

San Marcos, TX

The National Community Survey

Report of Results
2025

Report by:



Visit us online!
www.polco.us



National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

Table of Contents

About The NCS™	1
- Purpose of the Survey	
- How Results Are Reported	
- Comparisons to Benchmarks	
- Trends Over Time	
Methods	4
- Selecting the Survey Recipients	
- Conducting the Survey	
- Analyzing the Data	
- Contact Information	
- Study Limitations	
- Survey Validity	
Key Findings	7
- Community Strengths	
- Focus Areas	
- Other Notable Results	
- Areas of Greatest Change	
Facets of Livability.....	9
- Overview and Gap Analysis	
- Quality and Importance Ratings	
Quality of Life	10
Governance	11
Economy	13
Mobility	15
Community Design.....	17
Utilities	19
Safety	20
Natural Environment	22
Parks and Recreation.....	23
Health and Wellness	24
Education, Arts, and Culture	26
Inclusivity and Engagement	28
Custom Questions.....	30

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of San Marcos. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The NCS was developed by the experts from National Research Center at Polco in partnership with the International City/County Management Association (ICMA) and has been administered in hundreds of communities across the United States.



Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS focuses on the livability of San Marcos by categorizing survey questions into the ten main “facets” of community livability shown below, in addition to ratings for quality of life and local governance. These facets have been identified through years of extensive survey research as those that are most impactful to residents’ quality of life.

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 224 residents of the City of San Marcos collected from September 29th, 2025 to November 10th, 2025. The margin of error around any reported percentage is 6.5% for all respondents. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in San Marcos.

Reporting Results

For the most part, the percentages presented in this report represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey, respondents may answer “don’t know.” The proportion of respondents giving a “don’t know” response is shown in the full set of responses included in the “Complete Data” section; however, these responses have been removed from the analyses presented in the main body of the report. Therefore, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

Polco’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 400 communities whose residents evaluated the same kinds of topics on The NCS. The comparison evaluations include surveys from the past five years. If a jurisdiction has conducted multiple efforts in the past five years, only the most recent survey is included in the benchmark database. Polco adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range.

In each tab, San Marcos’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by San Marcos residents. Being rated as “higher” or “lower” than the benchmark means that San Marcos’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then San Marcos’s average rating was more than 20 points different when compared to the benchmark.

In addition to these national benchmarks, comparisons were also made to a smaller cohort of communities with characteristics that align more closely to the demographics in San Marcos. A full list of custom benchmark communities and a table including all comparisons to these communities can be found throughout the report and in the Custom Benchmarks tab.

Trends over time

Trend data for San Marcos represent important comparison data and should be examined for improvements or declines.¹ Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than nine percentage points between the 2022 and 2025 surveys, the change is statistically significant.

1. In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Methods

Selecting Survey Recipients

All households within the City of San Marcos were eligible to participate in the survey. A list of all households within the zip codes serving San Marcos was purchased from Polco's mailing vendor, based on updated listings from the United States Postal Service.

Since some of the zip codes that serve San Marcos households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of San Marcos boundaries were removed from the list of potential households to survey. Each address identified as being within City boundaries was further identified as being within one of the four areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units sampled at a rate of 5:3 compared to single family housing units.

Conducting the Random Sample Survey

The 3,500 randomly selected households received mailings beginning on September 29th, 2025 and data collection for the survey remained open for six weeks. The first mailing was a postcard inviting the household to participate in the survey online. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. Both mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to access the survey in their preferred language.

About 8% of the 3,500 mailed invitations were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 3,219 households that received the invitations to participate, 225 completed the survey, providing an overall response rate of 7%. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.¹

It is customary to describe the precision of estimates by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval quantifies the sampling error or imprecision of the survey results based on the total number of responses received. This is because *some* residents' opinions are relied on to estimate *all* residents' opinions. The margin of error for the City of San Marcos survey is no greater than plus or minus 6.5% around any given percent reported for all respondents (225 completed surveys).

Conducting the Open Participation Survey

In addition to the randomly selected "probability sample" of households, a link to an online open-participation survey was publicized by the City of San Marcos. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of San Marcos and also a question about where they heard about the survey.

The open-participation survey was open to all city residents and became available on October 27th, 2025. The survey remained open for two weeks and 1,095 responses were received. The data presented in the following report excludes the open participation survey data, but the online report includes a tab which provides the complete open participation results.

Analyzing the Data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python, and Tableau.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2023 American Community Survey estimates for adults in the City of San Marcos. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.² The results of the weighting scheme for the probability sample are presented in the following table.

Polco aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target ⁴
Age	18-34	20%	61%	61%
	35-54	21%	19%	19%
	55+	59%	20%	20%
Area	Adam	10%	17%	17%
	Baker	27%	29%	29%
	Charlie	43%	28%	28%
	David	20%	26%	26%
Hispanic origin	No	78%	61%	61%
	Yes	22%	39%	39%
Housing tenure	Own	63%	30%	30%
	Rent	38%	70%	70%
Housing type	Attached	37%	66%	66%
	Detached	63%	34%	34%
Race & Hispanic origin	Not white alone	33%	52%	52%
	White alone, not Hispanic or Latino	67%	48%	48%
Sex	Man	41%	46%	46%
	Woman	59%	54%	54%
Sex/age	Man 18-34	6%	28%	28%
	Man 35-54	9%	9%	9%
	Man 55+	25%	9%	9%
	Woman 18-34	14%	33%	33%
	Woman 35-54	12%	10%	10%
	Woman 55+	34%	11%	11%

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged, and can include non-response error, coverage error, recall bias and social desirability bias.

Non-response error arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than survey responders. For general resident surveys, where the results are meant to be generalized to the entire adult population living in households, the mailing lists based on the Delivery Sequence File from the United States Post Office may exclude certain types of housing units, such as those in multi-family buildings where mail is addressed to a named resident at the address rather than to a specific unit or where residents only receive their mail at a post office box and the geographic location of a residence cannot be determined, there may be a *coverage error*, although for most locations, this is minimal. Respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events, for example), and for some survey items, they may answer in ways they think cast their responses in a more favorable light (*recall bias* and *social desirability bias*).

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://blog.polco.us/polco-knowledgebase/margin-of-error-and-confidence-level-in-survey-results>

Contact

The City of San Marcos funded this research. Please contact Lauren Surley of the City of San Marcos at LSurley@sanmarcostx.gov if you have any questions about the survey.

1. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
2. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
3. Targets come from the 2020 Census and 2023 American Community Survey

Key Findings

Community Strengths

San Marcos is recognized as a desirable place to live, visit, and raise families.

- About 8 in 10 residents positively rated San Marcos as a place to live (79% excellent or good), an increase of 9% since 2022.
- San Marcos as a place to visit also saw a 12-point improvement, with about 9 in 10 (86%) participants responding favorably.
- Nearly 7 in 10 respondents gave positive ratings to San Marcos as a place to raise children (68%), a substantial improvement from 53% in 2022.
- About 6 in 10 considered San Marcos an excellent or good place to retire, marking a 16-point increase.
- A majority (84%) would recommend living in San Marcos to someone who asked.

Results indicate that residents feel safe across the community.

- About 9 in 10 respondents reported feeling safe in their neighborhood and the downtown/commercial area during the day.
- Roughly 7 in 10 participants indicated they felt safe from both property and violent crime.
- Ratings for animal control (66%) and ambulance/emergency medical services (85%) rose significantly since 2022.
- While fire services overall were rated positively by 9 in 10 respondents, ratings for fire prevention and education declined from 69% in 2022 to 60% in 2025.
- About 6 in 10 residents provided excellent or good reviews to police services and crime prevention.

Civic engagement, pride, and government services show significant gains.

- Residents' connection and engagement with their community climbed 17 points to 63% excellent or good.
- Ratings for the sense of civic/community pride in San Marcos also improved by 14 points (reaching 68% positive).
- Overall customer service by city employees increased by 15 points to 84% positive in 2025.
- Public information services also improved, rising from 51% in 2022 to 63%

Focus Areas

Mobility experiences vary across modes, reflecting both gains and declines

- Fewer than half of residents rated the overall quality of the transportation system positively (37%), though consistent with national benchmarks and stable since 2022.
- Relatively smaller proportions positively rated walking (39%), travel by public transportation (25%), and travel by bicycle (30%), similar to previous results.
- Ratings for bus or transit services declined 17 points to 40%.
- Conversely, satisfaction with traffic flow on major streets (35%) and ease of travel by car (57%) increased significantly since 2022.

Affordability and housing continue to present challenges

- Only about 2 in 10 participants positively rated the availability of affordable quality housing (22%), and about 3 in 10 for the variety of housing options (32%), though both were similar to the benchmarks.
- Cost of living was viewed favorably by fewer than 3 in 10 residents (29%), remaining consistent with 2022 results.
- About 3 in 10 gave positive reviews to the availability of affordable quality childcare/preschool.

Mixed reviews for economy-related items may merit additional research.

- The overall economic health and economic development in San Marcos garnered positive ratings from about 4 in 10 residents.
- Similarly, employment opportunities received lower marks, with only about 3 in 10 rating them positively.
- However, some economy-centered ratings increased significantly since 2022, including:
 - The vibrancy of the downtown/commercial area (from 59% in 2022 to 72% in 2025)
 - San Marcos as a place to visit (from 73% to 86%)

Other Notable Results (Custom Questions)

- When asked how often they leave San Marcos to visit certain businesses, residents most frequently reported going elsewhere for grocery shopping (e.g., H-E-B Plus!, Trader Joe's, Whole Foods). Additionally, about 8 in 10 residents indicated that they felt the City should actively pursue attracting more grocery stores (81% yes).
- Residents also prioritized attracting additional family entertainment options (83% yes), casual dine-in restaurants (72%), upscale/fine dining (61%), and personal services such as salons, spas, and fitness centers (60%).
- Overall, residents showed no clear consensus on whether paid parking would be an effective tool for managing parking challenges.
- Participants most often relied on the City's website, social media, and word-of-mouth to get information about San Marcos government, activities, events, and services.
- Most respondents (85%) felt it was essential or very important for the City to address the impacts of river recreation on natural resources.

Areas of Greatest Change

Of the evaluative questions included on both the 2022 and 2025 survey iterations, 82 were statistically similar to previous results. Upward trends were seen in 34 items, while 6 ratings decreased since 2022. The most significant of those trends are listed below.

Increases

- Storm water management (storm drainage, dams, levees, etc.) (+32%)
- Ease of travel by car in San Marcos (+20%)
- Sewer services (+19%)

Decreases

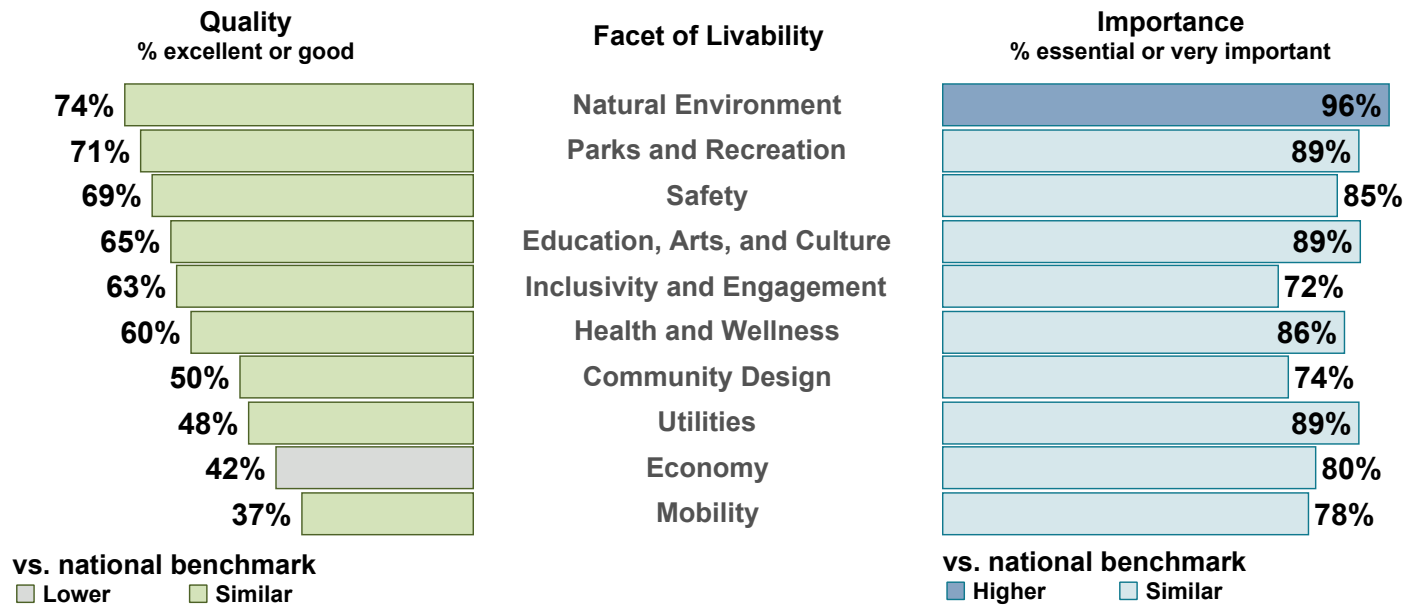
- Bus or transit services (-17%)
- Overall quality of parks and recreation opportunities (-14%)
- Local government treating residents with respect (-11%)

