



**STEPHANIE  
RAWLINGS-BLAKE**  
MAYOR

**2012 Baltimore  
Citizen Survey**  
[www.baltimorecity.gov/citizensurvey](http://www.baltimorecity.gov/citizensurvey)

Conducted by:  
The Schaefer Center for Public Policy  
University of Baltimore

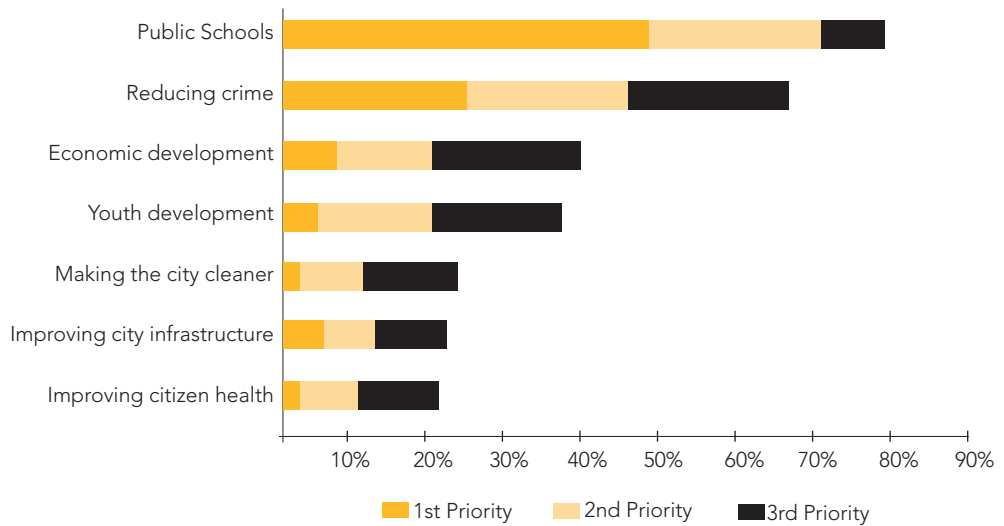


# CITIZEN PRIORITIES

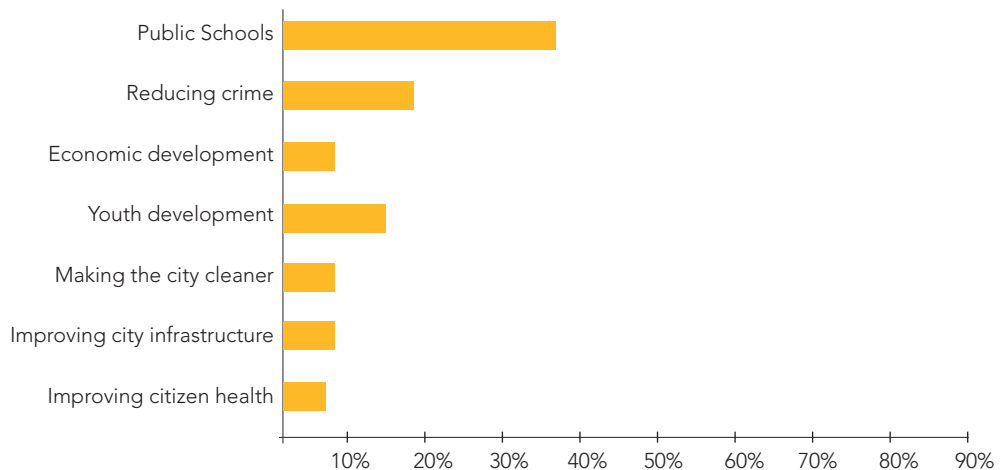
Citizens were asked about their priorities for a set of city outcomes and rated the outcomes that were their first, second, and third priorities.

Public Schools had the highest percentage of respondents who rated it as their first priority (49%), followed by Reducing Crime (25%) and Economic Development (8%). Citizens were also asked if they would be willing to pay more taxes to improve these outcomes. No more than 37% of citizens were willing to pay more taxes for any of the outcomes.

## Citizen Priorities



## Services for which citizens are willing to pay more taxes.



## Methodology

The Schaefer Center for Public Policy at the University of Baltimore, in conjunction with the Baltimore City government, conducted a telephone survey of 1,786 Baltimore City residents who were at least 18 years of age. Data were collected via Computer Aided Telephone Interviewing (CATI) between March 5, 2012 and May 20, 2012. For the purpose of geographic comparison, respondents were classified according to zip code as residents in one of nine Citizen Survey districts. The responses were then weighted at the city level to more closely reflect the distribution of age, gender, race and geographic residence. The margin of error for the responses is 2.33% at the 95% confidence level for analysis at the city level.

