

# **San Marcos, TX**

## **The National Community Survey**

Report of Results  
2022

**Report by:**



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## 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 survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- 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 242 residents of the City of San Marcos collected from September 16th, 2022 to November 4th, 2022. The margin of error around any reported percentage is 6% for all respondents and the response rate for the 2021 survey was 9%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in San Marcos.



## How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., 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 this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC 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 is statistically similar to or different (greater or lesser) than the benchmark. 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.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2022 ratings compare to other communities’ ratings from the past five years.

## 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 Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of 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 the City of San Marcos boundaries were removed from the list of potential households to survey. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

### Conducting the survey

The 2,800 randomly selected households received mailings beginning on September 16th, 2022 and the survey remained open for 7 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

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

About 3% of the 2,800 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,716 households that received the invitations to participate, 242 completed the survey, providing an overall response rate of 9%. The response rate was calculated using AAPOR's response rate #2\* for mailed surveys of unnamed persons.

It is customary to describe the precision of estimates made from surveys 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 can be any size and quantifies the sampling error or imprecision of the survey results 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 percentage points around any given percent reported for all respondents (242 completed surveys).

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 probability sample survey with two small updates it included a map at the beginning asking where the respondent lives and a question about where they heard about the survey. The open participation survey was open to all city residents and became available on October 21st, 2022. The survey remained open for 2 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

## 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 demographics of the survey respondents were compared to those found in the 2010 Census and 2020 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.\* The results of the weighting scheme for the probability sample are presented in the following table.

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

		Unweighted	Weighted	Target*
Age	18-34	21%	62%	62%
	35-54	24%	19%	19%
	55+	55%	19%	19%
Hispanic origin	No, not Spanish, Hispanic, or Latino	75%	61%	61%
	Spanish, Hispanic, or Latino	25%	39%	39%
Housing tenure	Own	67%	29%	29%
	Rent	33%	71%	71%
Housing type	Attached	31%	64%	64%
	Detached	69%	36%	36%
Race & Hispanic origin	Not white alone	31%	51%	51%
	White alone, not Hispanic or Latino	69%	49%	49%
Sex	Man	43%	47%	47%
	Woman	57%	53%	53%
Sex/age	Man 18-34	10%	29%	29%
	Man 35-54	9%	10%	10%
	Man 55+	24%	8%	8%
	Woman 18-34	10%	33%	33%
	Woman 35-54	16%	10%	10%
	Woman 55+	31%	10%	10%

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. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

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 the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## Contact

The City of San Marcos funded this research. Please contact Lauren Surley of the City of San Marcos at [lsurley@sanmarcostx.gov](mailto:lsurley@sanmarcostx.gov) if you have any questions about the survey.

## Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

\* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

\* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

\* Targets come from the 2010 Census and 2020 American Community Survey

## Highlights

### **Residents appreciate San Marcos' natural environment and recreational opportunities.**

Overall quality ratings for natural environment and parks and recreation were strong in San Marcos, receiving positive ratings from about 8 in 10 residents. A similar proportion offered high marks for water resources, scoring higher than national averages. Roughly 6 in 10 residents positively reviewed air quality, preservation of natural areas, and San Marcos open space, all on par with national averages. City parks and Availability of paths and walking trails were rated excellent or good from 7 in 10 residents. Residents offered similar ratings for fitness and recreational opportunities, both on par with national comparison groups. In a question unique to San Marcos' survey, residents were asked how important assessing/addressing the impacts of tourism on the city's natural resources, with 8 in 10 residents reporting the importance as essential or very important.

### **San Marcos residents support efforts to boost the economy.**

Ratings for the economy in San Marcos showed some strengths and some areas for opportunity. About three-quarters of residents offered positive ratings to the shopping opportunities in San Marcos, scoring higher than national averages. As a place to visit, roughly 7 in 10 residents gave favorable reviews. A similar proportion gave high marks to the variety and overall quality of business and service establishments. Ratings for overall economic health and economic development indicate these as an area of opportunity, as just 4 in 10 residents offered positive ratings, scoring lower than national averages. However, in a question unique to San Marcos' survey, residents were asked about the recent economic development policy. Roughly three-quarters of residents strongly or somewhat agreed that the policy is right for the City, and will help the City move in a positive direction.

### **Mobility is a challenge for San Marcos, and residents seek improvements.**

The overall quality of the transportation system in San Marcos received positive ratings from just one-third of residents, while 8 in 10 rated mobility as essential or very important for the city to focus on over the next two years, with about 6 in 10 offering similar rating for improving the ease of downtown public parking, indicating mobility may be an area of opportunity. Transportation ease within San Marcos underperformed for residents, with ease of walking (42%) and travel by bicycle (34%) scored below national averages. Ease of travel by car (37%), public parking (25%), and traffic flow on major streets (18%) scored much lower than national benchmarks. While bus or transit services, street cleaning, and street lighting were on par with national averages, receiving positive ratings from about half of residents, traffic signal timing (38%), enforcement (32%), and street repair (26%) may be areas of opportunity, scoring lower than national averages.

### **While the City's safety services receive positive ratings, the overall feeling of safety in San Marcos could be improved.**

Ratings for safety in San Marcos tended to be positive and on par with national benchmarks, however just 6 in 10 residents offered positive ratings for the overall feeling of safety. More than 8 in 10 residents reported feeling safe in their neighborhood and in downtown/commercial areas during the day, on par with national averages. Roughly two-thirds of residents offered similar ratings to feeling safe from violent or property crime. Safety services generally fared well in residents' opinion, with about 9 in 10 offering high marks for the City's fire services. About 7 in 10 gave favorable reviews for ambulance or emergency medical services, and fire prevention and education. Emergency preparedness and crime prevention were given positive ratings by more than half of residents, scoring on par with national benchmarks.

## Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation. The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

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

		vs. benchmark*
Overall economic health	41%	Lower
Overall quality of the transportation system	35%	Lower
Overall design or layout of residential and commercial areas	38%	Lower
Overall quality of the utility infrastructure	37%	Lower
Overall feeling of safety	61%	Lower
Overall quality of natural environment	85%	Similar
Overall quality of parks and recreation opportunities	85%	Similar
Overall health and wellness opportunities	59%	Lower
Overall opportunities for education, culture, and the arts	69%	Similar
Residents' connection and engagement with their community	46%	Similar

**Please rate how important, if at all, you think it is for the San Marcos community to focus on each of the following in the coming two years.**  
(% essential or very important)

Overall economic health	89%	Similar
Overall quality of the transportation system	82%	Similar
Overall design or layout of residential and commercial areas	81%	Similar
Overall quality of the utility infrastructure	93%	Similar
Overall feeling of safety	87%	Similar
Overall quality of natural environment	83%	Similar
Overall quality of parks and recreation opportunities	79%	Similar
Overall health and wellness opportunities	84%	Similar

Overall opportunities for education, culture, and the arts

77%

Similar

Residents' connection and engagement with their community

65%

Similar

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

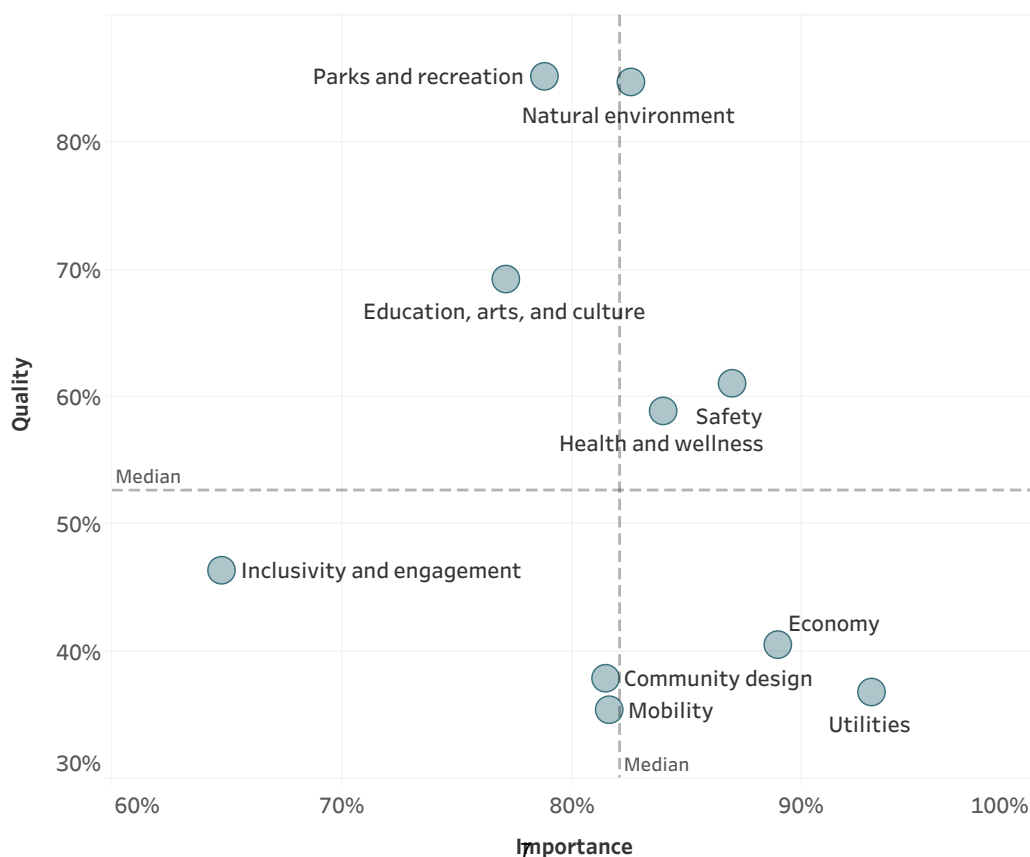
## Balancing performance and importance

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.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 53% or more of respondents were considered of “higher quality” and those with ratings lower than 53% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 82% or more of respondents. Services were rated as “less important” if they received a rating of less than 82%. This classification uses the median ratings for quality and importance to divide the services in half.

The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where ..

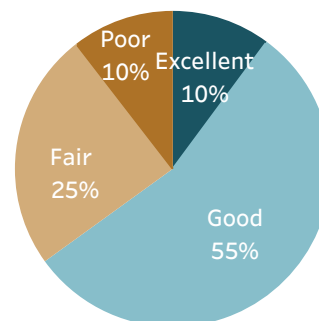




## Quality of life

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



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

		vs. benchmark*
San Marcos as a place to live	69%	Lower
The overall quality of life	66%	Lower

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

Recommend living in San Marcos to someone who asks	76%	Similar
Remain in San Marcos for the next five years	73%	Lower

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

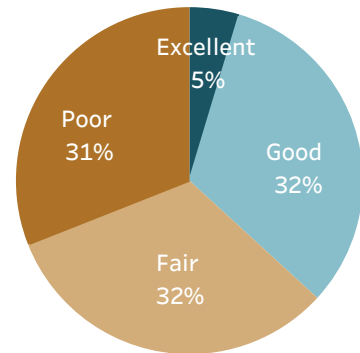
Overall image or reputation	62%	Similar
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\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Overall confidence in San Marcos government



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

		vs. benchmark*
Overall customer service by San Marcos employees	68%	Similar
Public information services	51%	Similar

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

Treating residents with respect	62%	Similar
The job San Marcos government does at welcoming resident involvement	47%	Similar
The overall direction that San Marcos is taking	45%	Similar
Treating all residents fairly	44%	Similar
Informing residents about issues facing the community	42%	Lower
The value of services for the taxes paid to San Marcos	39%	Lower
Overall confidence in San Marcos government	38%	Lower
Generally acting in the best interest of the community	37%	Lower
Being open and transparent to the public	35%	Lower
Being honest	33%	Lower

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

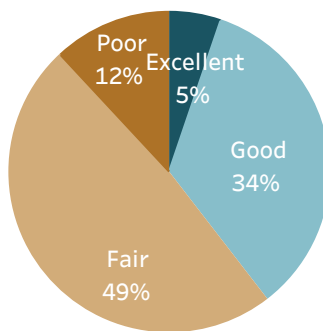
The City of San Marcos	63%	Similar
The Federal Government	31%	Similar

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

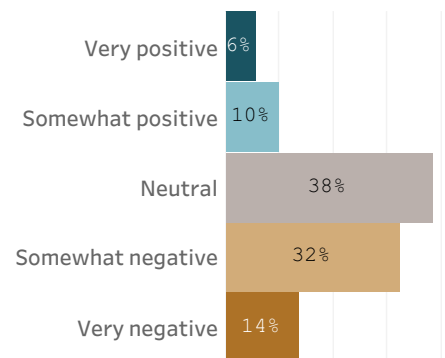
## Economy

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



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

		vs. benchmark*
San Marcos as a place to visit	73%	Similar
San Marcos as a place to work	46%	Lower

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

Overall economic health	41%	Lower
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Please rate each of the following in the San Marcos community.  
(% excellent or good)

Shopping opportunities	75%	Higher
Overall quality of business and service establishments	68%	Similar
Variety of business and service establishments	63%	Similar
Vibrancy of downtown/commercial area	59%	Similar
Employment opportunities	35%	Similar
Cost of living	28%	Similar

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

Economic development	39%	Lower
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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)

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:	17%	Similar
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\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in San Marcos



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

		vs. benchmark*
Overall quality of the transportation system	35%	Lower

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

Ease of walking	42%	Lower
Ease of travel by car	37%	Much lower
Ease of travel by bicycle	34%	Lower
Ease of travel by public transportation	29%	Similar
Ease of public parking	25%	Much lower
Traffic flow on major streets	18%	Much lower

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

Walked or biked instead of driving	56%	Similar
Carpooled with other adults or children instead of driving alone	49%	Similar
Used public transportation instead of driving	31%	Higher

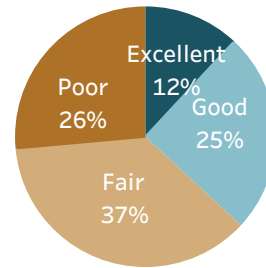
Please rate the quality of each of the following services in San Marcos.  
(% excellent or good)

Bus or transit services	57%	Similar
Street cleaning	52%	Similar

Street lighting	47%	Similar
Sidewalk maintenance	45%	Similar
Traffic signal timing	38%	Lower
Traffic enforcement	32%	Lower
Street repair	26%	Lower

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

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



## 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 providing access to parks and other green spaces.

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

vs.  
benchmark\*

Your neighborhood as a place to live	68%	Lower
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Please rate each of the following characteristics as they relate to San Marcos as a whole.  
(% excellent or good)

Overall design or layout of residential and commercial areas	38%	Lower
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Please also rate each of the following in the San Marcos community.  
(% excellent or good)

Preservation of the historical or cultural character of the community	69%	Similar
Public places where people want to spend time	65%	Similar
Overall appearance	57%	Similar
Variety of housing options	34%	Lower
Overall quality of new development	34%	Similar
Well-designed neighborhoods	29%	Lower
Well-planned residential growth	22%	Lower
Well-planned commercial growth	22%	Lower
Availability of affordable quality housing	18%	Lower

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

Code enforcement	36%	Similar
Land use, planning and zoning	23%	Lower

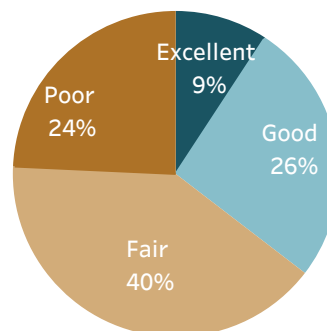
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



## Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in San Marcos



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

		vs. benchmark*
Garbage collection	76%	Similar
Power (electric and/or gas) utility	62%	Lower
Sewer services	62%	Lower
Utility billing	58%	Similar
Storm water management	54%	Lower
Drinking water	48%	Lower
Affordable high-speed internet access	43%	Similar

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

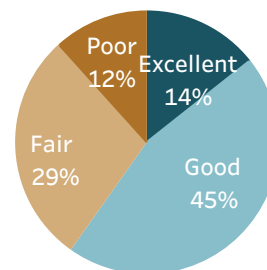
Overall quality of the utility infrastructure	37%	Lower
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\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

Overall feeling of safety in San Marcos



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

		vs. benchmark*
Overall feeling of safety	61%	Lower

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

In your neighborhood during the day	89%	Similar
In San Marcos's downtown/commercial area during the day	85%	Similar
From violent crime	69%	Similar
From property crime	64%	Similar
From fire, flood, or other natural disaster	62%	Lower

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

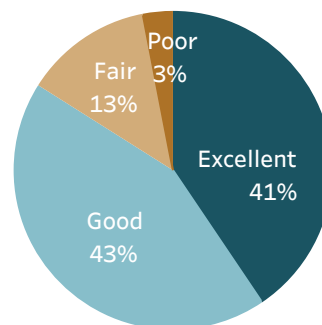
Fire services	89%	Similar
Ambulance or emergency medical services	71%	Similar
Fire prevention and education	69%	Similar
Emergency preparedness	58%	Similar
Crime prevention	57%	Similar
Police services	52%	Lower
Animal control	49%	Similar

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

## Natural environment

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

Overall quality of natural environment in San Marcos



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

		vs. benchmark*
Overall quality of natural environment	85%	Similar

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

Water resources	80%	Higher
Air quality	64%	Similar
Cleanliness	58%	Lower

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

Recycling	65%	Similar
Yard waste pick-up	65%	Similar
Preservation of natural areas	59%	Similar
San Marcos open space	57%	Similar

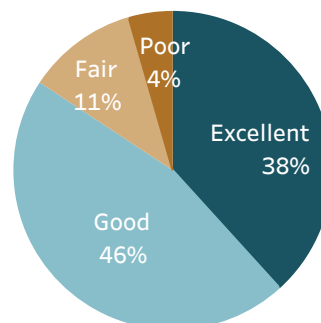
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## 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 the parks and recreation opportunities



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

(% excellent or good)

vs.  
benchmark\*

Overall quality of parks and recreation opportunities	85%	Similar
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Please also rate each of the following in the San Marcos community.

(% excellent or good)

Availability of paths and walking trails	68%	Similar
Recreational opportunities	67%	Similar
Fitness opportunities	64%	Similar

Please rate the quality of each of the following services in San Marcos.

(% excellent or good)

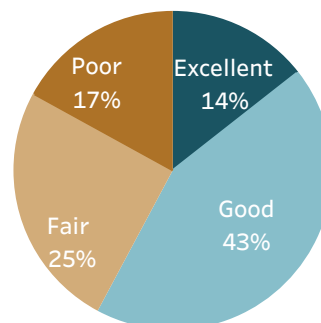
City parks	78%	Similar
Recreation centers or facilities	62%	Similar
Recreation programs or classes	62%	Similar

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

## Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

Overall health and wellness opportunities in San Marcos



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

(% excellent or good)

vs.  
benchmark\*

Overall health and wellness opportunities	59%	Lower
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Please also rate each of the following in the San Marcos community.

(% excellent or good)

Availability of affordable quality food	58%	Similar
Availability of preventive health services	41%	Lower
Availability of affordable quality health care	34%	Lower
Availability of affordable quality mental health care	27%	Lower

Please rate the quality of each of the following services in San Marcos.

(% excellent or good)

Health services	47%	Lower
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Please rate your overall health.

(% excellent or very good)

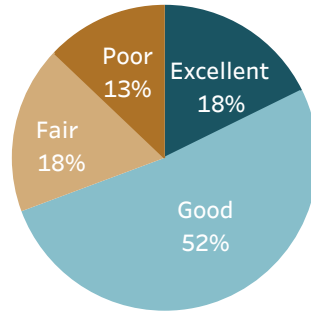
Please rate your overall health.	63%	Similar
----------------------------------	-----	---------

\* Comparison to the national benchmark is shown. 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



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

		vs. benchmark*
Overall opportunities for education, culture, and the arts	69%	Similar

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

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

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

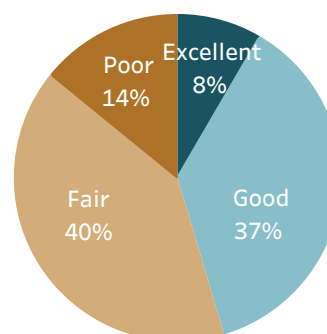
Public library services	89%	Similar
-------------------------	-----	---------

\* Comparison to the national benchmark is shown. 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 than those who do not.

Residents' connection and engagement with their community



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

		vs. benchmark*
Sense of community	57%	Similar
San Marcos as a place to raise children	53%	Much lower
San Marcos as a place to retire	44%	Lower

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

Residents' connection and engagement with their community	46%	Similar
---	-----	---------

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

Attracting people from diverse backgrounds	68%	Similar
Making all residents feel welcome	68%	Similar
Valuing/respecting residents from diverse backgrounds	66%	Similar
Taking care of vulnerable residents	43%	Similar

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

Openness and acceptance of the community toward people of diverse backgrounds	66%	Similar
Opportunities to participate in community matters	59%	Similar
Opportunities to participate in social events and activities	58%	Similar

Opportunities to volunteer	58%	Similar
Sense of civic/community pride	54%	Similar
Neighborliness of residents	50%	Similar

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



## Residents' participation levels

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

(% yes)

vs...

Voted in your most recent local election	51%	Much lower
Contacted the City of San Marcos for help or information	48%	Similar
Volunteered your time to some group/activity	42%	Similar
Watched a local public meeting	25%	Similar
Attended a local public meeting	21%	Similar
Campaigned or advocated for a local issue, cause, or candidate	17%	Similar
Contacted San Marcos elected officials to express your opinion	14%	Similar

In general, how many times do you:

(% a few times a week or more)

Use or check email	97%	Similar
Access the internet from your cell phone	96%	Similar
Access the internet from your home	94%	Similar
Visit social media sites	82%	Similar
Shop online	49%	Similar
Share your opinions online	37%	Similar

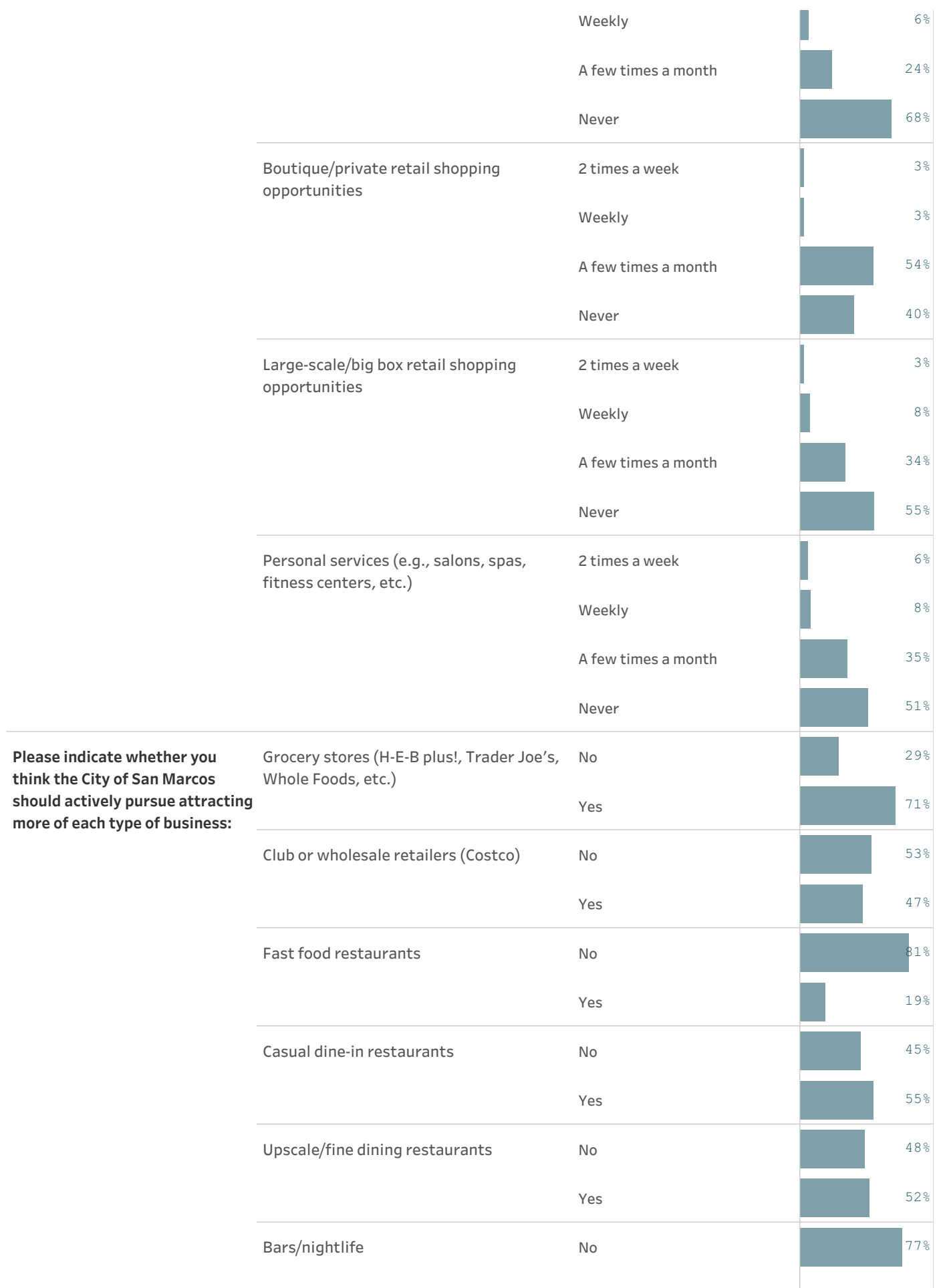
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.




























# Custom questions

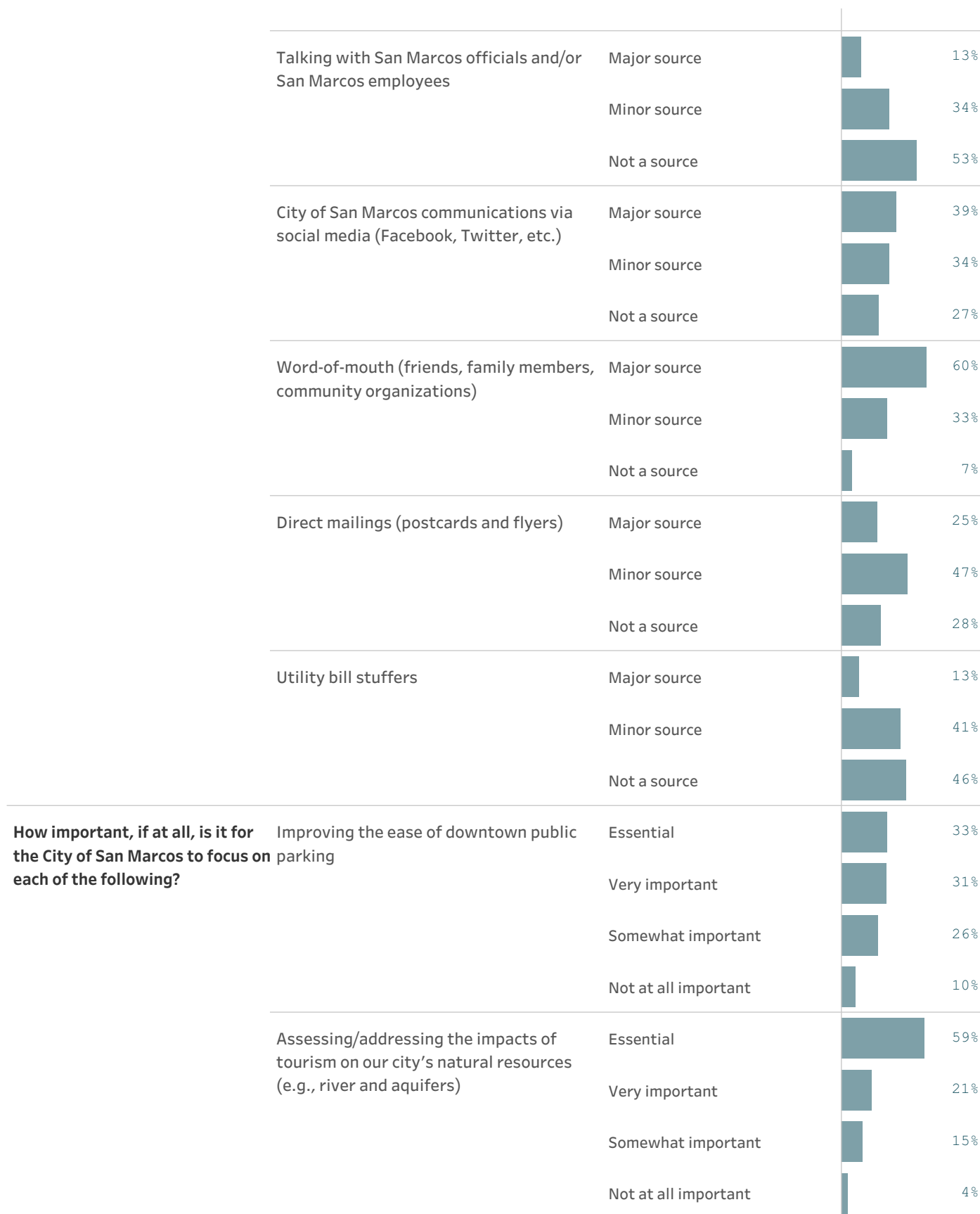
Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded, but may be added to the table using the response filter below.

