5%	3%	6%	3%	4%	4%	4%
Drugs	16%	17%	26%	20%	9%	11%	17%	20%	12%	18%
Too much growth	59%	52%	57%	55%	50%	48%	58%	55%	56%	53%
Lack of growth	0%	2%	2%	1%	1%	2%	1%	1%	1%	2%
Graffiti	1%	2%	4%	1%	2%	1%	2%	3%	1%	3%
Noise	13%	22%	23%	15%	21%	20%	18%	21%	22%	19%
Run down buildings, weed lots, or junk vehicles	4%	4%	7%	4%	3%	4%	5%	4%	3%	5%
Taxes	49%	55%	53%	53%	53%	42%	61%	55%	55%	53%
Traffic congestion	50%	48%	51%	49%	43%	41%	47%	55%	46%	49%
Unsupervised youth	13%	16%	18%	14%	13%	14%	15%	16%	17%	14%
Homelessness	3%	1%	4%	1%	1%	1%	1%	2%	1%	2%
Unwanted local businesses	9%	5%	9%	5%	5%	4%	4%	8%	5%	6%
Percentage of Respondents Rating as a "Major Problem"										

Ratings of Safety from Various Problems									
Please rate how safe you feel from the following occurring to you in Ocean City:	**Which best describes the building you live in?**		**How much do you anticipate your household's total income before taxes will be for the current year?**			**In which category is your age?**			**Are you registered to vote in your jurisdiction?**	
	Single family	**Multi family**	**Less than $49,999**	**$50,000-$99,999**	**$100,000 or more**	**18 to 54 years**	**55 to 64 years**	**65 years or older**	**No**	**Yes**
Violent crime	78	78	73	81	80	78	80	77	80	78
Property crimes	67	70	63	74	70	68	70	70	72	68
Fire	80	80	77	82	81	80	79	81	80	80
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)										

Ratings of Feelings of Safety in Various Areas

Please rate how safe you feel:	Which best describes the building you live in?		How much do you anticipate your household's total income before taxes will be for the current year?			In which category is your age?			Are you registered to vote in your jurisdiction?	
	Single family	Multifamily	Less than $49,999	$50,000-$99,999	$100,000 or more	18 to 54 years	55 to 64 years	65 years or older	No	Yes
In your neighborhood during the day	98%	97%	97%	98%	97%	97%	98%	97%	97%	97%
In your neighborhood after dark	91%	87%	86%	91%	87%	85%	90%	89%	88%	89%
In Ocean City's downtown area during the day	84%	89%	81%	91%	88%	89%	90%	84%	87%	88%
In Ocean City's downtown area after dark	49%	59%	52%	58%	59%	53%	62%	53%	57%	56%
In Ocean City's parks during the day	91%	83%	84%	88%	84%	90%	86%	81%	86%	85%
In Ocean City's parks after dark	44%	45%	42%	48%	46%	50%	47%	39%	42%	45%

Percent of Respondents Rating "Very" or "Somewhat safe"

Crime Victimization and Reporting

	Which best describes the building you live in?		How much do you anticipate your household's total income before taxes will be for the current year?			In which category is your age?			Are you registered to vote in your jurisdiction?	
	Single family	Multi family	Less than $49,999	$50,000-$99,999	$100,000 or more	18 to 54 years	55 to 64 years	65 years or older	No	Yes
During the past twelve months, were you or anyone in your household the victim of any crime?	12%	6%	10%	8%	5%	11%	9%	3%	6%	8%
If yes, was this crime (these crimes) reported to the police?	62%	77%	78%	52%	82%	72%	67%	77%	77%	69%

Percent of respondents whose households were victims of crime, and who reported the crime

