

THE NCS™

THE NATIONAL COMMUNITY SURVEY™

San Marcos, TX

The National Community Survey™

2025 Results

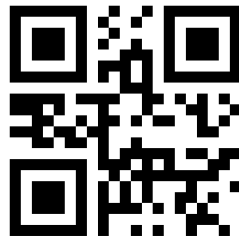




Civic Communication & Analytics Platform

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Advanced Survey Science & Performance Analytics

Data insights to help communities move forward.
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Partners with:



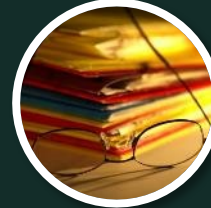
Resident Surveys in Local Governance



**Monitor trends
in resident
opinion**



**Measure
government
performance**



**Inform budget,
land use,
strategic
planning
decisions**



**Benchmark
against other
communities**

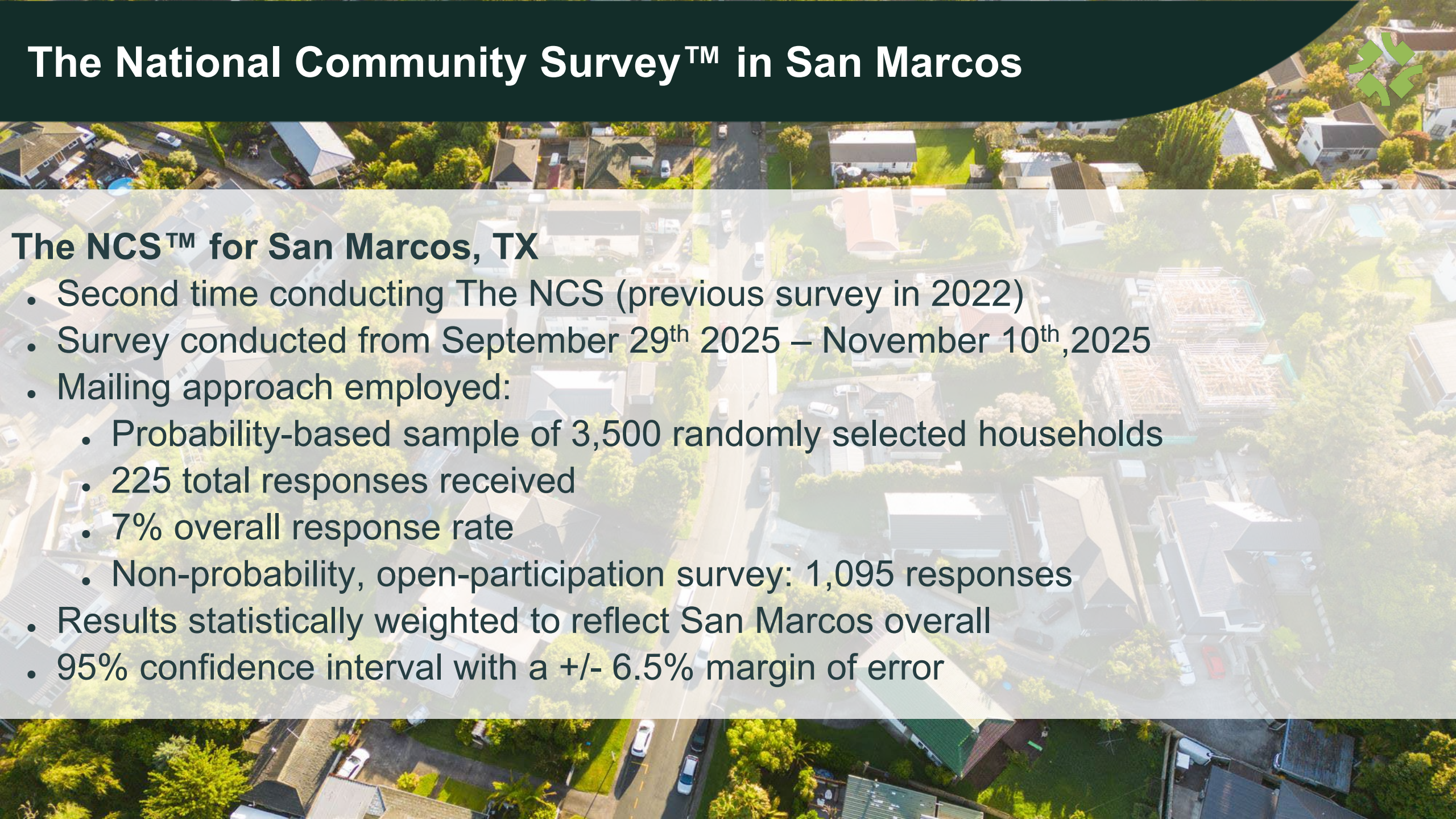
The NCS™ Facets of Community Livability



THE NCS™

THE NATIONAL COMMUNITY SURVEY™

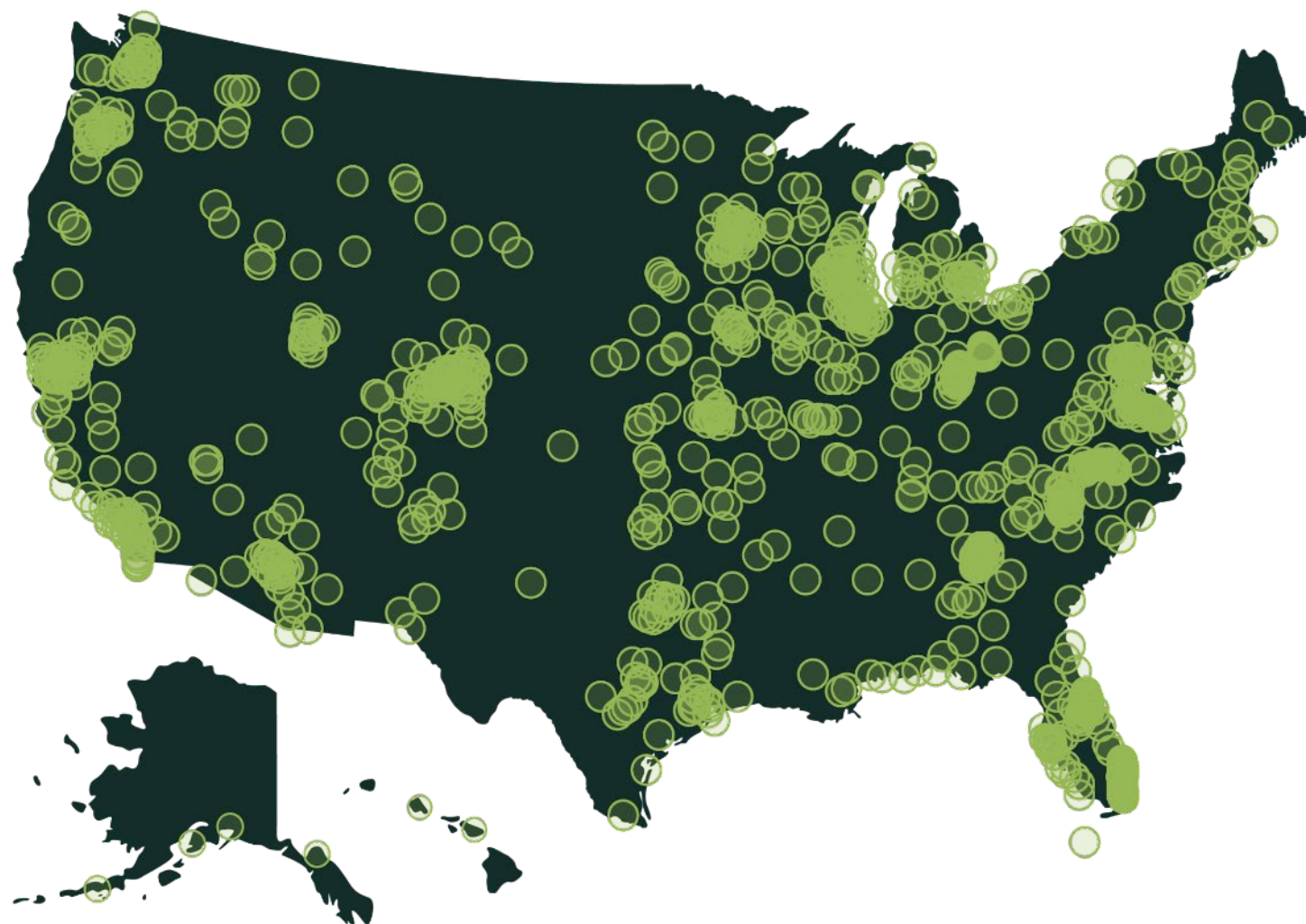