Include “don’t know”  
No

<b>Please indicate how often, if at all, do you leave San Marcos to frequent each of the following types of businesses in nearby communities:</b>	Grocery stores (H-E-B plus!, Trader Joe’s, Whole Foods, etc.)	2 times a week	<div></div>	24%
		Weekly	<div></div>	16%
		A few times a month	<div></div>	20%
		Never	<div></div>	40%
	Club or wholesale retailers (Costco)	2 times a week	<div></div>	4%
		Weekly	<div></div>	3%
		A few times a month	<div></div>	16%
		Never	<div></div>	76%
	Fast food restaurants	2 times a week	<div></div>	7%
		Weekly	<div></div>	8%
		A few times a month	<div></div>	34%
		Never	<div></div>	52%
	Casual dine-in restaurants	2 times a week	<div></div>	2%
		Weekly	<div></div>	17%
		A few times a month	<div></div>	51%
		Never	<div></div>	30%
	Upscale/fine dining restaurants	2 times a week	<div></div>	2%
		Weekly	<div></div>	4%
		A few times a month	<div></div>	48%
		Never	<div></div>	46%
	Bars/nightlife	2 times a week	<div></div>	2%



		Yes		23%
	Boutique/private retail shopping opportunities	No		50%
		Yes		50%
	Large-scale/big box retail shopping opportunities	No		75%
		Yes		25%
	Personal services (e.g., salons, spas, fitness centers, etc.)	No		46%
		Yes		54%
<b>In May 2022, the City of San Marcos approved an economic development policy to encourage and support high quality new business development and the expansion of its business community through retention, and recruitment endeavors. Please tell us how much you agree or disagree with the following:</b>	This policy is right for the City of San Marcos	Strongly agree		27%
		Somewhat agree		57%
		Somewhat disagree		8%
		Strongly disagree		7%
	This policy will help the City move in a positive direction	Strongly agree		33%
		Somewhat agree		52%
		Somewhat disagree		9%
		Strongly disagree		6%
<b>How much of a source, if at all, are each of the following for you for getting information about the City of San Marcos government and its activities, events, and services?</b>	City website (www.sanmarcostx.gov)	Major source		35%
		Minor source		43%
		Not a source		22%
	Regional media outlets (Austin or San Antonio tv, radio, newspapers, etc.)	Major source		29%
		Minor source		43%
		Not a source		29%
	Government access channel (Spectrum 10 or Grande 16)	Major source		4%
		Minor source		31%
		Not a source		65%
	San Marcos Council meetings and other public meetings	Major source		11%
		Minor source		29%
		Not a source		59%



## National benchmark tables

This table contains the comparisons of San Marcos's results to those from other communities. The first column shows the comparison of San Marcos's rating to the benchmark. San Marcos's results are noted as being "higher", "lower" or "similar" to the benchmark, meaning that the average rating given by San Marcos residents is statistically similar to or different than the benchmark. The second column is San Marcos's "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to San Marcos's rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for San Marcos's result -- that is what percent of surveyed communities had a lower rating than San Marcos.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in San Marcos.	San Marcos as a place to live	Lower	69%	315	360	12
	Your neighborhood as a place to live	Lower	68%	284	312	9
	San Marcos as a place to raise children	Much lower	53%	341	364	6
	San Marcos as a place to work	Lower	46%	316	355	11
	San Marcos as a place to visit	Similar	73%	102	313	67
	San Marcos as a place to retire	Lower	44%	329	360	8
	The overall quality of life	Lower	66%	346	385	10
	Sense of community	Similar	57%	221	312	29
Please rate each of the following characteristics as they relate to San Marcos as a whole.	Overall economic health	Lower	41%	255	300	15
	Overall quality of the transportation system	Lower	35%	169	194	13
	Overall design or layout of residential and commercial areas	Lower	38%	281	293	4
	Overall quality of the utility infrastructure	Lower	37%	184	189	3
	Overall feeling of safety	Lower	61%	296	350	15
	Overall quality of natural environment	Similar	85%	92	302	69
	Overall quality of parks and recreation opportunities	Similar	85%	81	194	58
	Overall health and wellness opportunities	Lower	59%	252	295	14
	Overall opportunities for education, culture, and the arts	Similar	69%	159	297	46
	Residents' connection and engagement with their community	Similar	46%	141	191	26
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in San Marcos to someone who asks	Similar	76%	252	304	17
	Remain in San Marcos for the next five years	Lower	73%	277	301	8
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	89%	224	331	32
	In San Marcos's downtown/commercial area during the day	Similar	85%	197	315	37

Please rate how safe or unsafe you feel:	From property crime	Similar	64%	131	199	34
	From violent crime	Similar	69%	158	199	20
	From fire, flood, or other natural disaster	Lower	62%	175	189	7
Please rate the job you feel the San Marcos community does at each of the following.	Making all residents feel welcome	Similar	68%	144	197	27
	Attracting people from diverse backgrounds	Similar	68%	35	194	82
	Valuing/respecting residents from diverse backgrounds	Similar	66%	56	195	71
	Taking care of vulnerable residents	Similar	43%	154	191	19
Please rate each of the following in the San Marcos community.	Overall quality of business and service establishments	Similar	68%	160	301	47
	Variety of business and service establishments	Similar	63%	92	191	52
	Vibrancy of downtown/commercial area	Similar	59%	98	281	65
	Employment opportunities	Similar	35%	237	316	25
	Shopping opportunities	Higher	75%	38	307	87
	Cost of living	Similar	28%	237	294	19
	Overall image or reputation	Similar	62%	245	355	31
Please also rate each of the following in the San Marcos community.	Traffic flow on major streets	Much lower	18%	322	327	1
	Ease of public parking	Much lower	25%	272	276	1
	Ease of travel by car	Much lower	37%	309	315	2
	Ease of travel by public transportation	Similar	29%	184	276	33
	Ease of travel by bicycle	Lower	34%	267	317	16
	Ease of walking	Lower	42%	286	318	10
	Well-planned residential growth	Lower	22%	186	193	4
	Well-planned commercial growth	Lower	22%	184	193	5
	Well-designed neighborhoods	Lower	29%	185	190	3
	Preservation of the historical or cultural character of the community	Similar	69%	92	189	51
	Public places where people want to spend time	Similar	65%	130	288	55
	Variety of housing options	Lower	34%	247	300	18
	Availability of affordable quality housing	Lower	18%	274	322	15
	Overall quality of new development	Similar	34%	264	312	15
	Overall appearance	Similar	57%	247	334	26
	Cleanliness	Lower	58%	252	323	22
	Water resources	Higher	80%	23	174	87

Please also rate each of the following in the San Marcos community.	Air quality	Similar	64%	232	288	19
	Availability of paths and walking trails	Similar	68%	196	318	38
	Fitness opportunities	Similar	64%	226	288	21
	Recreational opportunities	Similar	67%	189	309	39
	Availability of affordable quality food	Similar	58%	214	283	24
	Availability of affordable quality health care	Lower	34%	273	292	6
	Availability of preventive health services	Lower	41%	250	278	10
	Availability of affordable quality mental health care	Lower	27%	229	279	18
	Opportunities to attend cultural/arts/music activities	Similar	59%	126	305	59
	Community support for the arts	Similar	70%	59	190	69
	Availability of affordable quality childcare/preschool	Similar	32%	233	290	20
	K-12 education	Much lower	40%	270	292	7
	Adult educational opportunities	Similar	54%	127	285	55
	Sense of civic/community pride	Similar	54%	123	190	35
	Neighborliness of residents	Similar	50%	259	290	10
	Opportunities to participate in social events and activities	Similar	58%	186	297	37
	Opportunities to attend special events and festivals	Similar	67%	135	294	54
	Opportunities to volunteer	Similar	58%	231	293	21
	Opportunities to participate in community matters	Similar	59%	189	295	36
	Openness and acceptance of the community toward people of diverse ..	Similar	66%	83	312	73
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of San Marcos for help or information	Similar	48%	133	330	60
	Contacted San Marcos elected officials to express your opinion	Similar	14%	197	288	31
	Attended a local public meeting	Similar	21%	109	291	62
	Watched a local public meeting	Similar	25%	127	272	53
	Volunteered your time to some group/activity	Similar	42%	71	294	76
	Campaigned or advocated for a local issue, cause, or candidate	Similar	17%	162	283	43
	Voted in your most recent local election	Much lower	51%	191	192	1
	Used public transportation instead of driving	Higher	31%	51	263	80
	Carpooled with other adults or children instead of driving alone	Similar	49%	54	285	81
	Walked or biked instead of driving	Similar	56%	163	289	43
Please rate the quality of each of the following services in San Marcos.	Public information services	Similar	51%	274	307	10



**Please rate the quality of each of the following services in San Marcos.**

Economic development	Lower	39%	260	301	13
Traffic enforcement	Lower	32%	343	349	2
Traffic signal timing	Lower	38%	280	293	4
Street repair	Lower	26%	298	343	13
Street cleaning	Similar	52%	228	307	26
Street lighting	Similar	47%	281	336	16
Sidewalk maintenance	Similar	45%	249	304	18
Bus or transit services	Similar	57%	120	273	56
Land use, planning and zoning	Lower	23%	301	309	2
Code enforcement	Similar	36%	270	342	21
Affordable high-speed internet access	Similar	43%	129	187	31
Garbage collection	Similar	76%	250	326	23
Drinking water	Lower	48%	288	305	5
Sewer services	Lower	62%	285	308	7
Storm water management	Lower	54%	279	320	13
Power (electric and/or gas) utility	Lower	62%	236	249	5
Utility billing	Similar	58%	232	274	15
Police services	Lower	52%	356	376	5
Crime prevention	Similar	57%	256	348	26
Animal control	Similar	49%	269	319	15
Ambulance or emergency medical services	Similar	71%	274	314	13
Fire services	Similar	89%	238	339	30
Fire prevention and education	Similar	69%	210	304	31
Emergency preparedness	Similar	58%	241	303	20
Preservation of natural areas	Similar	59%	162	286	43
San Marcos open space	Similar	57%	182	278	34
Recycling	Similar	65%	255	328	22
Yard waste pick-up	Similar	65%	221	284	22
City parks	Similar	78%	234	321	27
Recreation programs or classes	Similar	62%	243	314	22
Recreation centers or facilities	Similar	62%	222	297	25

Please rate the quality of each of the following services in San Marcos.	Health services	Lower	47%	230	273	16
	Public library services	Similar	89%	131	318	58
	Overall customer service by San Marcos employees	Similar	68%	295	364	19
Please rate the following categories of San Marcos government performance.	The value of services for the taxes paid to San Marcos	Lower	39%	319	368	13
	The overall direction that San Marcos is taking	Similar	45%	274	333	18
	The job San Marcos government does at welcoming resident involvem..	Similar	47%	278	331	16
	Overall confidence in San Marcos government	Lower	38%	270	298	9
	Generally acting in the best interest of the community	Lower	37%	266	302	12
	Being honest	Lower	33%	275	293	6
	Being open and transparent to the public	Lower	35%	172	196	12
	Informing residents about issues facing the community	Lower	42%	176	201	12
	Treating all residents fairly	Similar	44%	239	299	20
	Treating residents with respect	Similar	62%	124	193	36
Overall, how would you rate the quality of the services provided by each ..	The City of San Marcos	Similar	63%	286	360	20
	The Federal Government	Similar	31%	276	282	2
Please rate how important, if at all, you think it is for the San Marcos community to focus on each of the following in the coming two years.	Overall economic health	Similar	89%	84	276	69
	Overall quality of the transportation system	Similar	82%	22	189	88
	Overall design or layout of residential and commercial areas	Similar	81%	35	276	87
	Overall quality of the utility infrastructure	Similar	93%	46	188	76
	Overall feeling of safety	Similar	87%	200	276	27
	Overall quality of natural environment	Similar	83%	44	276	84
	Overall quality of parks and recreation opportunities	Similar	79%	48	189	75
	Overall health and wellness opportunities	Similar	84%	23	276	92
	Overall opportunities for education, culture, and the arts	Similar	77%	126	276	54
	Residents' connection and engagement with their community	Similar	65%	209	276	24
In general, how many times do you:	Access the internet from your home	Similar	94%	99	189	48
	Access the internet from your cell phone	Similar	96%	27	189	86
	Visit social media sites	Similar	82%	46	188	76
	Use or check email	Similar	97%	97	189	49
	Share your opinions online	Similar	37%	21	189	89
	Shop online	Similar	49%	139	189	26

Please rate your overall health.	Similar	63%	216	284	24
What impact, if any, do you think the economy will have on your family..	Similar	17%	236	286	17

## Custom benchmark tables

This table contains the comparisons of San Marcos's results to those from other communities with similar characteristics. The first column shows the comparison of San Marcos's rating to the benchmark. San Marcos's results are noted as being "higher", "lower" or "similar" to the benchmark, meaning that the average rating given by San Marcos residents is statistically similar to or different than the benchmark. The second column is San Marcos's "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to San Marcos's rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for San Marcos's result -- that is what percent of surveyed communities had a lower rating than San Marcos.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in San Marcos.	San Marcos as a place to live	Similar	69%	50	68	27
	Your neighborhood as a place to live	Similar	68%	51	66	24
	San Marcos as a place to raise children	Lower	53%	60	68	13
	San Marcos as a place to work	Similar	46%	55	67	19
	San Marcos as a place to visit	Similar	73%	18	65	73
	San Marcos as a place to retire	Lower	44%	59	66	12
	The overall quality of life	Similar	66%	56	70	21
	Sense of community	Similar	57%	36	65	46
Please rate each of the following characteristics as they relate to San Marcos as a whole.	Overall economic health	Similar	41%	45	65	32
	Overall quality of the transportation system	Similar	35%	33	43	25
	Overall design or layout of residential and commercial areas	Similar	38%	63	64	3
	Overall quality of the utility infrastructure	Lower	37%	41	42	4
	Overall feeling of safety	Similar	61%	50	67	26
	Overall quality of natural environment	Higher	85%	13	65	81
	Overall quality of parks and recreation opportunities	Similar	85%	12	44	75
	Overall health and wellness opportunities	Similar	59%	43	63	33
	Overall opportunities for education, culture, and the arts	Similar	69%	24	64	64
	Residents' connection and engagement with their community	Similar	46%	27	43	39
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in San Marcos to someone who asks	Similar	76%	43	64	34
	Remain in San Marcos for the next five years	Similar	73%	54	65	18
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	89%	29	67	58

<b>Please rate how safe or unsafe you feel:</b>	In San Marcos's downtown/commercial area during the day	Similar	85%	30	63	53
	From property crime	Similar	64%	19	43	58
	From violent crime	Similar	69%	29	43	34
	From fire, flood, or other natural disaster	Lower	62%	41	43	6
<b>Please rate the job you feel the San Marcos community does at each of the following.</b>	Making all residents feel welcome	Similar	68%	26	45	44
	Attracting people from diverse backgrounds	Higher	68%	4	44	93
	Valuing/respecting residents from diverse backgrounds	Similar	66%	5	43	90
	Taking care of vulnerable residents	Similar	43%	27	43	39
<b>Please rate each of the following in the San Marcos community.</b>	Overall quality of business and service establishments	Similar	68%	19	64	71
	Variety of business and service establishments	Similar	63%	11	43	76
	Vibrancy of downtown/commercial area	Similar	59%	18	62	72
	Employment opportunities	Similar	35%	45	64	31
	Shopping opportunities	Much higher	75%	2	62	98
	Cost of living	Lower	28%	55	63	14
	Overall image or reputation	Similar	62%	30	66	56
<b>Please also rate each of the following in the San Marcos community.</b>	Traffic flow on major streets	Much lower	18%	64	66	4
	Ease of public parking	Much lower	25%	62	63	3
	Ease of travel by car	Much lower	37%	65	66	3
	Ease of travel by public transportation	Similar	29%	41	61	34
	Ease of travel by bicycle	Lower	34%	58	66	13
	Ease of walking	Lower	42%	62	66	7
	Well-planned residential growth	Lower	22%	42	43	4
	Well-planned commercial growth	Lower	22%	40	43	9
	Well-designed neighborhoods	Lower	29%	41	42	4
	Preservation of the historical or cultural character of the community	Similar	69%	17	43	62
	Public places where people want to spend time	Similar	65%	18	63	73
	Variety of housing options	Similar	34%	47	64	28
	Availability of affordable quality housing	Lower	18%	52	64	20