Use of Community Amenities

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	Which best describes the building you live in?		How much do you anticipate your household's total income before taxes will be for the current year?			In which category is your age?			Are you registered to vote in your jurisdiction?	
	Single family	Multi family	Less than $49,999	$50,000-$99,999	$100,000 or more	18 to 54 years	55 to 64 years	65 years or older	No	Yes
Used Ocean City public libraries or their services	52%	43%	53%	49%	36%	41%	42%	50%	33%	49%
Used Ocean City recreation centers	61%	58%	55%	56%	62%	61%	62%	54%	59%	59%
Participated in a recreation program or activity	46%	44%	38%	44%	48%	47%	50%	37%	41%	45%
Visited an Ocean City park	86%	84%	79%	85%	87%	86%	88%	80%	83%	85%
Ridden a local bus within Ocean City	65%	70%	70%	73%	60%	71%	65%	70%	68%	68%
Attended a meeting of local elected officials or other local public meeting	34%	19%	29%	23%	16%	20%	22%	26%	12%	26%
Watched a meeting of local elected officials or other local public meeting on cable television	62%	50%	65%	53%	46%	53%	54%	51%	44%	55%
Recycled used paper, cans or bottles from your home	75%	59%	69%	63%	59%	58%	62%	68%	64%	63%
Volunteered your time to some group/activity in Ocean City	35%	19%	33%	26%	15%	25%	22%	23%	10%	27%

Use of Community Amenities

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	Which best describes the building you live in?		How much do you anticipate your household's total income before taxes will be for the current year?			In which category is your age?			Are you registered to vote in your jurisdiction?	
	Single family	Multi family	Less than $49,999	$50,000-$99,999	$100,000 or more	18 to 54 years	55 to 64 years	65 years or older	No	Yes
Read Town of Ocean City Newsletter	92%	97%	92%	96%	97%	97%	97%	93%	94%	96%
Used the Internet for anything	70%	75%	51%	76%	88%	92%	83%	55%	70%	76%
Used the Internet to conduct business with Ocean City	28%	30%	17%	30%	38%	47%	34%	14%	27%	30%

Proportion of respondents engaging in activity at least once in last 12 months

	Quality of Service Ratings									
How do you rate the quality of each of the following services?	**Which best describes the building you live in?**		**How much do you anticipate your household's total income before taxes will be for the current year?**			**In which category is your age?**			**Are you registered to vote in your jurisdiction?**	
	Single family	**Multi family**	**Less than $49,999**	**$50,000-$99,999**	**$100,000 or more**	**18 to 54 years**	**55 to 64 years**	**65 years or older**	**No**	**Yes**
Police services	72	73	73	73	74	69	74	76	77	72
Fire services	83	82	83	84	80	82	82	84	83	82
Ambulance/emergency medical services	84	81	84	82	80	80	81	84	82	82
Crime prevention	65	65	63	66	67	63	67	66	68	65
Fire prevention and education	70	69	70	70	69	69	67	71	72	69
Traffic enforcement	60	59	60	59	59	58	58	62	63	58
Garbage collection	86	77	82	79	79	77	81	80	79	79
Recycling	78	55	68	63	55	55	58	70	66	61
Yard waste pick-up	75	65	69	70	69	69	68	70	72	69
Street repair	65	63	61	64	66	61	64	66	68	63
Street cleaning	75	70	70	73	72	70	71	73	73	71
Street lighting	73	71	68	72	73	71	73	71	74	70
Sidewalk maintenance	69	65	62	69	67	66	66	67	70	65
Traffic signal timing	54	55	54	53	58	55	54	55	56	54
Amount of public parking	41	38	38	37	40	42	37	38	40	38
Bus/transit services	74	71	72	73	71	71	72	73	72	72
Storm drainage	40	40	39	37	44	43	38	40	42	39

