



2024 Mecklenburg County Community Survey

Presented to the Mecklenburg Board of County Commissioners
December 10, 2024



Michael Griswold, MPA
Strategy & Innovation, Deputy Director
County Manager's Office



MECKLENBURG COUNTY
North Carolina



Agenda

- 
- Purpose and Methodology
 - Demographics
 - Community Vision
 - Most Important Community Issue
 - Most Important Environmental Issue
 - General Resident Perceptions
 - Perceptions of County Communication
 - Program Awareness
 - Recommendations
- 



Purpose and Methodology



Purpose

Perceptions



Attitudes



Awareness



Methodology

Conducted by vendor ETC Institute
from June 21 – July 26, 2024

Administered by mail, web, and phone

Random sample of 1,021 households

95% level of confidence with a
precision of at least +/- 3.1%

Demographics

Respondents':

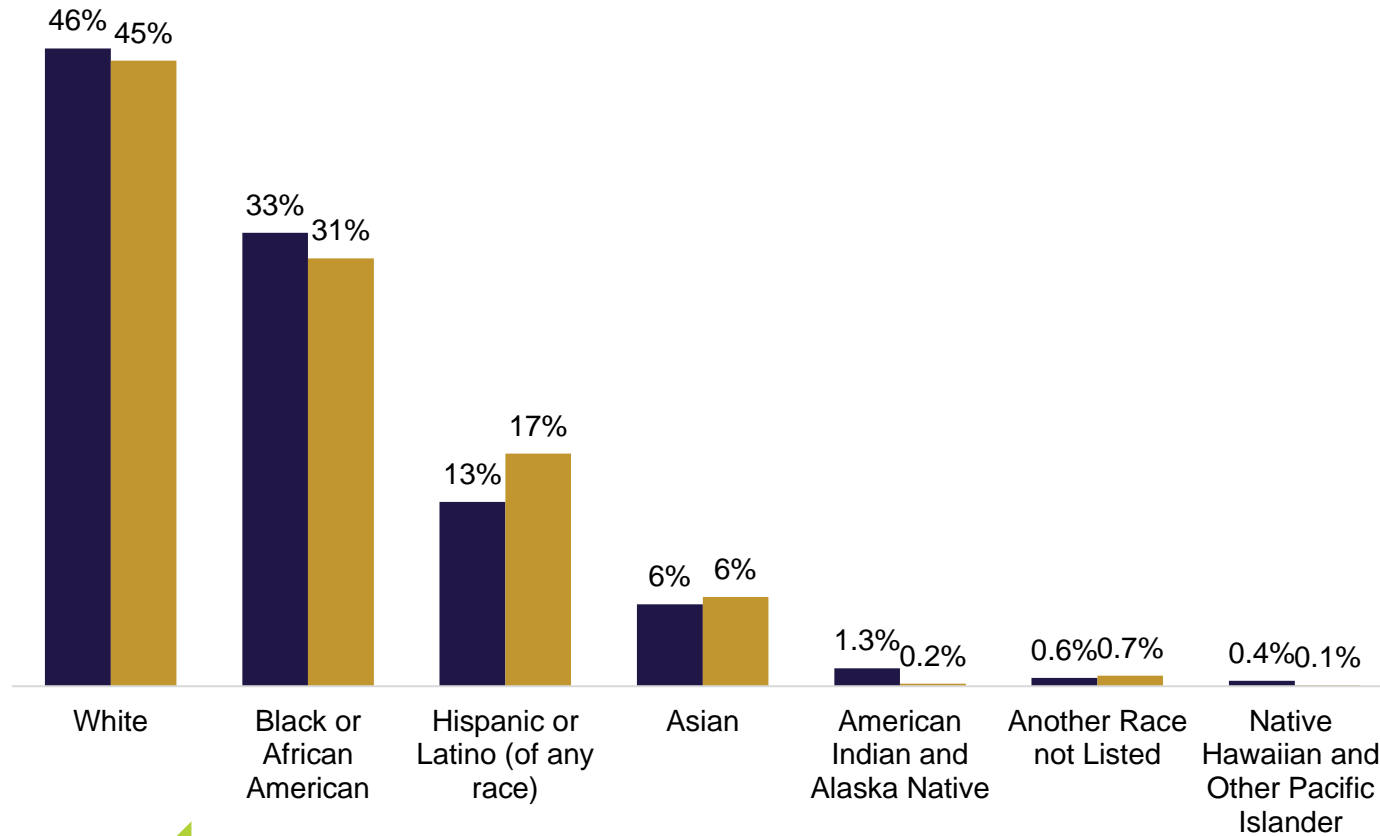
- Race
- Gender
- Age
- Income
- Educational Attainment



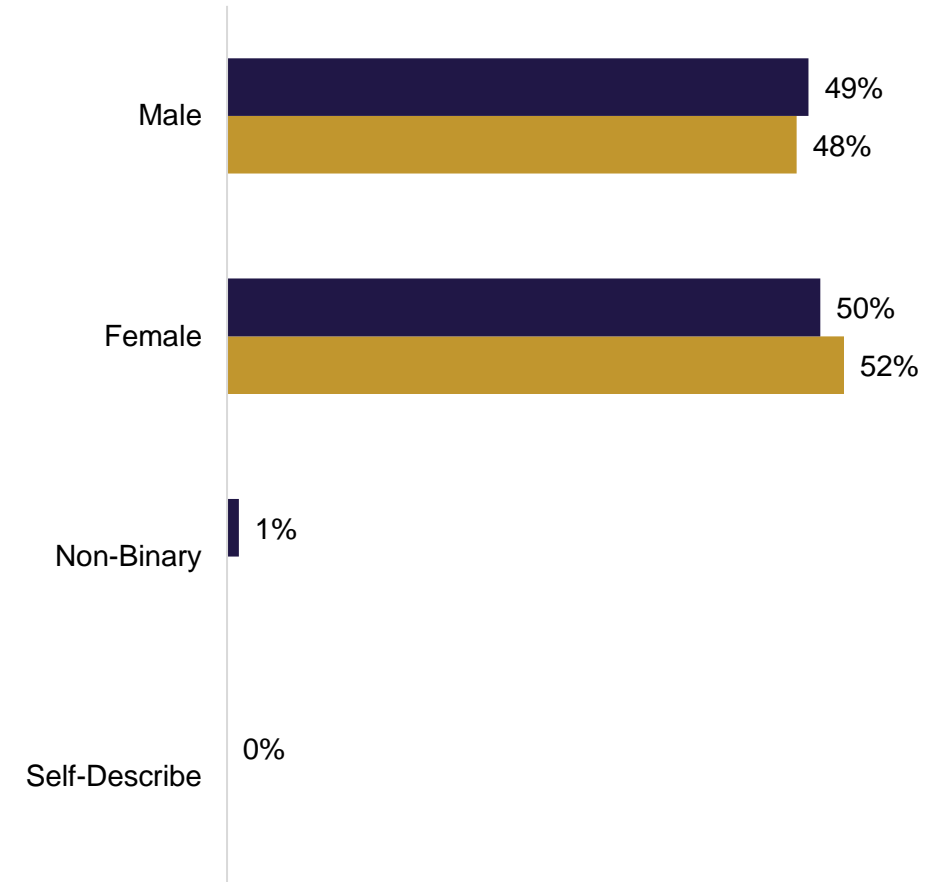
Community Survey Respondents (1,021)

County Population (ACS 1-yr estimate for 2023:1,163,701)

Respondents by Race



Respondents by Gender

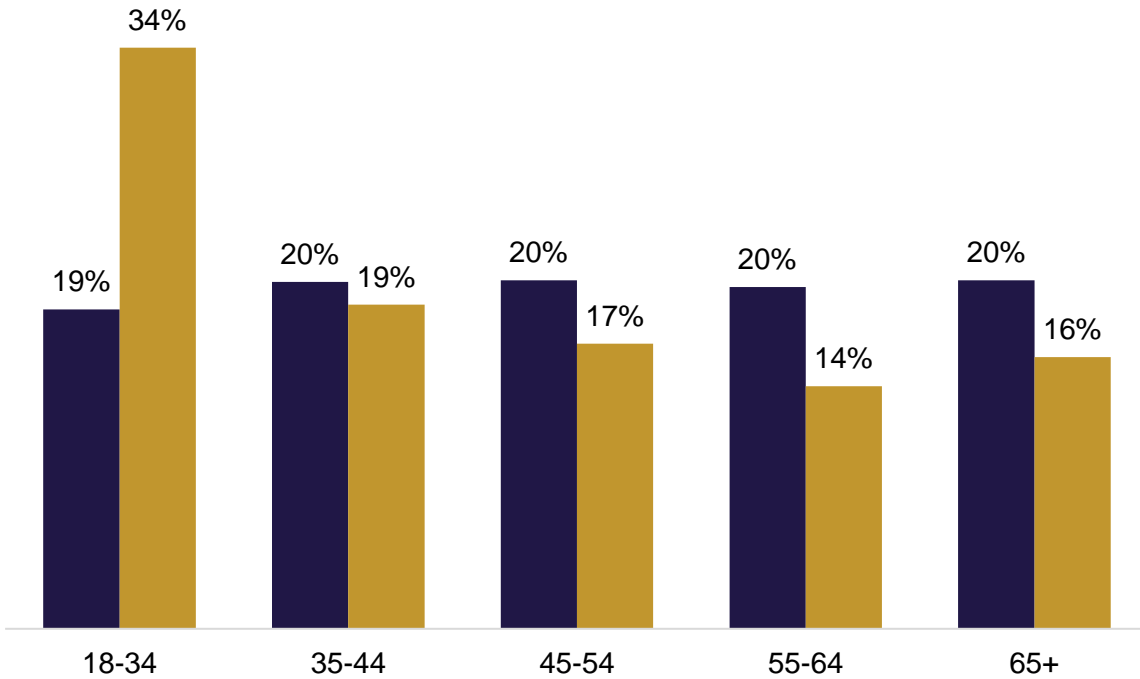


Note: Results are rounded to the nearest whole number. Some charts that display the same number may not be the same height.

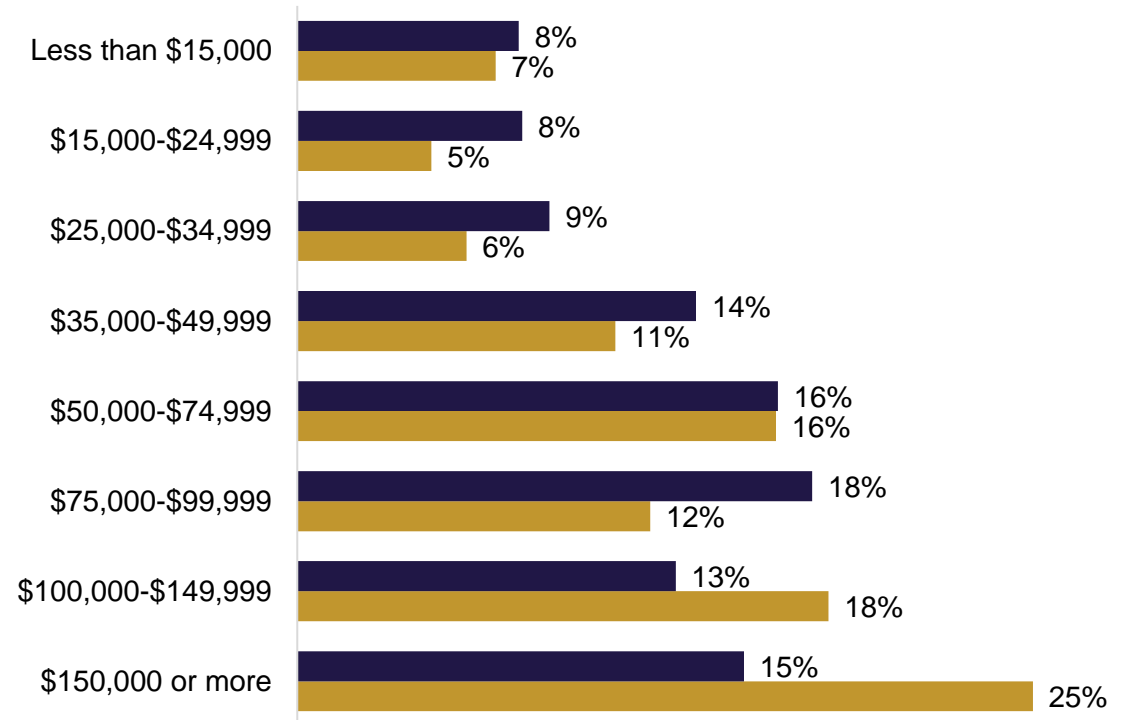
Data Source: Mecklenburg County Demographic and Housing Estimates : 2023 American Community Survey 1-year estimates DP05

Community Survey Respondents (1,021)
 County Population (ACS 1-yr estimate for 2023:1,163,701)