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

Overall quality of new development	Similar	34%	45	65	32
Overall appearance	Similar	57%	38	66	43
Cleanliness	Similar	58%	43	67	37
Water resources	Higher	80%	3	36	94
Air quality	Similar	64%	45	61	27
Availability of paths and walking trails	Similar	68%	34	67	50
Fitness opportunities	Similar	64%	42	63	34
Recreational opportunities	Similar	67%	29	63	55
Availability of affordable quality food	Similar	58%	41	64	37
Availability of affordable quality health care	Lower	34%	54	64	17
Availability of preventive health services	Similar	41%	52	64	20
Availability of affordable quality mental health care	Similar	27%	44	63	31
Opportunities to attend cultural/arts/music activities	Similar	59%	24	65	64
Community support for the arts	Higher	70%	12	43	74
Availability of affordable quality childcare/preschool	Similar	32%	46	63	28
K-12 education	Lower	40%	59	62	6
Adult educational opportunities	Similar	54%	24	63	63
Sense of civic/community pride	Similar	54%	20	43	55
Neighborliness of residents	Similar	50%	52	63	19
Opportunities to participate in social events and activities	Similar	58%	31	65	53
Opportunities to attend special events and festivals	Similar	67%	20	64	70
Opportunities to volunteer	Similar	58%	46	64	29
Opportunities to participate in community matters	Similar	59%	29	64	56
Openness and acceptance of the community toward people of diverse backgrounds	Higher	66%	4	64	95
Contacted the City of San Marcos for help or information	Similar	48%	26	66	62
Contacted San Marcos elected officials to express your opinion	Similar	14%	45	62	29
Attended a local public meeting	Similar	21%	22	64	67
Watched a local public meeting	Similar	25%	35	60	43

**Please indicate whether or not you have done each of the following in the last 12 months.**

Please indicate whether or not you have done each of the following in the last 12 months.	Volunteered your time to some group/activity	Similar	42%	24	63	63
	Campaigned or advocated for a local issue, cause, or candidate	Similar	17%	40	63	38
	Voted in your most recent local election	Lower	51%	43	44	4
	Used public transportation instead of driving	Higher	31%	7	58	89
	Carpooled with other adults or children instead of driving alone	Similar	49%	12	63	82
	Walked or biked instead of driving	Similar	56%	29	63	55
Please rate the quality of each of the following services in San Marcos.	Public information services	Similar	51%	58	66	13
	Economic development	Similar	39%	48	63	25
	Traffic enforcement	Lower	32%	68	68	1
	Traffic signal timing	Lower	38%	59	62	6
	Street repair	Similar	26%	54	69	23
	Street cleaning	Similar	52%	39	63	39
	Street lighting	Similar	47%	52	67	23
	Sidewalk maintenance	Similar	45%	43	65	35
	Bus or transit services	Similar	57%	22	58	63
	Land use, planning and zoning	Lower	23%	64	65	3
	Code enforcement	Similar	36%	37	68	47
	Affordable high-speed internet access	Similar	43%	20	42	54
	Garbage collection	Similar	76%	45	66	33
	Drinking water	Lower	48%	60	66	10
	Sewer services	Similar	62%	58	63	9
	Storm water management	Similar	54%	48	63	25
	Power (electric and/or gas) utility	Similar	62%	52	56	8
	Utility billing	Similar	58%	44	61	29
	Police/Sheriff services	Lower	52%	69	71	4
	Crime prevention	Similar	57%	39	68	44
	Animal control	Similar	49%	47	64	28
	Ambulance or emergency medical services	Similar	71%	52	63	19




























Please rate the quality of each of the following services in San Marcos.	Fire services	Similar	89%	38	67	44
	Fire prevention and education	Similar	69%	31	65	53
	Emergency preparedness	Similar	58%	37	62	41
	Preservation of natural areas	Similar	59%	23	63	65
	San Marcos open space	Similar	57%	27	61	57
	Recycling	Similar	65%	37	66	45
	Yard waste pick-up	Similar	65%	38	59	37
	City parks	Similar	78%	37	66	45
	Recreation programs or classes	Similar	62%	40	63	38
	Recreation centers or facilities	Similar	62%	37	63	42
	Health services	Similar	47%	44	60	28
	Public library services	Similar	89%	16	65	76
	Overall customer service by San Marcos employees	Similar	68%	51	69	27
Please rate the following categories of San Marcos government performance.	The value of services for the taxes paid to San Marcos	Similar	39%	60	71	16
	The overall direction that San Marcos is taking	Similar	45%	48	67	29
	The job San Marcos government does at welcoming resident involvement	Similar	47%	54	67	20
	Overall confidence in San Marcos government	Similar	38%	57	65	13
	Generally acting in the best interest of the community	Similar	37%	55	65	16
	Being honest	Lower	33%	60	64	7
	Being open and transparent to the public	Similar	35%	38	44	15
	Informing residents about issues facing the community	Similar	42%	38	47	21
	Treating all residents fairly	Similar	44%	41	66	39
	Treating residents with respect	Similar	62%	18	44	61
Overall, how would you rate the quality of the services provided by each ..	The City of San Marcos	Similar	63%	47	70	34
	The Federal Government	Similar	31%	57	61	8
Please rate how important, if at all, you think it is for the San Marcos community to focus on each of the following in the coming two years.	Overall economic health	Similar	89%	16	60	75
	Overall quality of the transportation system	Similar	82%	3	42	95
	Overall design or layout of residential and commercial areas	Similar	81%	4	60	95

































































Please rate how important, if at all, you think it is for the San Marcos community to focus on each of the following in the coming two years.	Overall quality of the utility infrastructure	Similar	93%	5	42	90
	Overall feeling of safety	Similar	87%	38	60	38
	Overall quality of natural environment	Similar	83%	8	60	88
	Overall quality of parks and recreation opportunities	Similar	79%	8	42	83
	Overall health and wellness opportunities	Similar	84%	12	60	81
	Overall opportunities for education, culture, and the arts	Similar	77%	40	60	35
	Residents' connection and engagement with their community	Similar	65%	49	60	20
In general, how many times do you:	Access the internet from your home	Similar	94%	10	43	79
	Access the internet from your cell phone	Similar	96%	2	43	97
	Visit social media sites	Similar	82%	11	43	76
	Use or check email	Similar	97%	11	43	76
	Share your opinions online	Similar	37%	7	43	86
	Shop online	Similar	49%	21	43	53
	Please rate your overall health.	Similar	63%	29	62	54
	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:	Similar	17%	49	62	22
































## Complete set of frequencies

This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

Please rate each of the following aspects of quality of life in San Marcos.	San Marcos as a place to live	Excellent		24% N=39
		Good		46% N=76
		Fair		21% N=34
		Poor		9% N=14
	Your neighborhood as a place to live	Excellent		29% N=68
		Good		38% N=88
		Fair		23% N=53
		Poor		10% N=23
	San Marcos as a place to raise children	Excellent		17% N=30
		Good		34% N=58
		Fair		28% N=48
		Poor		21% N=36
	San Marcos as a place to work	Excellent		11% N=20
		Good		34% N=62
		Fair		30% N=55
		Poor		25% N=45
	San Marcos as a place to visit	Excellent		30% N=68
		Good		43% N=98
		Fair		19% N=43
		Poor		8% N=18
	San Marcos as a place to retire	Excellent		18% N=34
		Good		25% N=46
		Fair		28% N=52
		Poor		29% N=54
	The overall quality of life	Excellent		10% N=23
		Good		55% N=127
		Fair		25% N=56

<b>Please rate each of the following aspects of quality of life in San Marcos.</b>	The overall quality of life	Poor		10% N=24
	Sense of community	Excellent		16% N=34
		Good		40% N=85
		Fair		29% N=62
		Poor		15% N=31
<b>Please rate each of the following characteristics as they relate to San Marcos as a whole.</b>	Overall economic health	Excellent		5% N=11
		Good		34% N=69
		Fair		49% N=98
		Poor		12% N=24
	Overall quality of the transportation system	Excellent		9% N=21
		Good		25% N=54
		Fair		30% N=66
		Poor		36% N=78
	Overall design or layout of residential and commercial areas	Excellent		12% N=27
		Good		25% N=57
		Fair		37% N=83
		Poor		26% N=60
	Overall quality of the utility infrastructure	Excellent		9% N=21
		Good		26% N=59
		Fair		40% N=91
		Poor		24% N=55
	Overall feeling of safety	Excellent		14% N=33
		Good		45% N=104
		Fair		29% N=65
		Poor		12% N=27
	Overall quality of natural environment	Excellent		41% N=91
		Good		43% N=98
		Fair		13% N=29
		Poor		3% N=7
	Overall quality of parks and recreation opportunities	Excellent		38% N=85
		Good		46% N=103

<b>Please rate each of the following characteristics as they relate to San Marcos as a whole.</b>	Overall quality of parks and recreation opportunities	Fair		11% N=25
		Poor		4% N=10
	Overall health and wellness opportunities	Excellent		14% N=31
		Good		43% N=93
		Fair		25% N=54
		Poor		17% N=36
	Overall opportunities for education, culture, and the arts	Excellent		18% N=40
		Good		52% N=117
		Fair		18% N=40
		Poor		13% N=29
	Residents' connection and engagement with their community	Excellent		8% N=17
		Good		37% N=74
		Fair		40% N=81
		Poor		14% N=28
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in San Marcos to someone who asks	Very likely		30% N=70
		Somewhat likely		45% N=105
		Somewhat unlikely		8% N=20
		Very unlikely		16% N=38
	Remain in San Marcos for the next five years	Very likely		41% N=89
		Somewhat likely		31% N=67
		Somewhat unlikely		10% N=22
		Very unlikely		18% N=39
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	Very safe		67% N=159
		Somewhat safe		22% N=53
		Neither safe nor unsafe		9% N=22
		Somewhat unsafe		1% N=3
		Very unsafe		0% N=1
	In San Marcos's downtown/commercial area during the day	Very safe		57% N=131
		Somewhat safe		27% N=63
		Neither safe nor unsafe		12% N=28
		Somewhat unsafe		3% N=7

<b>Please rate how safe or unsafe you feel:</b>	In San Marcos's downtown/commercial area during the day	Very unsafe		0% N=
	From property crime	Very safe		29% N=66
		Somewhat safe		35% N=80
		Neither safe nor unsafe		24% N=55
		Somewhat unsafe		10% N=23
		Very unsafe		3% N=7
	From violent crime	Very safe		33% N=74
		Somewhat safe		35% N=79
		Neither safe nor unsafe		21% N=48
		Somewhat unsafe		8% N=17
		Very unsafe		3% N=7
	From fire, flood, or other natural disaster	Very safe		24% N=55
		Somewhat safe		38% N=87
		Neither safe nor unsafe		21% N=48
		Somewhat unsafe		13% N=30
		Very unsafe		3% N=7
<b>Please rate the job you feel the San Marcos community does at each of the following.</b>	Making all residents feel welcome	Excellent		15% N=34
		Good		52% N=114
		Fair		20% N=43
		Poor		13% N=29
	Attracting people from diverse backgrounds	Excellent		30% N=63
		Good		37% N=77
		Fair		21% N=45
		Poor		11% N=23
	Valuing/respecting residents from diverse backgrounds	Excellent		30% N=59
		Good		36% N=69
		Fair		23% N=46
		Poor		11% N=21
	Taking care of vulnerable residents	Excellent		13% N=22
		Good		29% N=46
		Fair		27% N=43

**Please rate the job you feel the San Marcos community does at each of the following.**

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

Taking care of vulnerable residents

Poor



31%  
N=51

Overall quality of business and service establishments

Excellent



20%  
N=45

Good



48%  
N=110

Fair



24%  
N=56

Poor



8%  
N=19

Variety of business and service establishments

Excellent



21%  
N=47

Good



41%  
N=92

Fair



24%  
N=55

Poor



14%  
N=31

Vibrancy of downtown/commercial area

Excellent



25%  
N=55

Good



33%  
N=74

Fair



31%  
N=68

Poor



11%  
N=25

Employment opportunities

Excellent



12%  
N=24

Good



22%  
N=44

Fair



34%  
N=67

Poor



32%  
N=62

Shopping opportunities

Excellent



32%  
N=75

Good



42%  
N=99

Fair



15%  
N=34

Poor



11%  
N=26

Cost of living

Excellent



7%  
N=15

Good



22%  
N=52

Fair



34%  
N=80

Poor



37%  
N=88

Overall image or reputation

Excellent



19%  
N=45

Good



42%  
N=100

Fair



27%  
N=64

Poor



12%  
N=27

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

Traffic flow on major streets

Excellent





















2%  
N=6

Good


































16%  
N=38

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
































Traffic flow on major streets	Fair		31% N=72
	Poor		51% N=120
Ease of public parking	Excellent		2% N=6
	Good		23% N=52
	Fair		33% N=76
	Poor		42% N=98
Ease of travel by car	Excellent		5% N=12
	Good		31% N=74
	Fair		37% N=88
	Poor		27% N=64
Ease of travel by public transportation	Excellent		9% N=13
	Good		19% N=28
	Fair		26% N=39
	Poor		46% N=69
Ease of travel by bicycle	Excellent		8% N=13
	Good		27% N=42
	Fair		36% N=57
	Poor		30% N=47
Ease of walking	Excellent		13% N=28
	Good		30% N=65
	Fair		34% N=74
	Poor		23% N=50
Well-planned residential growth	Excellent		5% N=9
	Good		16% N=30
	Fair		31% N=58
	Poor		48% N=90
Well-planned commercial growth	Excellent		7% N=13
	Good		14% N=25
	Fair		34% N=63
	Poor		45% N=84
Well-designed neighborhoods	Excellent		8% N=16

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
































Well-designed neighborhoods	Good		20% N=43
	Fair		46% N=99
	Poor		26% N=56
Preservation of the historical or cultural character of the community	Excellent		16% N=32
	Good		52% N=106
	Fair		17% N=34
	Poor		15% N=31
Public places where people want to spend time	Excellent		19% N=43
	Good		46% N=100
	Fair		26% N=56
	Poor		10% N=21
Variety of housing options	Excellent		9% N=20
	Good		24% N=52
	Fair		32% N=69
	Poor		35% N=77
Availability of affordable quality housing	Excellent		3% N=7
	Good		15% N=31
	Fair		25% N=54
	Poor		57% N=120
Overall quality of new development	Excellent		10% N=20
	Good		23% N=46
	Fair		44% N=88
	Poor		23% N=45
Overall appearance	Excellent		16% N=37
	Good		40% N=95
	Fair		34% N=81
	Poor		10% N=22
Cleanliness	Excellent		13% N=30
	Good		43% N=99
	Fair		33% N=75
	Poor		10% N=24

































































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

Water resources	Excellent		45% N=98
	Good		35% N=76
	Fair		16% N=34
	Poor		5% N=10
Air quality	Excellent		18% N=40
	Good		45% N=99
	Fair		32% N=72
	Poor		5% N=10
Availability of paths and walking trails	Excellent		21% N=48
	Good		48% N=109
	Fair		21% N=48
	Poor		10% N=23
Fitness opportunities	Excellent		14% N=31
	Good		49% N=107
	Fair		24% N=52
	Poor		13% N=27
Recreational opportunities	Excellent		17% N=37
	Good		49% N=104
	Fair		25% N=52
	Poor		9% N=19
Availability of affordable quality food	Excellent		14% N=32
	Good		44% N=101
	Fair		28% N=64
	Poor		13% N=31
Availability of affordable quality health care	Excellent		10% N=17
	Good		25% N=45
	Fair		34% N=61
	Poor		31% N=56
Availability of preventive health services	Excellent		12% N=19
	Good		27% N=43
	Fair		33% N=53
