*All graphs and information that have come from sources other than the Baltimore Citizen Surveys have the sources noted.*



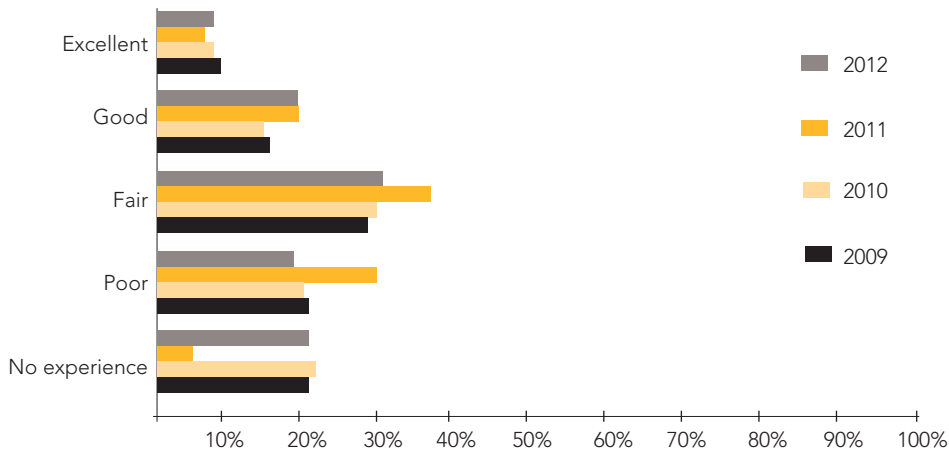
## PRIORITY OUTCOME: Better Schools

When asked how they would rate the quality of public education in Baltimore, just over a quarter of respondents (29%) rated public K through 12 education as Excellent or Good. This has been relatively consistent over the last four years.

While the percentage of children assessed as ready for kindergarten has increased, the percentage of 3rd graders scoring “Advanced” or “Proficient” on the reading portion of the MSA were at their lowest point in the last five years.

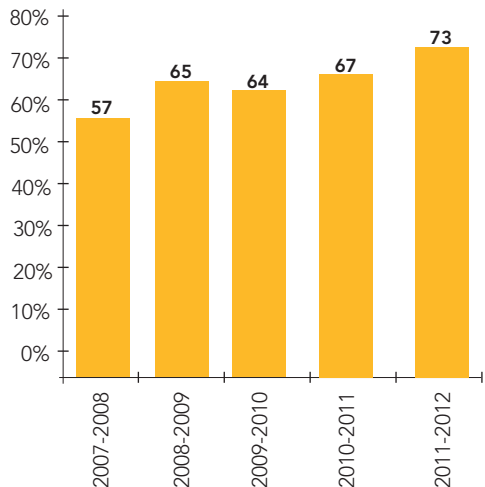
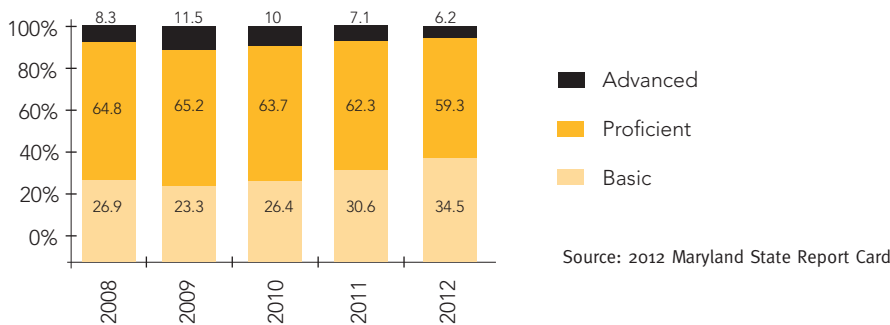
### Rating of K-12 Education Services (2009-2011)

How would you rate the quality of Baltimore public K-12 education services?