Respondents by Age



Respondents by Household Income

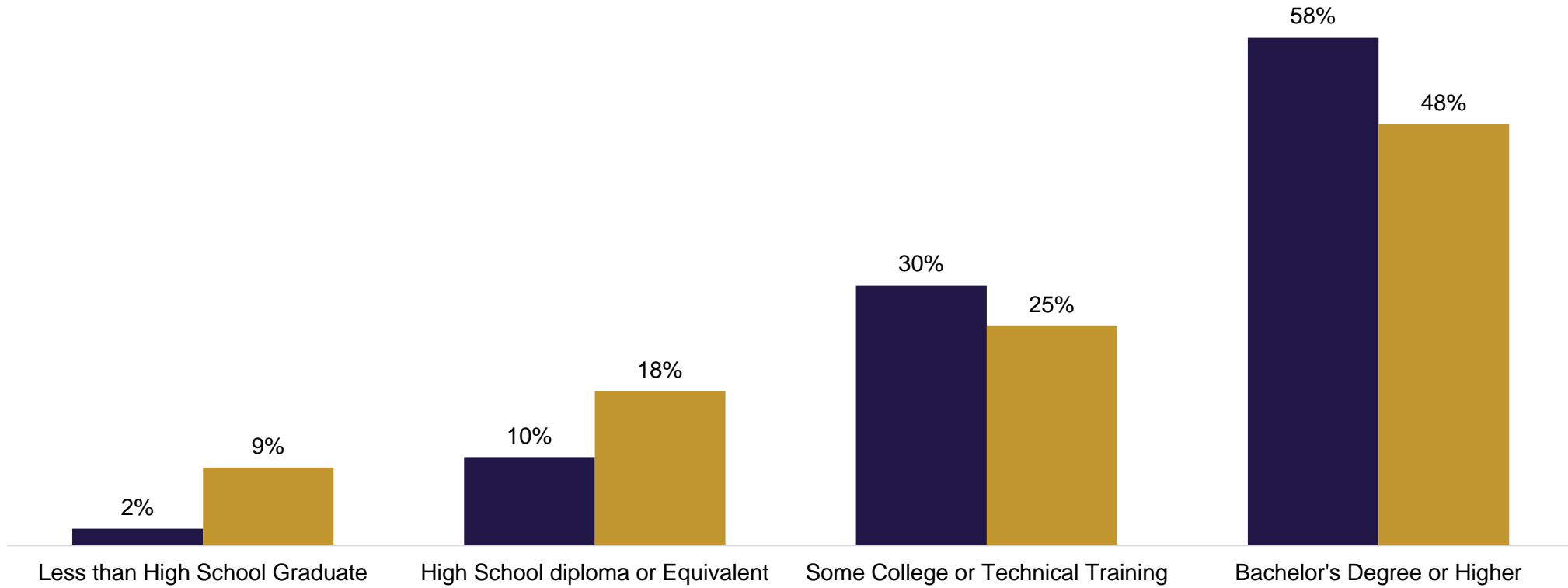


Data Sources:

- 1) Mecklenburg County Demographic and Housing Estimates: 2023 American Community Survey 1-year estimates DP05
- 2) Mecklenburg County Income in the Past 12 Months: 2023 American Community Survey 1-year estimates S1901

- Community Survey Respondents (1,021)
- County Population (ACS 1-yr estimate for 2023:1,163,701)

Respondents by Educational Attainment



Data Source: Mecklenburg County Educational Attainment: 2023 American Community Survey 1-year estimates S1501

Community Vision

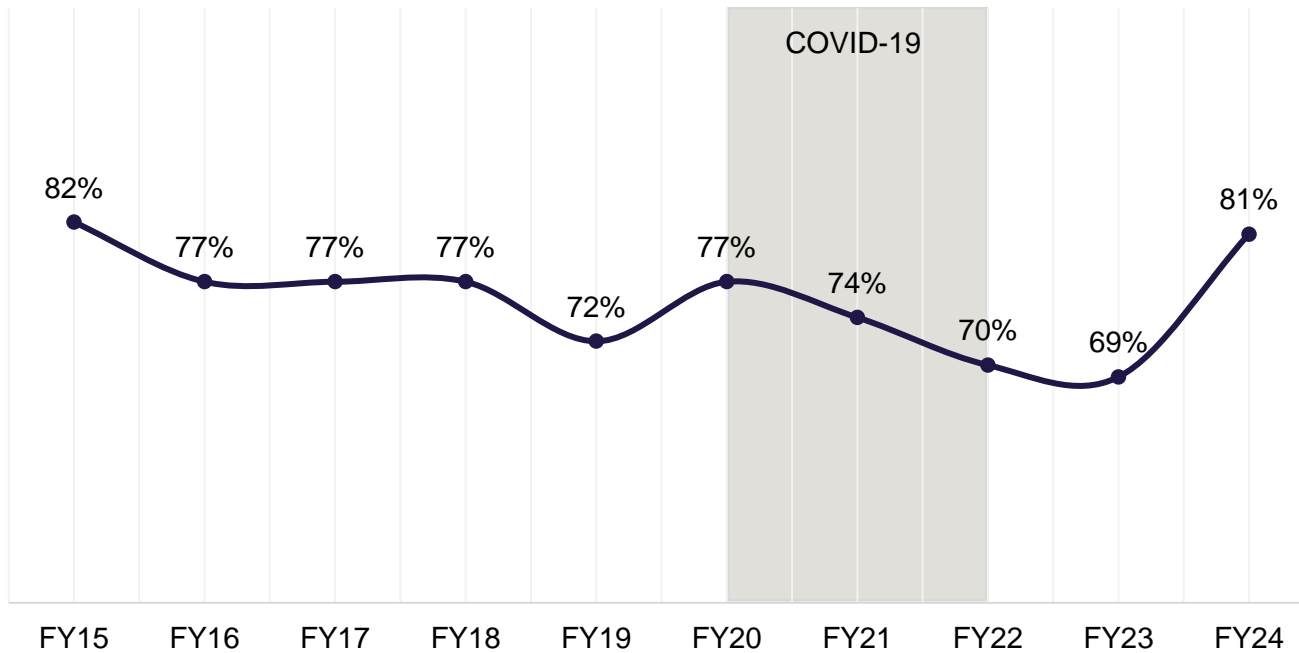
“Mecklenburg County will be a community of pride and choice for people to live, learn, work, and recreate.”



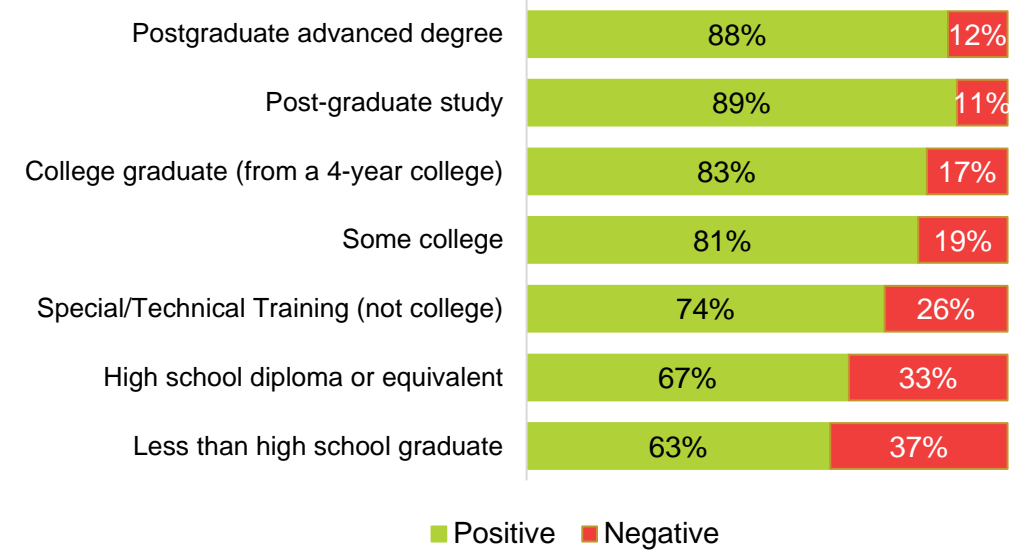
LIVE

Residents with higher income and level of education completed were more likely to rate Mecklenburg as a “good” or “excellent” place to live.

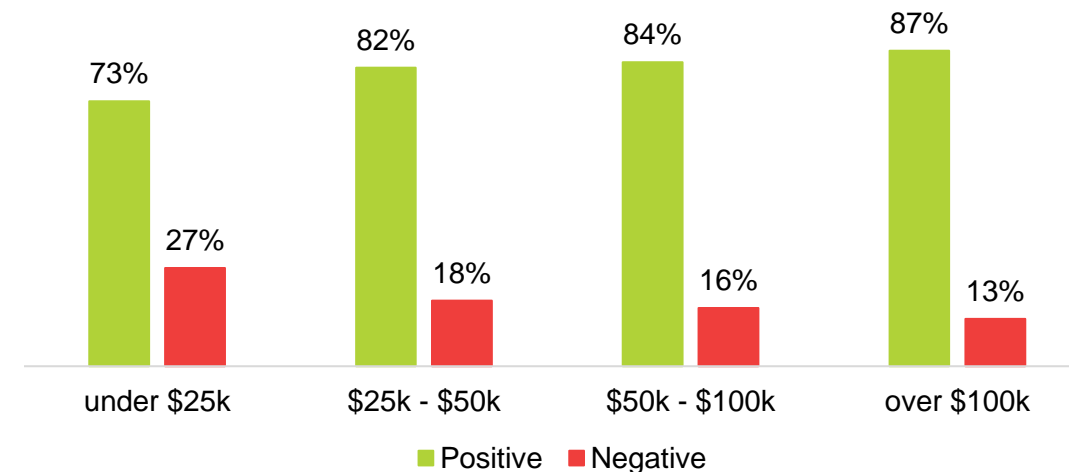
Percent “good” or excellent” ratings of Mecklenburg County as a place to live



Ratings of Mecklenburg County as a place to live by level of education completed



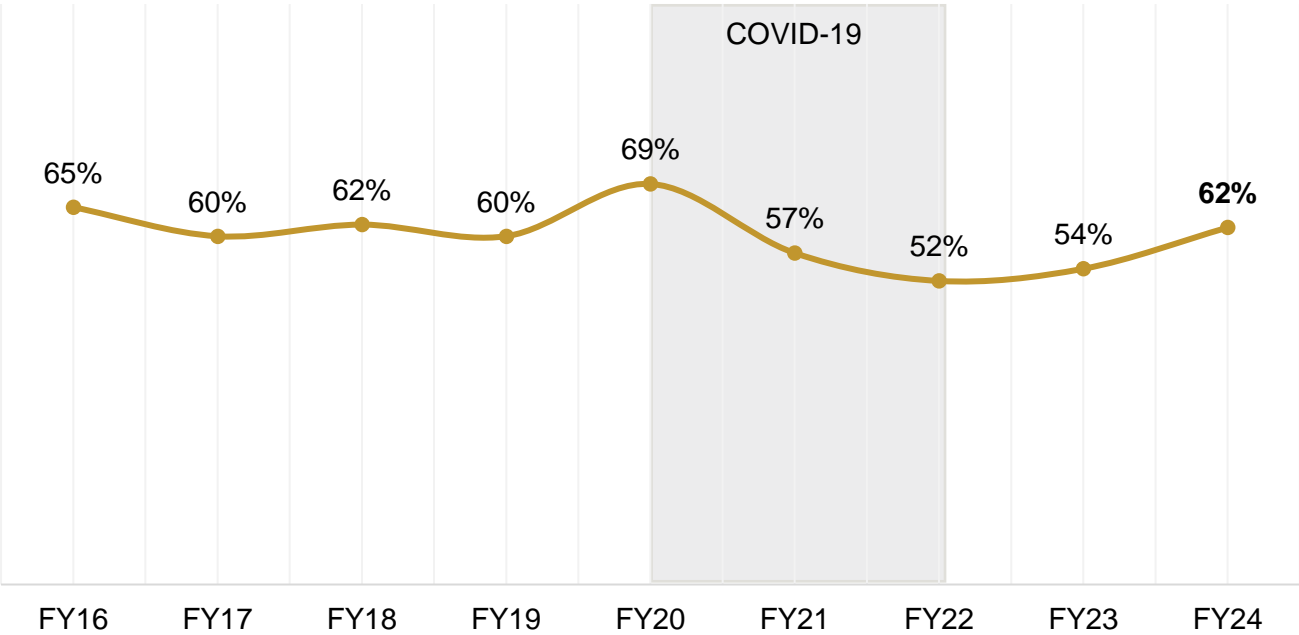
Ratings of Mecklenburg County as a place to live by income



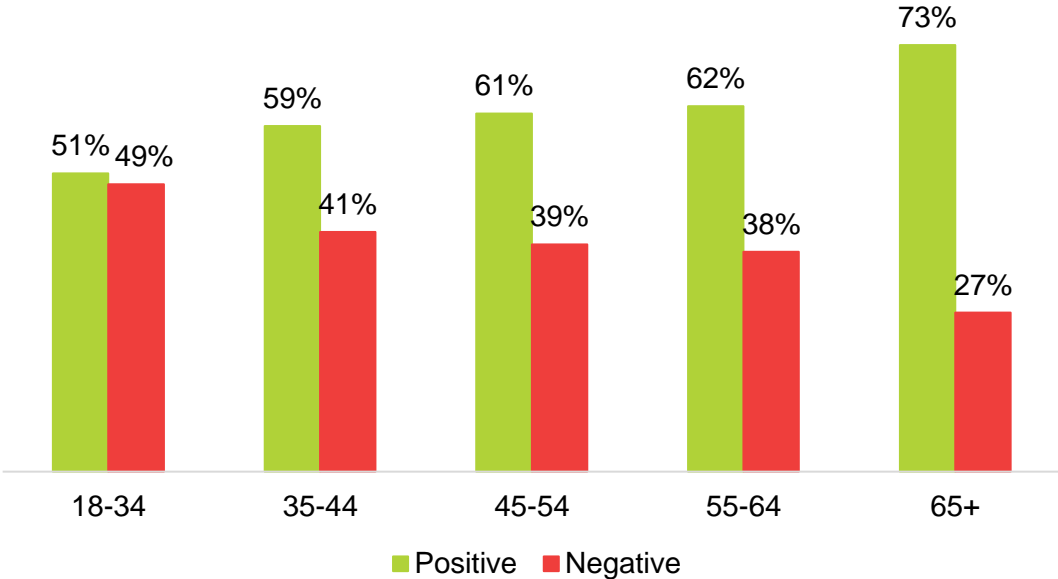
LEARN

Residents in older age groups were more likely to rate Mecklenburg as a “good” or “excellent” place to learn.