The National Community Survey™ in San Marcos



The NCS™ for San Marcos, TX

- Second time conducting The NCS (previous survey in 2022)
- Survey conducted from September 29th 2025 – November 10th, 2025
- Mailing approach employed:
 - Probability-based sample of 3,500 randomly selected households
 - 225 total responses received
 - 7% overall response rate
 - Non-probability, open-participation survey: 1,095 responses
- Results statistically weighted to reflect San Marcos overall
- 95% confidence interval with a +/- 6.5% margin of error

Polco's Benchmarking Database



About
400
comparison
communities
across the
nation.

Representing
the opinions of
more than **50**
million
residents.



Overview of Survey Results

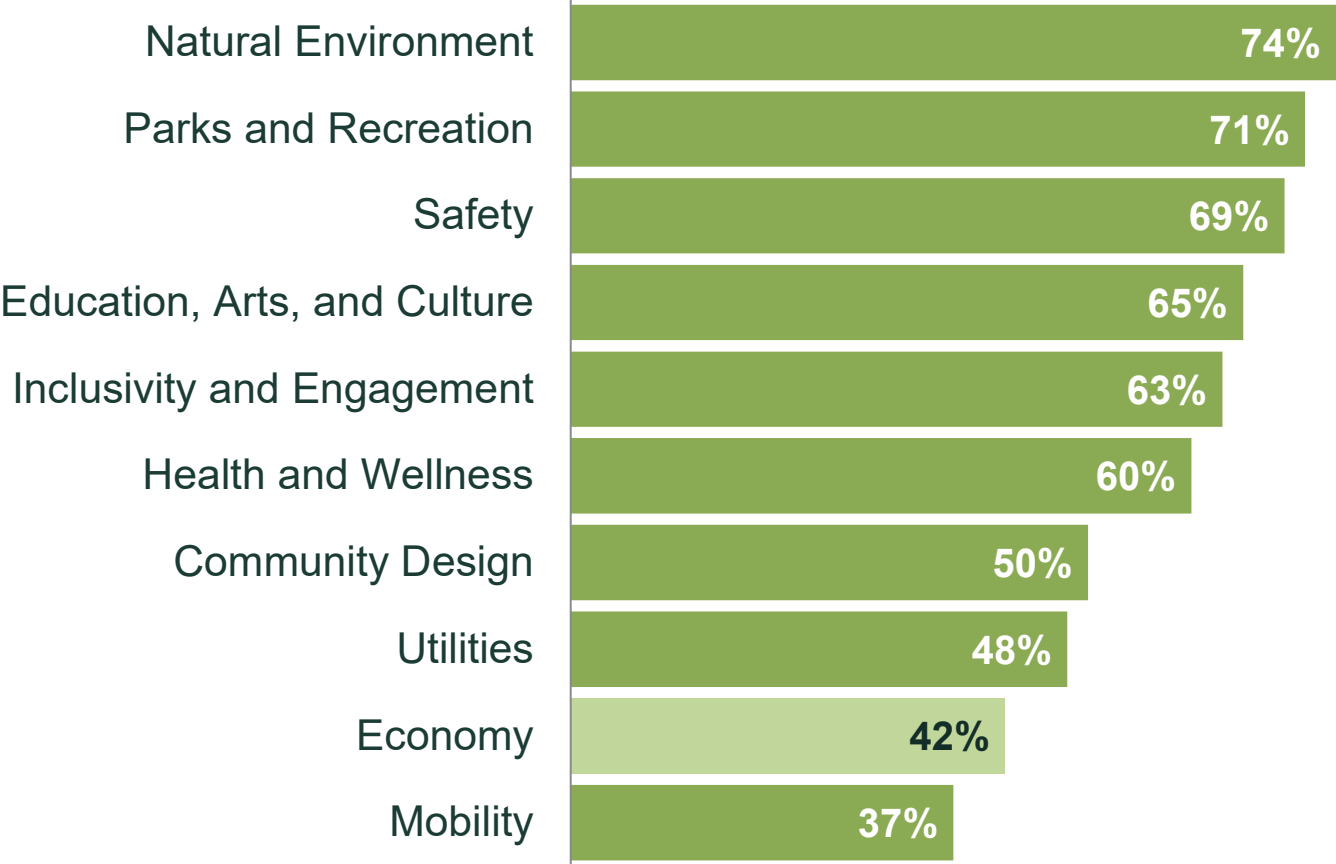


Facets of Community Livability: Quality



National
Benchmark
Comparisons:

- Higher
- Similar
- Lower



Percent excellent or good



Facets of Community Livability: Importance



National
Benchmark
Comparisons:

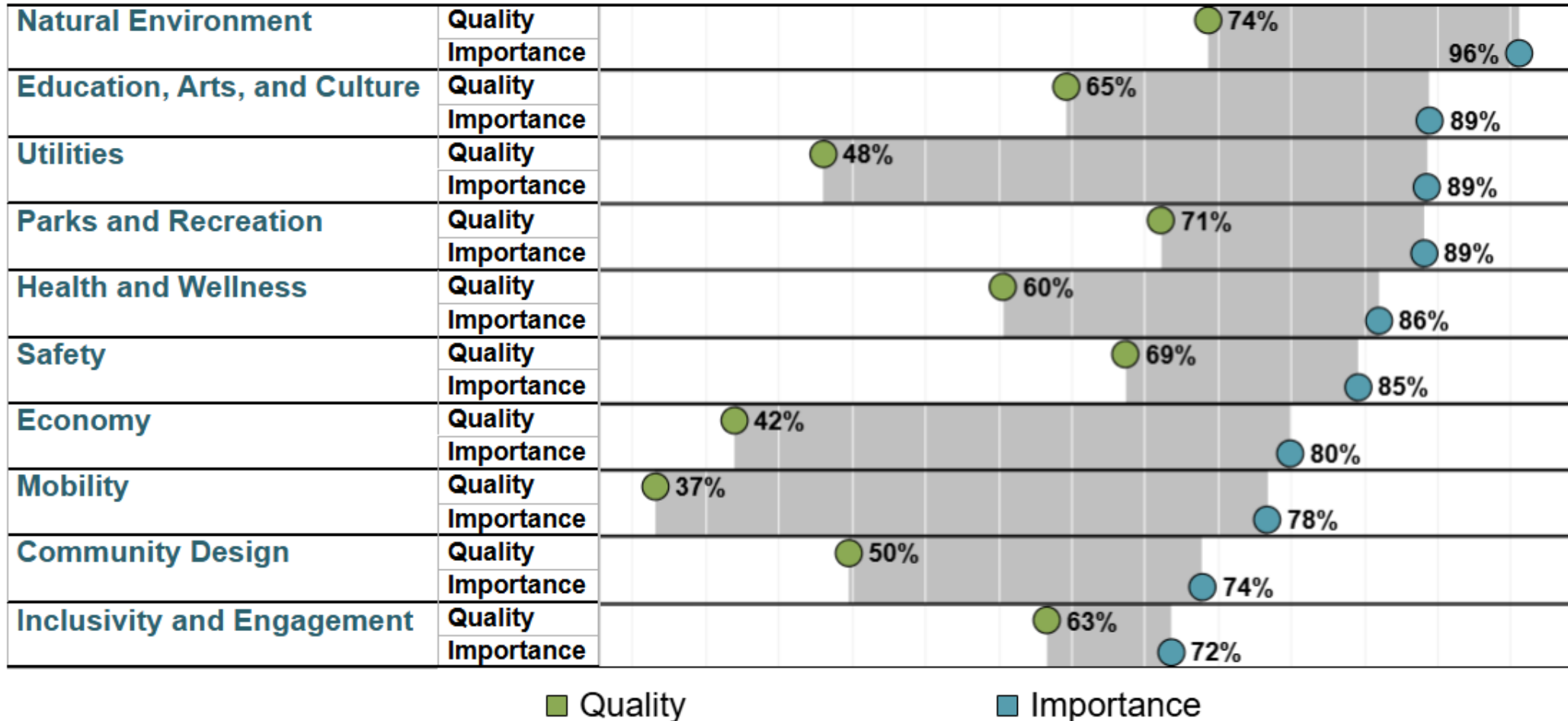
- Higher
- Similar
- Lower



Percent essential or very important



Balancing Quality and Importance





Comparisons to National Benchmarks

4 received **higher** ratings

100 received **similar** ratings

18 received **lower** ratings





Comparisons to Custom Benchmarks

9 received **higher** ratings

105 received **similar** ratings

8 received **lower** ratings





Comparisons to Previous Survey (2022)

34 received **higher** ratings

82 received **similar** ratings

6 received **lower** ratings







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

1



Overall Community Quality



About

8 in 10

residents gave **excellent** or **good** ratings to:

- San Marcos as a place to live
- The overall quality of life in San Marcos

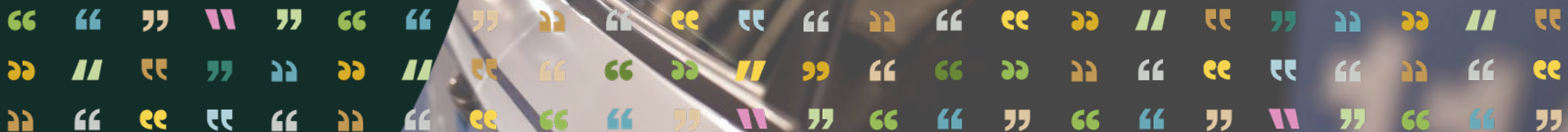
8 in 10 residents

- Plan to remain in San Marcos for the next five years
- Would recommend living in San Marcos to someone who asked



Results
indicate that
residents feel
safe across the
community.