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
































Availability of preventive health services	Poor		28% N=44
Availability of affordable quality mental health care	Excellent		8% N=10
	Good		20% N=25
	Fair		35% N=45
	Poor		38% N=48
Opportunities to attend cultural/arts/music activities	Excellent		20% N=43
	Good		40% N=85
	Fair		30% N=64
	Poor		11% N=23
Community support for the arts	Excellent		21% N=43
	Good		48% N=99
	Fair		21% N=43
	Poor		9% N=19
Availability of affordable quality childcare/preschool	Excellent		14% N=12
	Good		16% N=14
	Fair		34% N=30
	Poor		37% N=33
K-12 education	Excellent		8% N=9
	Good		30% N=35
	Fair		29% N=34
	Poor		33% N=38
Adult educational opportunities	Excellent		27% N=47
	Good		26% N=46
	Fair		29% N=52
	Poor		18% N=32
Sense of civic/community pride	Excellent		14% N=26
	Good		38% N=70
	Fair		37% N=68
	Poor		11% N=19
Neighborliness of residents	Excellent		12% N=26
	Good		36% N=77

<b>Please also rate each of the following in the San Marcos community.</b>	Neighborhoodliness of residents	Fair		31% N=66
		Poor		20% N=42
	Opportunities to participate in social events and activities	Excellent		13% N=26
		Good		44% N=87
		Fair		33% N=64
		Poor		10% N=20
	Opportunities to attend special events and festivals	Excellent		23% N=47
		Good		43% N=89
		Fair		25% N=51
		Poor		9% N=18
	Opportunities to volunteer	Excellent		22% N=37
		Good		36% N=61
		Fair		29% N=50
		Poor		14% N=23
	Opportunities to participate in community matters	Excellent		15% N=26
		Good		44% N=76
		Fair		29% N=50
		Poor		12% N=21
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		22% N=43
		Good		43% N=85
		Fair		26% N=51
		Poor		9% N=17
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of San Marcos for help or information	No		51% N=121
		Yes		49% N=115
	Contacted San Marcos elected officials to express your opinion	No		86% N=203
		Yes		14% N=33
	Attended a local public meeting	No		79% N=186
		Yes		21% N=49
	Watched a local public meeting	No		75% N=177
		Yes		25% N=59
	Volunteered your time to some group/activity	No		58% N=136
































<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Volunteered your time to some group/activity	Yes		42% N=100
	Campaigned or advocated for a local issue, cause, or candidate	No		83% N=192
		Yes		17% N=40
	Voted in your most recent local election	No		48% N=112
		Yes		52% N=121
	Used public transportation instead of driving	No		69% N=160
		Yes		31% N=72
	Carpooled with other adults or children instead of driving alone	No		52% N=122
		Yes		48% N=114
	Walked or biked instead of driving	No		43% N=103
		Yes		57% N=133
<b>Please rate the quality of each of the following services in San Marcos.</b>	Public information services	Excellent		7% N=11
		Good		42% N=65
		Fair		40% N=62
		Poor		10% N=15
	Economic development	Excellent		2% N=3
		Good		35% N=51
		Fair		39% N=56
		Poor		23% N=33
	Traffic enforcement	Excellent		8% N=15
		Good		23% N=45
		Fair		41% N=80
		Poor		28% N=54
	Traffic signal timing	Excellent		5% N=12
		Good		32% N=75
		Fair		35% N=79
		Poor		28% N=63
	Street repair	Excellent		2% N=5
		Good		22% N=49
		Fair		34% N=75
		Poor		41% N=89

Please rate the quality of each of the following services in San Marcos.

Street cleaning	Excellent		12% N=24
	Good		39% N=78
	Fair		36% N=72
	Poor		13% N=27
Street lighting	Excellent		9% N=20
	Good		38% N=85
	Fair		39% N=85
	Poor		14% N=31
Sidewalk maintenance	Excellent		6% N=13
	Good		39% N=83
	Fair		31% N=65
	Poor		24% N=52
Bus or transit services	Excellent		10% N=14
	Good		45% N=65
	Fair		20% N=29
	Poor		24% N=35
Land use, planning and zoning	Excellent		1% N=2
	Good		20% N=33
	Fair		37% N=63
	Poor		41% N=70
Code enforcement	Excellent		7% N=11
	Good		26% N=39
	Fair		32% N=48
	Poor		34% N=50
Affordable high-speed internet access	Excellent		14% N=30
	Good		29% N=62
	Fair		32% N=69
	Poor		24% N=50
Garbage collection	Excellent		29% N=60
	Good		46% N=94
	Fair		17% N=35

Please rate the quality of each of the following services in San Marcos.	Garbage collection	Poor		7% N=14
	Drinking water	Excellent		11% N=26
		Good		35% N=80
		Fair		27% N=61
		Poor		26% N=59
	Sewer services	Excellent		16% N=30
		Good		44% N=82
		Fair		29% N=54
		Poor		10% N=19
	Storm water management	Excellent		10% N=19
		Good		45% N=87
		Fair		34% N=65
		Poor		12% N=23
	Power (electric and/or gas) utility	Excellent		13% N=28
		Good		49% N=108
		Fair		28% N=61
		Poor		11% N=25
	Utility billing	Excellent		19% N=41
		Good		40% N=87
		Fair		27% N=60
		Poor		15% N=32
	Police services	Excellent		18% N=33
		Good		33% N=62
		Fair		35% N=66
		Poor		14% N=26
	Crime prevention	Excellent		19% N=34
		Good		37% N=64
		Fair		29% N=51
		Poor		15% N=26
	Animal control	Excellent		18% N=27
		Good		29% N=42
































**Please rate the quality of each of the following services in San Marcos.**
































Animal control	Fair		34% N=49
	Poor		18% N=26
Ambulance or emergency medical services	Excellent		32% N=40
	Good		38% N=48
	Fair		28% N=35
	Poor		2% N=3
Fire services	Excellent		38% N=55
	Good		51% N=73
	Fair		10% N=14
	Poor		2% N=3
Fire prevention and education	Excellent		28% N=32
	Good		40% N=45
	Fair		26% N=30
	Poor		6% N=6
Emergency preparedness	Excellent		10% N=13
	Good		50% N=61
	Fair		26% N=32
	Poor		14% N=17
Preservation of natural areas	Excellent		17% N=33
	Good		42% N=82
	Fair		31% N=61
	Poor		11% N=21
San Marcos open space	Excellent		17% N=34
	Good		40% N=77
	Fair		29% N=56
	Poor		14% N=27
Recycling	Excellent		19% N=40
	Good		45% N=92
	Fair		16% N=33
	Poor		20% N=41
Yard waste pick-up	Excellent		24% N=39





























<b>Please rate the quality of each of the following services in San Marcos.</b>	Yard waste pick-up	Good		39% N=63
		Fair		16% N=26
		Poor		20% N=32
	City parks	Excellent		23% N=48
		Good		54% N=112
		Fair		14% N=28
		Poor		10% N=20
	Recreation programs or classes	Excellent		13% N=19
		Good		48% N=69
		Fair		31% N=45
		Poor		9% N=13
	Recreation centers or facilities	Excellent		17% N=28
		Good		44% N=71
		Fair		25% N=41
		Poor		14% N=23
	Health services	Excellent		18% N=26
		Good		27% N=39
		Fair		33% N=47
		Poor		21% N=30
	Public library services	Excellent		44% N=83
		Good		45% N=84
		Fair		8% N=15
		Poor		3% N=6
	Overall customer service by San Marcos employees	Excellent		21% N=39
		Good		46% N=86
		Fair		22% N=41
		Poor		10% N=19
<b>Please rate the following categories of San Marcos government performance.</b>	The value of services for the taxes paid to San Marcos	Excellent		6% N=10
		Good		32% N=53
		Fair		35% N=59
		Poor		27% N=45












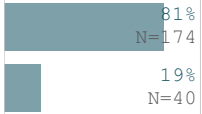
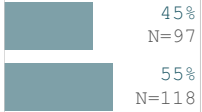
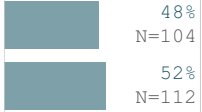

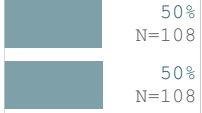
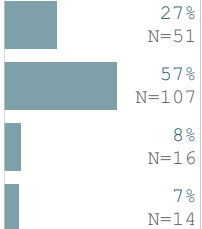
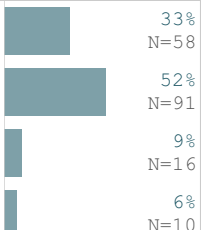
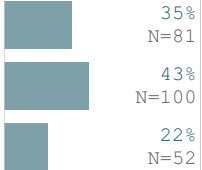
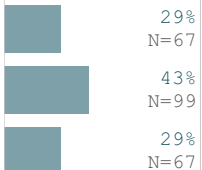
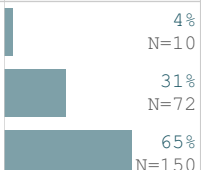
**Please rate the following categories of San Marcos government performance.**
































The overall direction that San Marcos is taking	Excellent		11% N=21
	Good		33% N=64
	Fair		28% N=54
	Poor		28% N=53
The job San Marcos government does at welcoming resident involvement	Excellent		8% N=12
	Good		38% N=60
	Fair		23% N=37
	Poor		31% N=49
Overall confidence in San Marcos government	Excellent		5% N=9
	Good		32% N=59
	Fair		32% N=59
	Poor		31% N=57
Generally acting in the best interest of the community	Excellent		8% N=14
	Good		27% N=48
	Fair		39% N=68
	Poor		25% N=45
Being honest	Excellent		6% N=9
	Good		26% N=38
	Fair		36% N=53
	Poor		32% N=46
Being open and transparent to the public	Excellent		7% N=10
	Good		27% N=40
	Fair		33% N=49
	Poor		33% N=49
Informing residents about issues facing the community	Excellent		6% N=10
	Good		35% N=58
	Fair		24% N=40
	Poor		35% N=58
Treating all residents fairly	Excellent		11% N=17
	Good		31% N=48
	Fair		34% N=53
































<b>Please rate the following categories of San Marcos government performance.</b>	Treating all residents fairly	Poor		23% N=36
	Treating residents with respect	Excellent		12% N=19
		Good		48% N=74
		Fair		27% N=41
		Poor		12% N=19
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of San Marcos	Excellent		13% N=26
		Good		49% N=101
		Fair		27% N=56
		Poor		11% N=22
	The Federal Government	Excellent		6% N=11
		Good		24% N=47
		Fair		25% N=50
		Poor		45% N=89
<b>Please rate how important, if at all, you think it is for the San Marcos community to focus on each of the following in the coming two years.</b>	Overall economic health	Essential		50% N=117
		Very important		39% N=90
		Somewhat important		11% N=26
		Not at all important		0% N=
	Overall quality of the transportation system	Essential		39% N=91
		Very important		42% N=99
		Somewhat important		18% N=42
		Not at all important		0% N=1
	Overall design or layout of residential and commercial areas	Essential		44% N=102
		Very important		37% N=87
		Somewhat important		17% N=40
		Not at all important		2% N=4
	Overall quality of the utility infrastructure	Essential		49% N=116
		Very important		43% N=102
		Somewhat important		7% N=16
		Not at all important		0% N=
	Overall feeling of safety	Essential		50% N=117
		Very important		37% N=87

Please rate how important, if at all, you think it is for the San Marcos community to focus on each of the following in the coming two years.	Overall feeling of safety	Somewhat important		12% N=27
		Not at all important		2% N=4
	Overall quality of natural environment	Essential		50% N=116
		Very important		33% N=77
		Somewhat important		17% N=41
		Not at all important		0% N=1
	Overall quality of parks and recreation opportunities	Essential		39% N=88
		Very important		40% N=91
		Somewhat important		20% N=46
		Not at all important		1% N=3
	Overall health and wellness opportunities	Essential		39% N=91
		Very important		45% N=104
		Somewhat important		16% N=37
		Not at all important		0% N=1
	Overall opportunities for education, culture, and the arts	Essential		31% N=73
		Very important		46% N=107
		Somewhat important		20% N=47
		Not at all important		3% N=6
	Residents' connection and engagement with their community	Essential		22% N=52
		Very important		42% N=99
		Somewhat important		33% N=77
		Not at all important		3% N=6
Please indicate how often, if at all, do you leave San Marcos to frequent each of the following types of businesses in nearby communities:	Grocery stores (H-E-B plus!, Trader Joe's, Whole Foods, etc.)	2 times a week		24% N=55
		Weekly		16% N=38
		A few times a month		20% N=47
		Never		40% N=93
	Club or wholesale retailers (Costco)	2 times a week		4% N=9
		Weekly		3% N=7
		A few times a month		16% N=37
		Never		76% N=172
	Fast food restaurants	2 times a week		7% N=16

Please indicate how often, if at all, do you leave San Marcos to frequent each of the following types of businesses in nearby communities:	Fast food restaurants	Weekly		8% N=18
		A few times a month		34% N=79
		Never		52% N=120
	Casual dine-in restaurants	2 times a week		2% N=4
		Weekly		17% N=39
		A few times a month		51% N=119
		Never		30% N=70
	Upscale/fine dining restaurants	2 times a week		2% N=5
		Weekly		4% N=8
		A few times a month		48% N=108
		Never		46% N=103
	Bars/nightlife	2 times a week		2% N=5
		Weekly		6% N=14
		A few times a month		24% N=54
		Never		68% N=157
	Boutique/private retail shopping opportunities	2 times a week		3% N=6
		Weekly		3% N=7
		A few times a month		54% N=123
		Never		40% N=90
Please indicate whether you think the City of San Marcos should actively pursue attracting more of each type of business:	Large-scale/big box retail shopping opportunities	2 times a week		3% N=7
		Weekly		8% N=17
		A few times a month		34% N=79
		Never		55% N=128
	Personal services (e.g., salons, spas, fitness centers, etc.)	2 times a week		6% N=13
		Weekly		8% N=19
		A few times a month		35% N=80
		Never		51% N=115
	Grocery stores (H-E-B plus!, Trader Joe's, Whole Foods, etc.)	No		29% N=63
		Yes		71% N=153
	Club or wholesale retailers (Costco)	No		53% N=112
		Yes		47% N=100





















Please indicate whether you think the City of San Marcos should actively pursue attracting more of each type of business:	Fast food restaurants	No		81% N=174
		Yes		19% N=40
	Casual dine-in restaurants	No		45% N=97
		Yes		55% N=118
	Upscale/fine dining restaurants	No		48% N=104
		Yes		52% N=112
	Bars/nightlife	No		77% N=163
		Yes		23% N=50
	Boutique/private retail shopping opportunities	No		50% N=108
		Yes		50% N=108
In May 2022, the City of San Marcos approved an economic development policy to encourage and support high quality new business development and the expansion of its business community through retention, and recruitment endeavors. Please tell us how much you agree or disagree with the following:	This policy is right for the City of San Marcos	Strongly agree		27% N=51
				57% N=107
				8% N=16
				7% N=14
	This policy will help the City move in a positive direction	Strongly agree		33% N=58
				52% N=91
				9% N=16
				6% N=10
How much of a source, if at all, are each of the following for you for getting information about the City of San Marcos government and its activities, events, and services?	City website (www.sanmarcostx.gov)	Major source		35% N=81
		Minor source		43% N=100
		Not a source		22% N=52
	Regional media outlets (Austin or San Antonio tv, radio, newspapers, etc.)	Major source		29% N=67
		Minor source		43% N=99
		Not a source		29% N=67
	Government access channel (Spectrum 10 or Grande 16)	Major source		4% N=10
		Minor source		31% N=72
		Not a source		65% N=150