Percent “good” or “excellent” ratings of Mecklenburg County as a place to learn



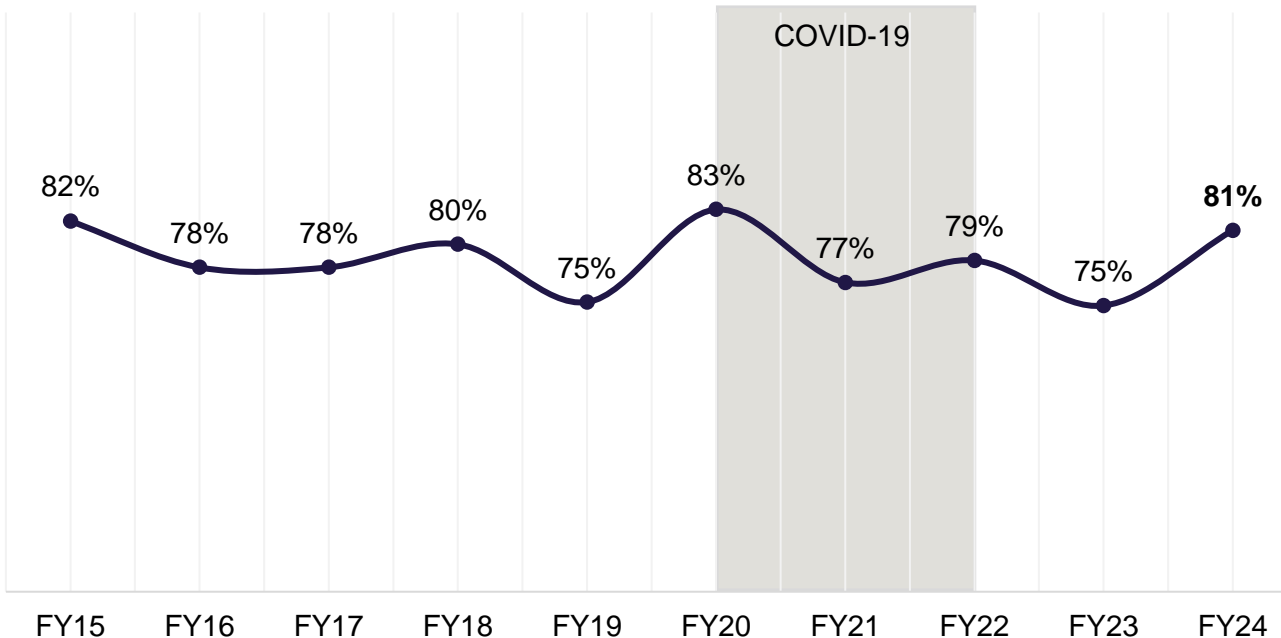
Ratings of Mecklenburg County as a place to learn by age group



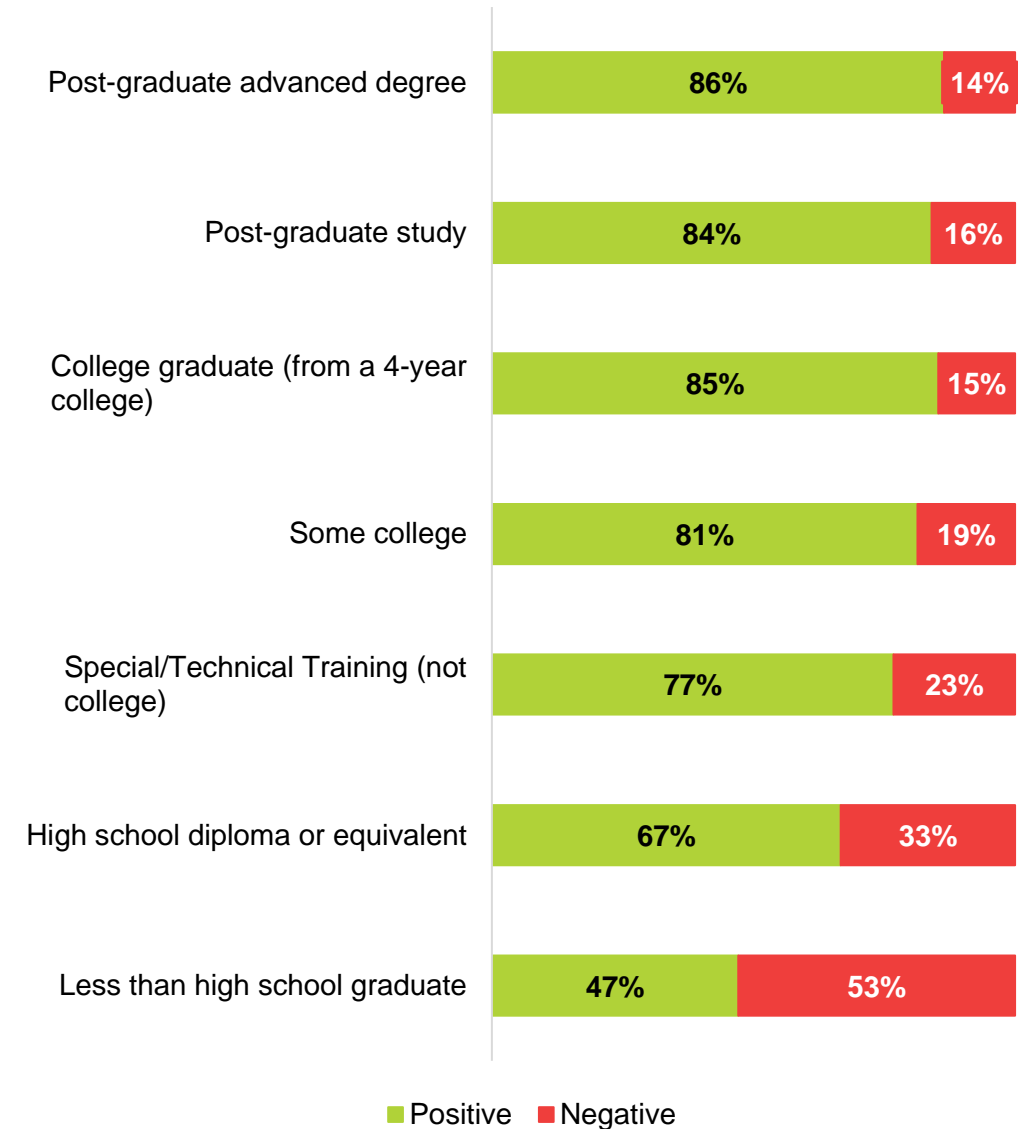
WORK

Residents with a higher level of education completed were more likely to rate the County as a “good” or “excellent” place to work.

Percent “good” or “excellent” ratings of Mecklenburg County as a place to work



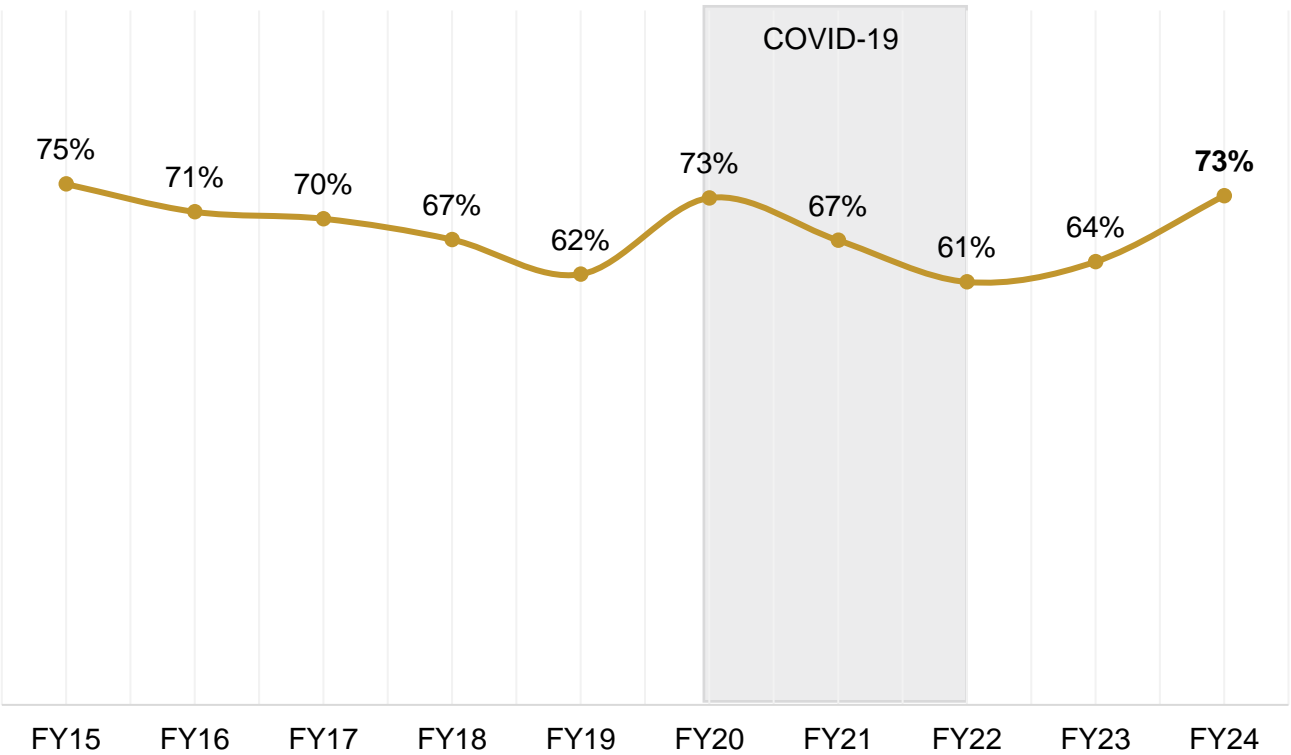
Ratings of Mecklenburg County as a place to work by level of education completed.



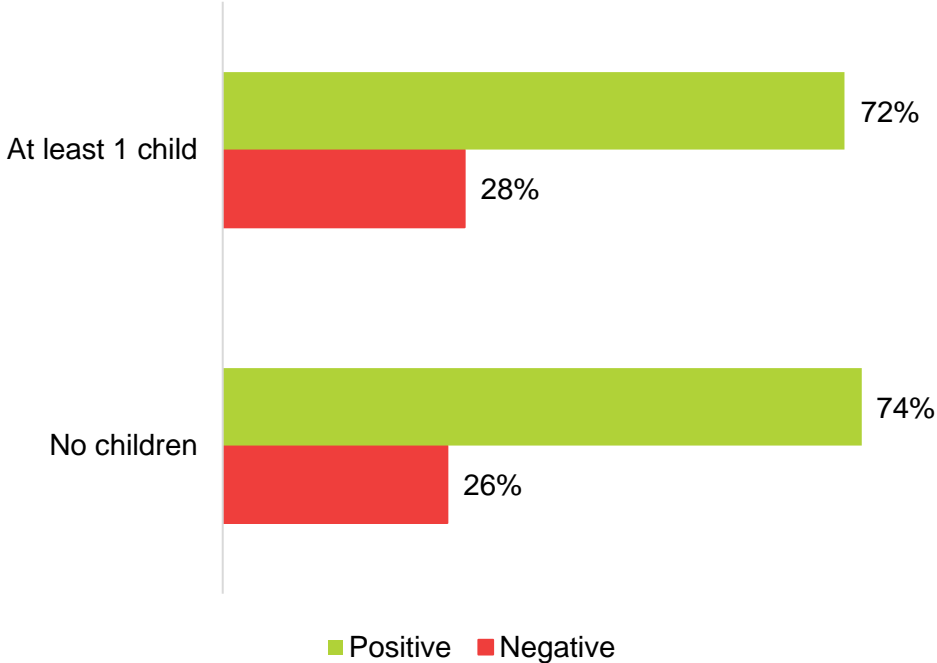
RECREATE

Overall, most residents feel Mecklenburg is a “good” or “great” place to recreate, regardless of number of children in the household, age, or gender.

Percent “good” or “excellent” ratings of Mecklenburg County as a place to recreate



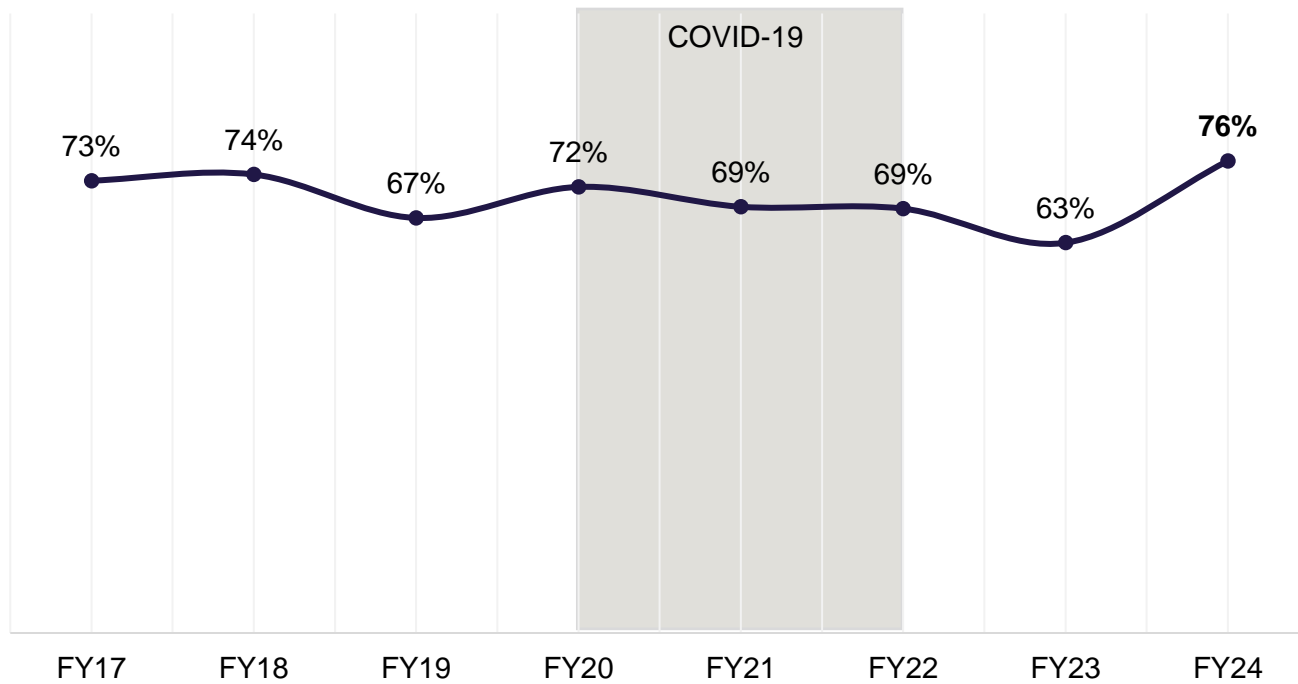
Ratings of Mecklenburg County as a place to recreate by number of children in the household



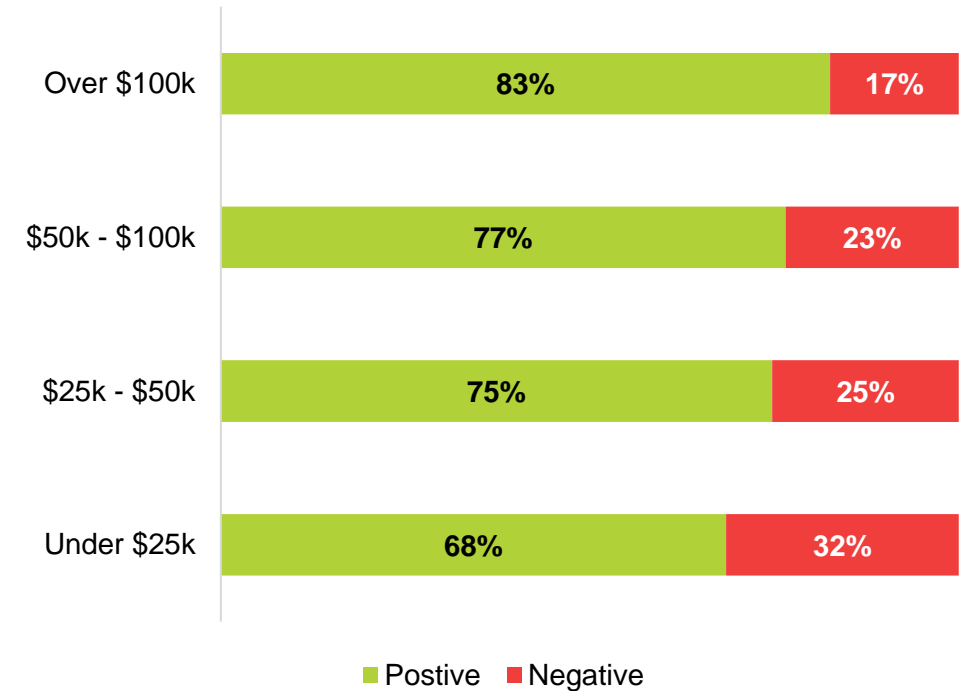
Quality of Life

As income increases, so do positive ratings of the overall quality of life in Mecklenburg County.