2



Safety in San Marcos



Please rate how safe or unsafe you feel:

National Benchmark Comparison

- Higher
- Similar
- Lower

Custom Benchmark

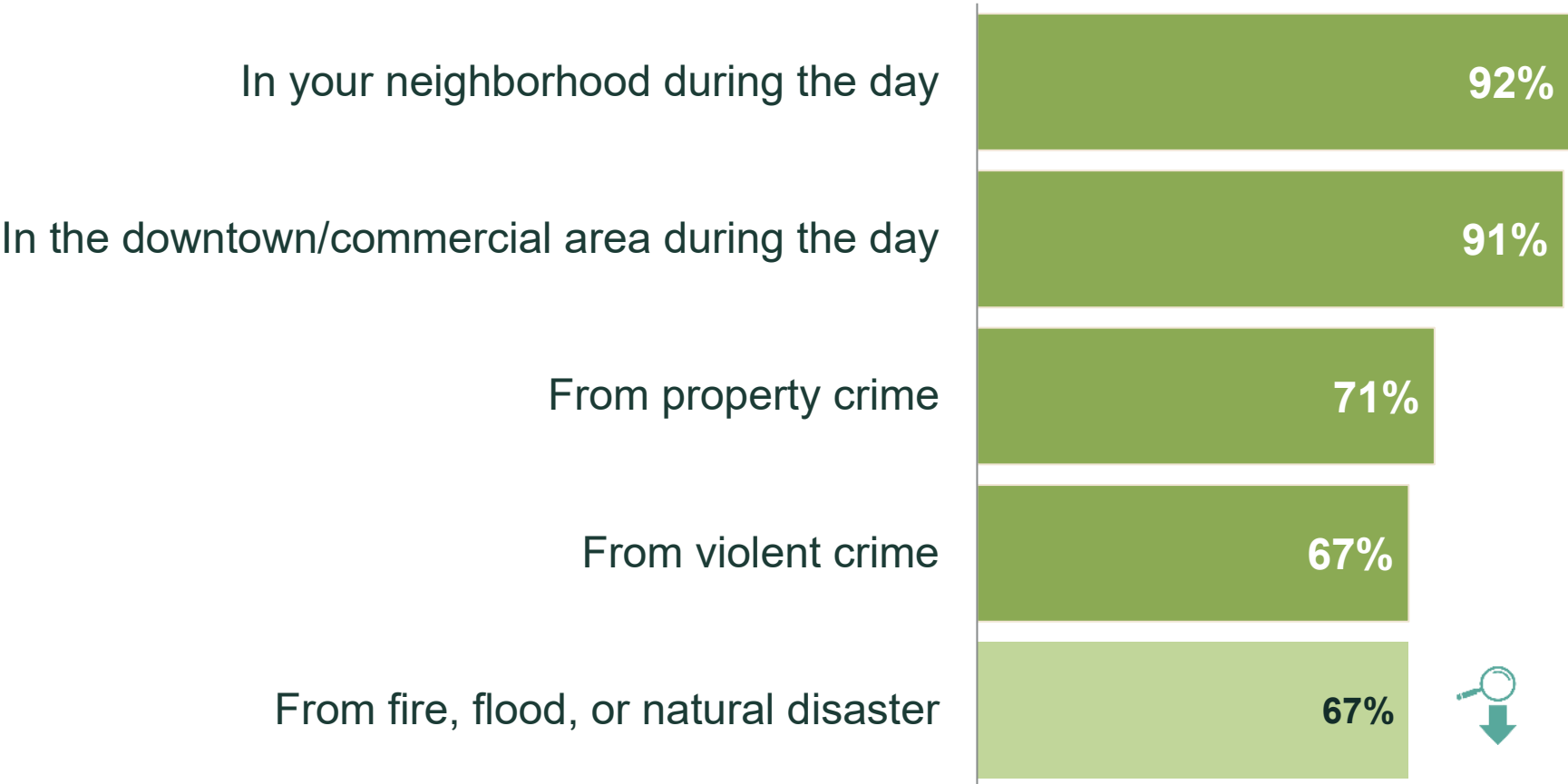


Higher/Lower than

2025 vs 2022:



Increasing/Decreasing



Percent very or somewhat safe

Safety Services in San Marcos



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

National Benchmark Comparison

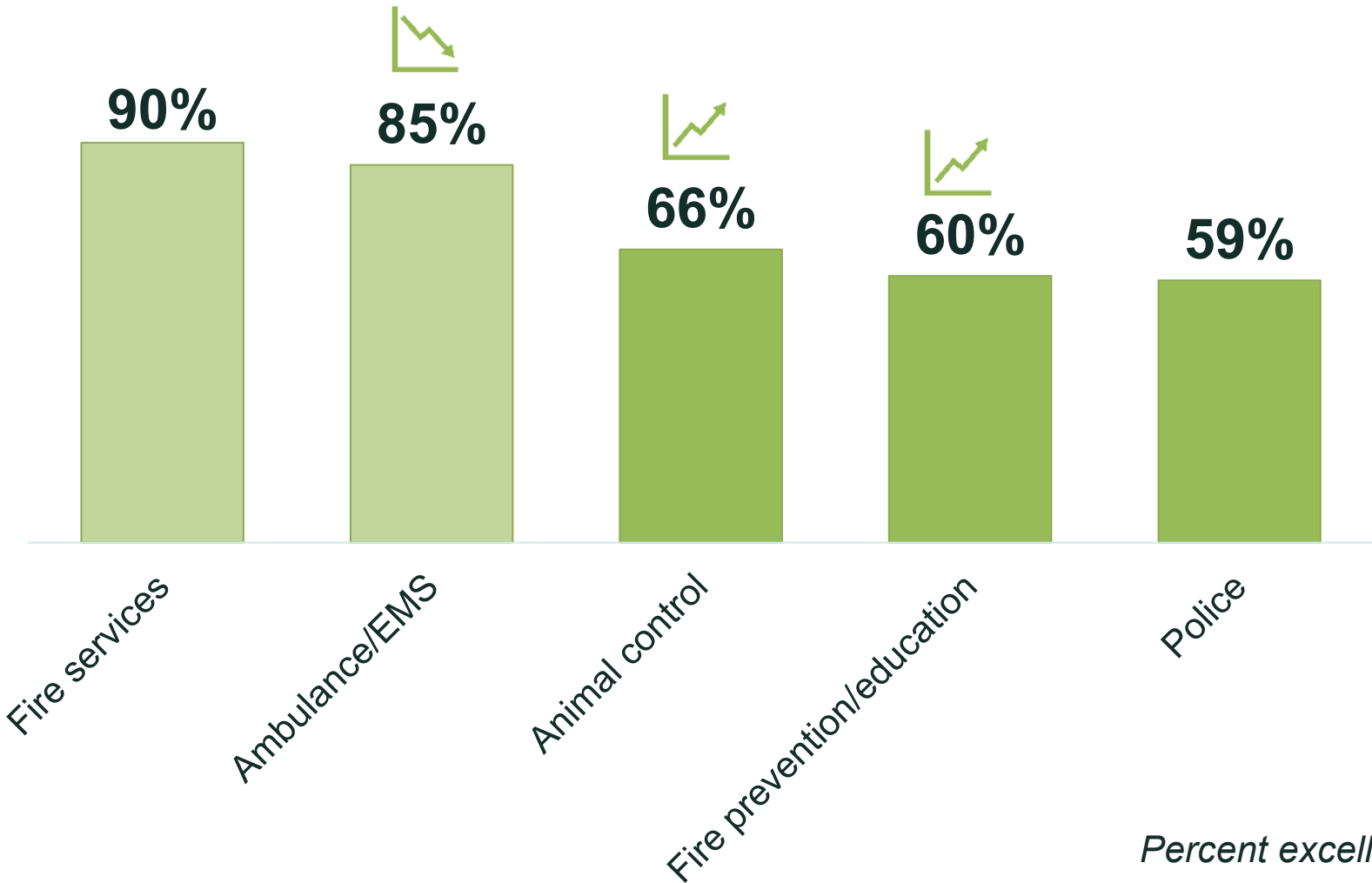
- Higher
- Similar
- Lower

Custom Benchmark

Higher/Lower than

2025 vs 2022:

Increasing/Decreasing

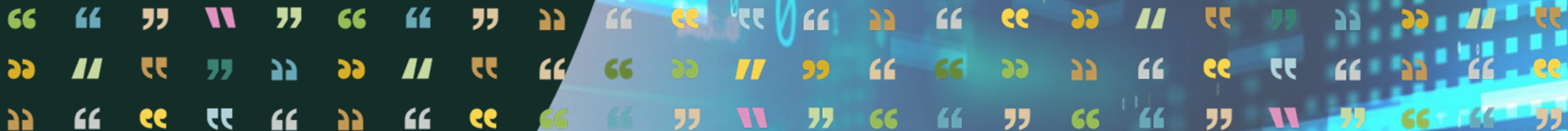


Percent excellent or good



Mixed reviews
for economy-
related items
may merit
additional
research

3



The Economy in San Marcos



Please rate each of the following in the San Marcos community:

National Benchmark Comparison

- Higher
- Similar
- Lower

Custom Benchmark

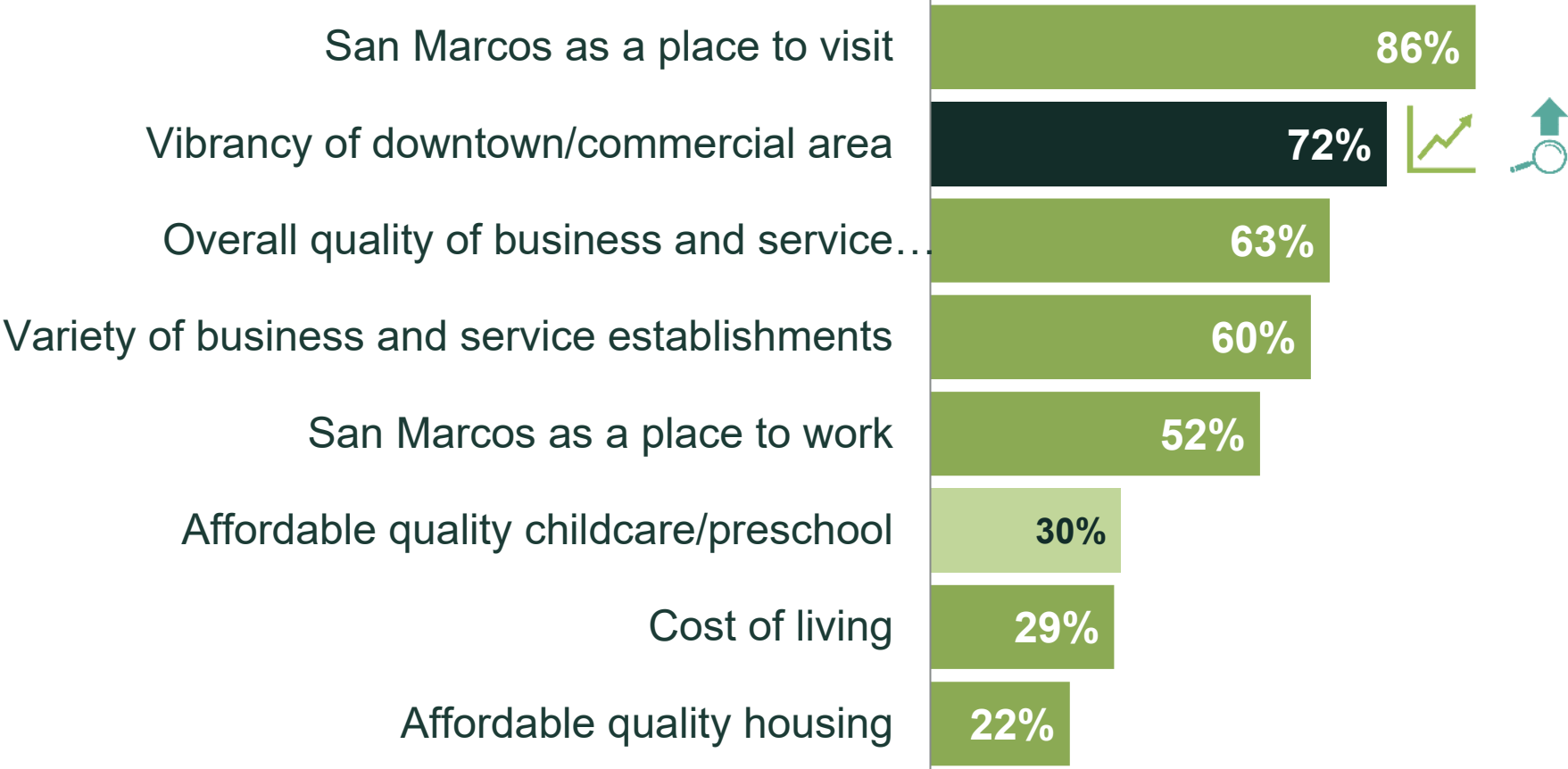


Higher/Lower than

2025 vs 2022:



Increasing/Decreasing



Percent excellent or good



Mobility experiences vary across modes, reflecting both gains and declines.