Facets of Livability

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

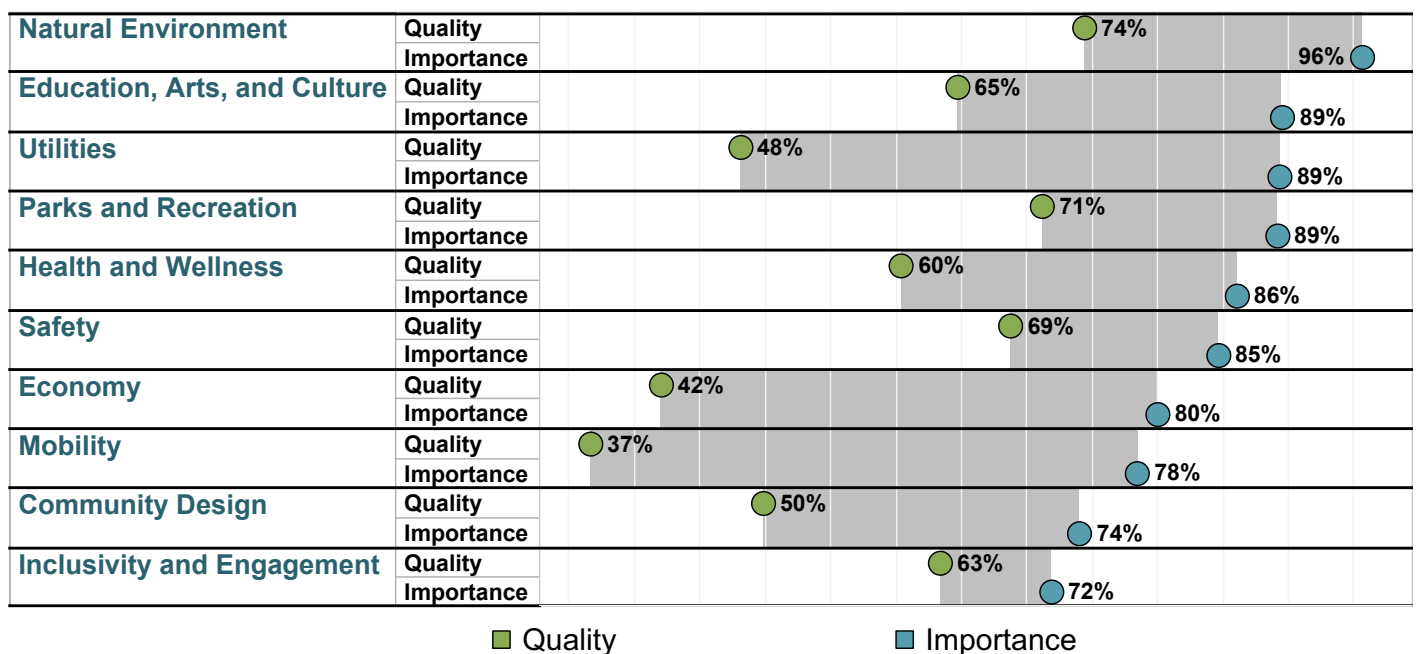
Quality and Importance by the Numbers

The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher than communities across the country (the national benchmark).



Quality/Importance Gap Analysis

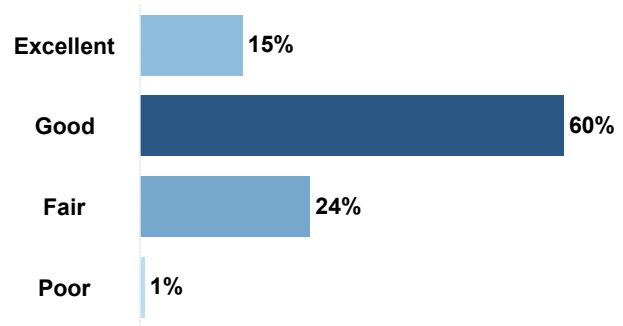
The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.



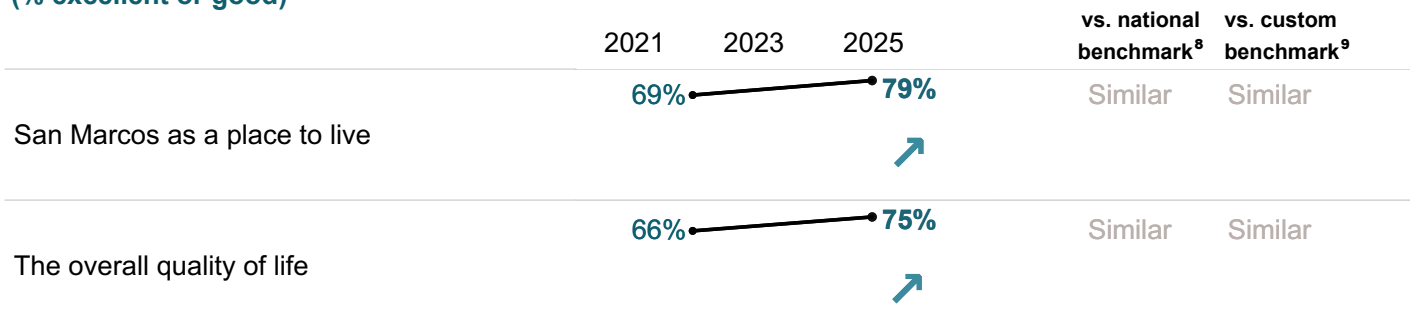
Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

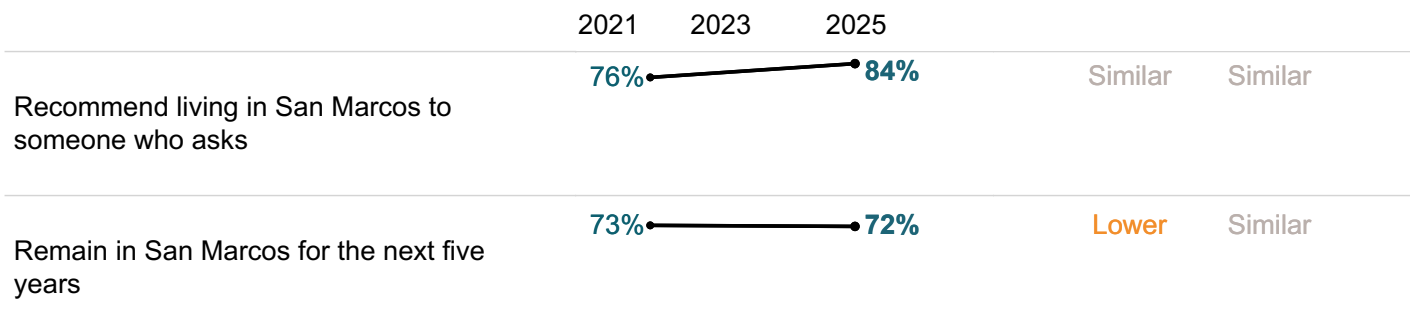
The overall quality of life in San Marcos, 2025



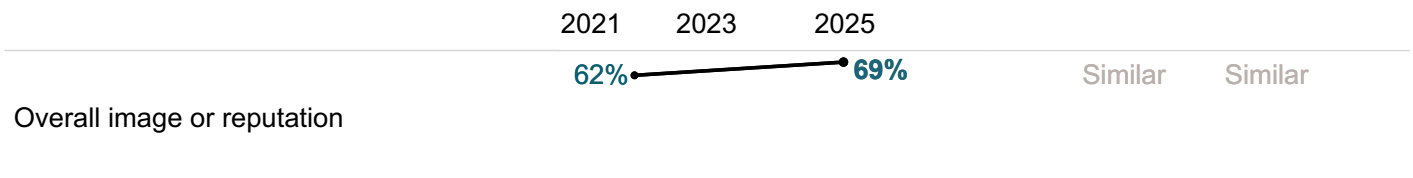
Please rate each of the following aspects of quality of life in San Marcos.
(% excellent or good)



Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)



Please rate each of the following in the San Marcos community.
(% excellent or good)



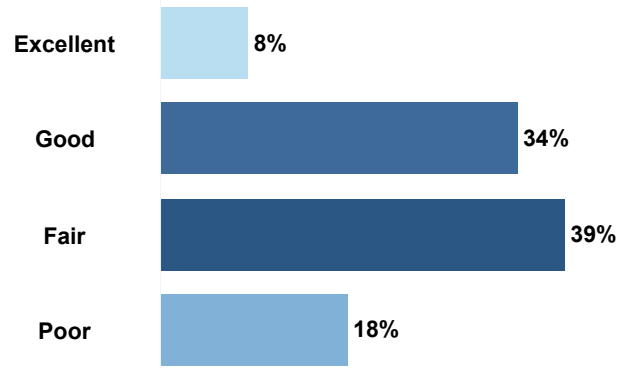
8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

9. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

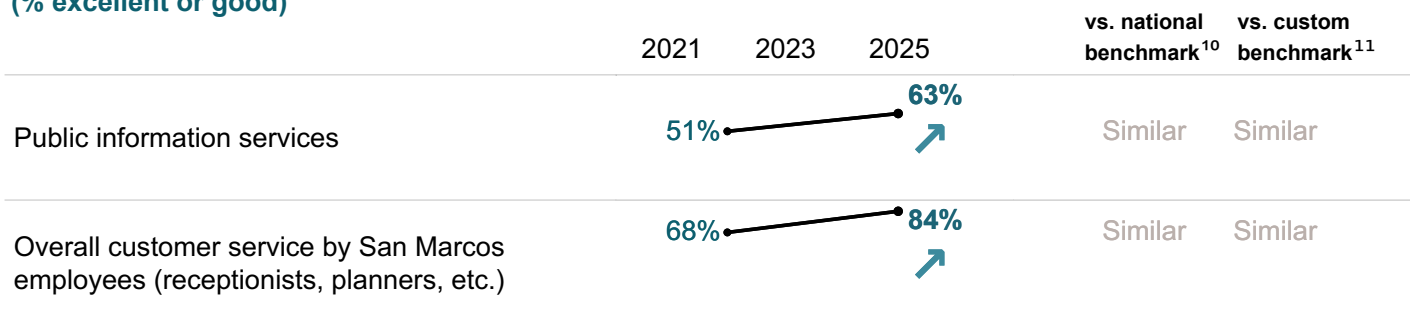
Governance

Strong local governments deliver results that meet residents' needs, use resources effectively, and respond to both current and future community priorities.

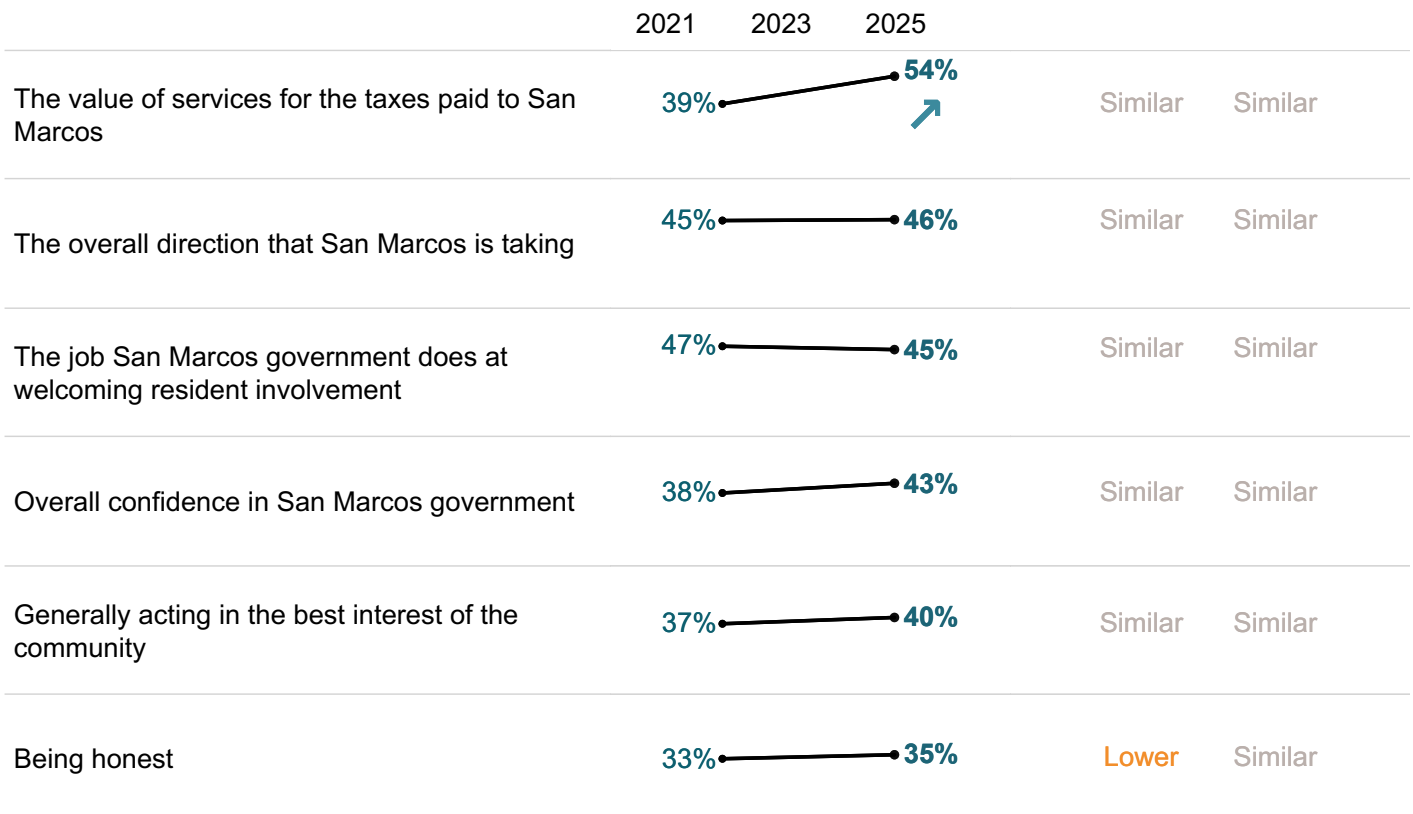
Overall confidence in San Marcos government, 2025