### MSA Proficiency Levels Grade 3 Reading (percentage)

Baltimore City Public Schools



### Percentage of Children Assessed as Ready for Kindergarten

Source: 2012 Maryland State Report Card

# PRIORITY OUTCOME: Safer Streets

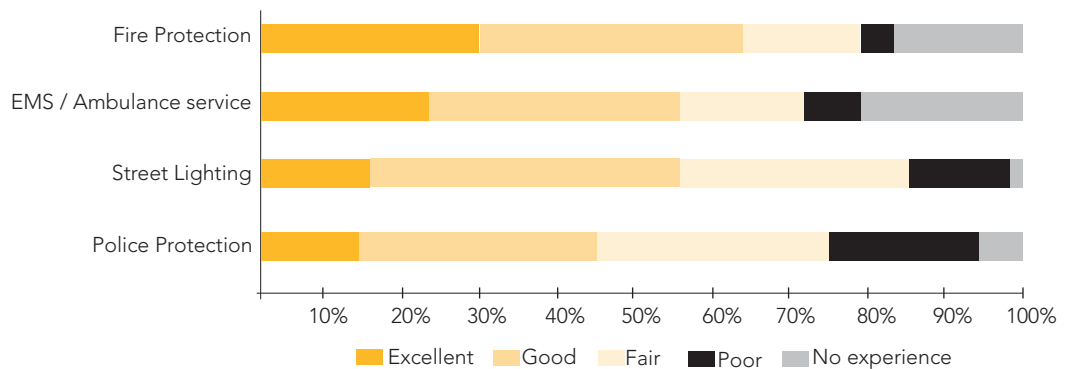
Fire protection was once again the most highly rated safety-related service in 2012, with 64% rating it as either Excellent or Good.

Violent crime has continued to decrease in the city, and survey results are catching up with this trend. Fourteen percent of citizens surveyed said that the problem of violent crime is Getting Better, up from 9% in the 2011 survey.

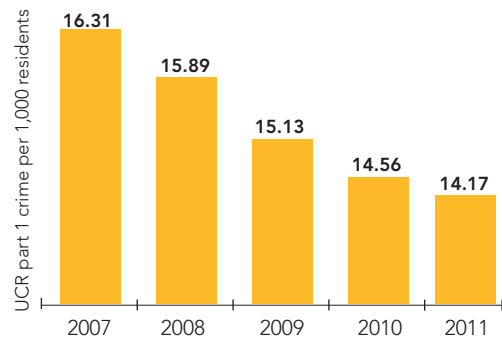
Citizens' perception of safety improved in 2012. Thirty-four percent reported feeling safe downtown at night, up from 29% in 2011. Large majorities of respondents continue to feel safe in their neighborhoods during the day (90%) and night (66%).

## Rating of Safety Related Services 2012

How would you rate the quality of the following safety-related services?

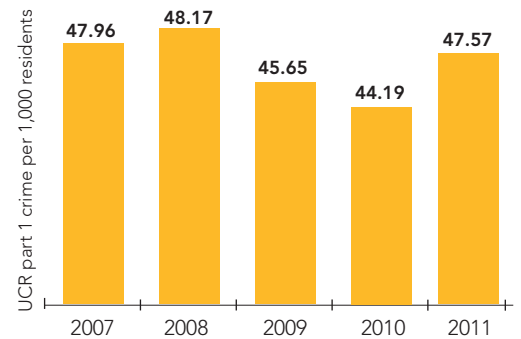


## Violent Crime Rate - Baltimore City



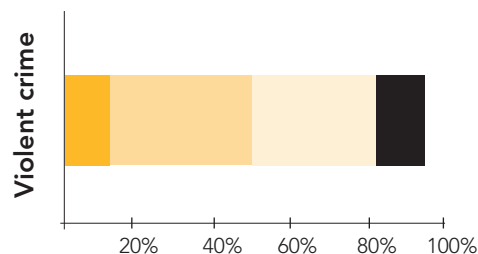
Source: Federal Bureau of Investigation Uniform Crime Reports (UCR)

## Property Crime Rate - Baltimore City



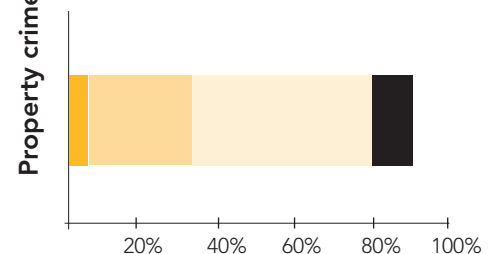
Source: Federal Bureau of Investigation Uniform Crime Reports (UCR)

Do you think violent crime in Baltimore is getting better or worse?