<b>How much of a source, if at all, are each of the following for you for getting information about the City of San Marcos government and its activities, events, and services?</b>	San Marcos Council meetings and other public meetings	Major source	 11% N=26
		Minor source	 29% N=68
		Not a source	 59% N=138
	Talking with San Marcos officials and/or San Marcos employees	Major source	 13% N=30
		Minor source	 34% N=76
		Not a source	 53% N=120
	City of San Marcos communications via social media (Facebook, Twitter, etc.)	Major source	 39% N=91
		Minor source	 34% N=79
		Not a source	 27% N=62
	Word-of-mouth (friends, family members, community organizations)	Major source	 60% N=139
		Minor source	 33% N=75
		Not a source	 7% N=16
	Direct mailings (postcards and flyers)	Major source	 25% N=58
		Minor source	 47% N=110
		Not a source	 28% N=66
	Utility bill stuffers	Major source	 13% N=29
		Minor source	 41% N=97
		Not a source	 46% N=108
<b>How important, if at all, is it for the City of San Marcos to focus on each of the following?</b>	Improving the ease of downtown public parking	Essential	 33% N=77
		Very important	 31% N=73
		Somewhat important	 26% N=61
		Not at all important	 10% N=23
	Assessing/addressing the impacts of tourism on our city's natural resources (e.g., river and aquifers)	Essential	 59% N=138
		Very important	 21% N=50
		Somewhat important	 15% N=36
		Not at all important	 4% N=10
<b>In general, how many times do you:</b>	Access the internet from your home	Several times a day	 85% N=194
		Once a day	 5% N=12
		A few times a week	 5% N=11
		Every few weeks	 3% N=6
		Less often or never	 3% N=7

In general, how many times do you:	Access the internet from your cell phone	Several times a day		93% N=215
		Once a day		2% N=5
		A few times a week		1% N=3
		Every few weeks		2% N=4
		Less often or never		2% N=5
	Visit social media sites	Several times a day		71% N=161
		Once a day		8% N=18
		A few times a week		3% N=7
		Every few weeks		4% N=10
		Less often or never		14% N=31
	Use or check email	Several times a day		75% N=174
		Once a day		14% N=32
		A few times a week		8% N=18
		Every few weeks		2% N=4
		Less often or never		1% N=3
	Share your opinions online	Several times a day		14% N=32
		Once a day		10% N=21
		A few times a week		12% N=27
		Every few weeks		20% N=44
		Less often or never		43% N=95
	Shop online	Several times a day		8% N=18
		Once a day		2% N=4
		A few times a week		40% N=93
		Every few weeks		36% N=84
		Less often or never		15% N=34
	Please rate your overall health.	Excellent		20% N=48
		Very good		42% N=99
		Good		24% N=57
		Fair		12% N=29
		Poor		1% N=1
	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 positive		6% N=13

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:	Somewhat positive	<div><div></div></div>	10% N=23	
	Neutral	<div><div></div></div>	38% N=90	
	Somewhat negative	<div><div></div></div>	32% N=75	
	Very negative	<div><div></div></div>	14% N=32	
How many years have you lived in San Marcos?	Less than 2 years	<div><div></div></div>	29% N=69	
	2-5 years	<div><div></div></div>	28% N=65	
	6-10 years	<div><div></div></div>	16% N=37	
	11-20 years	<div><div></div></div>	11% N=25	
	More than 20 years	<div><div></div></div>	17% N=39	
Which best describes the building you live in?	One family house detached from any other houses	<div><div></div></div>	34% N=80	
	Building with two or more homes (duplex, townhome, apa..	<div><div></div></div>	59% N=138	
	Mobile home	<div><div></div></div>	3% N=7	
	Other	<div><div></div></div>	4% N=9	
Do you rent or own your home?	Rent	<div><div></div></div>	71% N=164	
	Own	<div><div></div></div>	29% N=68	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?	About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$500	<div><div></div></div>	6% N=14
		\$500 to \$999	<div><div></div></div>	24% N=55
		\$1,000 to \$1,499	<div><div></div></div>	37% N=86
		\$1,500 to \$1,999	<div><div></div></div>	21% N=48
		\$2,000 to \$2,499	<div><div></div></div>	6% N=13
		\$2,500 to \$2,999	<div><div></div></div>	4% N=10
		\$3,000 to \$3,499	<div><div></div></div>	1% N=1
		\$3,500 or more	<div><div></div></div>	1% N=3
	Do any children 17 or under live in your household?	No	<div><div></div></div>	86% N=202
Yes		<div><div></div></div>	14% N=32	
Are you or any other members of your household aged 65 or older?	No	<div><div></div></div>	88% N=207	
	Yes	<div><div></div></div>	12% N=28	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000	<div><div></div></div>	28% N=65	
	\$25,000 to \$49,999	<div><div></div></div>	31% N=71	
	\$50,000 to \$74,999	<div><div></div></div>	12% N=28	
	\$75,000 to \$99,999	<div><div></div></div>	11% N=24	



	How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	\$100,000 to \$149,999		13% N=30
		\$150,000 or more		4% N=10
<b>Are you Spanish, Hispanic, or Latino?</b>	Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		62% N=145
		Yes, I consider myself to be Spanish, Hispanic, or Latino		38% N=89
	What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		3% N=8
		Asian, Asian Indian, or Pacific Islander		5% N=11
		Black or African American		4% N=9
		White		88% N=199
		Other		7% N=16
	In which category is your age?	18-24 years		18% N=43
		25-34 years		44% N=102
		35-44 years		12% N=28
		45-54 years		7% N=17
		55-64 years		7% N=16
		65-74 years		6% N=15
		75 years or older		5% N=12
	What is your gender?	Woman		53% N=123
		Man		45% N=105
		Identify in another way		3% N=6
	If you identify in another way, how would you describe your gender?	Genderqueer/gender fluid		34% N=2
		Non-binary		66% N=4

## Methods (open participation)

As part of its participation in The National Community Survey™ (The NCST™), the City of San Marcos conducted a survey of 242 residents. Survey invitations were mailed to randomly selected households and data were collected from September 16th, 2022 to November 4th, 2022. The results from this main survey effort represent the most robust estimate of your residents' opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the City of San Marcos. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives 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 21st, 2022. The survey remained open for 2 weeks and there were 883 responses.

The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were statistically weighted to match the demographic characteristics of the 2010 Census and 2020 American Community Survey estimates for adults in the City of San Marcos. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.\* The results of the weighting scheme for the open participation survey are presented in the following table.





























\* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

































		Unweighted	Weighted	Target*
Age	18-34	32%	62%	62%
	35-54	39%	19%	19%
	55+	29%	19%	19%
Hispanic	No, not Spanish, Hispanic, or Latino	71%	61%	61%
	Yes, I consider myself to be Spanish, Hispana..	29%	39%	39%
Housing type	Attached	22%	64%	64%
	Detached	78%	36%	36%
race	Not white	17%	21%	21%
	White	83%	79%	79%
Race/ethnicity	Not white alone	36%	51%	51%
	White alone, not Hispanic or Latino	64%	49%	49%
Sex	Man	28%	47%	47%
	Woman	72%	53%	53%
Sex/age	Man 18-34	8%	29%	29%
	Man 35-54	11%	10%	10%
	Man 55+	9%	8%	8%
	Woman 18-34	24%	33%	33%
	Woman 35-54	28%	10%	10%
	Woman 55+	20%	10%	10%
Tenure	Own	69%	29%	29%
	Rent	31%	71%	71%



































































## Open participation survey results

































This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

<b>Please rate each of the following aspects of quality of life in San Marcos.</b>	Do you live within the City of San Marcos?	No		3% N=30
		Yes		97% N=850
	San Marcos as a place to live	Excellent		12% N=109
		Good		55% N=486
		Fair		26% N=229
		Poor		7% N=60
	Your neighborhood as a place to live	Excellent		19% N=164
		Good		48% N=416
		Fair		25% N=218
		Poor		8% N=70
	San Marcos as a place to raise children	Excellent		10% N=70
		Good		31% N=224
		Fair		37% N=266
		Poor		21% N=153
	San Marcos as a place to work	Excellent		10% N=84
		Good		31% N=250
		Fair		34% N=275
		Poor		25% N=208
	San Marcos as a place to visit	Excellent		31% N=273
		Good		45% N=394
		Fair		18% N=154
		Poor		6% N=52
	San Marcos as a place to retire	Excellent		15% N=107
		Good		33% N=235
		Fair		27% N=192
		Poor		25% N=174
	The overall quality of life	Excellent		10% N=92
		Good		52% N=459

<b>Please rate each of the following aspects of quality of life in San Marcos.</b>	The overall quality of life	Fair		29% N=254
		Poor		8% N=72
	Sense of community	Excellent		15% N=132
		Good		41% N=353
		Fair		29% N=249
		Poor		14% N=124
<b>Please rate each of the following characteristics as they relate to San Marcos as a whole.</b>	Overall economic health	Excellent		3% N=24
		Good		32% N=267
		Fair		42% N=353
		Poor		23% N=197
	Overall quality of the transportation system	Excellent		5% N=43
		Good		27% N=225
		Fair		35% N=294
		Poor		34% N=285
	Overall design or layout of residential and commercial areas	Excellent		3% N=27
		Good		27% N=233
		Fair		38% N=325
		Poor		32% N=281
	Overall quality of the utility infrastructure	Excellent		5% N=43
		Good		37% N=306
		Fair		37% N=310
		Poor		21% N=173
	Overall feeling of safety	Excellent		9% N=79
		Good		46% N=404
		Fair		32% N=284
		Poor		13% N=113
	Overall quality of natural environment	Excellent		27% N=240
		Good		51% N=443
		Fair		17% N=152
		Poor		5% N=40
	Overall quality of parks and recreation opportunities	Excellent		30% N=264
		Good		43% N=373

































Please rate each of the following characteristics as they relate to San Marcos as a whole.	Overall quality of parks and recreation opportunities	Fair		19% N=165
		Poor		8% N=67
	Overall health and wellness opportunities	Excellent		11% N=97
		Good		45% N=384
		Fair		31% N=261
		Poor		12% N=103
	Overall opportunities for education, culture, and the arts	Excellent		15% N=133
		Good		46% N=399
		Fair		26% N=227
		Poor		13% N=110
	Residents' connection and engagement with their community	Excellent		9% N=71
		Good		40% N=328
		Fair		36% N=301
		Poor		15% N=126
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in San Marcos to someone who asks	Very likely		24% N=205
		Somewhat likely		46% N=403
		Somewhat unlikely		14% N=126
		Very unlikely		15% N=134
	Remain in San Marcos for the next five years	Very likely		34% N=292
		Somewhat likely		32% N=268
		Somewhat unlikely		14% N=122
		Very unlikely		19% N=165
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		59% N=510
		Somewhat safe		32% N=279
		Neither safe nor unsafe		6% N=49
		Somewhat unsafe		3% N=28
		Very unsafe		0% N=4
	In San Marcos's downtown/commercial area during the day	Very safe		54% N=469
		Somewhat safe		36% N=317
		Neither safe nor unsafe		5% N=45
		Somewhat unsafe		4% N=31
		Very unsafe		1% N=12

































<b>Please rate how safe or unsafe you feel:</b>	From property crime	Very safe		19% N=163
		Somewhat safe		40% N=344
		Neither safe nor unsafe		20% N=169
		Somewhat unsafe		16% N=138
		Very unsafe		5% N=46
	From violent crime	Very safe		30% N=255
		Somewhat safe		37% N=314
		Neither safe nor unsafe		17% N=142
		Somewhat unsafe		13% N=113
		Very unsafe		4% N=31
	From fire, flood, or other natural disaster	Very safe		16% N=136
		Somewhat safe		40% N=348
		Neither safe nor unsafe		17% N=150
		Somewhat unsafe		19% N=163
		Very unsafe		7% N=64
<b>Please rate the job you feel the San Marcos community does at each of the following.</b>	Making all residents feel welcome	Excellent		16% N=132
		Good		42% N=356
		Fair		32% N=268
		Poor		11% N=93
	Attracting people from diverse backgrounds	Excellent		18% N=147
		Good		38% N=309
		Fair		30% N=244
		Poor		15% N=123
	Valuing/respecting residents from diverse backgrounds	Excellent		15% N=124
		Good		40% N=333
		Fair		30% N=247
		Poor		15% N=120
	Taking care of vulnerable residents	Excellent		6% N=43
		Good		20% N=144
		Fair		36% N=257
		Poor		37% N=264
<b>Please rate each of the following in the San Marcos community.</b>	Overall quality of business and service establishments	Excellent		11% N=98

<b>Please rate each of the following in the San Marcos community.</b>	Overall quality of business and service establishments	Good		43% N=376
		Fair		34% N=292
		Poor		12% N=104
	Variety of business and service establishments	Excellent		11% N=93
		Good		32% N=278
		Fair		33% N=291
		Poor		24% N=210
	Vibrancy of downtown/commercial area	Excellent		15% N=133
		Good		41% N=357
		Fair		30% N=259
		Poor		14% N=118
	Employment opportunities	Excellent		5% N=40
		Good		19% N=153
		Fair		41% N=327
		Poor		35% N=284
	Shopping opportunities	Excellent		23% N=198
		Good		38% N=332
		Fair		29% N=250
		Poor		11% N=92
	Cost of living	Excellent		2% N=17
		Good		17% N=146
		Fair		36% N=310
		Poor		45% N=392
	Overall image or reputation	Excellent		9% N=76
		Good		45% N=396
		Fair		32% N=283
		Poor		14% N=119
<b>Please also rate each of the following in the San Marcos community.</b>	Traffic flow on major streets	Excellent		1% N=7
		Good		10% N=83
		Fair		30% N=258
		Poor		60% N=525
	Ease of public parking	Excellent		3% N=25

































































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

































Ease of public parking	Good		16% N=138
	Fair		33% N=284
	Poor		48% N=417
Ease of travel by car	Excellent		5% N=42
	Good		27% N=239
	Fair		42% N=373
	Poor		25% N=224
Ease of travel by public transportation	Excellent		2% N=11
	Good		17% N=97
	Fair		20% N=114
	Poor		61% N=340
Ease of travel by bicycle	Excellent		6% N=33
	Good		30% N=163
	Fair		31% N=168
	Poor		34% N=185
Ease of walking	Excellent		8% N=66
	Good		31% N=257
	Fair		35% N=284
	Poor		26% N=209
Well-planned residential growth	Excellent		2% N=16
	Good		15% N=118
	Fair		28% N=211
	Poor		55% N=422
Well-planned commercial growth	Excellent		1% N=9
	Good		20% N=147
	Fair		32% N=239
	Poor		47% N=349
Well-designed neighborhoods	Excellent		3% N=23
	Good		25% N=188
	Fair		40% N=308
	Poor		32% N=243
Preservation of the historical or cultural character of the community	Excellent		10% N=78

































Please also rate each of the following in the San Marcos community.	Preservation of the historical or cultural character of the community	Good		42% N=335
		Fair		32% N=257
		Poor		16% N=124
	Public places where people want to spend time	Excellent		14% N=121
		Good		43% N=372
		Fair		27% N=231
		Poor		16% N=140
	Variety of housing options	Excellent		4% N=30
		Good		17% N=141
		Fair		26% N=221
		Poor		53% N=449
	Availability of affordable quality housing	Excellent		1% N=9
		Good		9% N=77
		Fair		20% N=164
		Poor		70% N=585
	Overall quality of new development	Excellent		3% N=26
		Good		22% N=177
		Fair		40% N=315
		Poor		35% N=277
	Overall appearance	Excellent		10% N=85
		Good		42% N=367
		Fair		38% N=335
		Poor		10% N=90
	Cleanliness	Excellent		8% N=68
		Good		44% N=386
		Fair		37% N=321
		Poor		11% N=100
	Water resources	Excellent		33% N=286
		Good		45% N=392
		Fair		17% N=149
		Poor		5% N=39
	Air quality	Excellent		14% N=121