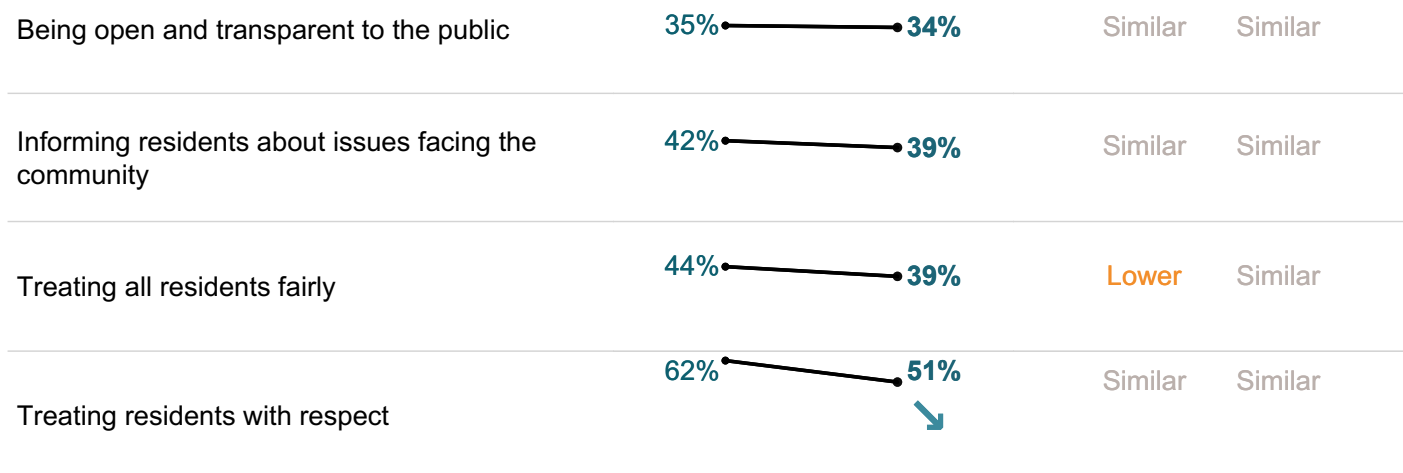


Please rate the quality of each of the following services in San Marcos.
(% excellent or good)

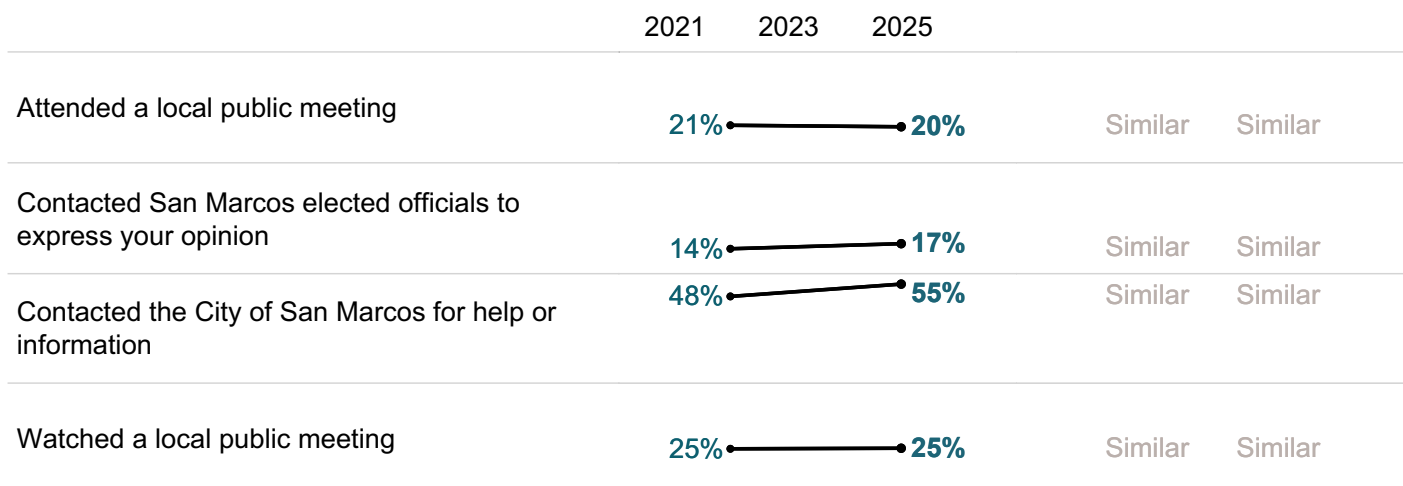


Please rate the following categories of San Marcos government performance.
(% excellent or good)

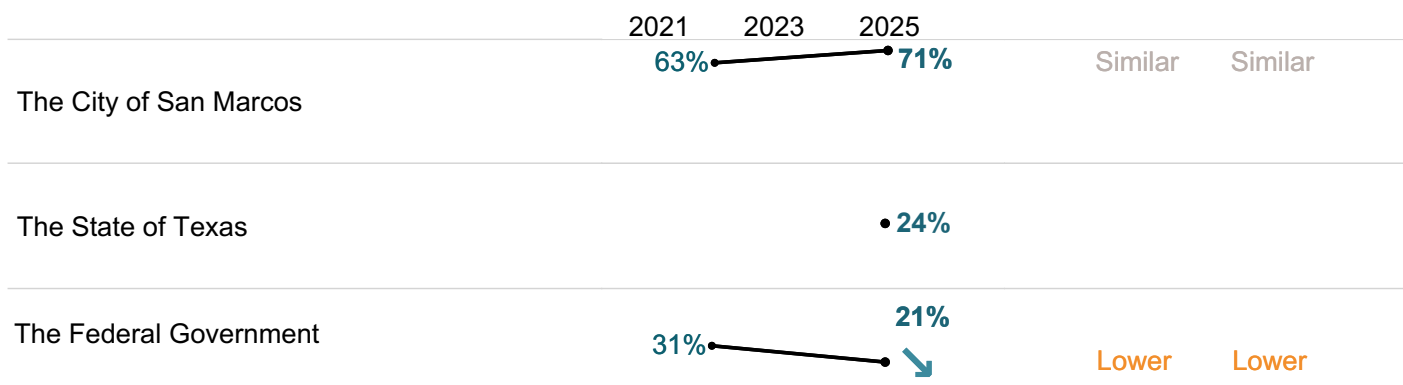




Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)



Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)



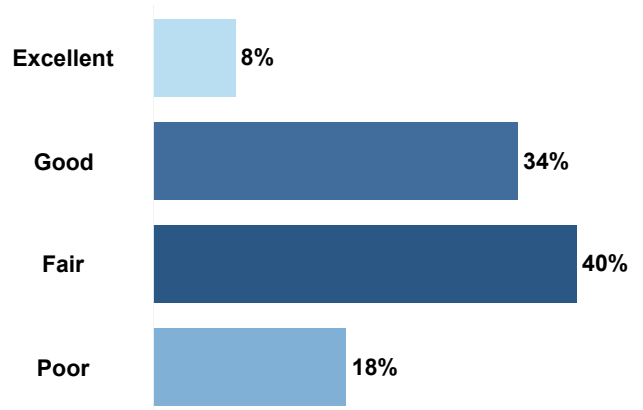
10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

11. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

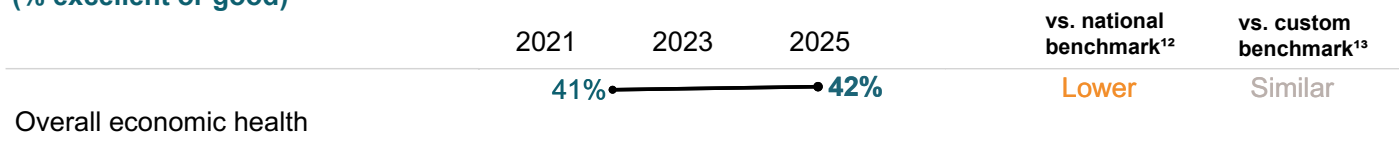
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

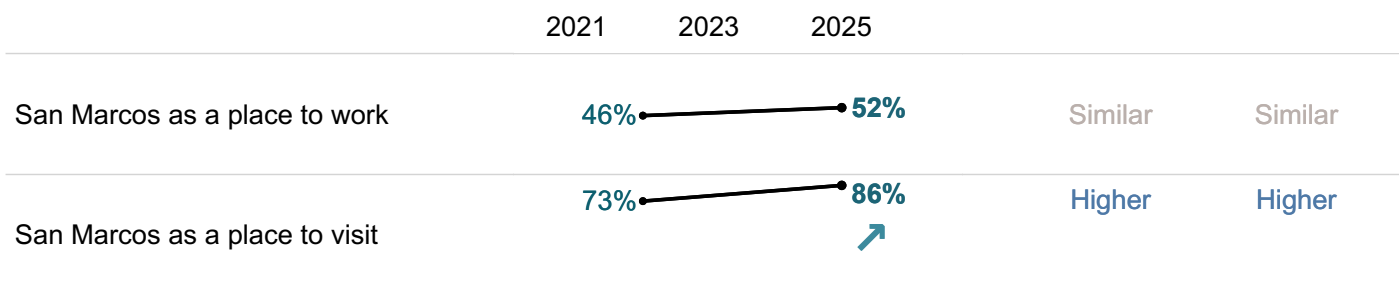
Overall economic health of San Marcos, 2025



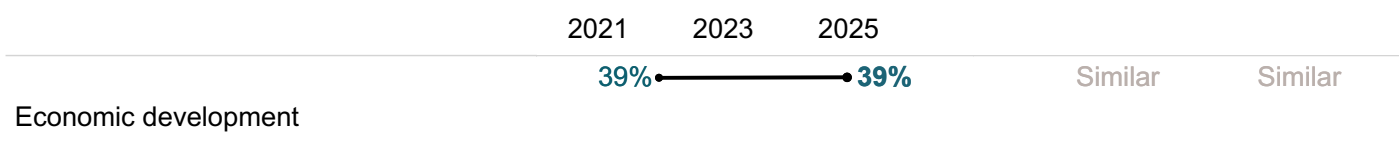
Please rate each of the following characteristics as they relate to San Marcos as a whole.
(% excellent or good)



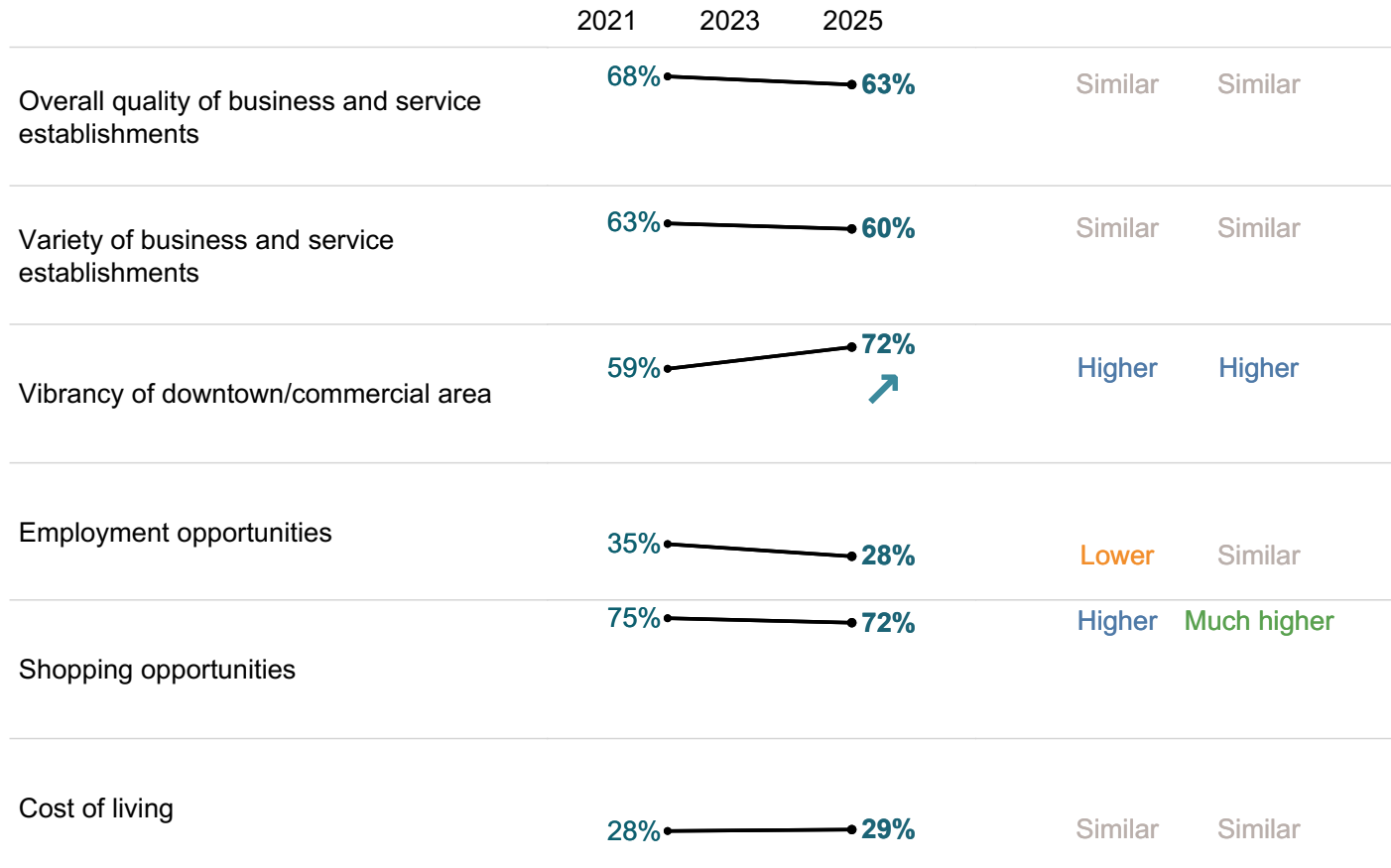
Please rate each of the following aspects of quality of life in San Marcos.
(% excellent or good)