Percent “good” or “excellent” ratings of overall quality of life in Mecklenburg County



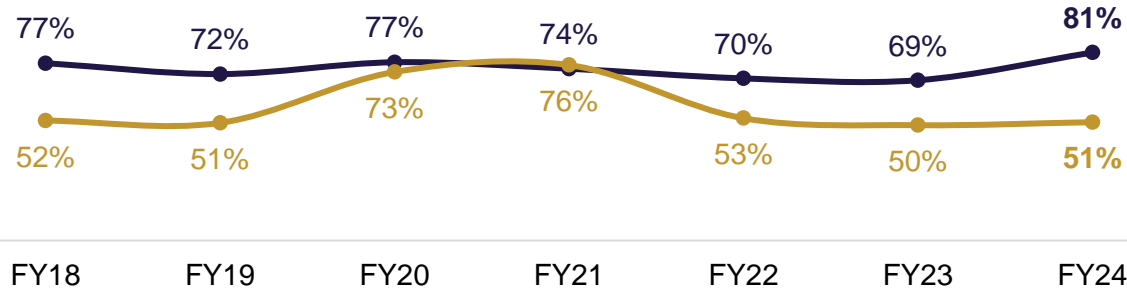
Ratings of overall quality of life in Mecklenburg County by income



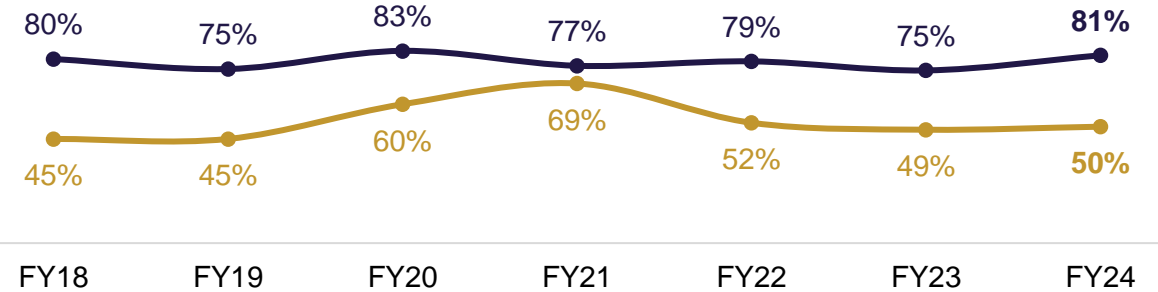
Benchmark Comparisons

Mecklenburg County as a Community to...

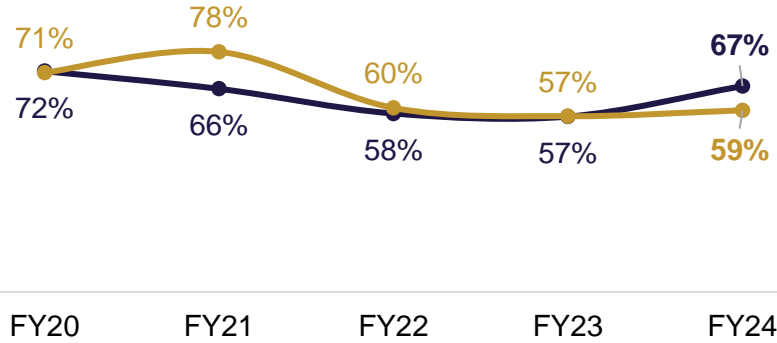
Live



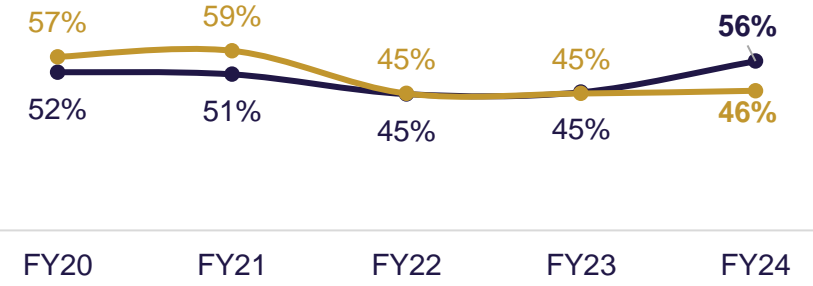
Work



Raise Children *



Retire *



Mecklenburg County Community Survey Respondents

Other Large Cities/Counties (250,000+ residents)

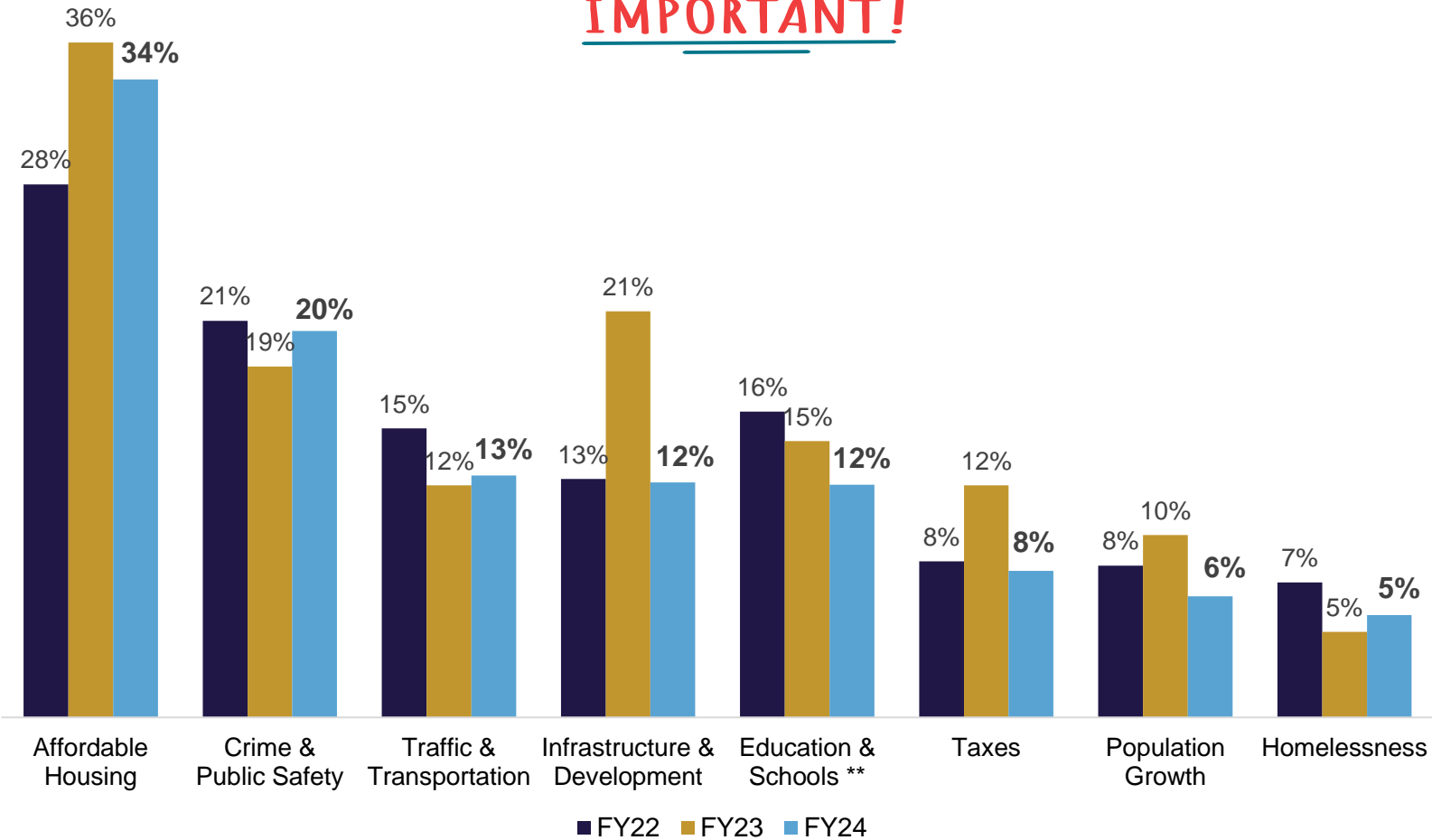
* Began asking these Questions in FY20.

**Most Important
Community Issue(s)
in 2024**



In your opinion, what is the Most Important Community Issue facing Mecklenburg County? *

IMPORTANT!



Issue	FY23 Rank	FY24 Rank
Affordable Housing	1	1 —
Crime and Public Safety	3	2 ↑
Traffic and Transportation	7	3 ↑
Infrastructure and Development	2	4 ↓
Education & Schools	4	5 ↓
Taxes	6	6 —
Population Growth	8	7 ↑
Homelessness	13	8 ↑

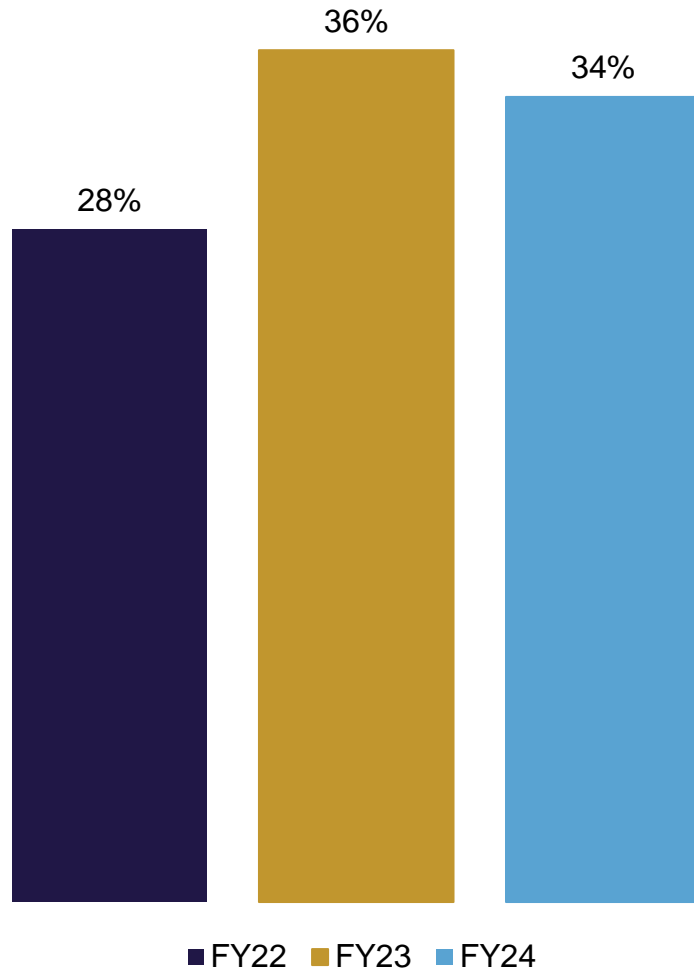
*Percentages reflect the percent of respondents that mentioned each issue. Respondents may have mentioned more than one “most important issue.” Results are rounded to the nearest whole number. Some charts that display the same number may not be the same height.

**Education and Schools is not specifically about Charlotte-Mecklenburg Schools. This theme includes comments about public schools generally, early childhood education, and teacher pay.