Getting much worse    Getting worse    About the same    Getting better

Do you think property crime in Baltimore is getting better or worse?



Getting much worse    Getting worse    About the same    Getting better



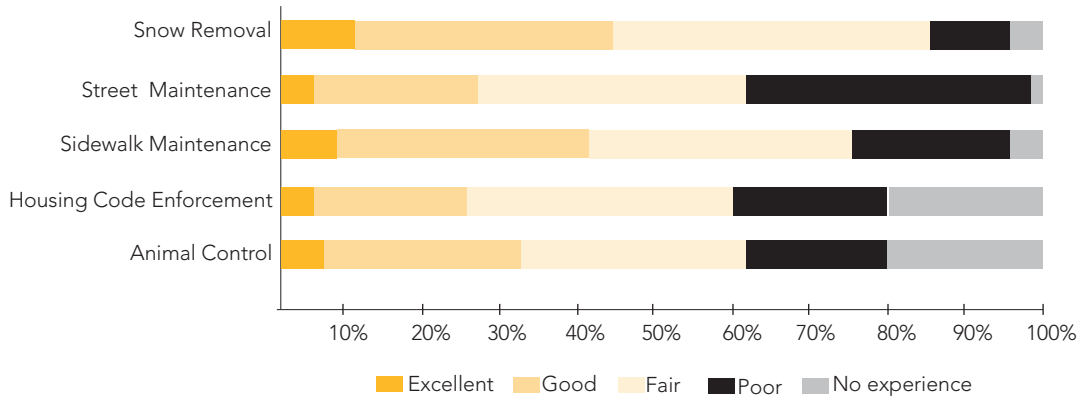
# PRIORITY OUTCOME: Stronger Neighborhoods

For the first time in 2012, citizens were asked separately about their satisfaction with street and sidewalk maintenance. While only 28% of respondents rated street maintenance as Excellent or Good, 42% gave these marks for sidewalk maintenance.

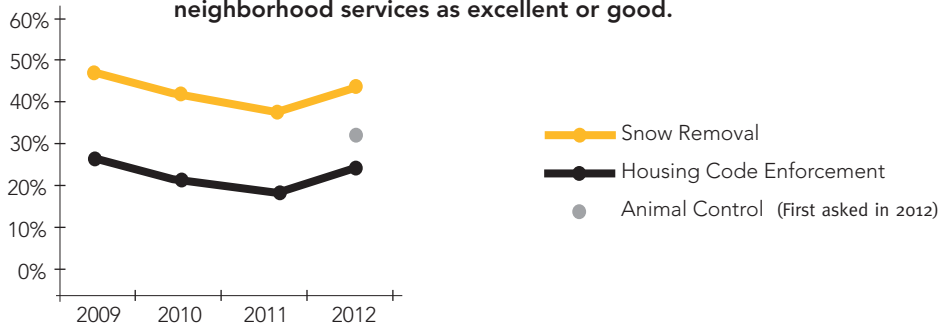
After two years of declining ratings, housing code enforcement got a bump in 2012, with the percentage of respondents rating it Excellent or Good growing from 21% to 26%. At the same time, the survey showed a jump in the percentage of respondents reporting that the problem of poorly maintained homes is getting better – from 5% in 2011 to 14% in 2012.

## Rating of Neighborhood-Related Services (2012)

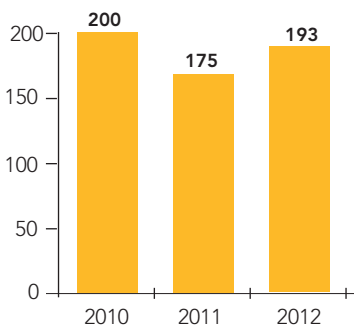
How would you rate the quality of the following neighborhood-related services?



Percentage of respondents who rated neighborhood services as excellent or good.