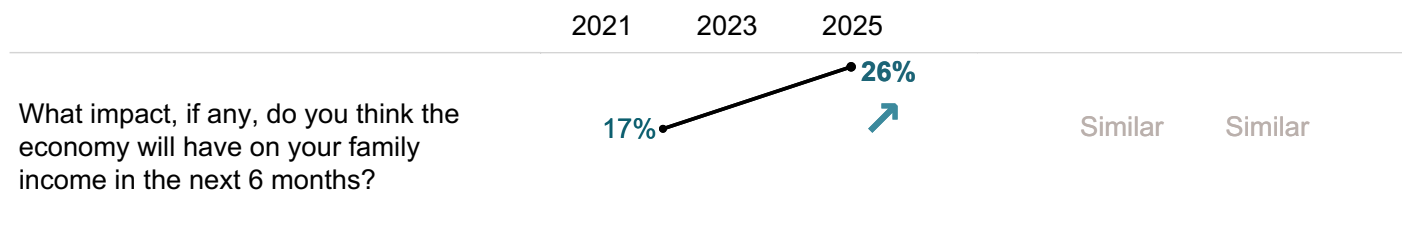
Please rate the quality of each of the following services in San Marcos.
(% excellent or good)



Please rate each of the following in the San Marcos community.
(% excellent or good)



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:
(% very or somewhat positive)



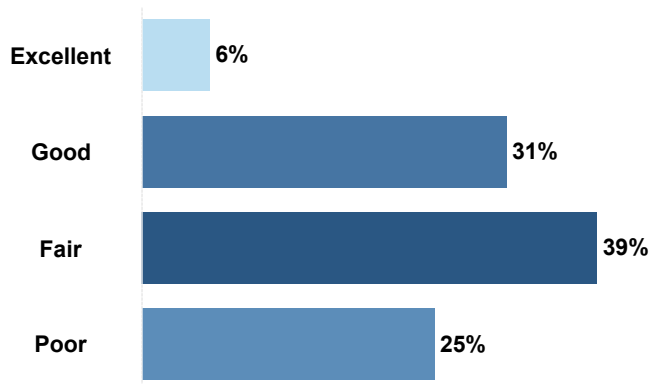
12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

13. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Mobility

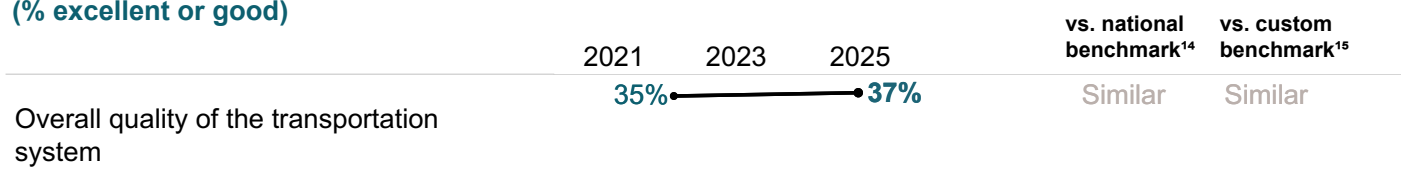
The ability of residents to move about their community with ease plays an important role in the overall quality of life for everyone who lives, works, and spends time there.

Overall quality of the transportation system in San Marcos, 2025



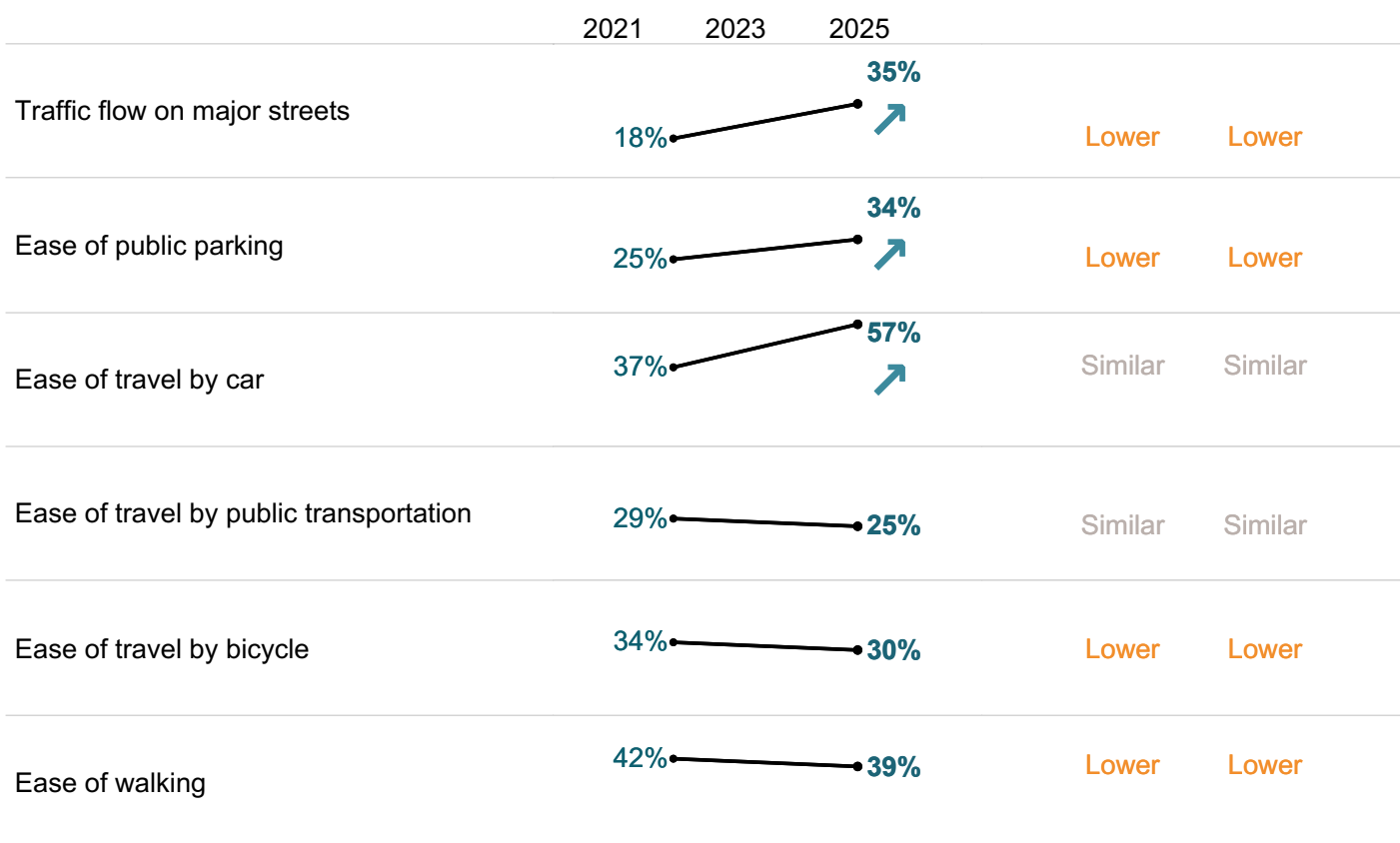
Please rate each of the following characteristics as they relate to San Marcos as a whole.

(% excellent or good)

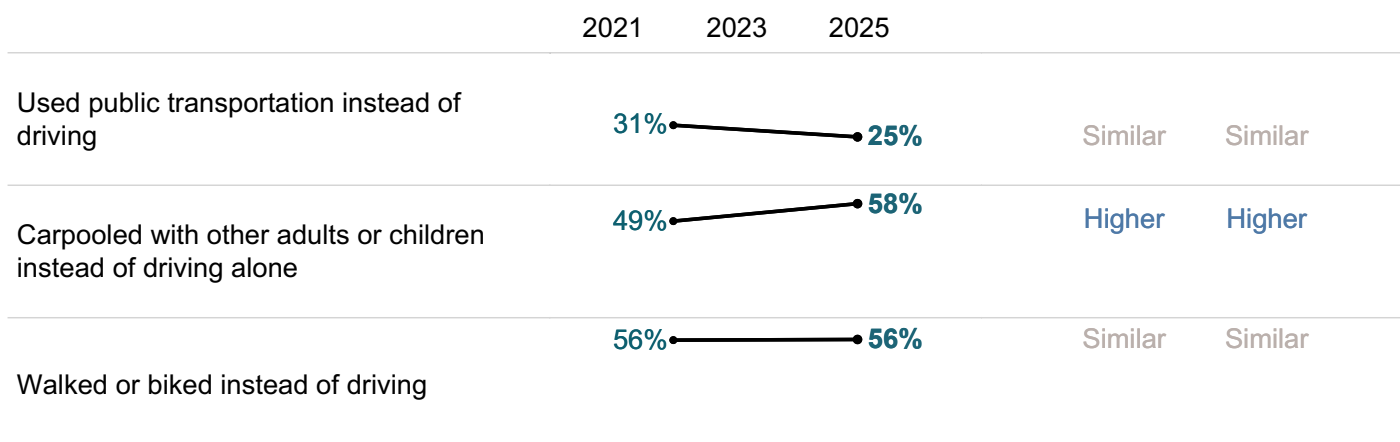


Please also rate each of the following in the San Marcos community.

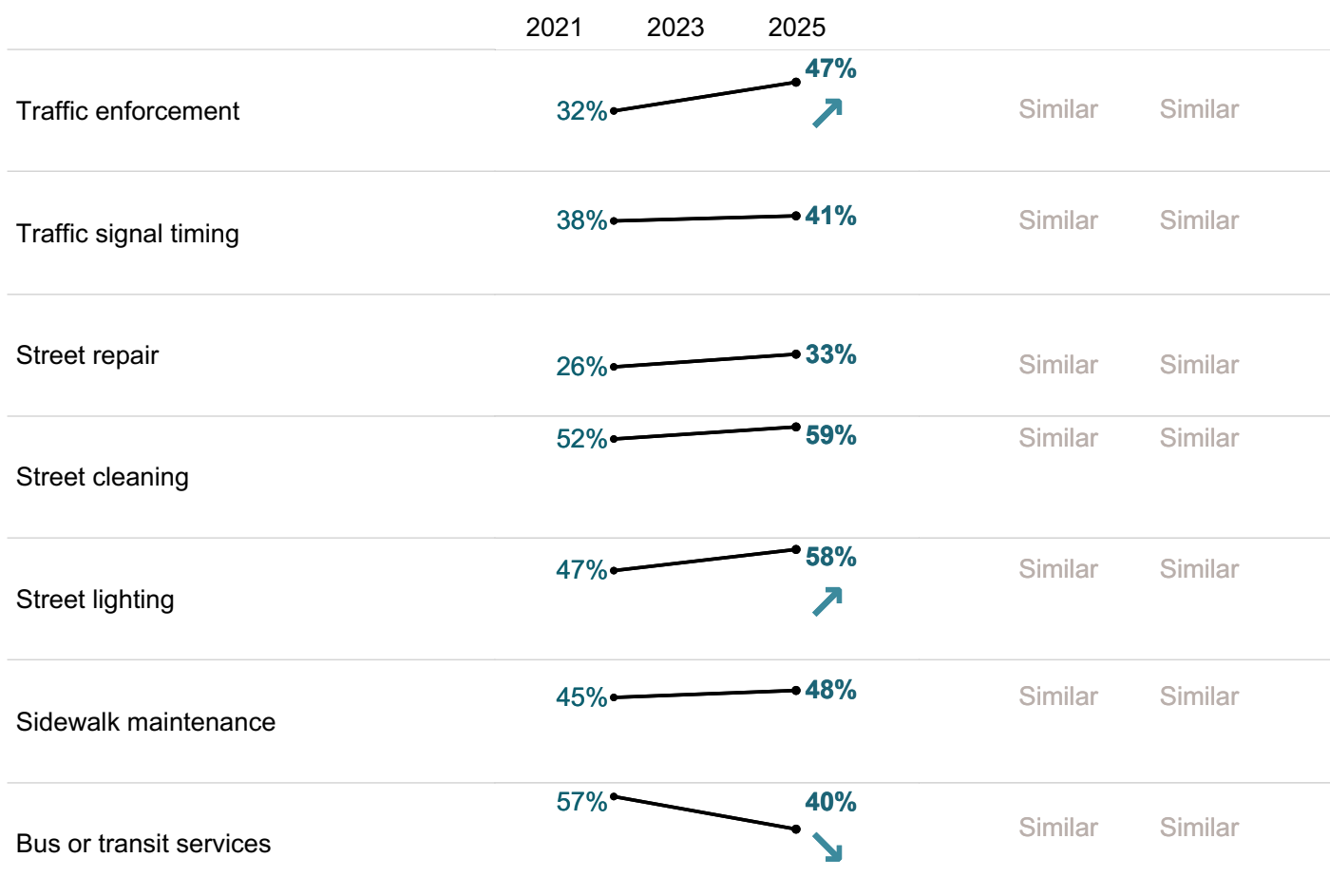
(% excellent or good)



Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)



Please rate the quality of each of the following services in San Marcos.
(% excellent or good)



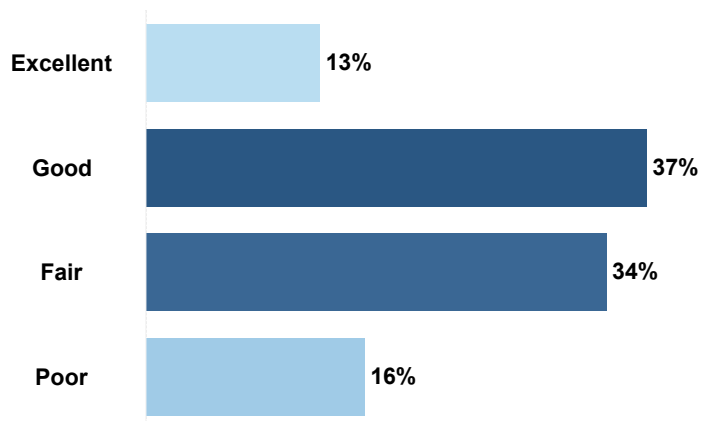
14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

15. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Community Design

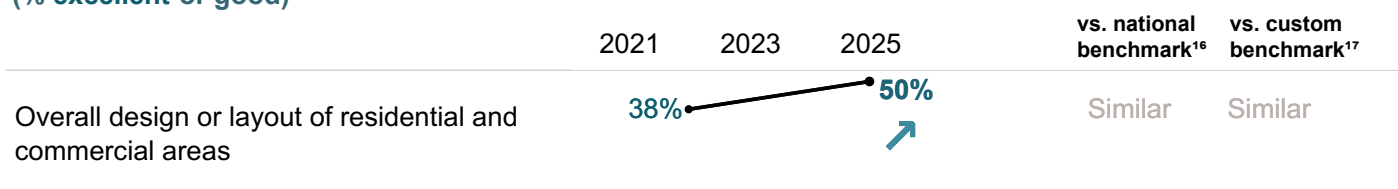
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and supporting development that suits residents' needs.

Overall design or layout of San Marcos's residential and commercial areas, 2025



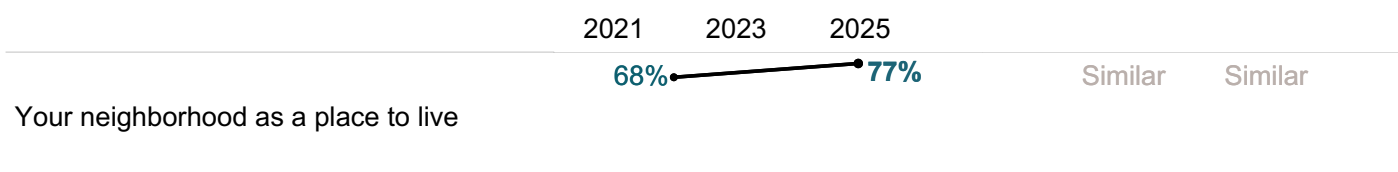
Please rate each of the following characteristics as they relate to San Marcos as a whole.

(% excellent or good)



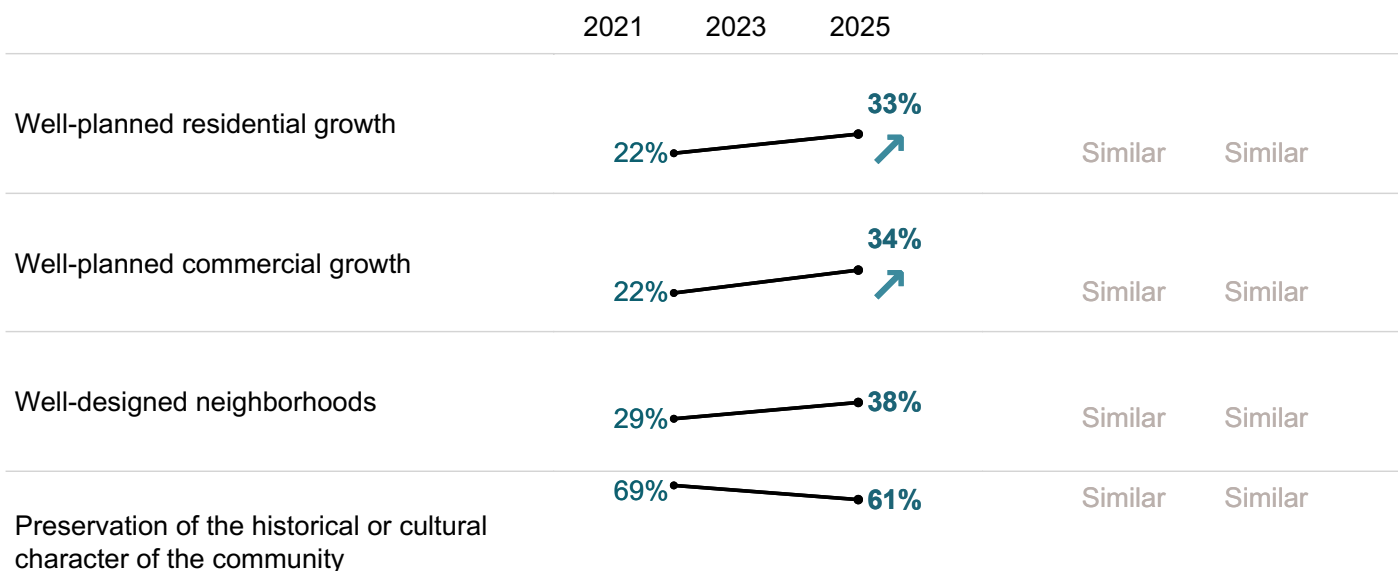
Please rate each of the following aspects of quality of life in San Marcos.

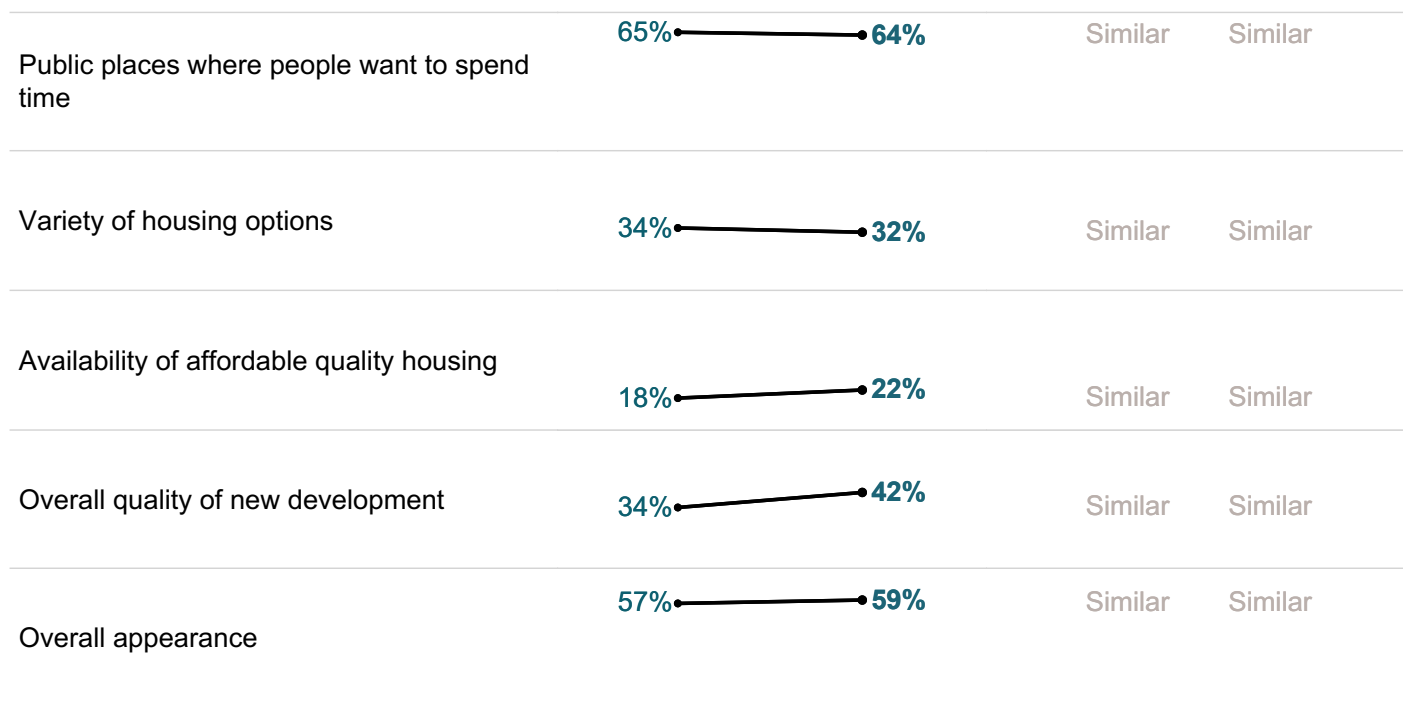
(% excellent or good)



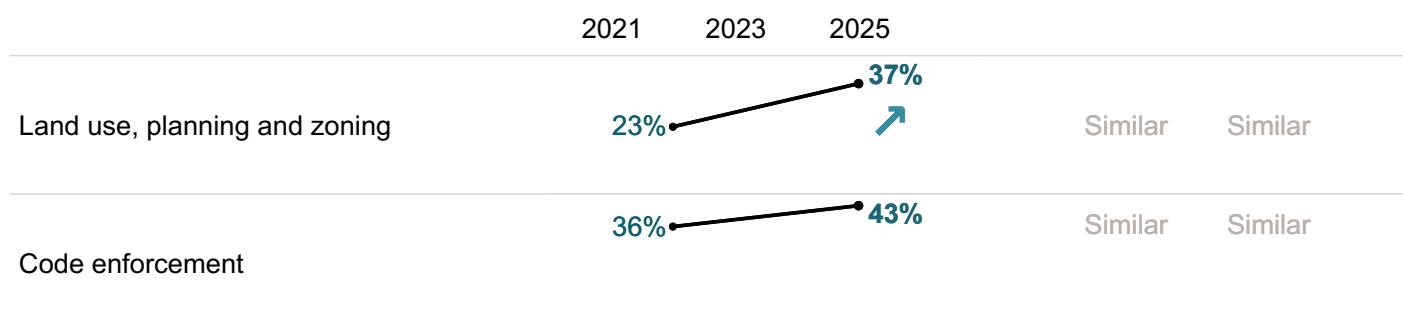
Please also rate each of the following in the San Marcos community.

(% excellent or good)





Please rate the quality of each of the following services in San Marcos.
 (% excellent or good)



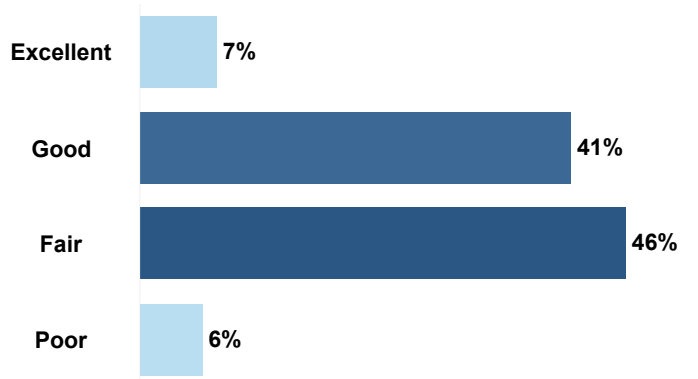
16. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

17. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

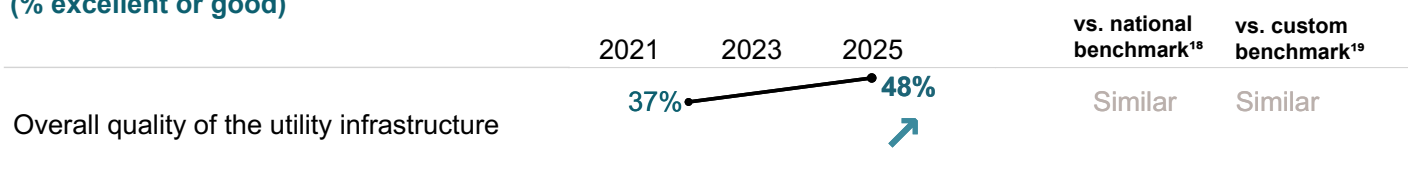
Utilities

Access to essential services like water, gas, electricity, and internet is crucial for safeguarding the physical health, economic stability, and overall well-being of the communities they support.