4



Mobility in San Marcos



Please rate each of the following in the San Marcos community:

National Benchmark Comparison

- Higher
- Similar
- Lower

Custom Benchmark

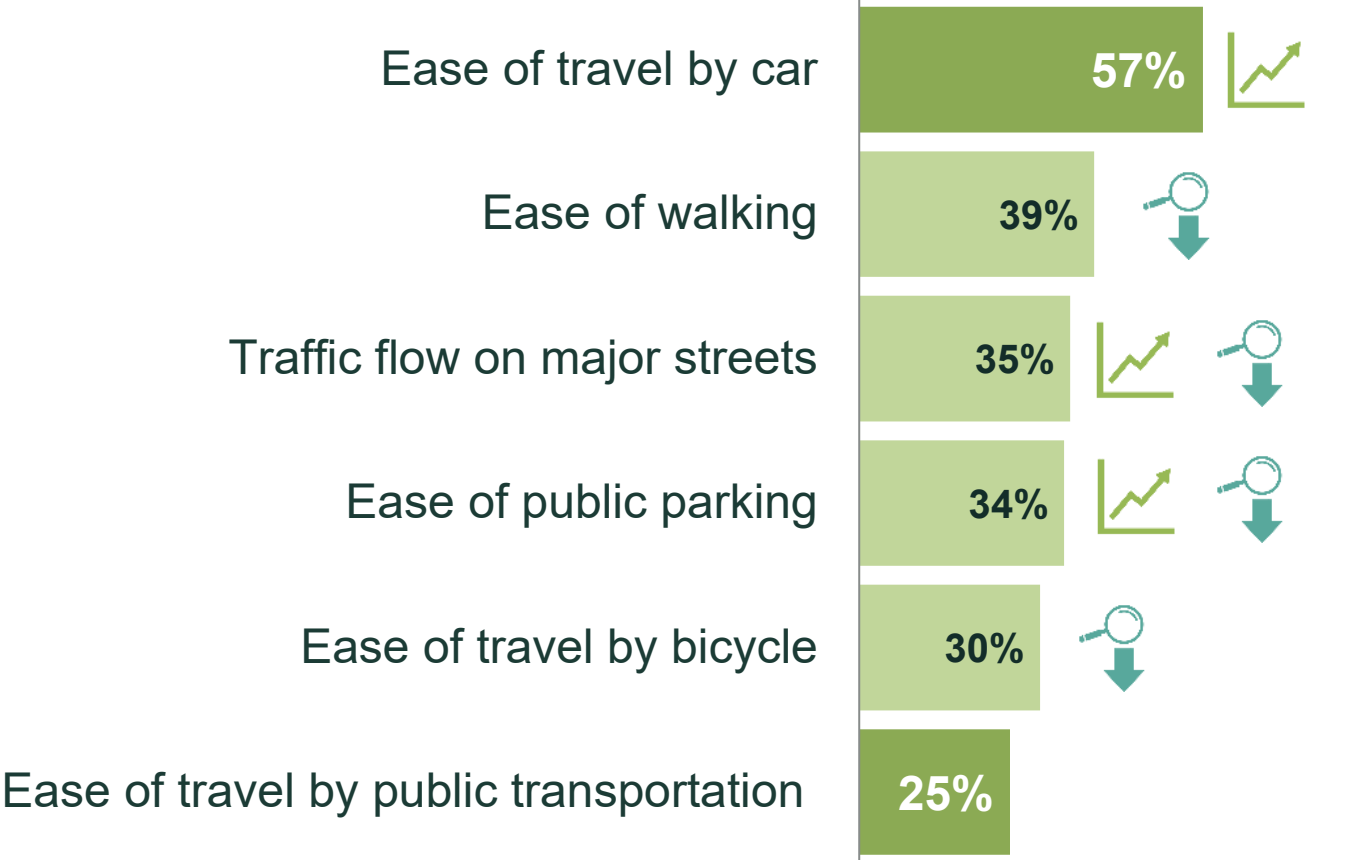


Higher/Lower than

2025 vs 2022:



Increasing/Decreasing



Percent excellent or good

Mobility Services in San Marcos



National Benchmark Comparison

- Higher
- Similar
- Lower

2025 vs 2022:

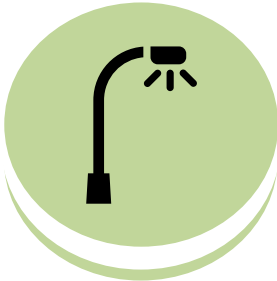


Increasing/Decreasing



59%

Street
cleaning



58%

Street
lighting



48%

Sidewalk
maintenance



47%

Traffic
enforcement



41%

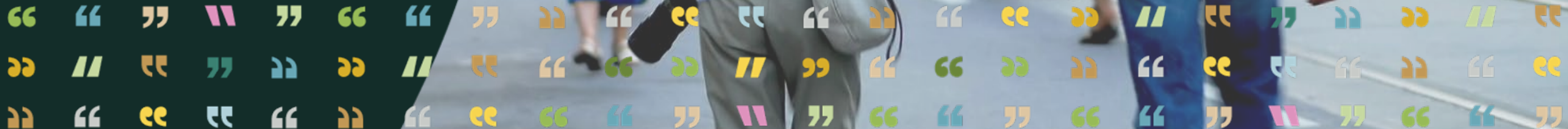
Traffic
signal
timing

Percent excellent or good



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

5



Community Engagement



Please rate each of the following in the San Marcos community:

National Benchmark Comparison

- Higher
- Similar
- Lower

Custom Benchmark



Higher/Lower than

2025 vs 2022:



Increasing/Decreasing

Overall customer service by city employees

84%



Attracting people from diverse backgrounds

76%



Sense of civic/community pride

68%



Public information services

63%



Making all residents feel welcome

62%

Neighborhoodliness of residents

57%

Percent excellent or good



Additional Special Topics

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.

