



Community Survey 2025 Results

Office of Strategy and Innovation

Presented to the Board of County Commissioners
December 9, 2025



MECKLENBURG COUNTY
North Carolina

Agenda

- Background & Methodology
- Survey Respondents
- Community Vision
- County Communication
- General Resident Perceptions
- Most Important Issue
- Key Takeaways & Next Steps



Background & Methodology

- 23rd annual Mecklenburg County Community Survey
- Conducted by vendor ETC Institute

Why?

Perceptions, Attitudes,
and Awareness

How?

Mail and Web

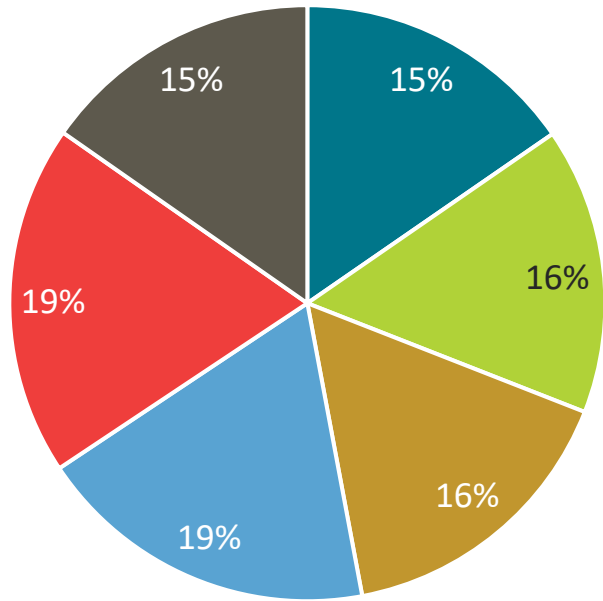
When?