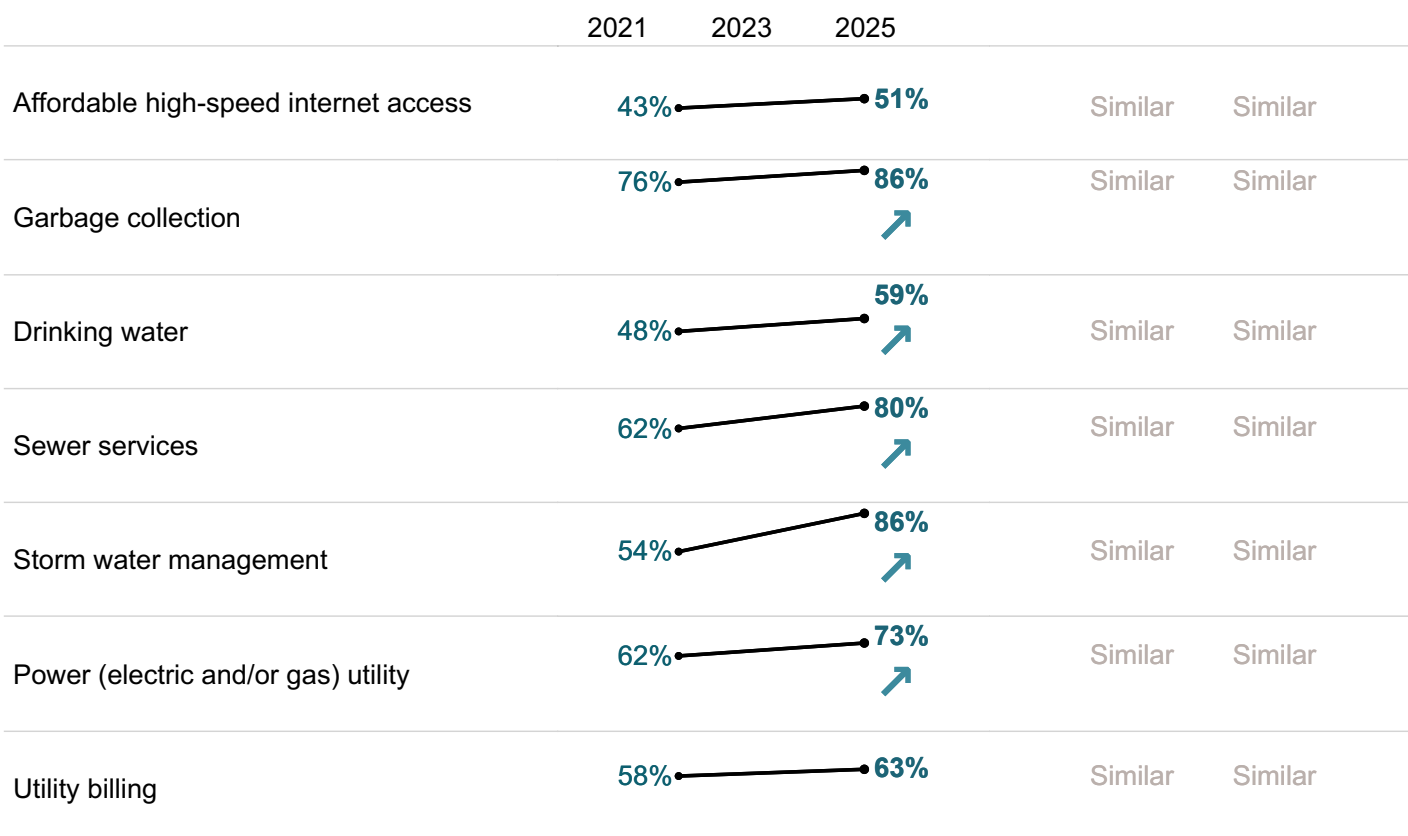
Overall quality of the utility infrastructure in San Marcos, 2025



Please rate each of the following characteristics as they relate to San Marcos as a whole.
(% excellent or good)



Please rate the quality of each of the following services in San Marcos.
(% excellent or good)



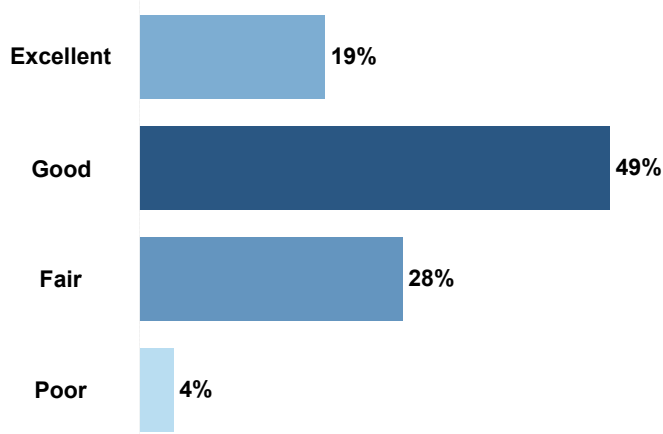
¹⁸. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

¹⁹. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

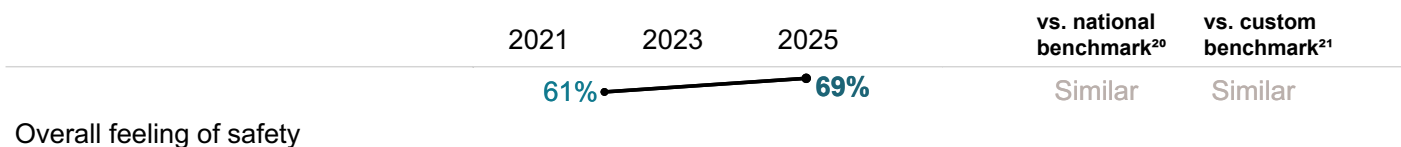
Safety

Public safety is one of the most important responsibilities of local governments, as every resident deserves to feel safe and secure both in their neighborhoods and across the wider community. The provision of strong, reliable safety services is essential to ensuring a high quality of life.

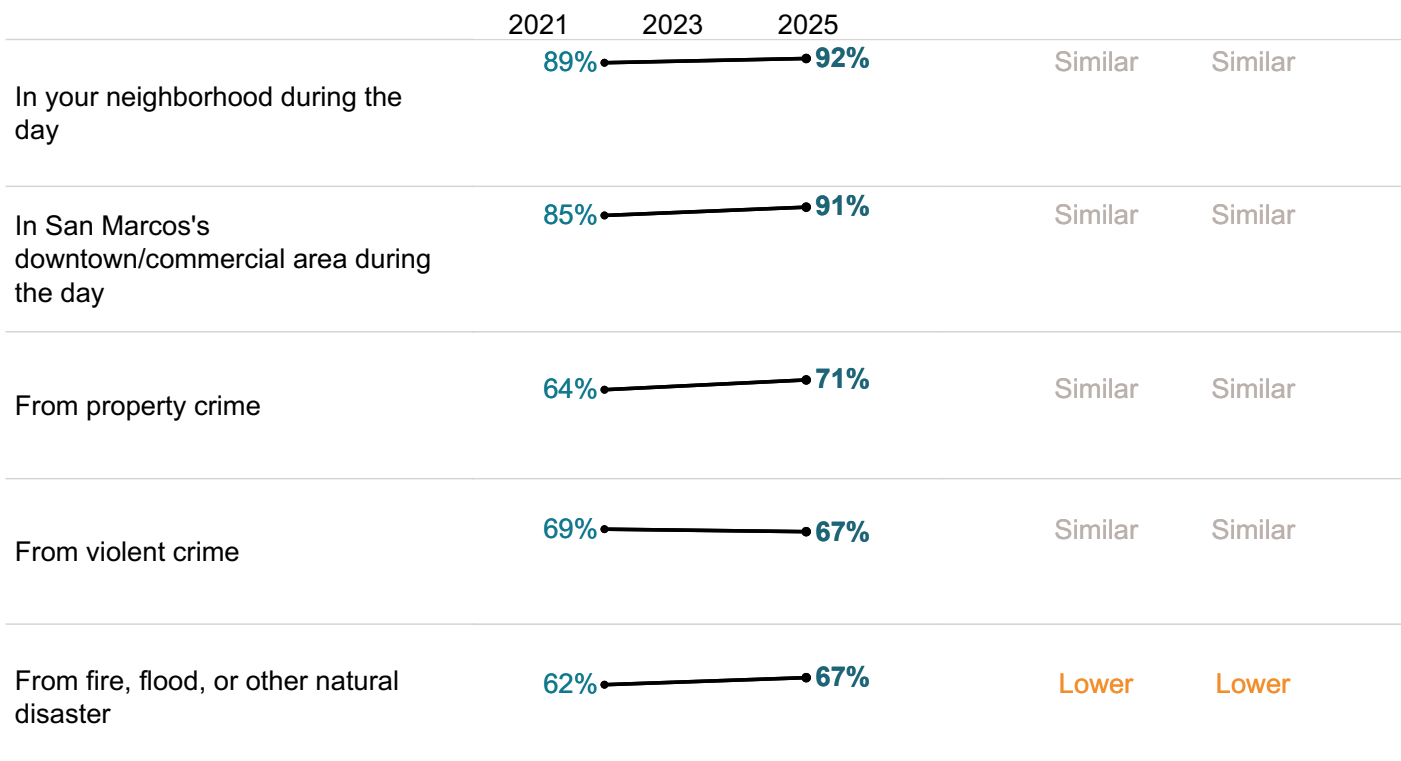
Overall feeling of safety in San Marcos, 2025



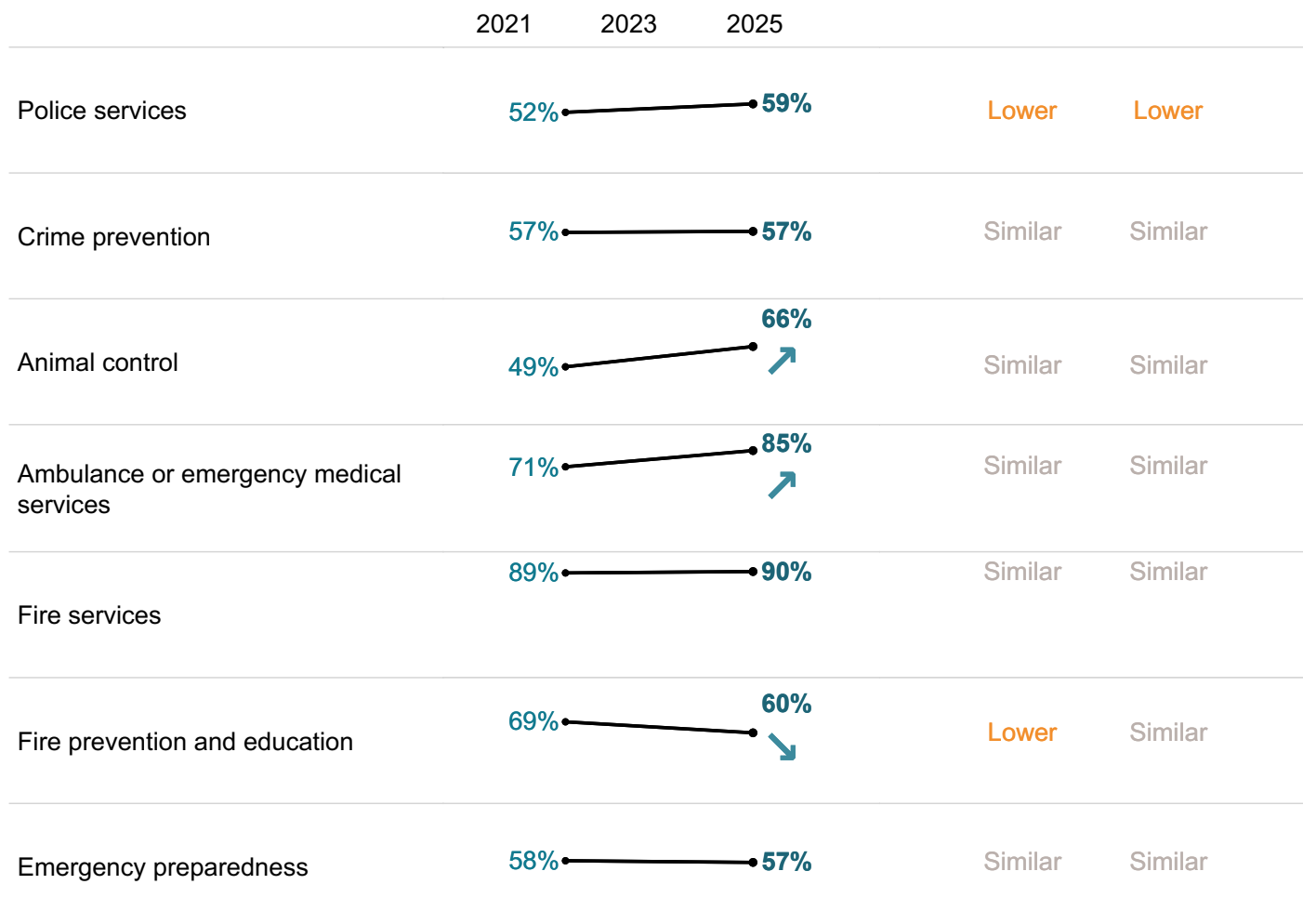
Please rate each of the following characteristics as they relate to San Marcos as a whole.
(% excellent or good)



Please rate how safe or unsafe you feel:
(% very or somewhat safe)



Please rate the quality of each of the following services in San Marcos.
(% excellent or good)



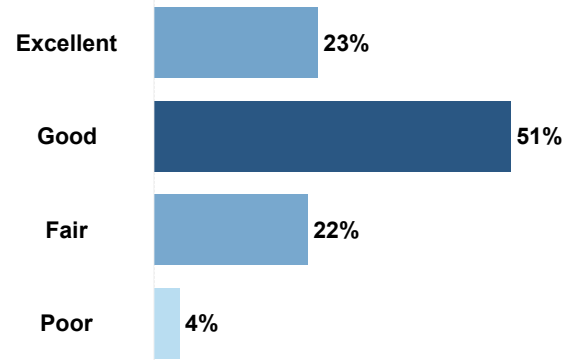
20. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

21. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

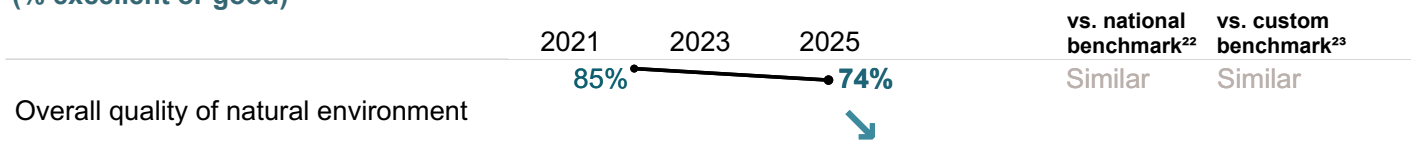
Natural Environment

The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life. The natural environment plays a vital role in the health and well-being of residents.