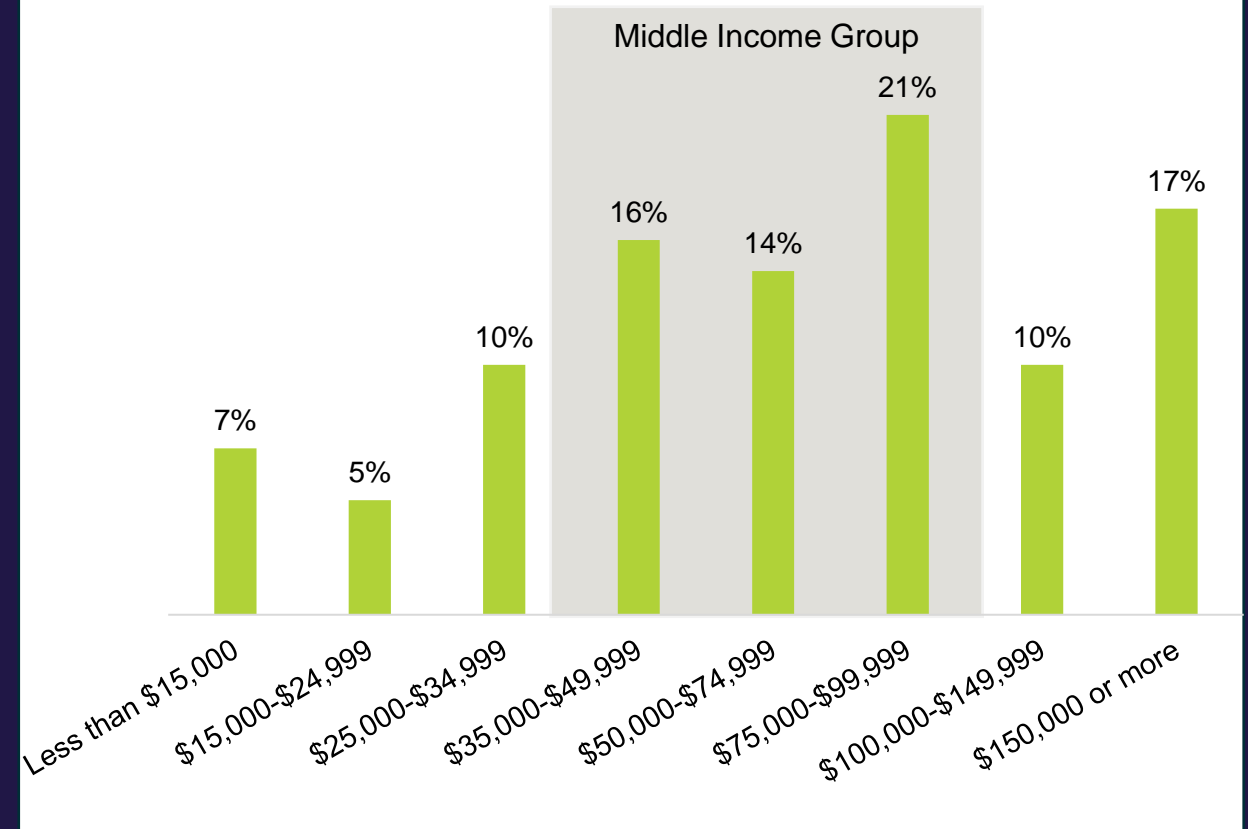
Data Source: 2022-2024 Mecklenburg County Community Surveys, open-ended question, no pre-selected options.

Affordable Housing...

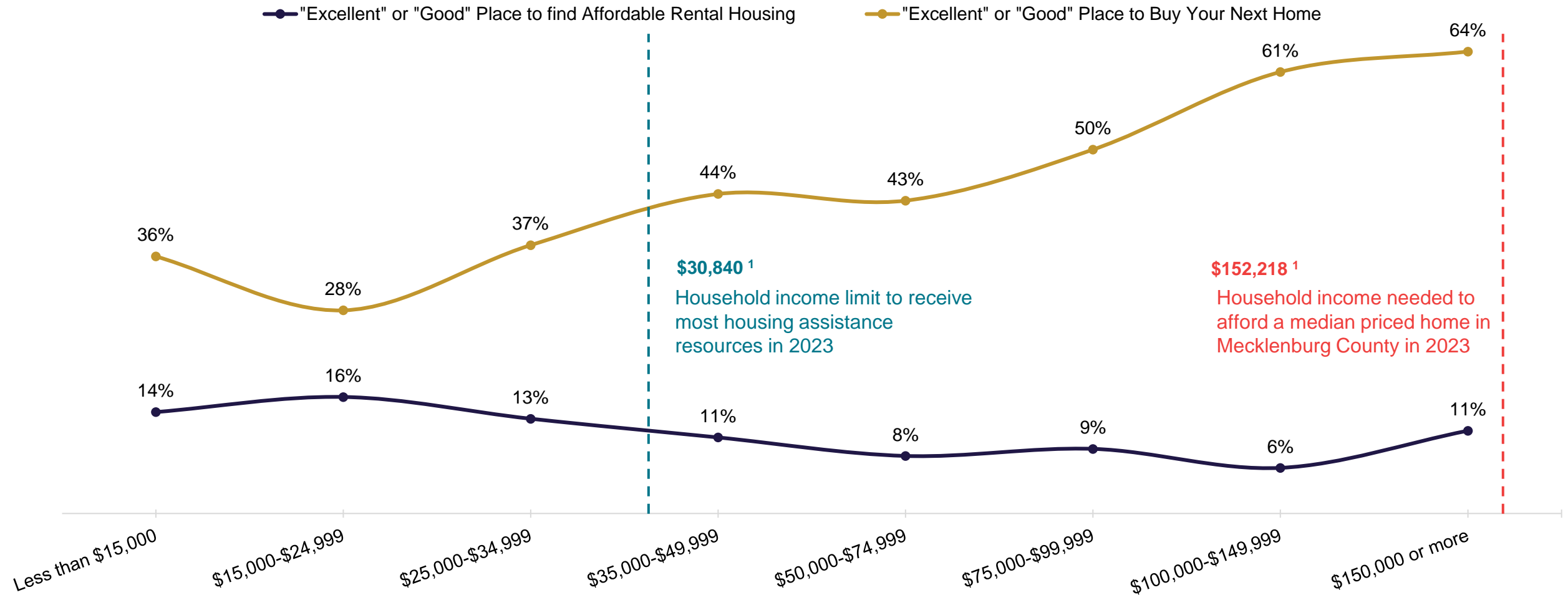
...as the "Most Important Issue"



...by Respondent's Household Income Category



Resident Perceptions of Renting vs Buying in Mecklenburg County by Household Income

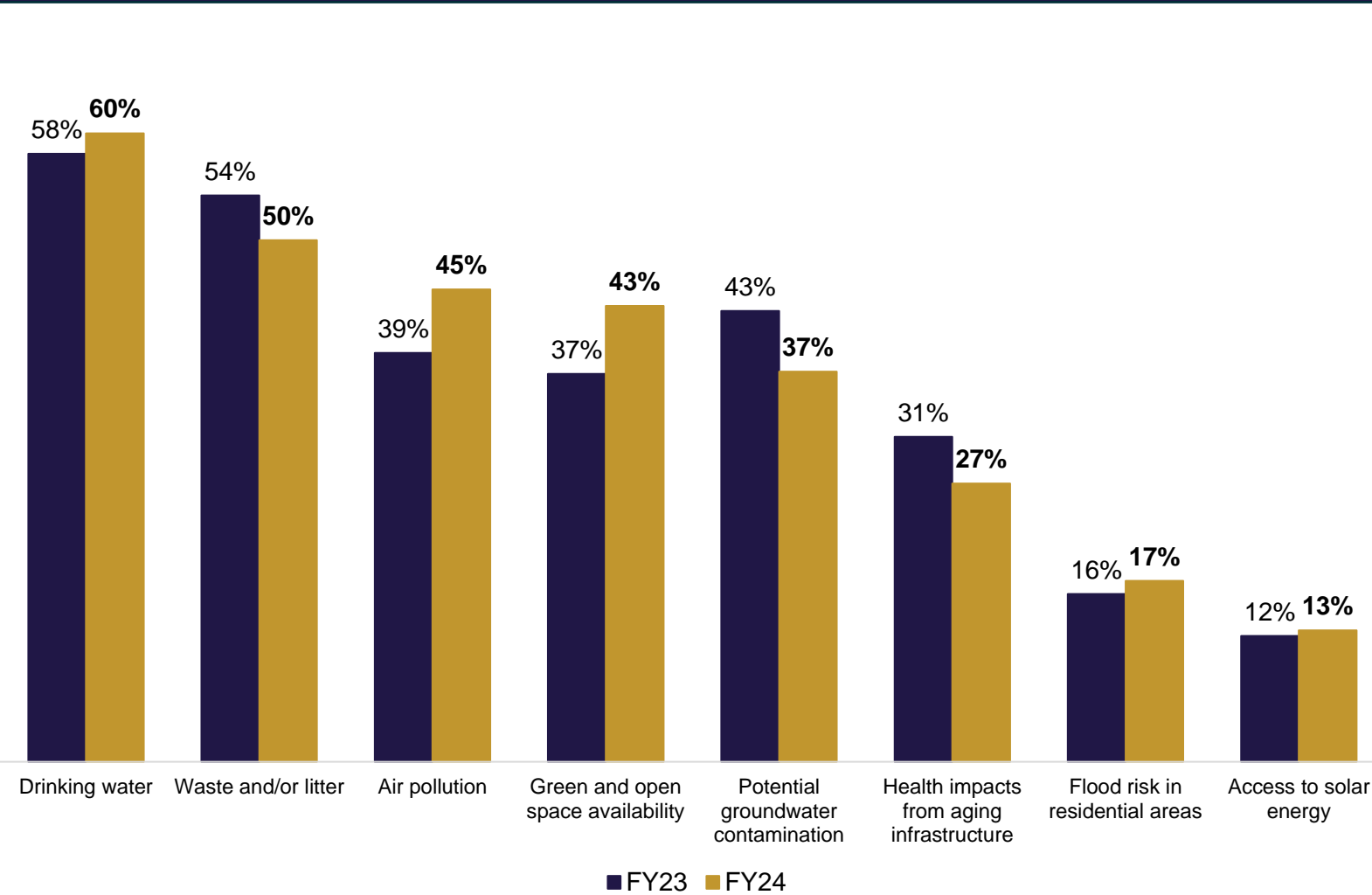


Data Source:
1) State of Housing 2023 Report- Charlotte, UNCC Childress Klein Center for Real Estate

**Most Important
Environmental
Issue(s)**



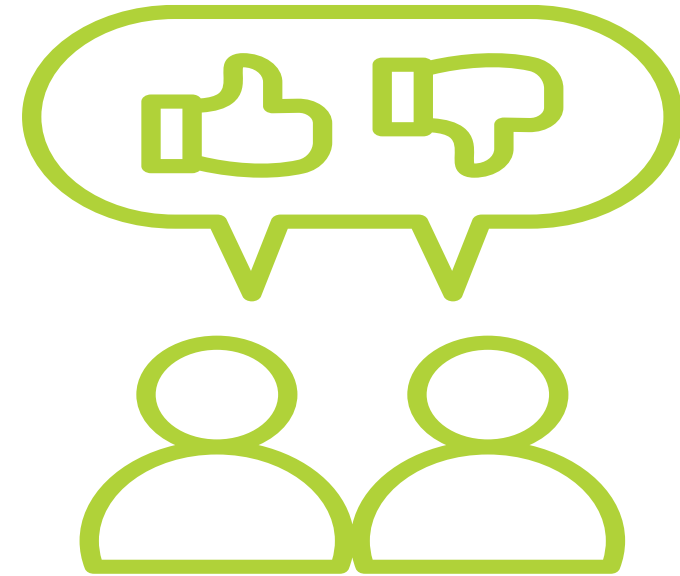
Which Environmental Issues Should Receive the Most Emphasis from County Leaders?



Issue	FY23 Rank	FY24 Rank
Drinking water	1	1 —
Waste and/or litter	2	2 —
Air pollution	4	3 ↑
Green and open space availability	5	4 ↑
Potential groundwater contamination	3	5 ↓
Health impacts from aging infrastructure	6	6 —
Flood risk in residential areas	7	7 —
Access to solar energy	8	8 —

Data Source: 2023-2024 Mecklenburg County Community Surveys, "top three choices" with pre-defined selections.

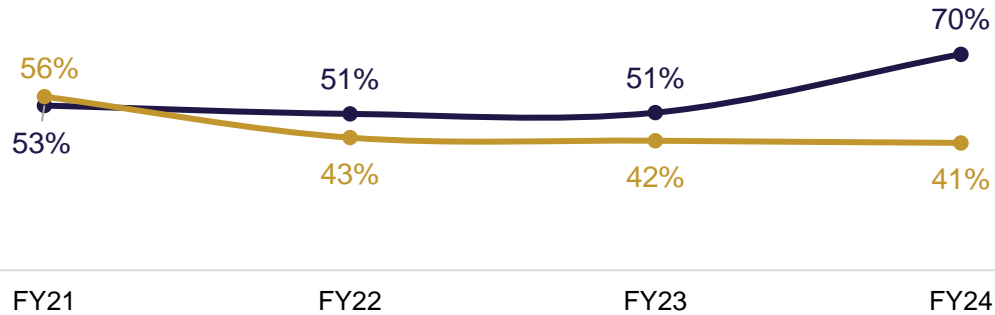
General Resident Perceptions



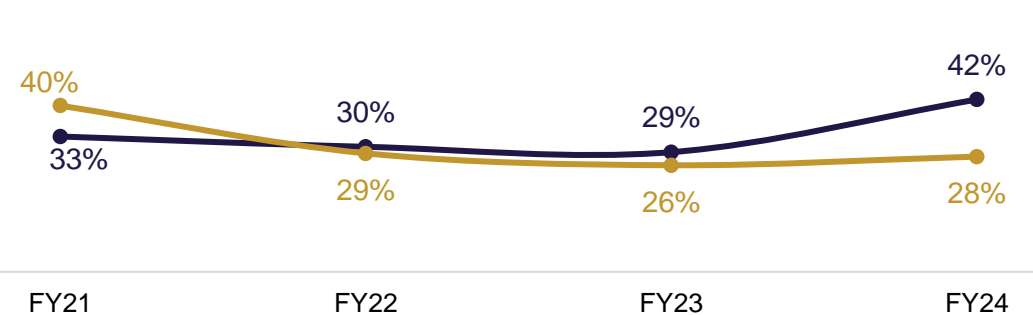
Benchmark Comparisons

Perceptions of Services:

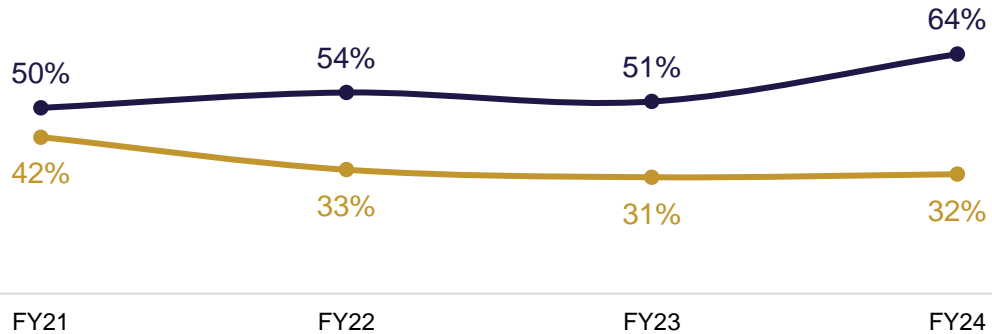
Quality of services provided by the County