June 2 to July 14, 2025

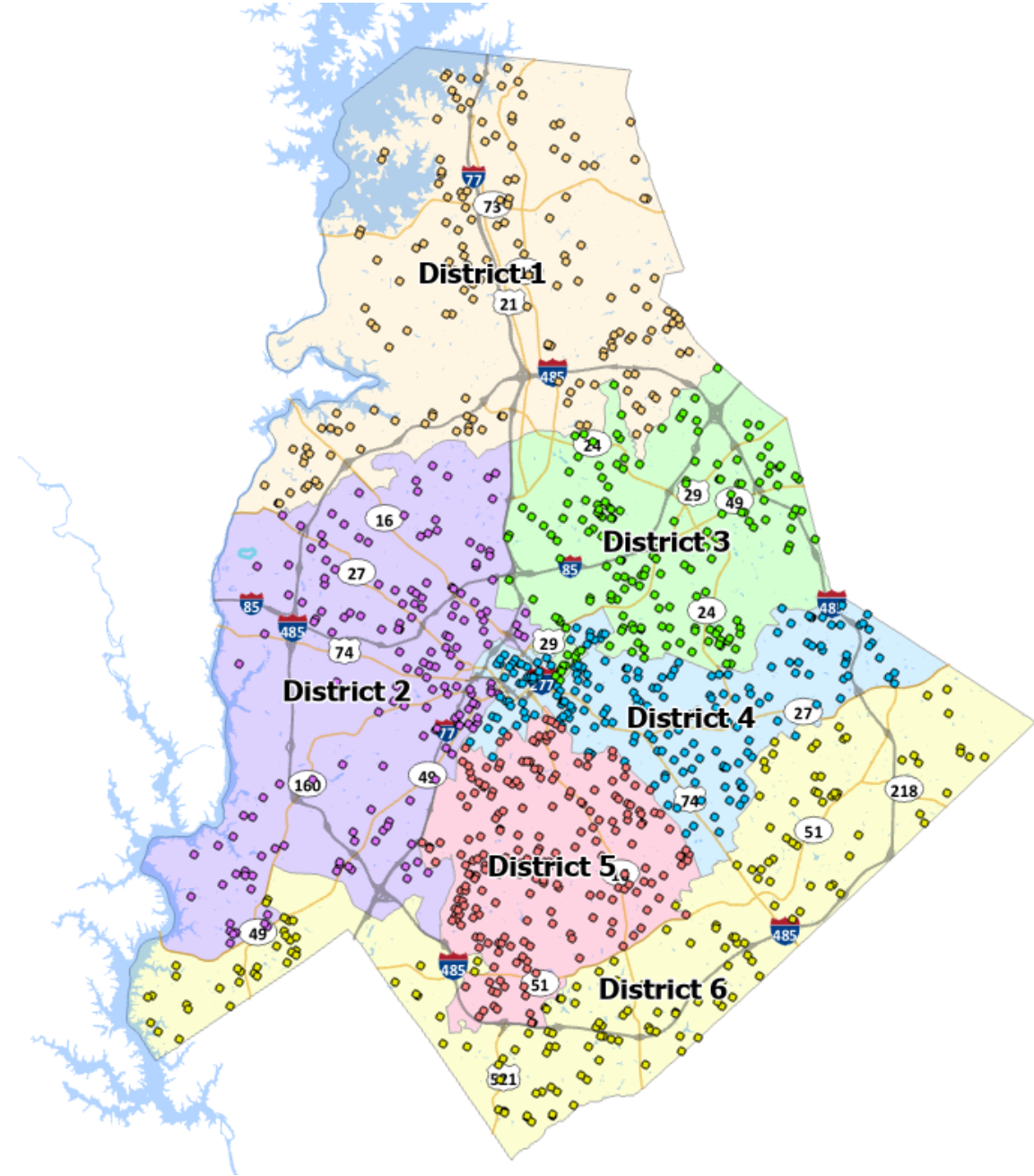
Survey Respondents

1,118 respondents

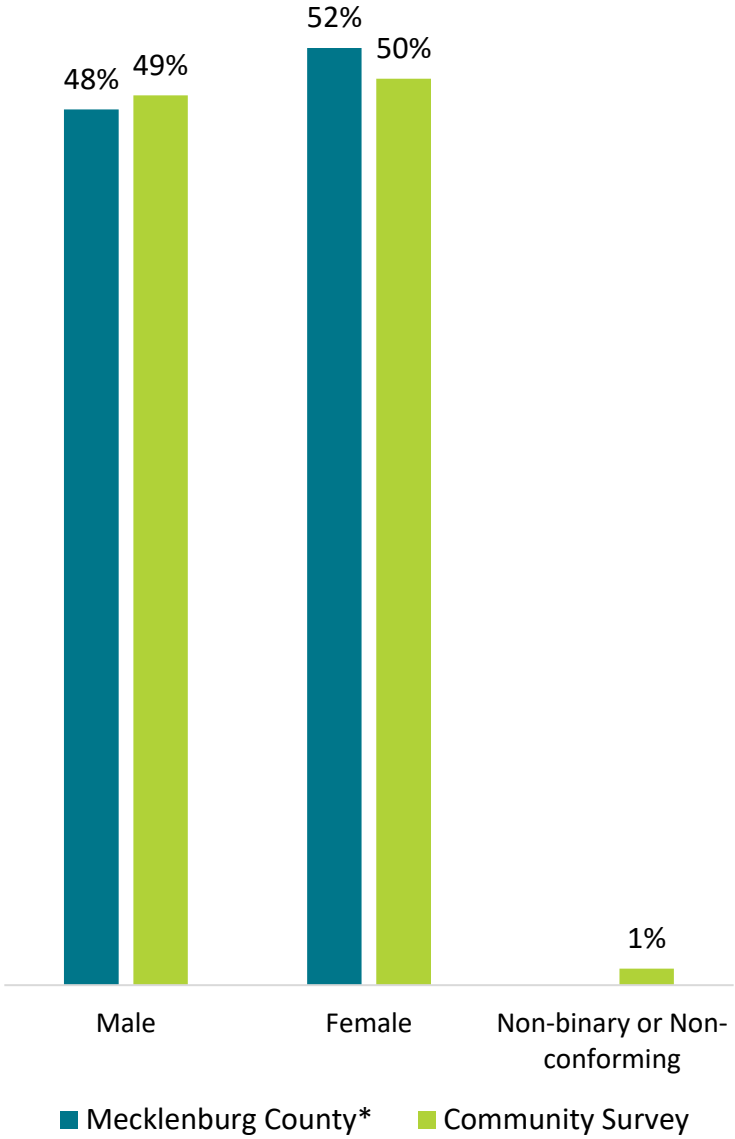
Respondents by District