Report of Demographic Subgroup Comparisons

Quality of Service Ratings

How do you rate the quality of each of the following services?	Which best describes the building you live in?		How much do you anticipate your household's total income before taxes will be for the current year?			In which category is your age?			Are you registered to vote in your jurisdiction?	
	Single family	Multi family	Less than $49,999	$50,000-$99,999	$100,000 or more	18 to 54 years	55 to 64 years	65 years or older	No	Yes
Drinking water	64	56	58	59	58	54	59	61	58	58
Sewer services	68	64	65	65	66	65	65	66	66	65
Town parks	80	77	79	77	79	79	78	78	80	78
Recreation programs or classes	73	70	71	72	71	71	70	71	72	71
Range/variety of recreation programs and classes	72	66	68	68	68	68	67	68	68	68
Recreation centers/facilities	72	68	69	69	69	71	69	69	70	69
Accessibility of parks	78	72	73	74	74	76	73	72	74	73
Accessibility of recreation centers/facilities	75	70	69	73	72	75	70	71	71	72
Appearance/maintenance of parks	81	75	73	77	78	78	77	75	77	76
Appearance of recreation centers/facilities	77	71	72	74	73	75	72	72	74	72
Land use, planning and zoning	35	30	33	32	29	34	28	32	34	30
Code enforcement (weeds, abandoned buildings, etc)	54	50	49	53	51	52	49	52	53	50
Animal control	63	60	56	63	62	64	60	60	62	61
Economic development	44	45	44	44	46	44	44	47	47	44

Quality of Service Ratings

How do you rate the quality of each of the following services?	Which best describes the building you live in?		How much do you anticipate your household's total income before taxes will be for the current year?			In which category is your age?			Are you registered to vote in your jurisdiction?	
	Single family	Multi family	Less than $49,999	$50,000-$99,999	$100,000 or more	18 to 54 years	55 to 64 years	65 years or older	No	Yes
Health services	53	54	54	53	54	51	52	57	56	53
Services to seniors	61	55	58	57	57	60	52	59	59	57
Services to youth	60	54	55	56	56	58	54	55	57	56
Services to low-income people	40	42	36	41	42	43	42	39	47	39
Public library services	69	65	70	68	62	66	64	68	66	67
Variety of library materials	66	60	68	64	57	62	60	65	64	62
Public information services	63	60	61	62	61	63	60	61	63	61
District courts	64	58	57	62	62	59	59	61	63	59
Public schools	72	62	67	66	63	64	67	66	63	66
Cable television	50	49	46	51	52	51	49	50	54	48

Average rating on a 100-point scale (100=Excellent, 0=Poor)

Ratings of Various Levels of Government

Overall, how would you rate the quality of services provided by...	Which best describes the building you live in?		How much do you anticipate your household's total income before taxes will be for the current year?			In which category is your age?			Are you registered to vote in your jurisdiction?	
	Single family	Multi family	Less than $49,999	$50,000-$99,999	$100,000 or more	18 to 54 years	55 to 64 years	65 years or older	No	Yes
The Town of Ocean City	68	65	65	66	66	64	67	67	67	65
The Federal Government	51	48	52	49	47	48	49	50	52	48
The State Government	51	48	52	49	48	49	48	50	55	47
Worcester County Government	57	53	57	54	54	54	52	56	56	53
Average rating on a 100-point scale (100=Excellent, 0=Poor)										

Proportion of Population Having Contact with Town Employees

	Which best describes the building you live in?		How much do you anticipate your household's total income before taxes will be for the current year?			In which category is your age?			Are you registered to vote in your jurisdiction?	
	Single family	Multi family	Less than $49,999	$50,000-$99,999	$100,000 or more	18 to 54 years	55 to 64 years	65 years or older	No	Yes
Have you had any in-person or phone contact with an employee of the Town of Ocean City within the last 12 months?	62%	52%	58%	59%	47%	57%	51%	55%	48%	57%

Percent of respondents who reported contact with a Town employee in the last 12 months

	Ratings of Contact with Town Employees									
What was your impression of employees of the Town of Ocean City in your most recent contact?	**Which best describes the building you live in?**		**How much do you anticipate your household's total income before taxes will be for the current year?**			**In which category is your age?**			**Are you registered to vote in your jurisdiction?**	
	Single family	**Multi family**	**Less than $49,999**	**$50,000-$99,999**	**$100,000 or more**	**18 to 54 years**	**55 to 64 years**	**65 years or older**	**No**	**Yes**
Knowledge	77	73	73	74	76	75	72	76	77	74
Responsiveness	74	72	72	72	73	71	70	77	78	72
Courtesy	77	78	77	77	78	75	74	82	82	76
Overall Impression	75	73	74	72	75	72	71	77	78	72

Average rating on a 100-point scale (100=Excellent, 0=Poor)