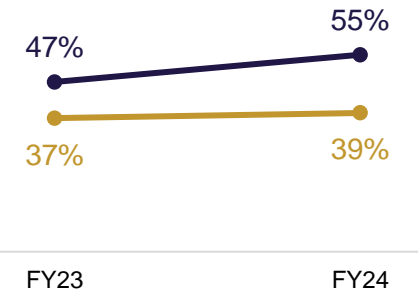
The value for County taxes & fees



Customer service provided by County employees



Availability of information about County services and programs *



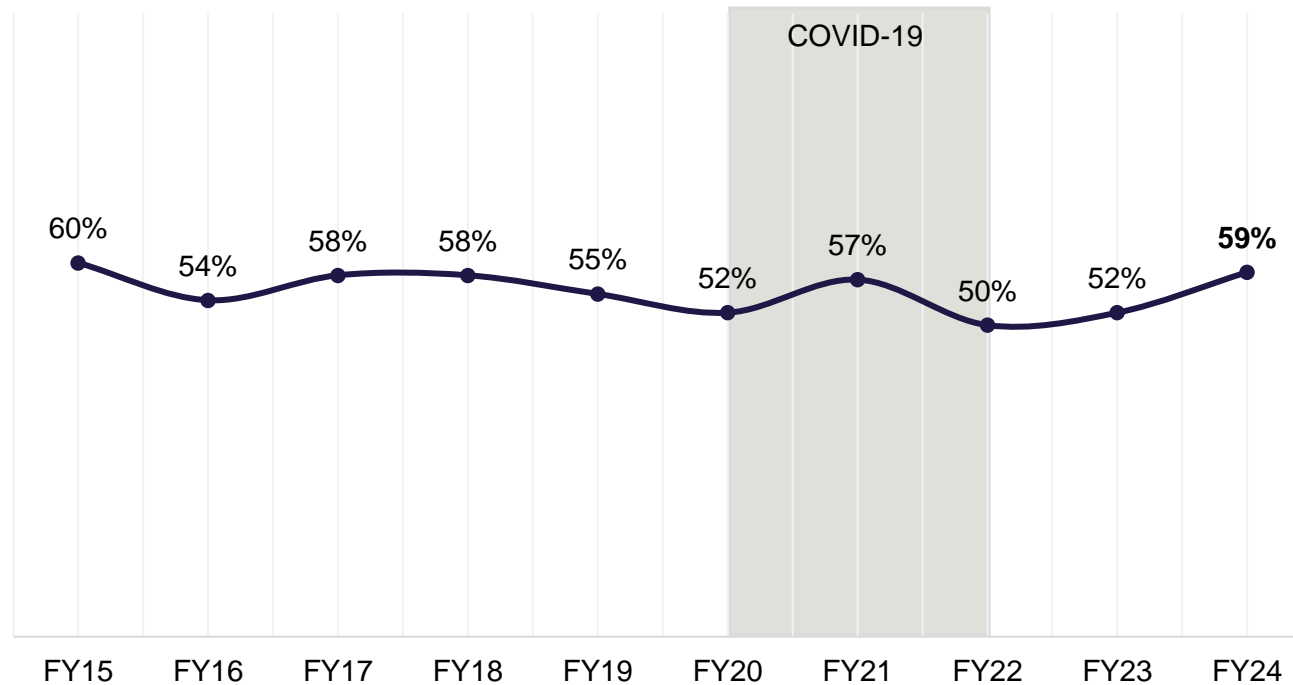
Mecklenburg County Community Survey Respondents

Other Large Cities/Counties (250,000+ residents)

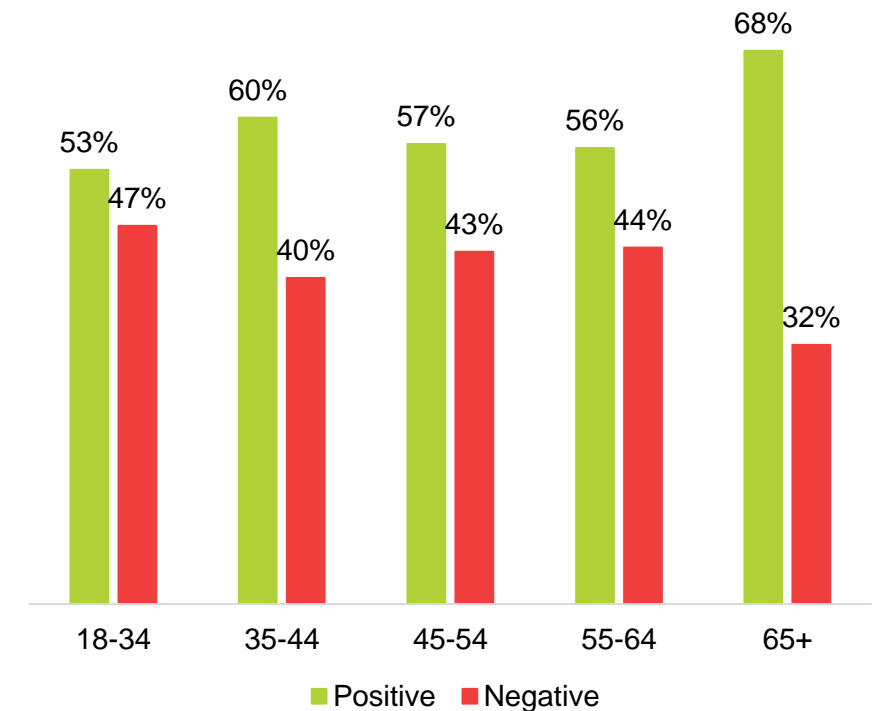
* Began asking this Question in FY23.

Opportunities for resident participation

Percent of respondents satisfied with the amount of opportunities for resident participation in county policy development and decision making *



Satisfaction with amount of opportunities for participation by age

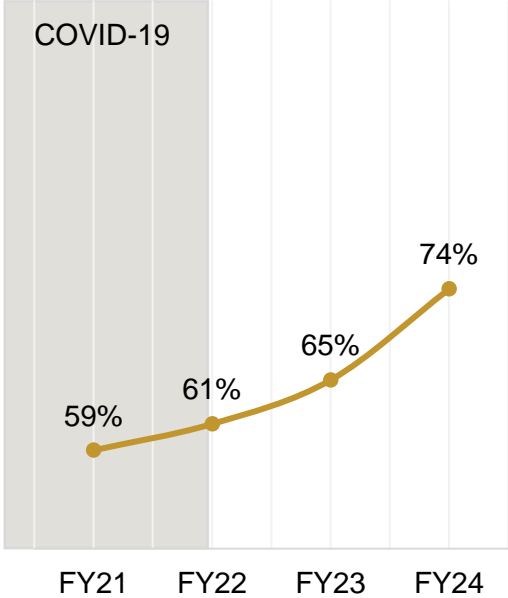
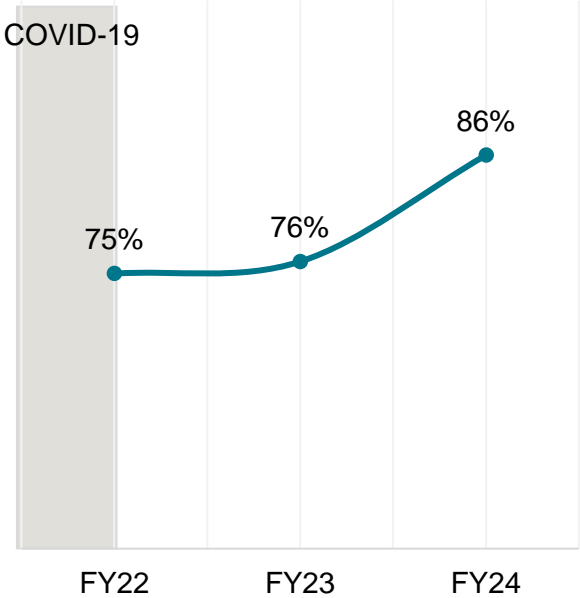


* Satisfaction measured as the percent of residents who "strongly agreed" or "agreed" with the following question: "I am satisfied with the amount of opportunities for resident participation in county policy development and decision making".

Inclusiveness

Mecklenburg County honors the identity of individuals and treats them with dignity and respect.

Mecklenburg County services and programs are racially equitable.



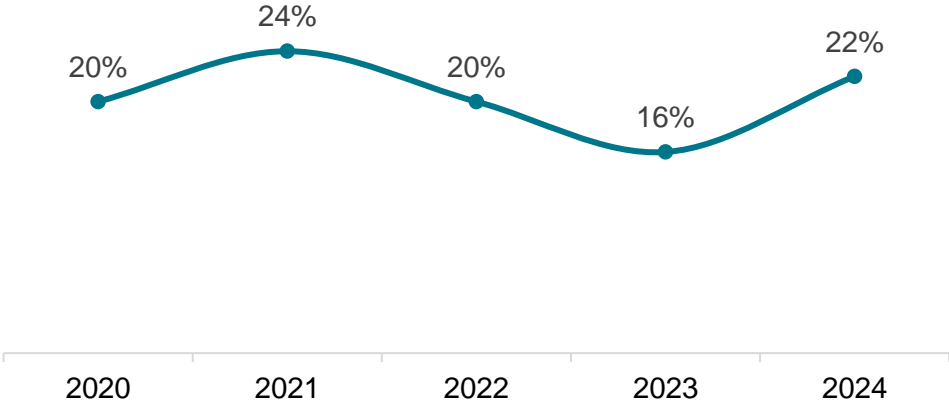
Trust

Mecklenburg Community Survey

65%
of residents “strongly agree” or “agree” to the statement, “I trust Mecklenburg County Government when it comes to handling local problems.”

National Research

Percent who say they trust government to do what is right just about always/most of the time*

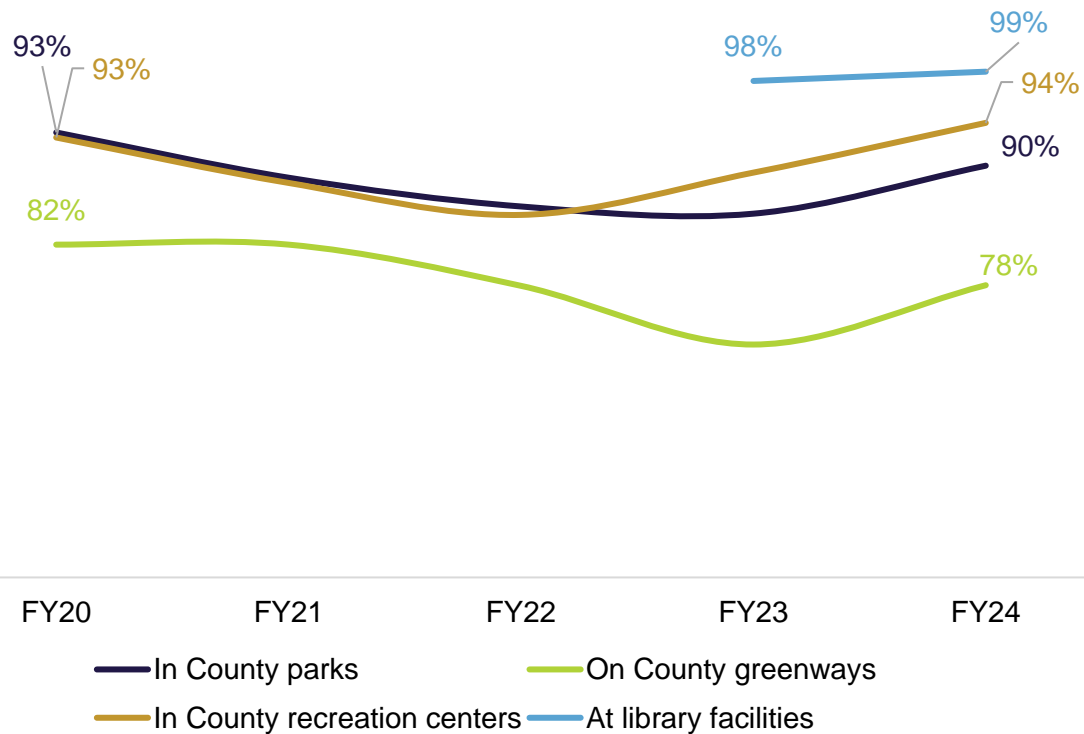


Source: Pew Research, “Public Trust in Government: 1958-2024”
*Chart shows percent who say they trust government to do what is right just about always/most of the time based on individual polls. Years in this chart are calendar years.

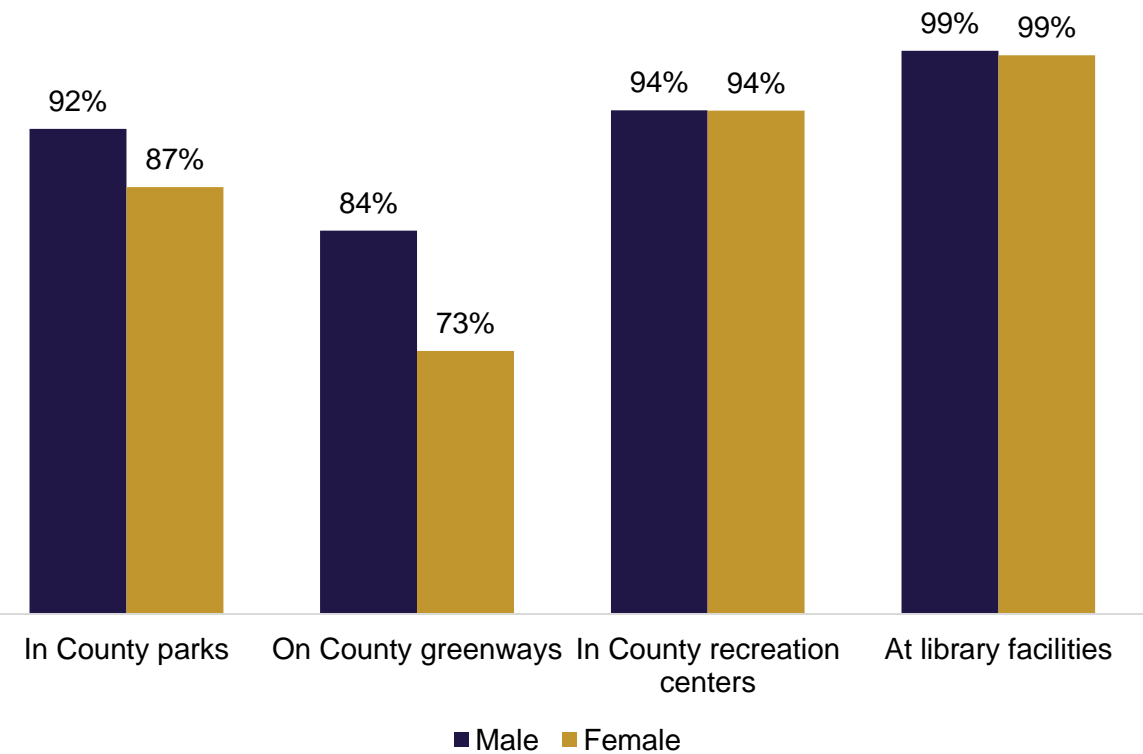
Feelings of Safety at County Locations

Feelings of safety have reversed from the declines of the past few years, but greenways still lag behind...