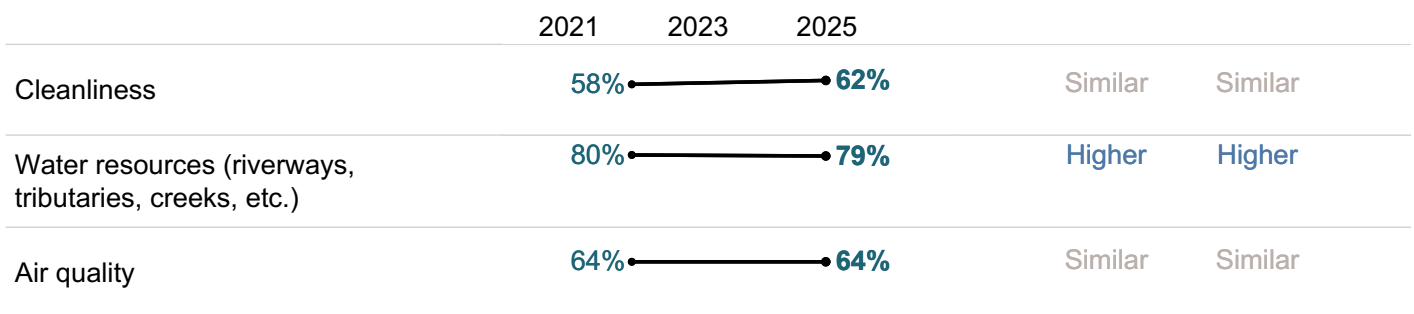
Overall quality of natural environment in San Marcos, 2025



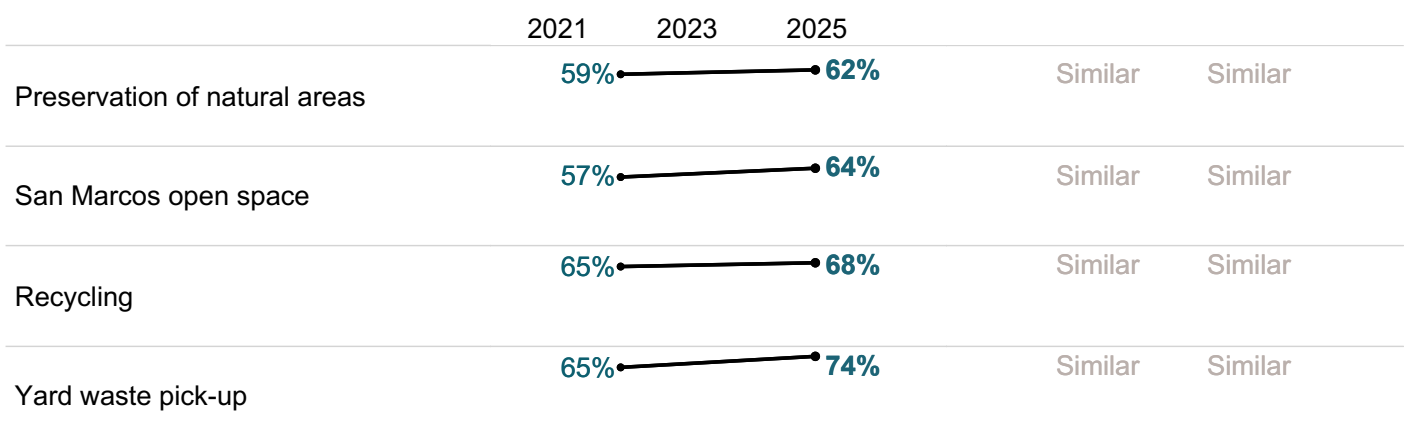
Please rate each of the following characteristics as they relate to San Marcos as a whole.
(% excellent or good)



Please also rate each of the following in the San Marcos community.
(% excellent or good)



Please rate the quality of each of the following services in San Marcos.
(% excellent or good)



²². Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

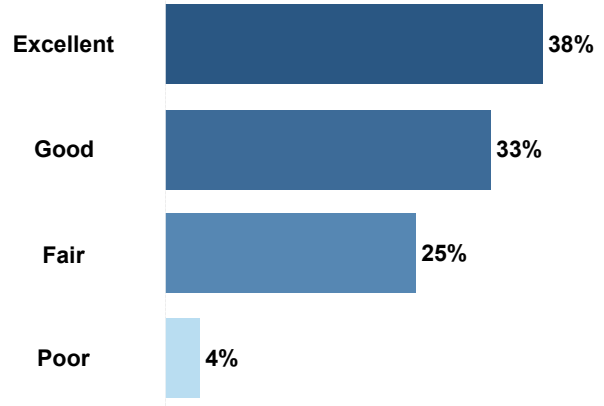
²³. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report.

Parks and Recreation

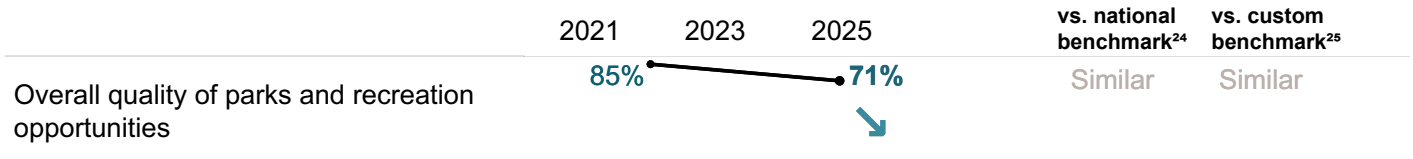
"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association

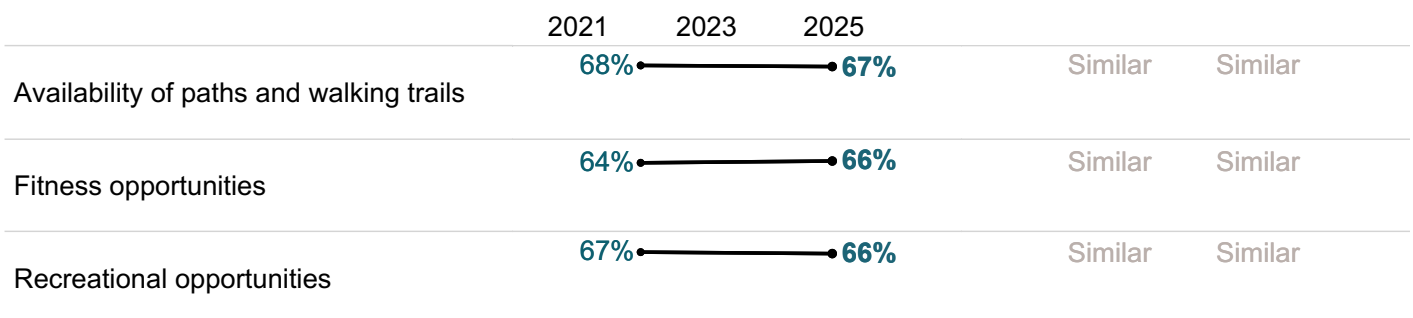
Overall quality of parks and recreation opportunities, 2025



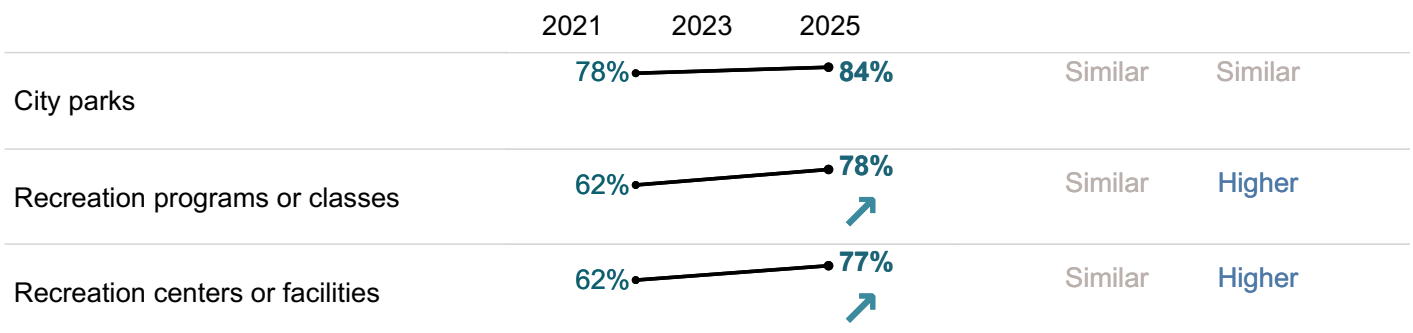
Please rate each of the following characteristics as they relate to San Marcos as a whole.
(% excellent or good)



Please also rate each of the following in the San Marcos community.
(% excellent or good)



Please rate the quality of each of the following services in San Marcos.
(% excellent or good)



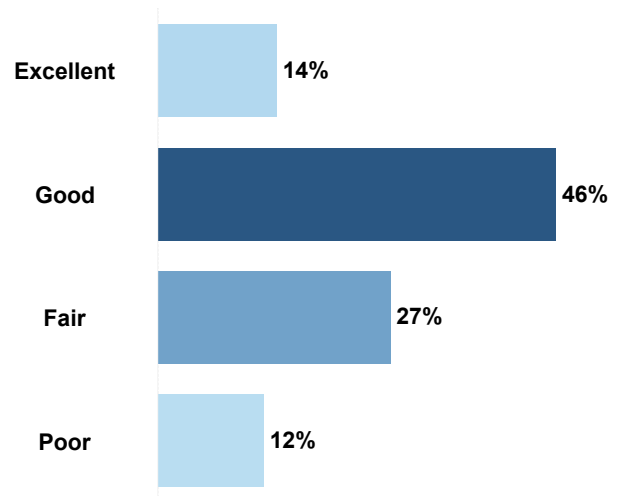
²⁴. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

²⁵. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the repor..

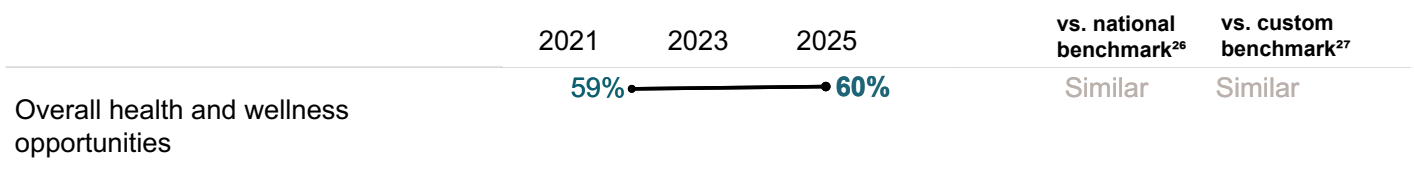
Health and Wellness

The features and amenities of a community directly influence residents' health and well-being, shaping their overall quality of life.