	2 times a week or more	Weekly	A few times a month	Never	No	Yes
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
Family entertainment	1	2	3	4	1	2

14. The City is considering introducing paid parking in the downtown area. Please indicate how much you agree or disagree with the following statements.

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Paid parking would help address parking availability downtown.....	1	2	3	4
Paid parking would help make parking spaces available more often, so more people can access businesses downtown	1	2	3	4
Paid parking would discourage long-term use of high-demand spaces near businesses.....	1	2	3	4
Paid parking would provide a necessary source of revenue for the City	1	2	3	4
Paid parking would negatively impact downtown businesses	1	2	3	4
Overall, paid parking would be an effective tool for managing downtown parking concerns.....	1	2	3	4

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?

	Major source	Minor source	Not a source
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
City newsletter/San Marcos News Hub.....	1	2	3
Portable messaging signs (Digital information boards in neighborhoods).....	1	2	3
Other:	1	2	3

16. When thinking about ways to engage with the City of San Marcos, what is your preferred way to participate?

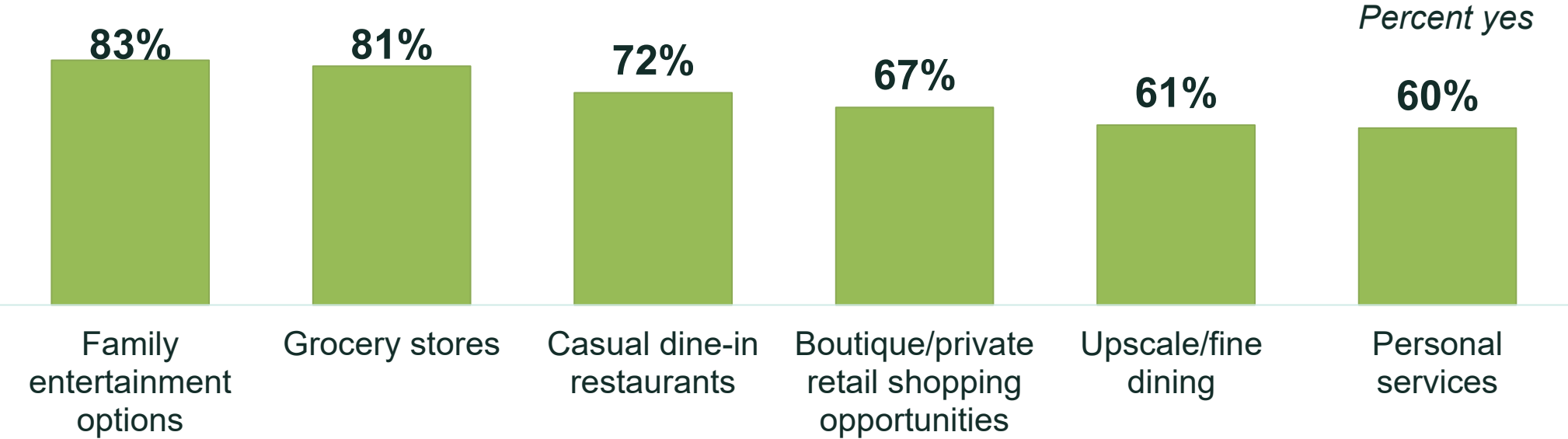
- ☐ Virtual meetings
- ☐ In-person Town Halls
- ☐ Community events
- ☐ Neighborhood meetings
- ☐ Online platforms (e.g., City website, social media, discussion boards)
- ☐ Other: _____

Business Exploration



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.

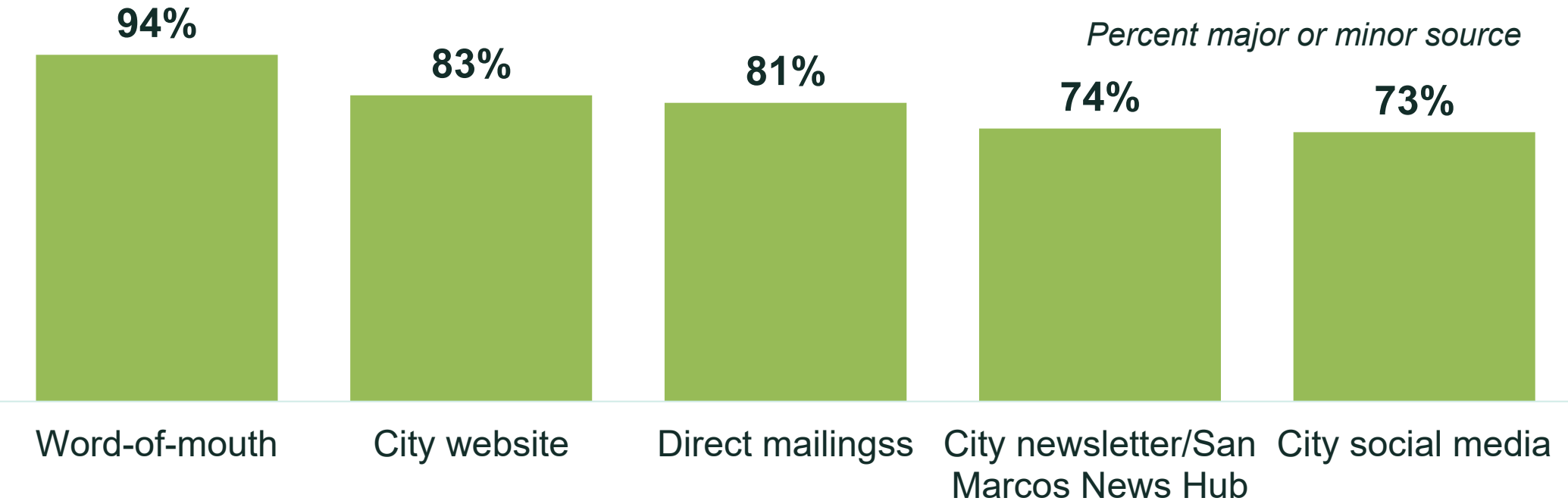


Citizen Participation



How much of a source are each of the following for getting information about the City of San Marcos government and its activities, events, and services?

