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The Town of Ocean City, Maryland

Report of Geographic Subgroup
Comparisons
2007



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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. Results are statistically weighted to reflect the proper demographic composition of the entire community. 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 three sets of geographic sub-groups. The first set of geographic areas is determined by question 16d on the survey: "Please indicate the geographic area that best describes where you live: North of 62nd Street or the Route 90 Bridge (uptown)" or "South of 62nd Street or the Route 90 Bridge (downtown)." The second geographic area is determined by response to question 17 on the survey: "Do you live within the Town limits of the Town of Ocean City?" The third geographic area is determined by whether a respondent was included in the "resident" list which was a sample of resident addresses based on US Postal lists or whether a respondent was included in the "homeowner" list which was a sample of citizens from a list of homeowners compiled by the Town of Ocean City.

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 geographic 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 question about respondents’ perceptions about the economy.

Anova and chi square tests of significance were applied to these comparisons of survey questions by geographic 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.

The 95 percent confidence level for this survey is generally no greater than plus or minus 3 percentage points around any given percent reported for the entire sample (893 completed surveys). For each geographic category, the margin of error rises to 7%, due to comparing smaller sample sizes (186 for the mailing list, 195 for living within town limits, and 222 for those living downtown).

Please indicate the geographic area that best describes where you live:

	Number of Respondents	Percent of Respondents
North of 62nd Street or the Route 90 Bridge (uptown)	664	75%
South of 62nd Street or the Route 90 Bridge (downtown)	222	25%
Total	886	100%

Do you live within the limits of the Town of Ocean City?

	Number of Respondents	Percent of Respondents
No	195	23%
Yes	659	77%
Total	855	100%

Mailing List Type

	Number of Respondents	Percent of Respondents
“Resident” List	186	21%
“Homeowner” List	707	79%
Total	893	100%

COMPARISONS

Quality of Life Ratings						
	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
How do you rate Ocean City as a place to live?	67	67	62	69	70	67
How do you rate your neighborhood as a place to live?	75	68	70	74	76	73
How do you rate Ocean City as a place to raise children?	51	48	46	51	53	49
How do you rate Ocean City as a place to work?	43	49	40	46	50	43
How do you rate Ocean City as a place to retire?	63	62	62	63	65	62
How do you rate the overall quality of life in Ocean City?	66	63	62	66	67	65
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:	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
	Sense of community	56	57	55	56	57
Openness and acceptance	57	54	57	56	55	57
Overall appearance of Ocean City	66	65	65	65	66	66
Opportunities to attend cultural activities	51	53	52	51	48	52
Shopping opportunities	49	51	54	48	44	51
Air quality	71	74	68	73	72	71
Recreational opportunities	72	74	73	73	70	74
Job opportunities	36	42	39	37	34	39
Access to affordable quality housing	26	27	25	26	20	28
Access to affordable quality health care	43	44	41	44	42	44
Access to affordable quality food	55	58	57	55	54	56
Ease of car travel in Ocean City	41	46	39	43	44	42
Ease of bus travel in Ocean City	65	66	63	66	66	65
Ease of bicycle travel in Ocean City	52	53	57	51	46	54
Ease of walking in Ocean City	65	67	66	65	67	65
Overall image/reputation of Ocean City	63	63	63	62	60	63
Overall quality of new development in Ocean City	45	46	49	44	42	47
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:	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
Population growth	30%	36%	30%	32%	41%	29%
Retail growth (stores, restaurants etc.)	37%	42%	45%	36%	31%	40%
Jobs growth	31%	47%	39%	35%	27%	39%
Proportion of respondents rating as "About right"						

Ratings of Potential Problems in Ocean City

To what degree, if at all, are the following in Ocean City:	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
Crime	4%	5%	1%	5%	4%	4%
Drugs	16%	18%	9%	19%	26%	14%
Too much growth	53%	55%	52%	55%	51%	54%
Lack of growth	1%	1%	0%	2%	1%	1%
Graffiti	2%	2%	1%	2%	3%	2%
Noise	17%	24%	12%	22%	19%	19%
Run down buildings, weed lots, or junk vehicles	4%	6%	3%	5%	8%	3%
Taxes	55%	50%	55%	53%	52%	54%
Traffic congestion	49%	45%	49%	48%	49%	48%
Unsupervised youth	14%	17%	10%	16%	16%	15%
Homelessness	2%	1%	1%	2%	3%	1%
Unwanted local businesses	7%	3%	3%	6%	8%	5%
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:	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
Violent crime	79	77	80	78	77	78
Property crimes	70	68	73	68	66	70
Fire	80	79	80	80	81	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:	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
In your neighborhood during the day	98%	97%	97%	98%	99%	97%
In your neighborhood after dark	89%	84%	87%	88%	92%	87%
In Ocean City's downtown area during the day	86%	93%	90%	87%	88%	87%
In Ocean City's downtown area after dark	53%	65%	62%	55%	48%	58%
In Ocean City's parks during the day	87%	80%	85%	85%	89%	84%
In Ocean City's parks after dark	45%	41%	46%	44%	44%	45%
Percent of Respondents Rating "Very" or "Somewhat safe"						