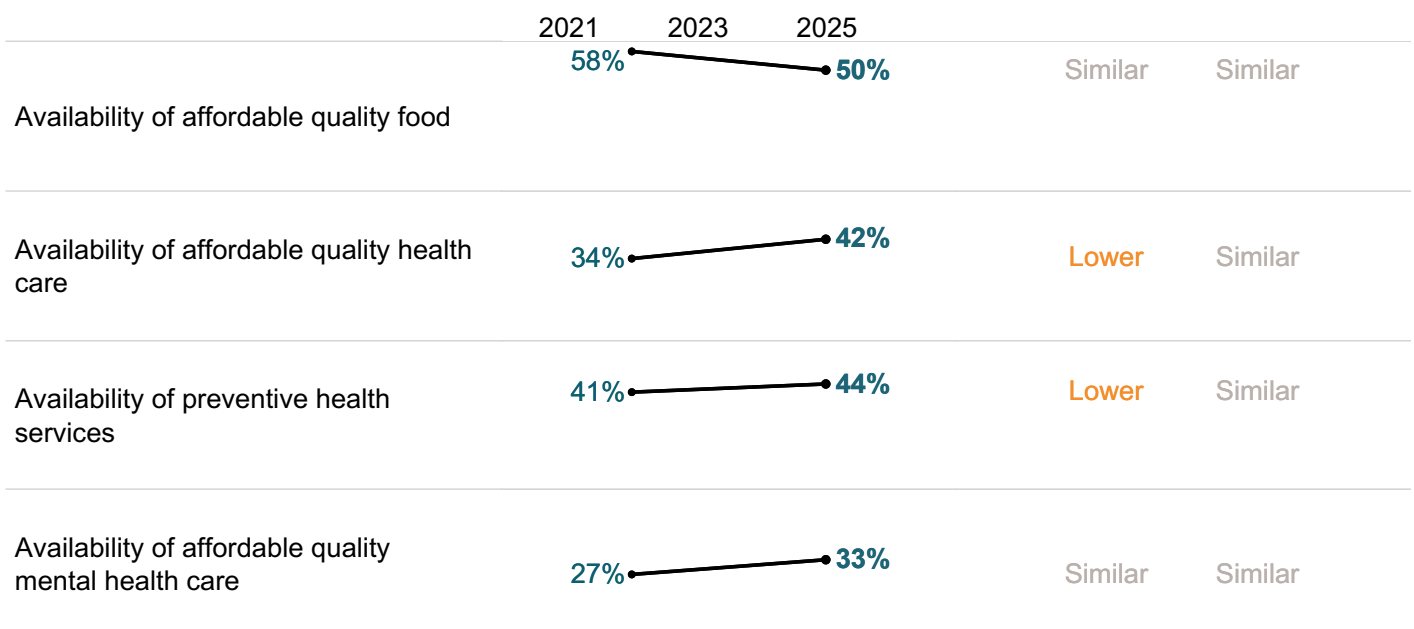
Overall health and wellness opportunities in San Marcos, 2025



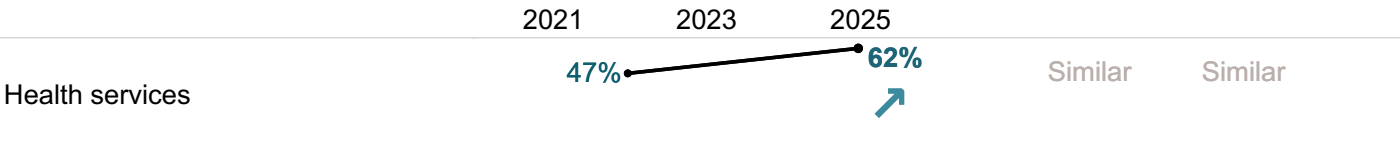
Please rate each of the following characteristics as they relate to San Marcos as a whole.
(% excellent or good)



Please also rate each of the following in the San Marcos community.
(% excellent or good)



Please rate the quality of each of the following services in San Marcos.
(% excellent or good)



Please rate your overall health.
(% excellent or very good)

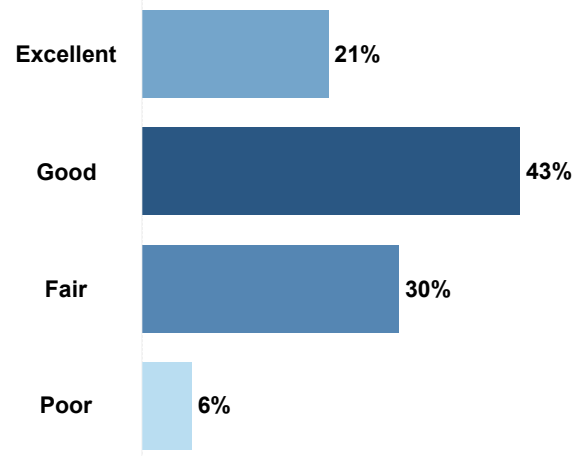


26. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.
27. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report.
If no comparison is available, this is left blank.

Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Overall opportunities for education, culture and the arts, 2025



Please rate each of the following characteristics as they relate to San Marcos as a whole.
(% excellent or good)

	2021	2023	2025	vs. national benchmark ²⁸	vs. custom benchmark ²⁹
Overall opportunities for education, culture, and the arts	69%		65%	Similar	Similar

Please also rate each of the following in the San Marcos community.
(% excellent or good)

	2021	2023	2025		
Opportunities to attend cultural/arts/music activities	59%		67%	Similar	Higher
Community support for the arts	70%		70%	Similar	Higher
Availability of affordable quality childcare/preschool	32%		30%	Lower	Similar
K-12 education	40%		36%	Much lower	Lower
Adult educational opportunities	54%		63%	Similar	Similar
Opportunities to attend special events and festivals	67%		69%	Similar	Similar

Please rate the quality of each of the following services in San Marcos.
(% excellent or good)

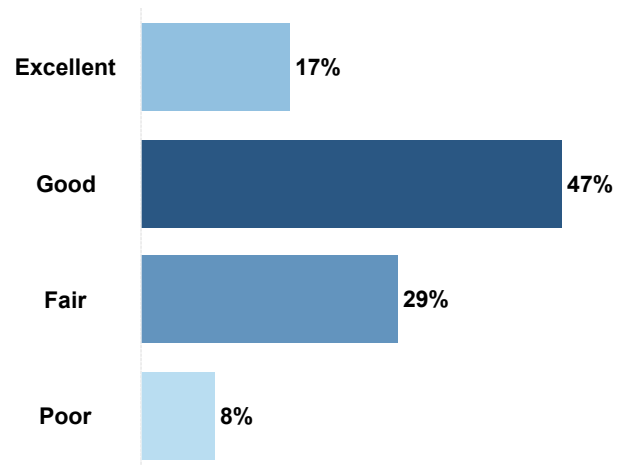


28. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.
29. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report.
If no comparison is available, this is left blank.

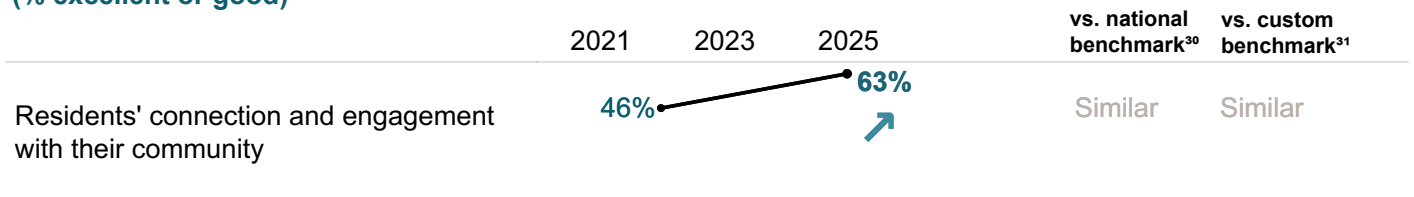
Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged.

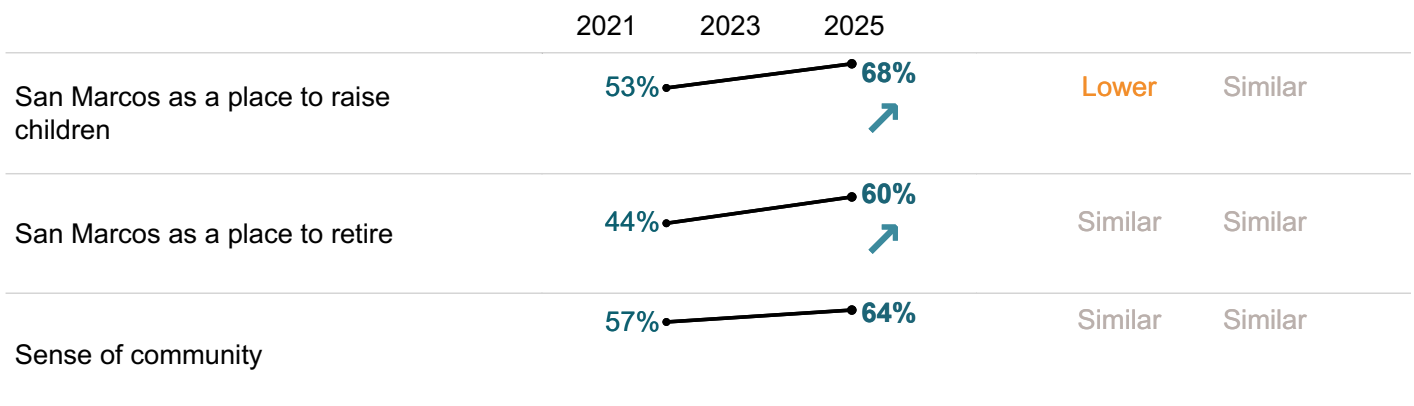
Residents' connection and engagement with their community, 2025



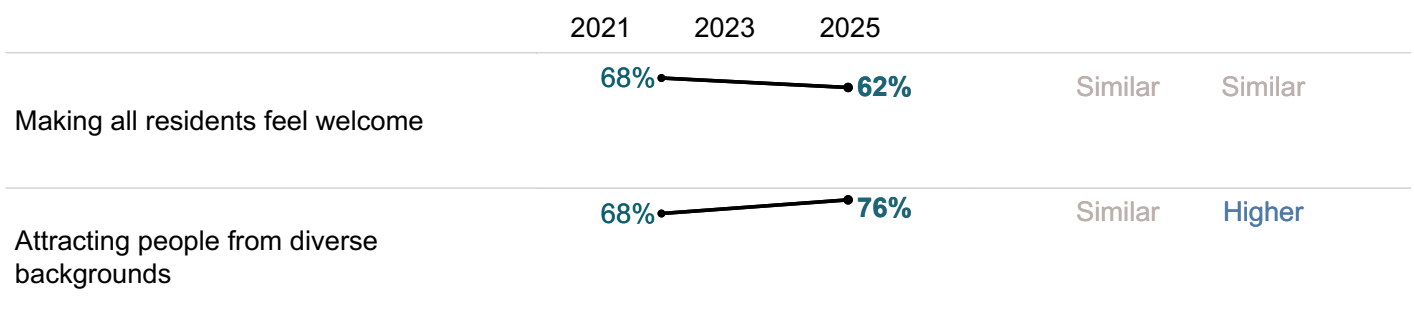
Please rate each of the following characteristics as they relate to San Marcos as a whole.
(% excellent or good)

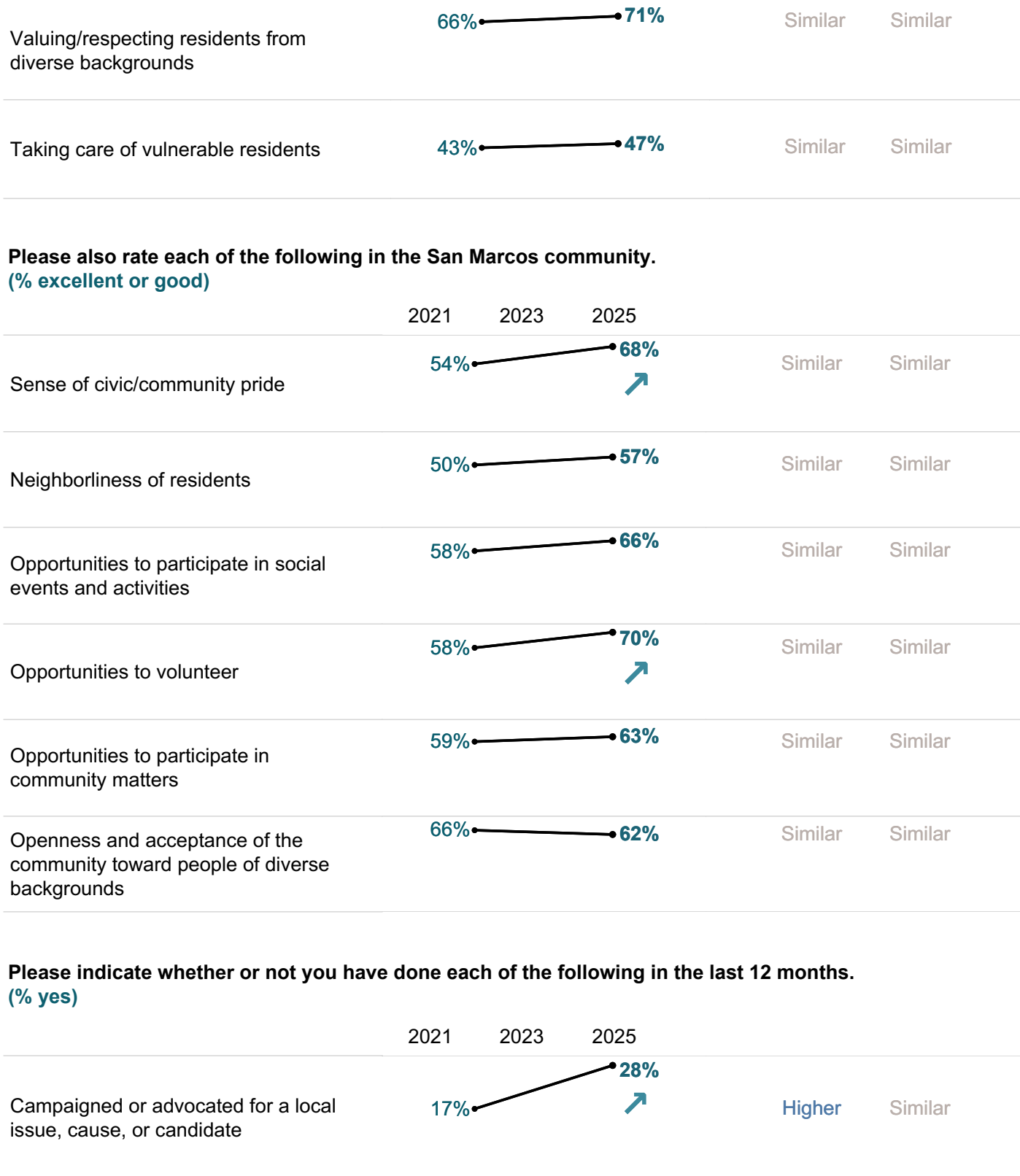


Please rate each of the following aspects of quality of life in San Marcos.
(% excellent or good)



Please rate the job you feel the San Marcos community does at each of the following.
(% excellent or good)





30. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

31. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Custom Questions

Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded.