Respondents Reporting Feeling "Very Safe" or "Safe"



Male vs Female Feelings of Safety

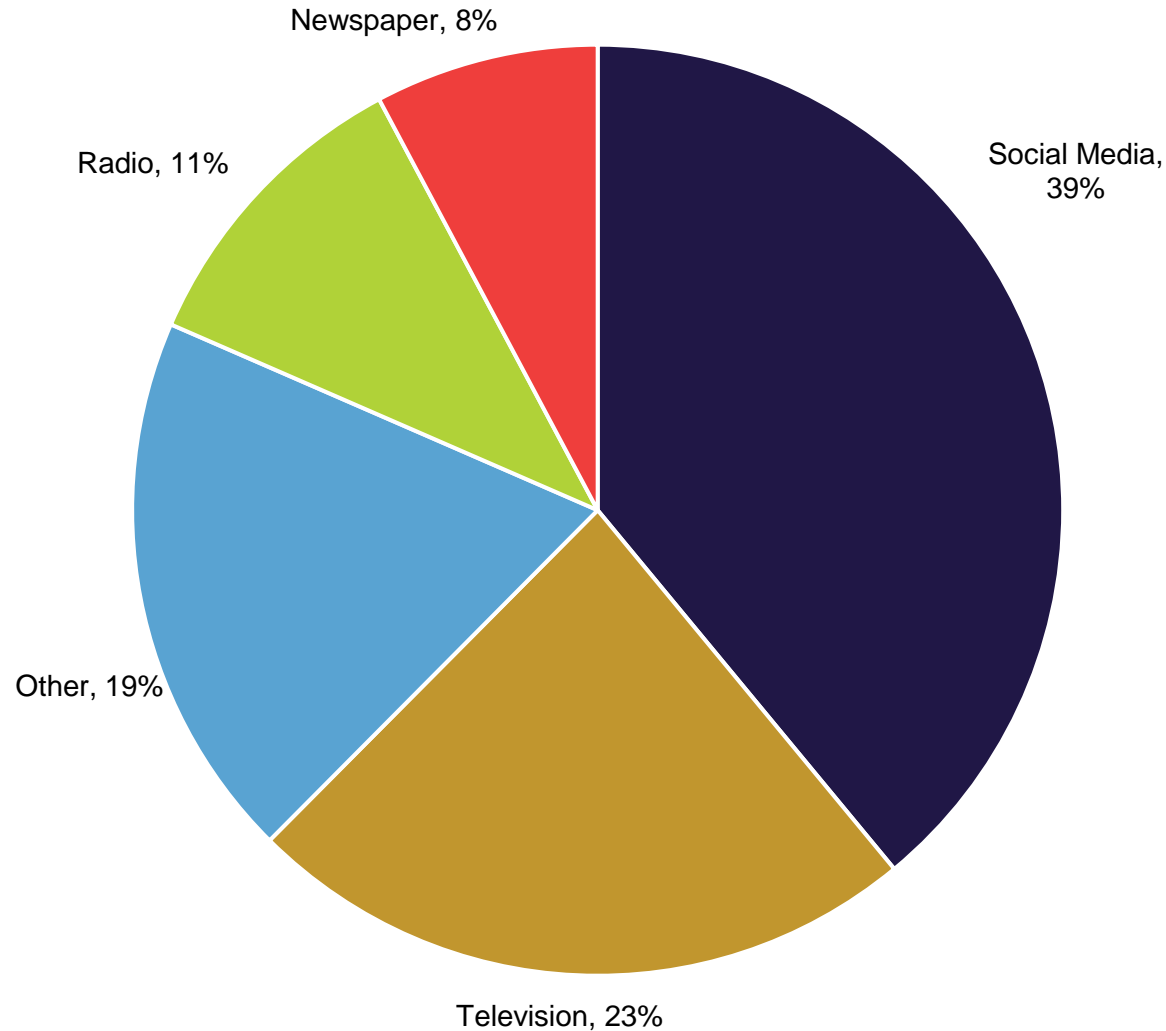


Perceptions of County Communication

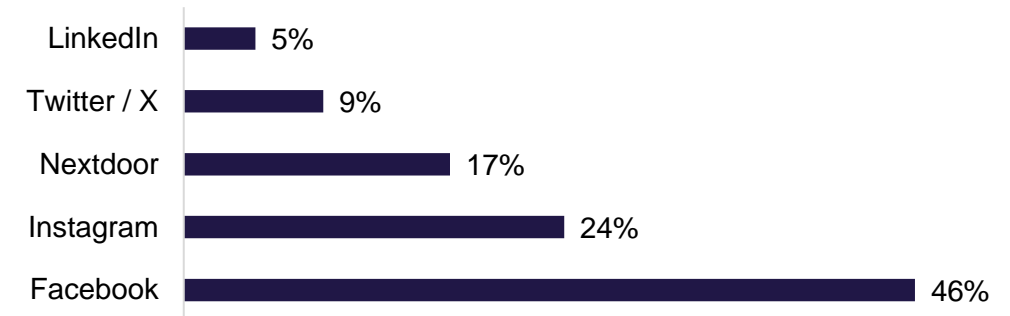


“What is your preferred source of receiving Mecklenburg County News?”

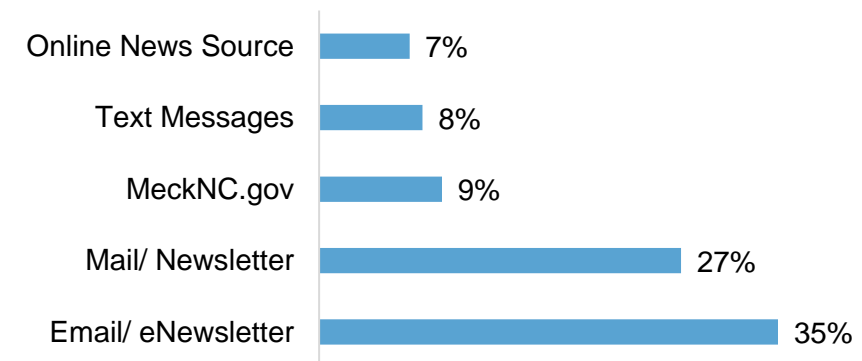
Preferred News Sources



Breakdown of social media as a preferred source *



Preferred "Other" news sources **



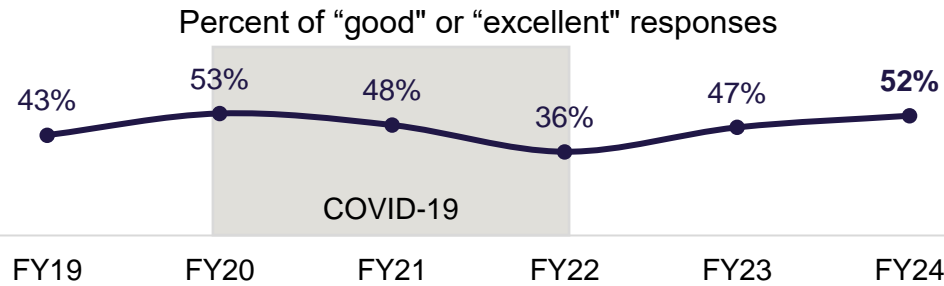
* Results are rounded to the nearest whole number, causing the sum of the charts to exceed 100%.

** "Other" news sources below a 5% response rate are excluded.

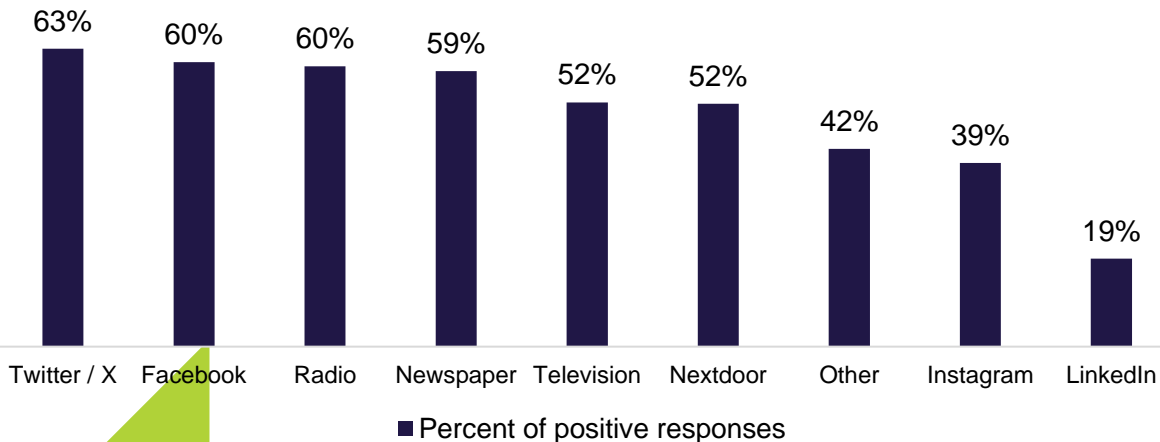
Communication and Transparency

Quality of Information

How good of a job would you say the Mecklenburg County government does communicating information about county issues, services, and performance to the public?

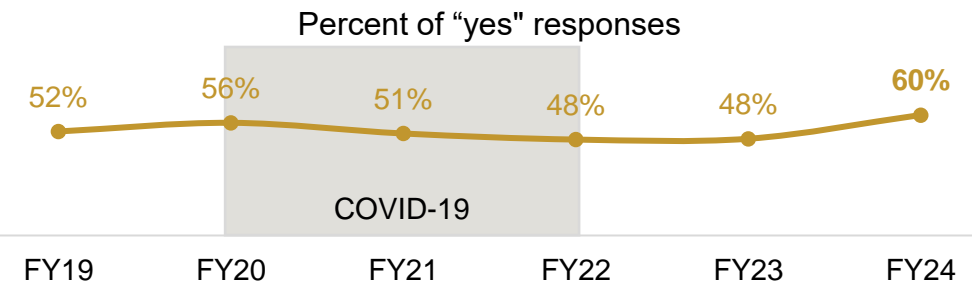


Satisfaction with County Communication by News Source

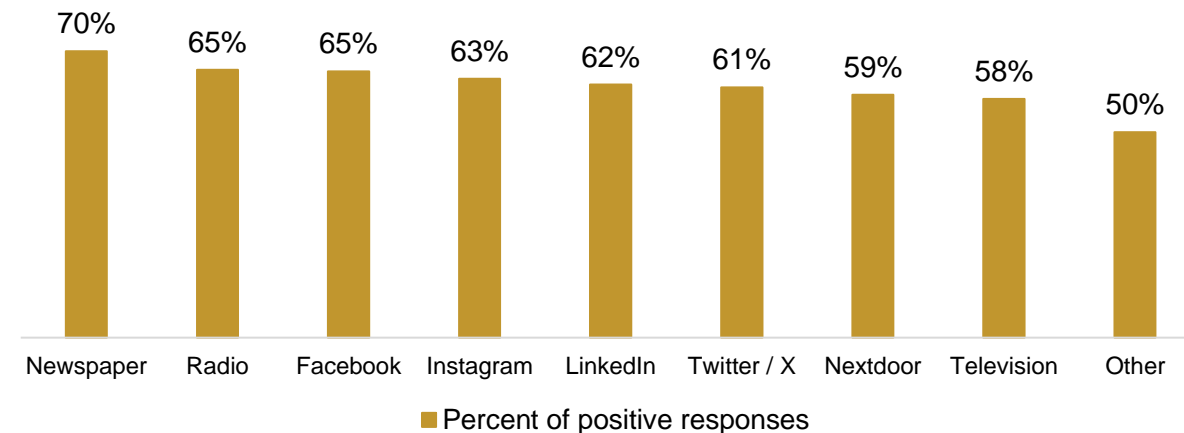


Transparency

Do you consider Mecklenburg County government to be open and transparent with information about county issues, services, and performance?