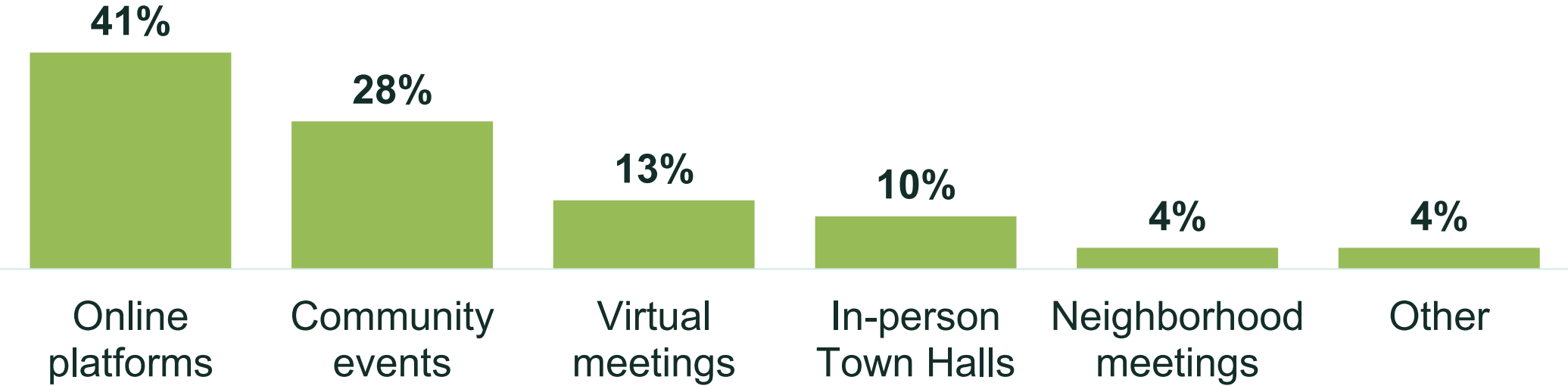
Top Sources



Citizen Participation



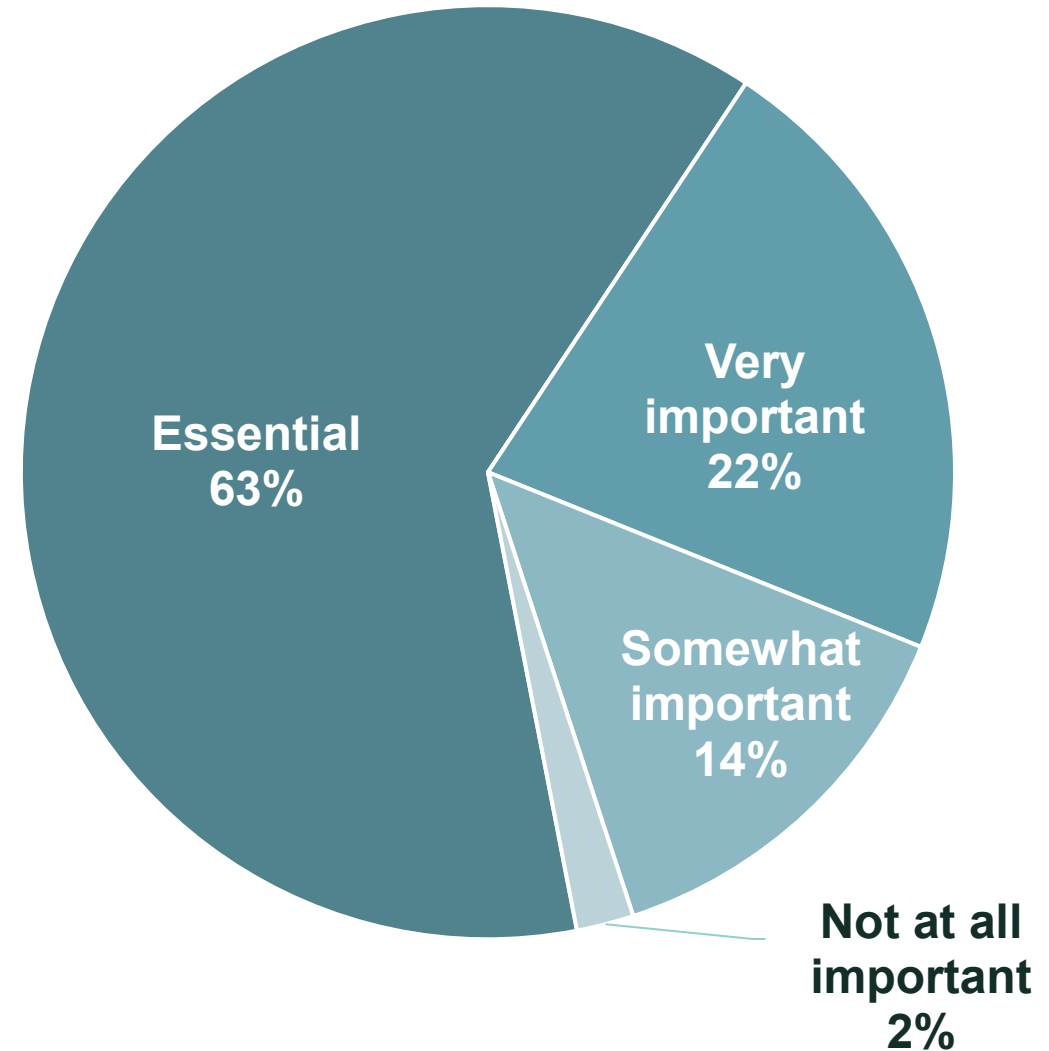
When thinking about ways to engage with the City of San Marcos,
what is your preferred way to participate?



River Recreation Impacts



How important, if at all, is it for the
City of San Marcos to focus on
assessing/addressing the impacts of
river recreation on our city's natural
resources?





Summary of Conclusions

1. San Marcos is recognized as a desirable place to live, visit, and raise families
2. Results indicate that residents feel safe across the community
3. Mixed reviews for economy-related items may merit additional research.
4. Mobility experiences vary across modes, reflecting both gains and declines
5. Civic engagement, pride, and government services show significant gains



Questions?

Thank you!

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