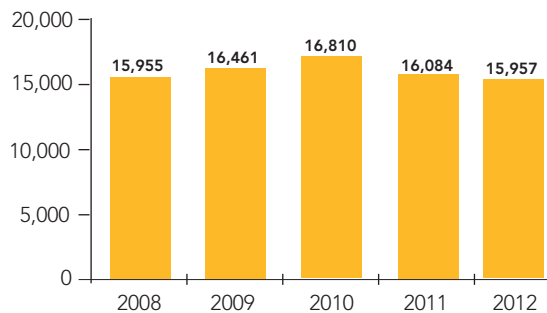


Number of Lane Miles Resurfaced or Reconstructed



Source: Baltimore City Department of Transportation

Vacant and Abandoned Residential Housing



Source: Baltimore City Department of Housing and Community Development

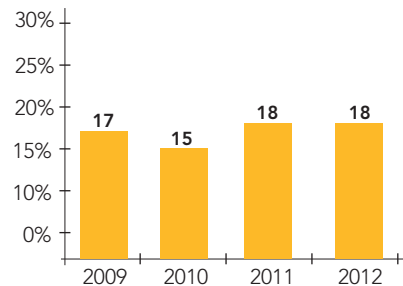
## PRIORITY OUTCOME: A Growing Economy

The perception of the availability of good jobs and cultural activities remains mostly unchanged in 2012 as compared to the last four years. However, as the economy slowly recovers, the percentage of respondents who rated the availability of good jobs as Poor continued to fall, from 42% in 2010 to 38% last year and 34% this year.

According to the Baltimore City Department of Finance, the number of businesses in Baltimore City has continued to decline over the last four years. At the same time, Baltimore's unemployment rate has slowly declined over the last two years and more residents have jobs.

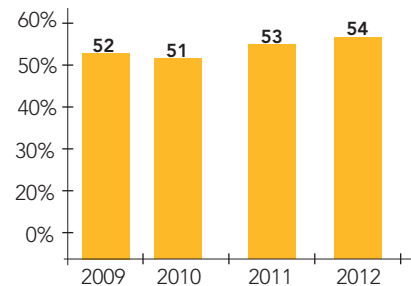
### Availability of Good Jobs in Baltimore (2009-2012)

The availability of good jobs as Excellent or Good 2009-2012 in Baltimore?

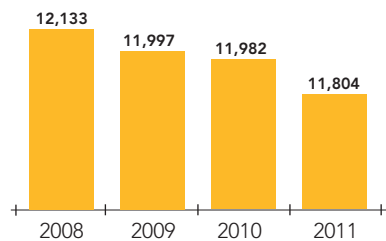


### Availability of Cultural Activities in Baltimore (2009-2012)

The availability of cultural activities as Excellent or Good 2009-2012 in Baltimore?