Satisfaction with County Transparency by News Source



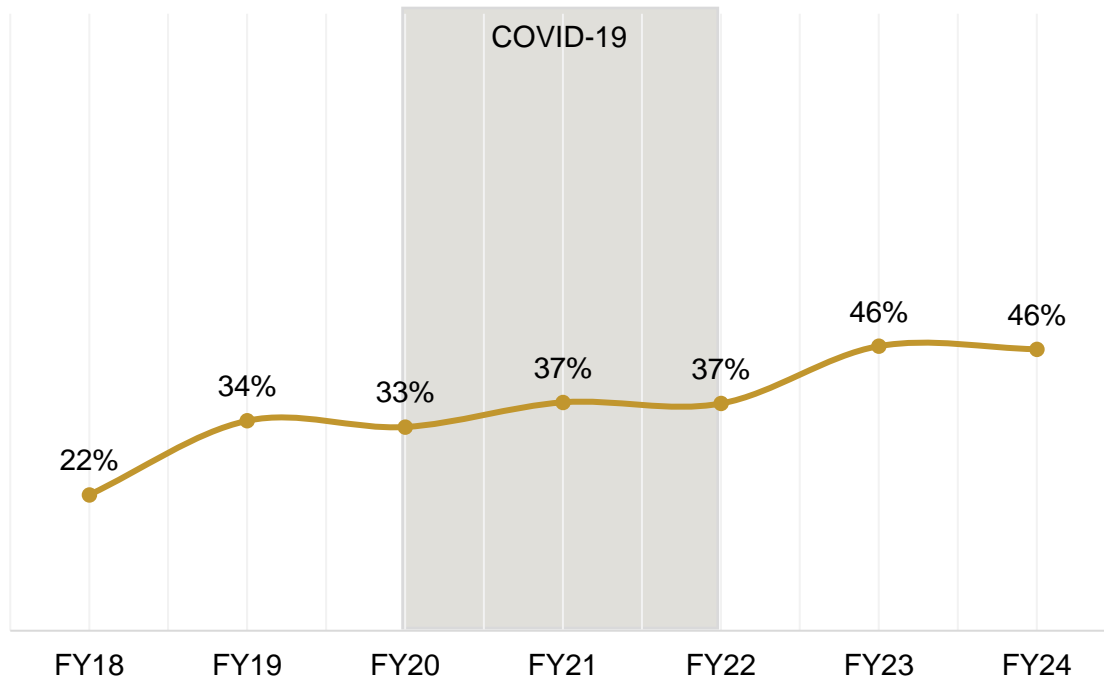
Program Awareness



Public Health Programs

PrEP Awareness

Percent of “yes” responses to the question: “Are you aware of a prevention method called PrEP, which is a pill taken to help prevent the spread of HIV?”



STD Testing Service Awareness

60%
of respondents said “yes” when asked, “Did you know the County offers HIV and other sexually transmitted disease testing (including syphilis)?”

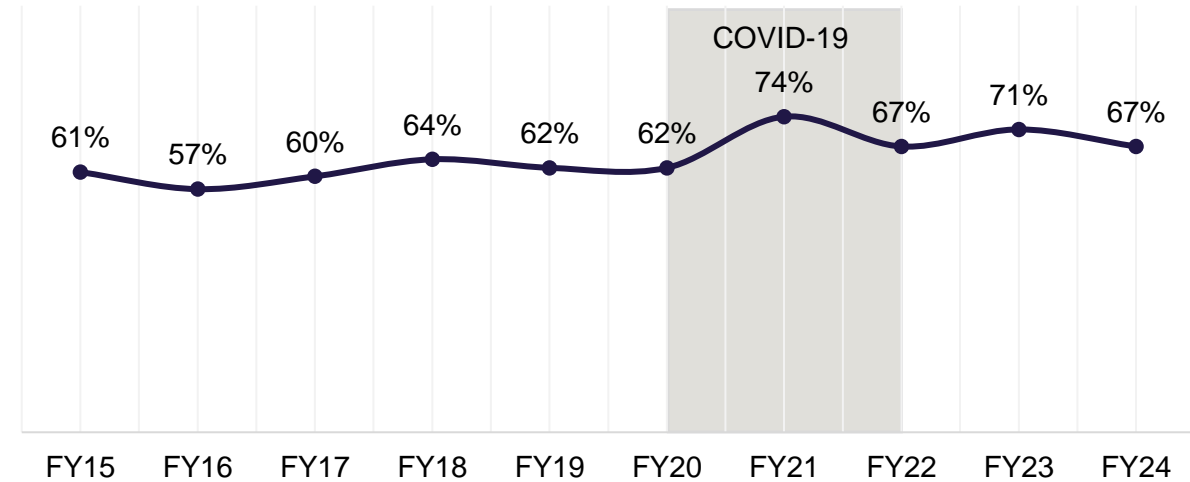
Public Health Programs

Immunization awareness has remained high while family planning services awareness stayed at around 40% for the past 2 years.

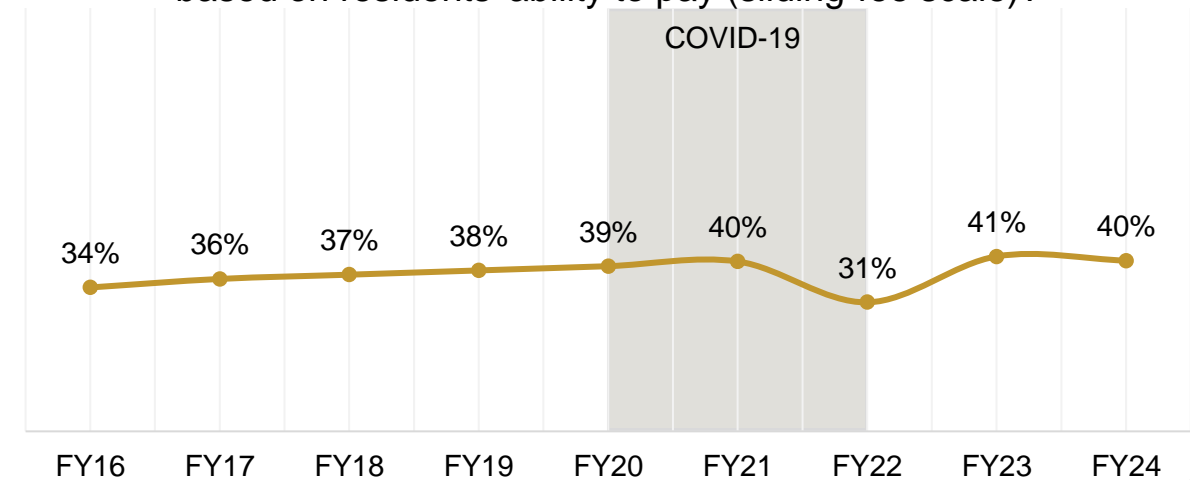
32%

of respondents said “yes” when asked, “Are you aware of the violence prevention efforts led by the County (like the violence interruption program or the Peace Keepers Academy)?”

Percent of “yes” responses to the question: Did you know the County provides children with immunizations against vaccine-preventable diseases (e.g., polio, measles)?



Percent of “yes” responses to the question: Did you know the County provides family planning services at a cost based on residents' ability to pay (sliding-fee scale)?



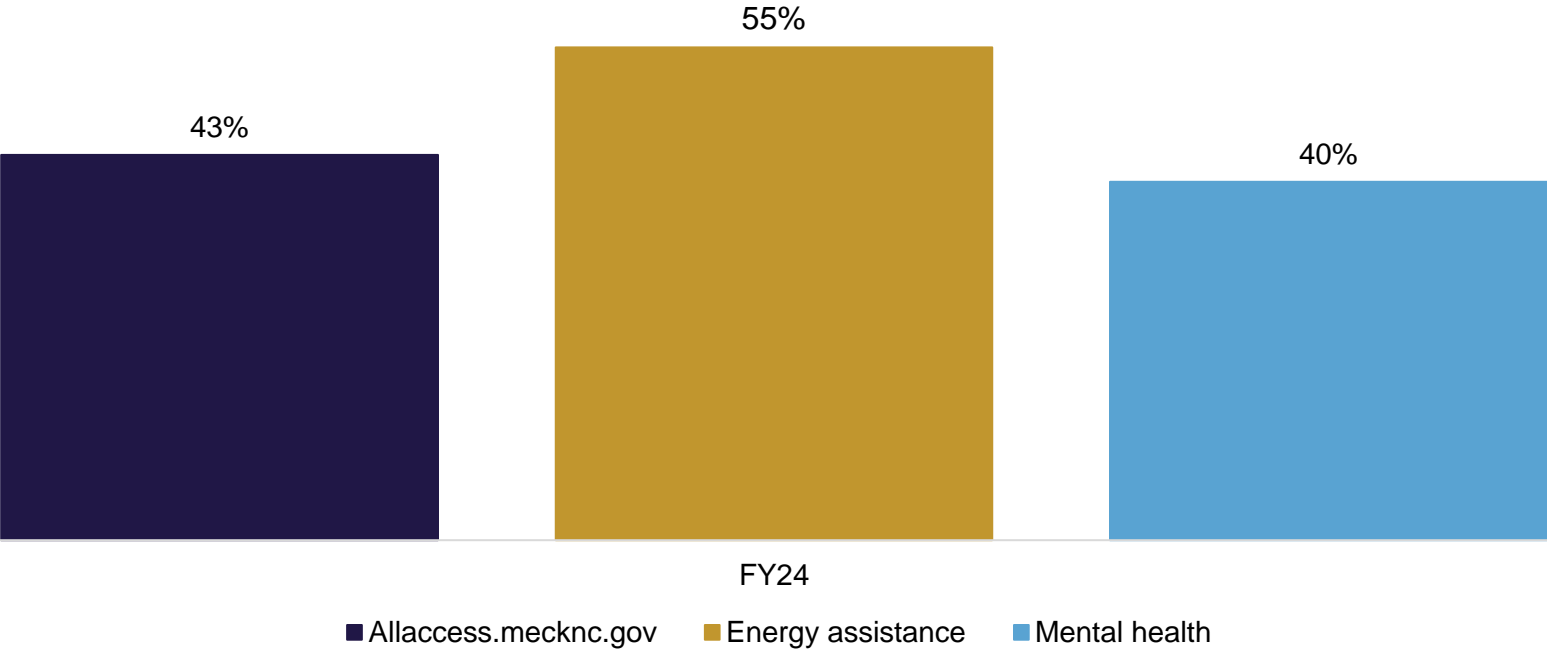
Social Services Program Awareness

Did you know that the County has/provides.....

A website (allaccess.mecknc.gov) for residents to apply for federal and state benefit programs? *

Energy assistance through the CIP and LIEAP to assist with heating or cooling crises? **

Low cost and no cost mental health and substance use-related services to residents? ***



* Question wording changed significantly from FY22 to FY23. Previously was “ Did you know the County has launched a new mobile application (allaccess.mecknc.gov) for submission of documents through a computer or smartphone to, to apply for federal and state benefit programs such as Energy Assistance, Food and Nutrition Services, or Medicaid?”
** Question new as of FY24. CIP- Crisis Intervention Program. LIEAP- Low Income Energy Assistance Program.
*** Question wording changed significantly from FY23 to FY24. Previously was “Are you aware that the County launched the MeckHope initiative to provide residents with low cost and no cost mental health and drug/alcohol-related services?”

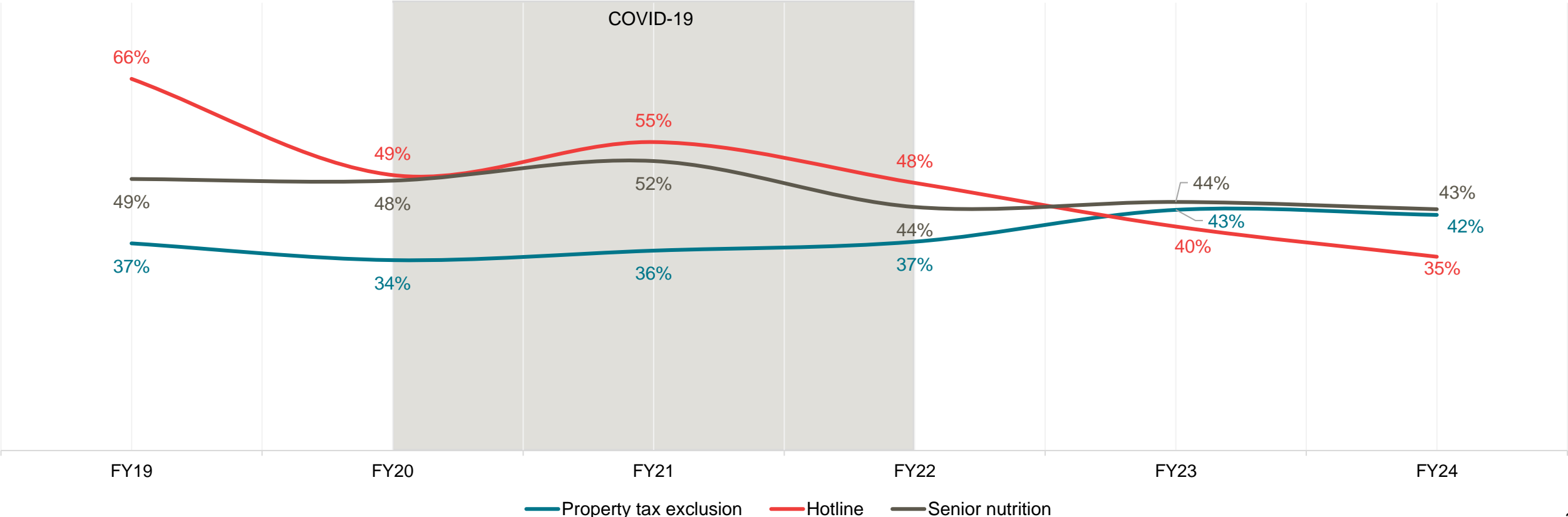
Social Services Program Awareness

Are you aware of the County's...

Property tax exclusion programs that reduce the amount of taxes due for low-income elderly or disabled homeowners?

Dedicated 24-hour hotline (704-366-CARE) for reporting abuse, neglect, or exploitation of a senior or adult with disabilities?

Senior Nutrition Program that provides free lunch meals and activities for seniors 60 years and older?



Recommendations



Recommendations

Affordable Housing

- Continue to offer affordable housing programs and services to further meet the needs of County residents and families.
- Advocate at the state and federal level for an extension of rental subsidies to individuals up to 80% AMI and for an expansion of the existing subsidies that can be provided.
- Explore strategies to increase market access for middle-income earning households.

Traffic & Transportation

- Partner with the Charlotte Area Transportation System and North Carolina Department of Transportation to find ways to alleviate current traffic and to plan for future transportation infrastructure.
- Explore how multi-modal transportation options could transform how residents travel within the County through the consideration of Senate Bill 643/H582- “Transportation for the Future Act”.

Workforce Development

- Continue to explore strategic initiatives to bridge knowledge and/or skill gaps and provide opportunities to connect individuals to career pathways.



2024 Mecklenburg County Community Survey

Presented to the Mecklenburg Board of County Commissioners
December 10, 2024

Michael Griswold, MPA
Strategy & Innovation, Deputy Director
County Manager's Office



MECKLENBURG COUNTY
North Carolina