Crime Victimization and Reporting

	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
During the past twelve months, were you or anyone in your household the victim of any crime?	7%	7%	4%	8%	10%	7%
If yes, was this crime (these crimes) reported to the police?	67%	81%	75%	70%	84%	65%
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?	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
Used Ocean City public libraries or their services	41%	54%	30%	49%	62%	40%
Used Ocean City recreation centers	59%	55%	57%	59%	65%	57%
Participated in a recreation program or activity	45%	41%	42%	45%	48%	43%
Visited an Ocean City park	87%	77%	81%	85%	84%	84%
Ridden a local bus within Ocean City	67%	73%	64%	69%	69%	68%
Attended a meeting of local elected officials or other local public meeting	22%	25%	10%	26%	36%	19%
Watched a meeting of local elected officials or other local public meeting on cable television	52%	54%	34%	58%	69%	48%
Recycled used paper, cans or bottles from your home	65%	54%	57%	65%	71%	61%
Volunteered your time to some group/activity in Ocean City	24%	23%	11%	27%	40%	19%
Read Town of Ocean City Newsletter	95%	97%	95%	95%	92%	96%
Used the Internet for anything	73%	77%	72%	75%	72%	75%
Used the Internet to conduct business with Ocean City	29%	34%	29%	30%	23%	32%
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?	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
	Police services	73	74	72	74	69
Fire services	83	83	79	83	83	82
Ambulance/emergency medical services	81	84	76	83	85	81
Crime prevention	66	64	64	66	65	66
Fire prevention and education	69	69	65	70	69	69
Traffic enforcement	60	57	62	59	58	60
Garbage collection	80	78	74	81	81	79
Recycling	65	52	51	64	65	61
Yard waste pick-up	69	68	64	70	71	68
Street repair	65	60	64	64	59	65
Street cleaning	72	71	70	72	70	72
Street lighting	72	69	71	72	71	72
Sidewalk maintenance	68	63	69	66	66	66
Traffic signal timing	54	57	58	54	50	56
Amount of public parking	39	37	42	38	33	40
Bus/transit services	73	70	69	73	73	72
Storm drainage	41	39	46	39	36	42
Drinking water	58	58	55	59	62	57

Quality of Service Ratings						
How do you rate the quality of each of the following services?	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
	Sewer services	66	63	62	66	64
Town parks	79	75	75	79	76	79
Recreation programs or classes	71	72	68	72	69	72
Range/variety of recreation programs and classes	67	68	63	69	64	68
Recreation centers/facilities	70	66	67	70	69	69
Accessibility of parks	75	69	70	74	75	73
Accessibility of recreation centers/facilities	73	69	68	73	72	72
Appearance/maintenance of parks	77	74	75	77	75	77
Appearance of recreation centers/facilities	73	72	71	73	73	73
Land use, planning and zoning	31	31	33	30	33	31
Code enforcement (weeds, abandoned buildings, etc)	51	50	53	50	50	51
Animal control	62	57	60	61	62	61
Economic development	44	48	47	44	44	45
Health services	52	57	51	54	51	54
Services to seniors	57	58	59	56	56	57
Services to youth	55	59	54	56	54	56
Services to low-income people	40	42	48	39	38	42

Quality of Service Ratings						
How do you rate the quality of each of the following services?	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
	Public library services	64	71	58	68	66
Variety of library materials	61	64	56	63	63	62
Public information services	60	63	58	62	60	62
District courts	58	63	55	60	58	60
Public schools	65	66	57	68	67	65
Cable television	49	51	51	49	44	51
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...	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
The Town of Ocean City	66	67	65	66	66	66
The Federal Government	49	48	47	49	46	50
The State Government	49	50	48	49	45	50
Worcester County Government	54	55	54	54	52	55
Average rating on a 100-point scale (100=Excellent, 0=Poor)						

Proportion of Population Having Contact with Town Employees

	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
Have you had any in-person or phone contact with an employee of the Town of Ocean City within the last 12 months?	51%	60%	34%	60%	69%	49%
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?	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
	Knowledge	74	76	72	75	73
Responsiveness	73	73	74	73	69	74
Courtesy	78	77	80	77	74	79
Overall Impression	73	75	74	73	72	74
Average rating on a 100-point scale (100=Excellent, 0=Poor)						

Ratings of Public Trust						
Please rate the following statements:	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
I receive good value for the Town of Ocean City taxes I pay	52	54	48	53	54	52
I am pleased with the overall direction that the Town of Ocean City is taking	45	46	46	44	43	46
The Town of Ocean City government welcomes citizen involvement	56	63	59	58	59	58
The Town of Ocean City government listens to citizens	46	55	47	49	50	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:	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
Very positive	2%	1%	2%	2%	2%	2%
Somewhat positive	9%	13%	10%	10%	11%	10%
Neutral	49%	49%	53%	47%	45%	50%
Somewhat negative	33%	30%	33%	33%	32%	33%
Very negative	7%	6%	3%	8%	9%	5%
Total	100%	100%	100%	100%	100%	100%

Policy Question #1						
	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
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?	44%	38%	42%	42%	45%	41%
Percentage of Respondents Rating "Somewhat" or "Strongly Support"						

Policy Question #2						
	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
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?	48%	55%	51%	50%	49%	50%
Percentage of Respondents Rating "Somewhat" or "Strongly Support"						

Policy Question #3						
	Please indicate the geographic area that best describes where you live:		Do you live within the limits of the Town of Ocean City?		Mailing list	
	North of 62nd Street or the Route 90 Bridge (uptown)	South of 62nd Street or the Route 90 Bridge (downtown)	No	Yes	"Resident"	"Homeowner"
To what degree do you support or oppose the Mayor and City Council's continued support of Ocean City's Tourism industry?	80%	82%	84%	80%	70%	84%
Percentage of Respondents Rating "Somewhat" or "Strongly Support"						