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

































Air quality	Good		52% N=447
	Fair		27% N=233
	Poor		6% N=51
Availability of paths and walking trails	Excellent		21% N=173
	Good		47% N=396
	Fair		21% N=177
	Poor		11% N=90
Fitness opportunities	Excellent		19% N=154
	Good		42% N=348
	Fair		30% N=251
	Poor		9% N=76
Recreational opportunities	Excellent		19% N=166
	Good		45% N=384
	Fair		27% N=232
	Poor		8% N=67
Availability of affordable quality food	Excellent		6% N=52
	Good		37% N=325
	Fair		37% N=323
	Poor		20% N=175
Availability of affordable quality health care	Excellent		4% N=28
	Good		25% N=194
	Fair		40% N=320
	Poor		31% N=248
Availability of preventive health services	Excellent		3% N=21
	Good		31% N=219
	Fair		38% N=273
	Poor		28% N=203
Availability of affordable quality mental health care	Excellent		2% N=13
	Good		15% N=90
	Fair		22% N=136
	Poor		61% N=366
Opportunities to attend cultural/arts/music activities	Excellent		20% N=172

Please also rate each of the following in the San Marcos community.	Opportunities to attend cultural/arts/music activities	Good		40% N=334
		Fair		30% N=250
		Poor		10% N=86
	Community support for the arts	Excellent		22% N=181
		Good		43% N=345
		Fair		25% N=207
		Poor		10% N=78
	Availability of affordable quality childcare/preschool	Excellent		4% N=16
		Good		20% N=73
		Fair		33% N=122
		Poor		43% N=160
	K-12 education	Excellent		6% N=29
		Good		27% N=132
		Fair		39% N=192
		Poor		28% N=139
	Adult educational opportunities	Excellent		10% N=66
		Good		35% N=231
		Fair		36% N=240
		Poor		19% N=123
	Sense of civic/community pride	Excellent		11% N=94
		Good		45% N=367
		Fair		31% N=255
		Poor		13% N=105
	Neighborliness of residents	Excellent		9% N=72
		Good		44% N=371
		Fair		33% N=277
		Poor		14% N=114
	Opportunities to participate in social events and activities	Excellent		18% N=153
		Good		46% N=387
		Fair		29% N=240
		Poor		7% N=62
	Opportunities to attend special events and festivals	Excellent		23% N=193

































<b>Please also rate each of the following in the San Marcos community.</b>	Opportunities to attend special events and festivals	Good		45% N=388
		Fair		24% N=209
		Poor		8% N=65
	Opportunities to volunteer	Excellent		18% N=129
		Good		47% N=330
		Fair		28% N=199
		Poor		6% N=46
	Opportunities to participate in community matters	Excellent		14% N=107
		Good		45% N=329
		Fair		30% N=225
		Poor		10% N=77
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		17% N=127
		Good		39% N=297
		Fair		32% N=249
		Poor		13% N=98
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of San Marcos for help or information	No		48% N=419
		Yes		52% N=447
	Contacted San Marcos elected officials to express your opinion	No		79% N=686
		Yes		21% N=185
	Attended a local public meeting	No		70% N=607
		Yes		30% N=266
	Watched a local public meeting	No		63% N=547
		Yes		37% N=326
	Volunteered your time to some group/activity	No		57% N=497
		Yes		43% N=373
	Campaigned or advocated for a local issue, cause, or candidate	No		71% N=611
		Yes		29% N=255
	Voted in your most recent local election	No		20% N=176
		Yes		80% N=696
	Used public transportation instead of driving	No		77% N=676
		Yes		23% N=197
	Carpooled with other adults or children instead of driving alone	No		45% N=388

Please indicate whether or not you have done each of the following in the last 12 months.	Carpooled with other adults or children instead of driving alone	Yes		55% N=483
	Walked or biked instead of driving	No		43% N=379
		Yes		57% N=494
Please rate the quality of each of the following services in San Marcos.	Public information services	Excellent		7% N=50
		Good		38% N=279
		Fair		42% N=305
		Poor		13% N=91
	Economic development	Excellent		4% N=28
		Good		27% N=189
		Fair		37% N=262
		Poor		32% N=223
	Traffic enforcement	Excellent		3% N=21
		Good		24% N=190
		Fair		37% N=293
		Poor		37% N=294
	Traffic signal timing	Excellent		2% N=20
		Good		24% N=201
		Fair		38% N=324
		Poor		35% N=300
	Street repair	Excellent		1% N=11
		Good		16% N=139
		Fair		32% N=275
		Poor		50% N=423
	Street cleaning	Excellent		7% N=58
		Good		37% N=301
		Fair		39% N=316
		Poor		17% N=143
	Street lighting	Excellent		5% N=40
		Good		41% N=347
		Fair		37% N=310
		Poor		18% N=149
	Sidewalk maintenance	Excellent		4% N=36

































Please rate the quality of each of the following services in San Marcos.

































Sidewalk maintenance	Good		33% N=274
	Fair		38% N=311
	Poor		25% N=204
Bus or transit services	Excellent		5% N=24
	Good		21% N=109
	Fair		31% N=160
	Poor		44% N=231
Land use, planning and zoning	Excellent		2% N=15
	Good		14% N=94
	Fair		36% N=247
	Poor		48% N=335
Code enforcement	Excellent		3% N=24
	Good		25% N=175
	Fair		35% N=245
	Poor		37% N=257
Affordable high-speed internet access	Excellent		10% N=85
	Good		25% N=200
	Fair		33% N=271
	Poor		32% N=260
Garbage collection	Excellent		16% N=126
	Good		52% N=421
	Fair		26% N=205
	Poor		7% N=53
Drinking water	Excellent		12% N=104
	Good		39% N=328
	Fair		29% N=244
	Poor		21% N=176
Sewer services	Excellent		13% N=104
	Good		51% N=402
	Fair		28% N=218
	Poor		7% N=58
Storm water management	Excellent		8% N=61

































Please rate the quality of each of the following services in San Marcos.

Storm water management	Good		41% N=307
	Fair		34% N=257
	Poor		17% N=124
Power (electric and/or gas) utility	Excellent		11% N=89
	Good		45% N=369
	Fair		32% N=261
	Poor		13% N=105
Utility billing	Excellent		10% N=84
	Good		36% N=290
	Fair		31% N=255
	Poor		23% N=185
Police services	Excellent		9% N=72
	Good		35% N=271
	Fair		29% N=222
	Poor		27% N=212
Crime prevention	Excellent		6% N=42
	Good		30% N=214
	Fair		36% N=261
	Poor		28% N=202
Animal control	Excellent		9% N=54
	Good		36% N=226
	Fair		33% N=205
	Poor		22% N=137
Ambulance or emergency medical services	Excellent		21% N=110
	Good		46% N=236
	Fair		25% N=128
	Poor		8% N=43
Fire services	Excellent		29% N=165
	Good		51% N=291
	Fair		19% N=110
	Poor		1% N=6
Fire prevention and education	Excellent		11% N=57



































































Please rate the quality of each of the following services in San Marcos.	Fire prevention and education	Good		43% N=216
		Fair		34% N=170
		Poor		13% N=64
	Emergency preparedness	Excellent		9% N=55
		Good		30% N=191
		Fair		38% N=237
		Poor		23% N=143
	Preservation of natural areas	Excellent		17% N=130
		Good		41% N=315
		Fair		25% N=190
		Poor		17% N=133
	San Marcos open space	Excellent		14% N=102
		Good		39% N=279
		Fair		30% N=216
		Poor		18% N=127
	Recycling	Excellent		13% N=105
		Good		39% N=309
		Fair		32% N=254
		Poor		15% N=118
	Yard waste pick-up	Excellent		10% N=62
		Good		38% N=227
		Fair		35% N=210
		Poor		17% N=100
	City parks	Excellent		24% N=203
		Good		48% N=399
		Fair		23% N=190
		Poor		6% N=47
	Recreation programs or classes	Excellent		15% N=96
		Good		42% N=268
		Fair		32% N=206
		Poor		11% N=70
	Recreation centers or facilities	Excellent		17% N=124

































<b>Please rate the quality of each of the following services in San Marcos.</b>	Recreation centers or facilities	Good		44% N=310
		Fair		28% N=199
		Poor		11% N=76
	Health services	Excellent		5% N=34
		Good		35% N=230
		Fair		41% N=270
		Poor		20% N=132
	Public library services	Excellent		48% N=360
		Good		41% N=305
		Fair		10% N=72
		Poor		2% N=12
	Overall customer service by San Marcos employees	Excellent		12% N=95
		Good		45% N=343
		Fair		31% N=237
		Poor		12% N=89
<b>Please rate the following categories of San Marcos government performance.</b>	The value of services for the taxes paid to San Marcos	Excellent		5% N=33
		Good		24% N=171
		Fair		43% N=312
		Poor		29% N=208
	The overall direction that San Marcos is taking	Excellent		5% N=37
		Good		24% N=199
		Fair		34% N=273
		Poor		37% N=304
	The job San Marcos government does at welcoming resident involvement	Excellent		6% N=46
		Good		32% N=226
		Fair		36% N=259
		Poor		26% N=182
	Overall confidence in San Marcos government	Excellent		4% N=34
		Good		24% N=188
		Fair		37% N=289
		Poor		34% N=267
	Generally acting in the best interest of the community	Excellent		5% N=39

































<b>Please rate the following categories of San Marcos government performance.</b>	Generally acting in the best interest of the community	Good		26% N=198
		Fair		32% N=250
		Poor		37% N=288
	Being honest	Excellent		6% N=42
		Good		24% N=169
		Fair		38% N=267
		Poor		32% N=223
	Being open and transparent to the public	Excellent		6% N=43
		Good		22% N=157
		Fair		37% N=269
		Poor		35% N=252
	Informing residents about issues facing the community	Excellent		6% N=42
		Good		19% N=137
		Fair		35% N=257
		Poor		41% N=299
	Treating all residents fairly	Excellent		7% N=48
		Good		24% N=163
		Fair		36% N=250
		Poor		33% N=230
	Treating residents with respect	Excellent		8% N=56
		Good		32% N=225
		Fair		39% N=273
		Poor		21% N=151
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of San Marcos	Excellent		8% N=63
		Good		43% N=359
		Fair		37% N=304
		Poor		12% N=103
	The Federal Government	Excellent		1% N=9
		Good		26% N=204
		Fair		40% N=317
		Poor		32% N=255
	Overall economic health	Essential		44% N=372

































Please rate how important, if at all, you think it is for the San Marcos community to focus on each of the following in the coming two years.

Overall economic health	Very important		43% N=361
	Somewhat important		13% N=107
	Not at all important		1% N=9
Overall quality of the transportation system	Essential		43% N=368
	Very important		30% N=254
	Somewhat important		25% N=213
	Not at all important		2% N=19
Overall design or layout of residential and commercial areas	Essential		44% N=377
	Very important		38% N=327
	Somewhat important		16% N=138
	Not at all important		2% N=13
Overall quality of the utility infrastructure	Essential		55% N=463
	Very important		33% N=279
	Somewhat important		11% N=96
	Not at all important		1% N=5
Overall feeling of safety	Essential		47% N=396
	Very important		31% N=264
	Somewhat important		20% N=171
	Not at all important		2% N=16
Overall quality of natural environment	Essential		58% N=496
	Very important		28% N=237
	Somewhat important		13% N=112
	Not at all important		1% N=6
Overall quality of parks and recreation opportunities	Essential		37% N=318
	Very important		42% N=360
	Somewhat important		19% N=165
	Not at all important		1% N=12
Overall health and wellness opportunities	Essential		36% N=307
	Very important		40% N=341
	Somewhat important		22% N=183
	Not at all important		2% N=19
Overall opportunities for education, culture, and the arts	Essential		39% N=334
































Please rate how important, if at all, you think it is for the San Marcos community to focus on each of the following in the coming two years.	Overall opportunities for education, culture, and the arts	Very important		36% N=307
		Somewhat important		22% N=192
		Not at all important		3% N=28
	Residents' connection and engagement with their community	Essential		33% N=281
		Very important		38% N=324
		Somewhat important		28% N=236
		Not at all important		2% N=16
Please indicate how often, if at all, do you leave San Marcos to frequent each of the following types of businesses in nearby communities:	Grocery stores (H-E-B plus!, Trader Joe's, Whole Foods, etc.)	2 times a week		18% N=157
		Weekly		26% N=226
		A few times a month		31% N=268
		Never		24% N=210
	Club or wholesale retailers (Costco)	2 times a week		5% N=39
		Weekly		10% N=81
		A few times a month		25% N=214
		Never		61% N=511
	Fast food restaurants	2 times a week		9% N=78
		Weekly		13% N=113
		A few times a month		32% N=272
		Never		46% N=391
	Casual dine-in restaurants	2 times a week		8% N=67
		Weekly		16% N=133
		A few times a month		52% N=443
		Never		25% N=210
	Upscale/fine dining restaurants	2 times a week		4% N=38
		Weekly		11% N=93
		A few times a month		49% N=422
		Never		35% N=303
	Bars/nightlife	2 times a week		3% N=22
		Weekly		6% N=48
		A few times a month		29% N=246
		Never		63% N=534
	Boutique/private retail shopping opportunities	2 times a week		4% N=37

<b>Please indicate how often, if at all, do you leave San Marcos to frequent each of the following types of businesses in nearby communities:</b>	Boutique/private retail shopping opportunities	Weekly		7% N=61
		A few times a month		47% N=403
		Never		41% N=354
	Large-scale/big box retail shopping opportunities	2 times a week		4% N=38
		Weekly		10% N=82
		A few times a month		40% N=340
		Never		46% N=389
	Personal services (e.g., salons, spas, fitness centers, etc.)	2 times a week		6% N=53
		Weekly		7% N=60
		A few times a month		29% N=246
		Never		58% N=494
<b>Please indicate whether you think the City of San Marcos should actively pursue attracting more of each type of business:</b>	Grocery stores (H-E-B plus!, Trader Joe's, Whole Foods, etc.)	No		12% N=106
		Yes		88% N=764
	Club or wholesale retailers (Costco)	No		48% N=418
		Yes		52% N=449
	Fast food restaurants	No		81% N=699
		Yes		19% N=164
	Casual dine-in restaurants	No		33% N=284
		Yes		67% N=582
	Upscale/fine dining restaurants	No		36% N=309
		Yes		64% N=549
	Bars/nightlife	No		79% N=681
		Yes		21% N=185
	Boutique/private retail shopping opportunities	No		43% N=376
		Yes		57% N=491
	Large-scale/big box retail shopping opportunities	No		64% N=551
		Yes		36% N=311
	Personal services (e.g., salons, spas, fitness centers, etc.)	No		41% N=355
		Yes		59% N=513
	This policy is right for the City of San Marcos	Strongly agree		35% N=254
		Somewhat agree		45% N=328
		Somewhat disagree		13% N=97



