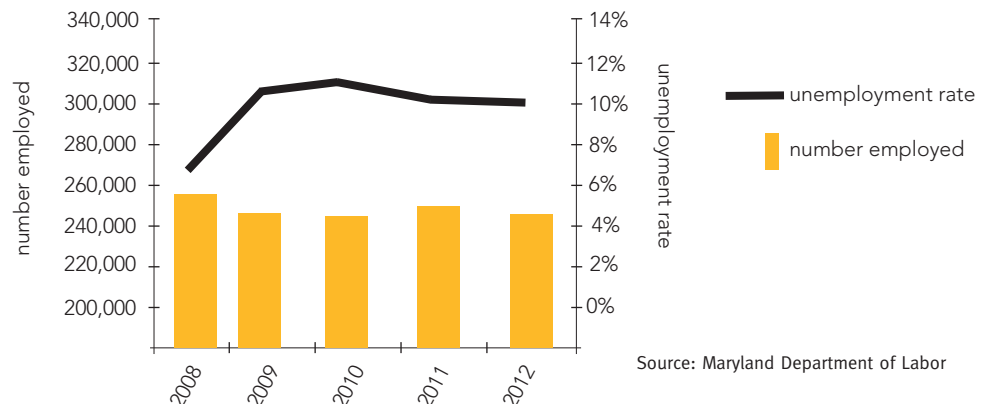


### Total Number of Businesses in Baltimore City



Source: Baltimore City Department of Finance, Personal Property Tax Data

### Unemployment Data 2008-2012



Source: Maryland Department of Labor

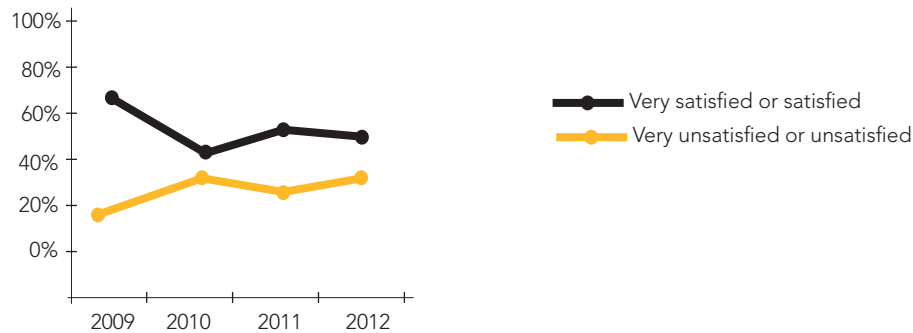


## PRIORITY OUTCOME: Innovative Government

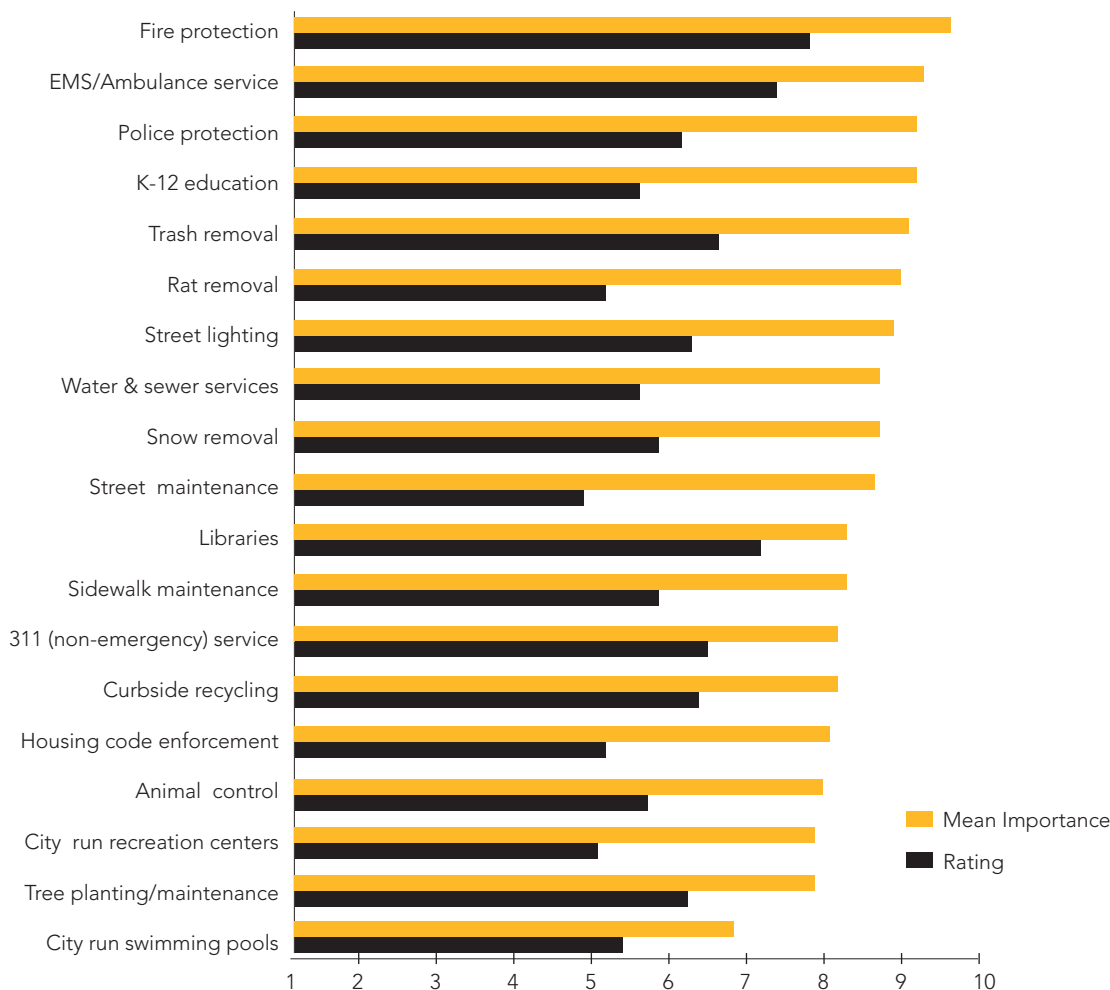
After falling from its high of 63% in 2009, the percentage of respondents who reported being either Satisfied or Very Satisfied with all Baltimore City services continued to hold in the mid-forties with 46%.