	Ratings of Public Trust									
Please rate the following statements:	**Which best describes the building you live in?**		**How much do you anticipate your household's total income before taxes will be for the current year?**			**In which category is your age?**			**Are you registered to vote in your jurisdiction?**	
	Single family	**Multi family**	**Less than $49,999**	**$50,000-$99,999**	**$100,000 or more**	**18 to 54 years**	**55 to 64 years**	**65 years or older**	**No**	**Yes**
I receive good value for the Town of Ocean City taxes I pay	58	50	56	55	50	50	50	56	51	53
I am pleased with the overall direction that the Town of Ocean City is taking	46	44	42	45	47	47	43	45	47	44
The Town of Ocean City government welcomes citizen involvement	61	56	62	58	56	59	54	61	60	58
The Town of Ocean City government listens to citizens	51	47	47	50	49	49	47	50	51	48

Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)

	Perceptions of the Economy									
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	**Which best describes the building you live in?**		**How much do you anticipate your household's total income before taxes will be for the current year?**			**In which category is your age?**			**Are you registered to vote in your jurisdiction?**	
	Single family	**Multi family**	**Less than $49,999**	**$50,000-$99,999**	**$100,000 or more**	**18 to 54 years**	**55 to 64 years**	**65 years or older**	**No**	**Yes**
Very positive	1%	2%	0%	1%	3%	3%	1%	1%	5%	1%
Somewhat positive	11%	10%	10%	8%	11%	14%	5%	12%	7%	11%
Neutral	46%	50%	42%	51%	51%	48%	48%	51%	58%	46%
Somewhat negative	34%	32%	35%	34%	31%	27%	39%	30%	27%	34%
Very negative	8%	6%	12%	5%	4%	8%	6%	6%	4%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	Policy Question #1									
	Which best describes the building you live in?		How much do you anticipate your household's total income before taxes will be for the current year?			In which category is your age?			Are you registered to vote in your jurisdiction?	
	Single family	Multi family	Less than $49,999	$50,000-$99,999	$100,000 or more	18 to 54 years	55 to 64 years	65 years or older	No	Yes
The Ocean City Code allows buildings taller than 5 stories in certain areas in exchange for neighborhood protections such as shadow controls, greater setbacks from property lines, wider sidewalks and more landscaping. To what degree do you support or oppose this practice?	43%	42%	38%	46%	42%	42%	41%	44%	41%	42%

Percentage of Respondents Rating "Somewhat" or "Strongly Support"

The National Citizen Survey™ by National Research Center, Inc.

	Policy Question #2									
	Which best describes the building you live in?		How much do you anticipate your household's total income before taxes will be for the current year?			In which category is your age?			Are you registered to vote in your jurisdiction?	
	Single family	Multi family	Less than $49,999	$50,000-$99,999	$100,000 or more	18 to 54 years	55 to 64 years	65 years or older	No	Yes
Due to changes in public transportation and an interest in creating more pedestrian and bicycle-friendly transit some cities are adopting policies to reduce the amount of right-of-way dedicated to vehicle movement in favor of wider sidewalks, bike lanes and dedicated lanes for mass transit. To what degree do you support or oppose reducing the amount of street width dedicated for vehicles to provide additional space for alternative forms of mass transportation, bicycles and pedestrians?	52%	48%	53%	46%	51%	56%	54%	42%	47%	51%

Percentage of Respondents Rating "Somewhat" or "Strongly Support"

	Which best describes the building you live in?		How much do you anticipate your household's total income before taxes will be for the current year?			In which category is your age?			Are you registered to vote in your jurisdiction?	
Policy Question #3										
	Single family	**Multi family**	**Less than $49,999**	**$50,000- $99,999**	**$100,000 or more**	**18 to 54 years**	**55 to 64 years**	**65 years or older**	**No**	**Yes**
To what degree do you support or oppose the Mayor and City Council's continued support of Ocean City's Tourism industry?	77%	82%	77%	80%	83%	80%	85%	78%	83%	80%

Percentage of Respondents Rating "Somewhat" or "Strongly Support"