<b>In May 2022, the City of San Marcos approved an economic development policy to encourage and support high quality new business development and the expansion of its business community through retention, and recruitment endeavors. Please tell us how much you agree or disagree with the following:</b>	This policy is right for the City of San Marcos	Strongly disagree		7% N=53
	This policy will help the City move in a positive direction	Strongly agree		32% N=222
		Somewhat agree		45% N=311
		Somewhat disagree		13% N=91
		Strongly disagree		10% N=66
<b>How much of a source, if at all, are each of the following for you for getting information about the City of San Marcos government and its activities, events, and services?</b>	City website (www.sanmarcostx.gov)	Major source		46% N=386
		Minor source		39% N=326
		Not a source		16% N=131
	Regional media outlets (Austin or San Antonio tv, radio, newspapers, etc.)	Major source		33% N=276
		Minor source		44% N=368
		Not a source		24% N=201
	Government access channel (Spectrum 10 or Grande 16)	Major source		6% N=51
		Minor source		20% N=168
		Not a source		74% N=624
	San Marcos Council meetings and other public meetings	Major source		18% N=151
		Minor source		35% N=291
		Not a source		48% N=400
	Talking with San Marcos officials and/or San Marcos employees	Major source		20% N=169
		Minor source		32% N=266
		Not a source		48% N=409
	City of San Marcos communications via social media (Facebook, Twitter, etc.)	Major source		61% N=522
		Minor source		23% N=197
		Not a source		16% N=133
	Word-of-mouth (friends, family members, community organizations)	Major source		52% N=447
		Minor source		39% N=336
		Not a source		8% N=69
	Direct mailings (postcards and flyers)	Major source		16% N=131
		Minor source		39% N=325
		Not a source		45% N=380
	Utility bill stuffers	Major source		9% N=79
		Minor source		31% N=261
		Not a source		60% N=501

<b>How important, if at all, is it for the City of San Marcos to focus on each of the following?</b>	Improving the ease of downtown public parking	Essential		41% N=347
		Very important		26% N=218
		Somewhat important		24% N=204
		Not at all important		10% N=81
	Assessing/addressing the impacts of tourism on our city's natural resources (e.g., river and aquifers)	Essential		57% N=491
		Very important		25% N=212
		Somewhat important		14% N=124
		Not at all important		4% N=32
<b>In general, how many times do you:</b>	Access the internet from your home	Several times a day		86% N=737
		Once a day		6% N=48
		A few times a week		4% N=38
		Every few weeks		1% N=9
		Less often or never		3% N=24
	Access the internet from your cell phone	Several times a day		95% N=812
		Once a day		2% N=19
		A few times a week		1% N=12
		Every few weeks		0% N=1
		Less often or never		1% N=12
	Visit social media sites	Several times a day		78% N=664
		Once a day		11% N=90
		A few times a week		6% N=53
		Every few weeks		1% N=10
		Less often or never		4% N=33
	Use or check email	Several times a day		79% N=677
		Once a day		16% N=139
		A few times a week		5% N=39
		Every few weeks		0% N=3
	Share your opinions online	Several times a day		16% N=134
		Once a day		3% N=26
		A few times a week		21% N=173
		Every few weeks		17% N=139
		Less often or never		44% N=369



<b>In general, how many times do you:</b>	Shop online	Several times a day		13% N=108
		Once a day		6% N=49
		A few times a week		33% N=277
		Every few weeks		35% N=299
		Less often or never		14% N=116
	Please rate your overall health.	Excellent		24% N=212
		Very good		39% N=338
		Good		30% N=259
		Fair		7% N=57
		Poor		0% N=3
	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 positive		4% N=36
		Somewhat positive		8% N=72
		Neutral		37% N=321
		Somewhat negative		38% N=334
		Very negative		12% N=106
	How many years have you lived in San Marcos?	Less than 2 years		14% N=119
		2-5 years		28% N=248
		6-10 years		18% N=160
		11-20 years		21% N=181
		More than 20 years		19% N=165
	Which best describes the building you live in?	One family house detached from any other houses		34% N=300
		Building with two or more homes (duplex, townhome, apa..		60% N=530
		Mobile home		3% N=26
		Other		2% N=20
	Do you rent or own your home?	Rent		71% N=622
		Own		29% N=254
<b>About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?</b>	About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$500		2% N=18
		\$500 to \$999		17% N=148
		\$1,000 to \$1,499		44% N=383
		\$1,500 to \$1,999		25% N=214
		\$2,000 to \$2,499		7% N=58
		\$2,500 to \$2,999		4% N=34

	About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	\$3,000 to \$3,499	1% N=8
		\$3,500 or more	1% N=8
	Do any children 17 or under live in your household?	No	75% N=652
		Yes	25% N=217
	Are you or any other members of your household aged 65 or older?	No	87% N=761
		Yes	13% N=116
	How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000	17% N=145
		\$25,000 to \$49,999	29% N=252
		\$50,000 to \$74,999	24% N=211
		\$75,000 to \$99,999	12% N=106
		\$100,000 to \$149,999	11% N=95
		\$150,000 or more	7% N=58
<b>Are you Spanish, Hispanic, or Latino?</b>	Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino	61% N=538
		Yes, I consider myself to be Spanish, Hispanic, or Latino	39% N=339
	What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native	4% N=35
		Asian, Asian Indian, or Pacific Islander	2% N=14
		Black or African American	5% N=44
		White	86% N=755
		Other	11% N=94
	In which category is your age?	18-24 years	14% N=121
		25-34 years	49% N=427
		35-44 years	12% N=105
		45-54 years	8% N=66
		55-64 years	9% N=78
		65-74 years	7% N=63
		75 years or older	2% N=16
	What is your gender?	Woman	52% N=458
		Man	46% N=400
		Identify in another way	2% N=21
	If you identify in another way, how would you describe your gender?	Agender/I don't identify with any gender	15% N=3
		Genderqueer/gender fluid	30% N=6
		Non-binary	53% N=11

If you identify in another way, how would you describe your gender?	Transgender man		1% N=
	Transgender woman		1% N=
How did you hear about this survey? (Select all that apply.)	The City's website		19% N=167
	The City's social media (Facebook, Twitter, Instagram,..		44% N=383
	Received an email from the City		6% N=54
	In a City newsletter or utility bill		7% N=59
	Received a postcard or letter from the City		2% N=14
	Nextdoor		0% N=4
	In my Facebook feed		28% N=249
	Saw it on a video of a public meeting or at a meeting I atten..		2% N=19
	Saw it on the City's cable channel		1% N=7
	Saw it in a newspaper article or ad (hard copy or online)		0% N=4
	Saw a flyer or poster about it		3% N=27
	Heard about it from a family member, friend or neighbor		9% N=79
	Heard about it from a business or social organization in my co..		3% N=26
	Polco social media post		0% N=1
	On my Polco feed		0% N=
	Other		7% N=63



September 2022

Dear City of San Marcos Resident:

Please help us shape the future of San Marcos! You have been selected at random to participate in the 2022 San Marcos Community Survey. **If you've already completed the survey online, thank you. Please do not respond twice.**

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important—especially since your household is one of only a small number of households being surveyed. Your feedback will help San Marcos make decisions that affect our City.

**A few things to remember:**

- **Your responses are confidential and no identifying information will be shared.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<https://polco.us/sanmarcos22>

**Please do not share your survey link.** This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about the survey, please call 512-393-8105.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de San Marcos:

¡Por favor ayúdenos a moldear el futuro de San Marcos! Usted ha sido seleccionado al azar para participar en la Encuesta de la Comunidad de San Marcos del 2022. **Si ya completó la encuesta en línea, gracias. Por favor no responda dos veces.**

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante—especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a San Marcos tomar decisiones que afectarán a nuestra Ciudad.

**Algunas cosas para recordar:**

- **Sus respuestas son confidenciales y no se compartirá ninguna información de identificación.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta en inglés por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

<https://polco.us/sanmarcos22sp>

**Por favor no comparta el enlace de su encuesta.**

Esta encuesta es solamente para hogares seleccionados al azar. La Ciudad conducirá una encuesta separada que está abierta a todos los residentes dentro de unas semanas.

Si tiene alguna pregunta sobre la encuesta, por favor llame al 512-393-8105.

¡Gracias por su tiempo y participación!

Atentamente,

Stephanie Reyes  
Interim City Manager/Administrador Interino de la Ciudad

# The City of San Marcos 2022 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
San Marcos as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live .....	1	2	3	4	5
San Marcos as a place to raise children.....	1	2	3	4	5
San Marcos as a place to work.....	1	2	3	4	5
San Marcos as a place to visit.....	1	2	3	4	5
San Marcos as a place to retire.....	1	2	3	4	5
The overall quality of life in San Marcos.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of San Marcos .....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in San Marcos .....	1	2	3	4	5
Overall design or layout of San Marcos's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4	5
Overall quality of the utility infrastructure in San Marcos (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in San Marcos.....	1	2	3	4	5
Overall quality of natural environment in San Marcos.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in San Marcos .....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community .....	1	2	3	4	5

## 3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in San Marcos to someone who asks.....	1	2	3	4	5
Remain in San Marcos for the next five years.....	1	2	3	4	5

## 4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In San Marcos's downtown/commercial area during the day .....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster .....	1	2	3	4	5	6

## 5. Please rate the job you feel the San Marcos community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome .....	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

## 6. Please rate each of the following in the San Marcos community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in San Marcos.....	1	2	3	4	5
Variety of business and service establishments in San Marcos.....	1	2	3	4	5
Vibrancy of downtown/commercial area .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in San Marcos.....	1	2	3	4	5
Overall image or reputation of San Marcos .....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in San Marcos.....	1	2	3	4	5
Ease of travel by public transportation in San Marcos.....	1	2	3	4	5
Ease of travel by bicycle in San Marcos.....	1	2	3	4	5
Ease of walking in San Marcos.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in San Marcos.....	1	2	3	4	5
Overall appearance of San Marcos.....	1	2	3	4	5
Cleanliness of San Marcos.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)... 1	2	3	4	5	
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in San Marcos.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

**8. Please indicate whether or not you have done each of the following in the last 12 months.**

	<u>No</u>	<u>Yes</u>
Contacted the City of San Marcos (in-person, phone, email, or web) for help or information.....	1	2
Contacted San Marcos elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in San Marcos.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

# The City of San Marcos 2022 Community Survey

## 9. Please rate the quality of each of the following services in San Marcos.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts).....	1	2	3	4	5
San Marcos open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by San Marcos employees (police, receptionists, planners, etc.).....	1	2	3	4	5

## 10. Please rate the following categories of San Marcos government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to San Marcos.....	1	2	3	4	5
The overall direction that San Marcos is taking.....	1	2	3	4	5
The job San Marcos government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in San Marcos government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

## 11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of San Marcos.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

**12. Please rate how important, if at all, you think it is for the San Marcos community to focus on each of the following in the coming two years.**

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of San Marcos .....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in San Marcos.....	1	2	3	4
Overall design or layout of San Marcos's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in San Marcos (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4
Overall feeling of safety in San Marcos.....	1	2	3	4
Overall quality of natural environment in San Marcos.....	1	2	3	4
Overall quality of parks and recreation opportunities .....	1	2	3	4
Overall health and wellness opportunities in San Marcos.....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents' connection and engagement with their community .....	1	2	3	4

**13. First, please indicate how often, if at all, do you leave San Marcos to frequent each of the following types of businesses in nearby communities. Then, please indicate whether you think the City of San Marcos should actively pursue attracting more of each type of business.**

	<u>2 times a week or more</u>	<u>Weekly</u>	<u>A few times a month</u>	<u>Never</u>	<u>No</u>	<u>Yes</u>
Grocery stores (H-E-B plus!, Trader Joe's, Whole Foods, etc.) ....	1	2	3	4	1	2
Club or wholesale retailers (Costco).....	1	2	3	4	1	2
Fast food restaurants .....	1	2	3	4	1	2
Casual dine-in restaurants.....	1	2	3	4	1	2
Upscale/fine dining restaurants.....	1	2	3	4	1	2
Bars/nightlife.....	1	2	3	4	1	2
Boutique/private retail shopping opportunities.....	1	2	3	4	1	2
Large-scale/big box retail shopping opportunities .....	1	2	3	4	1	2
Personal services (e.g., salons, spas, fitness centers, etc.) .....	1	2	3	4	1	2

**14. In May 2022, the City of San Marcos approved an economic development policy to encourage and support high quality new business development and the expansion of its business community through retention, and recruitment endeavors. Please tell us how much you agree or disagree with the following:**

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
This policy is right for the City of San Marcos.....	1	2	3	4	5
This policy will help the City move in a positive direction.....	1	2	3	4	5

**15. How much of a source, if at all, are each of the following for you for getting information about the City of San Marcos government and its activities, events, and services?**

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
City website (www.sanmarcostx.gov).....	1	2	3
Regional media outlets (Austin or San Antonio tv, radio, newspapers, etc.) .....	1	2	3
Government access channel (Spectrum 10 or Grande 16) .....	1	2	3
San Marcos Council meetings and other public meetings .....	1	2	3
Talking with San Marcos officials and/or San Marcos employees.....	1	2	3
City of San Marcos communications via social media (Facebook, Twitter, etc.).....	1	2	3
Word-of-mouth (friends, family members, community organizations) .....	1	2	3
Direct mailings (postcards and flyers) .....	1	2	3
Utility bill stuffers.....	1	2	3

**16. How important, if at all, is it for the City of San Marcos to focus on each of the following?**

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Improving the ease of downtown public parking.....	1	2	3	4
Assessing/addressing the impacts of tourism on our city's natural resources (e.g., river and aquifers).....	1	2	3	4



# The City of San Marcos 2022 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

## D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer .....	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc. ....	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online .....	1	2	3	4	5	6

## D2. Please rate your overall health.

- ☐ Excellent
 ☐ Very good
 ☐ Good
 ☐ Fair
 ☐ Poor

## D3. 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 positive
 ☐ Somewhat positive
 ☐ Neutral
 ☐ Somewhat negative
 ☐ Very negative

## D4. How many years have you lived in San Marcos?

- ☐ Less than 2 years  
☐ 2-5 years  
☐ 6-10 years  
☐ 11-20 years  
☐ More than 20 years

## D5. Which best describes the building you live in?

- ☐ One family house detached from any other houses  
☐ Building with two or more homes  
 (duplex, townhome, apartment, or condominium)  
☐ Mobile home  
☐ Other

## D6. Do you rent or own your home?

- ☐ Rent  
☐ Own

## D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

- ☐ Less than \$500
 ☐ \$2,000 to \$2,499  
☐ \$500 to \$999
 ☐ \$2,500 to \$2,999  
☐ \$1,000 to \$1,499
 ☐ \$3,000 to \$3,499  
☐ \$1,500 to \$1,999
 ☐ \$3,500 or more

## D8. Do any children 17 or under live in your household?

- ☐ No
 ☐ Yes

## D9. Are you or any other members of your household aged 65 or older?

- ☐ No
 ☐ Yes

## D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$25,000
 ☐ \$75,000 to \$99,999  
☐ \$25,000 to \$49,999
 ☐ \$100,000 to \$149,999  
☐ \$50,000 to \$74,999
 ☐ \$150,000 or more

## D11. Are you Spanish, Hispanic or Latino?

- ☐ No, not Spanish, Hispanic, or Latino  
☐ Yes, I consider myself to be Spanish, Hispanic, or Latino

## D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native  
☐ Asian, Asian Indian, or Pacific Islander  
☐ Black or African American  
☐ White  
☐ Other

## D13. In which category is your age?

- ☐ 18-24 years
 ☐ 55-64 years  
☐ 25-34 years
 ☐ 65-74 years  
☐ 35-44 years
 ☐ 75 years or older  
☐ 45-54 years

## D14. What is your gender?

- ☐ Female  
☐ Male  
☐ Identify in another way

**Thank you!**

Please return the completed survey in the postage-paid envelope to:  
**National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**