Fire protection and EMS/ambulance services continued to be the most highly rated services that Baltimore City provides, with average ratings of 9.6 and 9.3, respectively (out of 10 possible points). The services with the largest gaps between their Importance and Satisfaction ratings are K-12 Education (9.2 Importance vs. 5.6 Satisfaction), Rat Control (9.0 vs. 5.2), and Street Maintenance (8.7 vs. 4.9). These are opportunities for improving city services.

### Overall Satisfaction with Baltimore City Services (2009-2012)



### Baltimore City Services Mean Importance and Rating (2011)



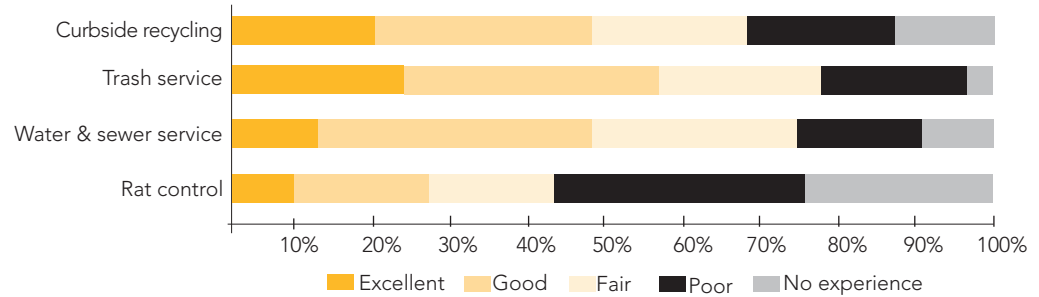


# PRIORITY OUTCOME: A Cleaner & Healthier City

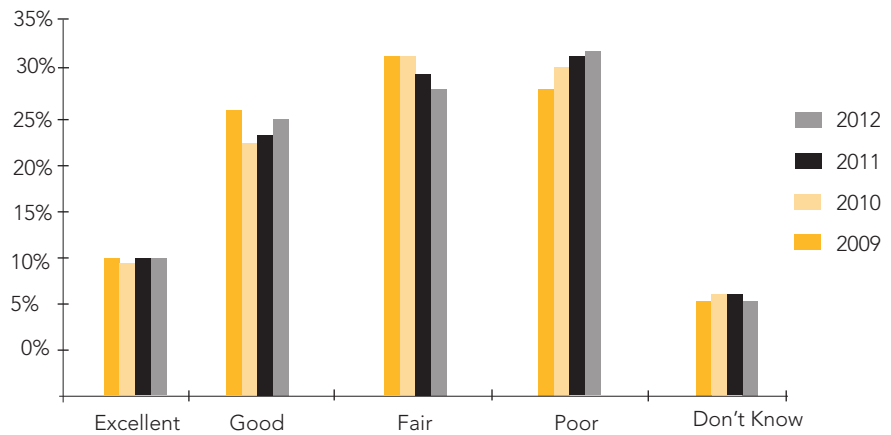
Most respondents (57%) rated trash service as either Excellent or Good. The percentage of those who thought that curbside recycling was Excellent or Good fell to 48% from 53% in 2011. Twenty-seven percent of respondents reported the city's overall cleanliness as Excellent or Good, with 58% giving the same ratings to their own neighborhoods. These results are similar to last year's survey.

Over a third of respondents (36%) reported walking to work, school or shopping Always or Most of the Time, followed by 27% who reported taking public transportation. Only 4% used a bicycle.

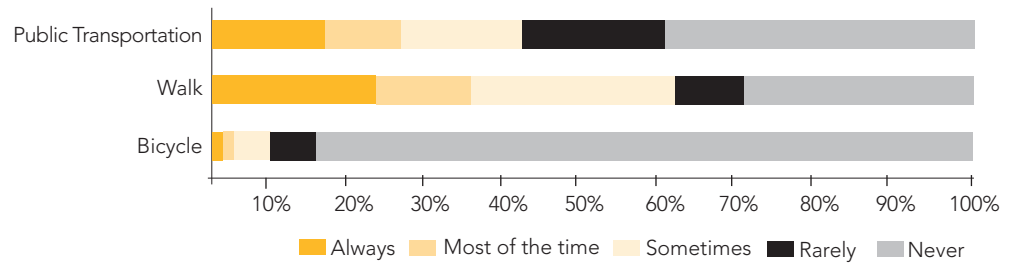
## Rating of Services Related to a Clean and Sustainable Baltimore



## Availability of Recreational Opportunities



## Transportation Usage



## Cleanliness as Excellent or Good