- District 1
- District 2
- District 3
- District 4
- District 5
- District 6

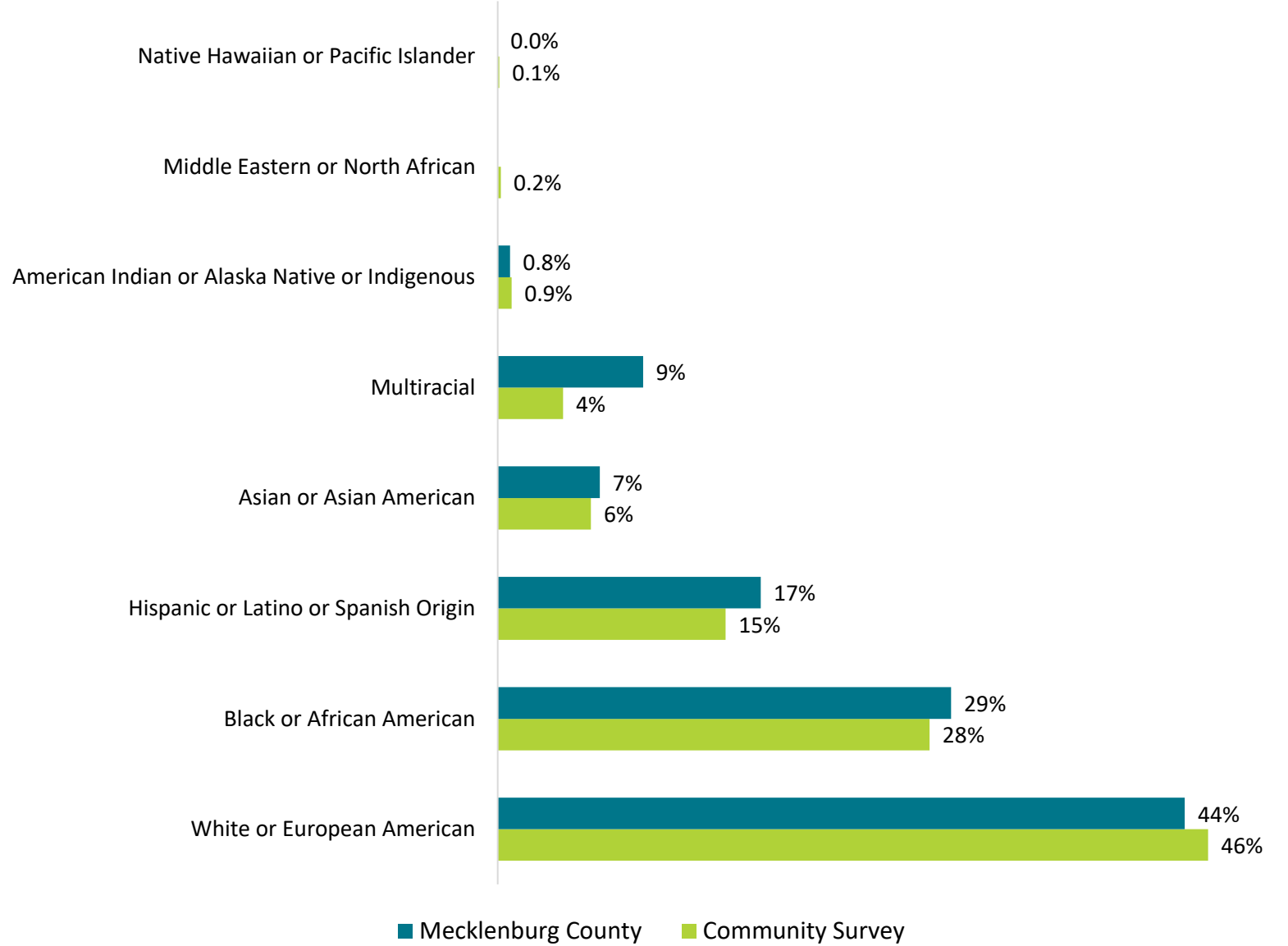


Respondents by Gender



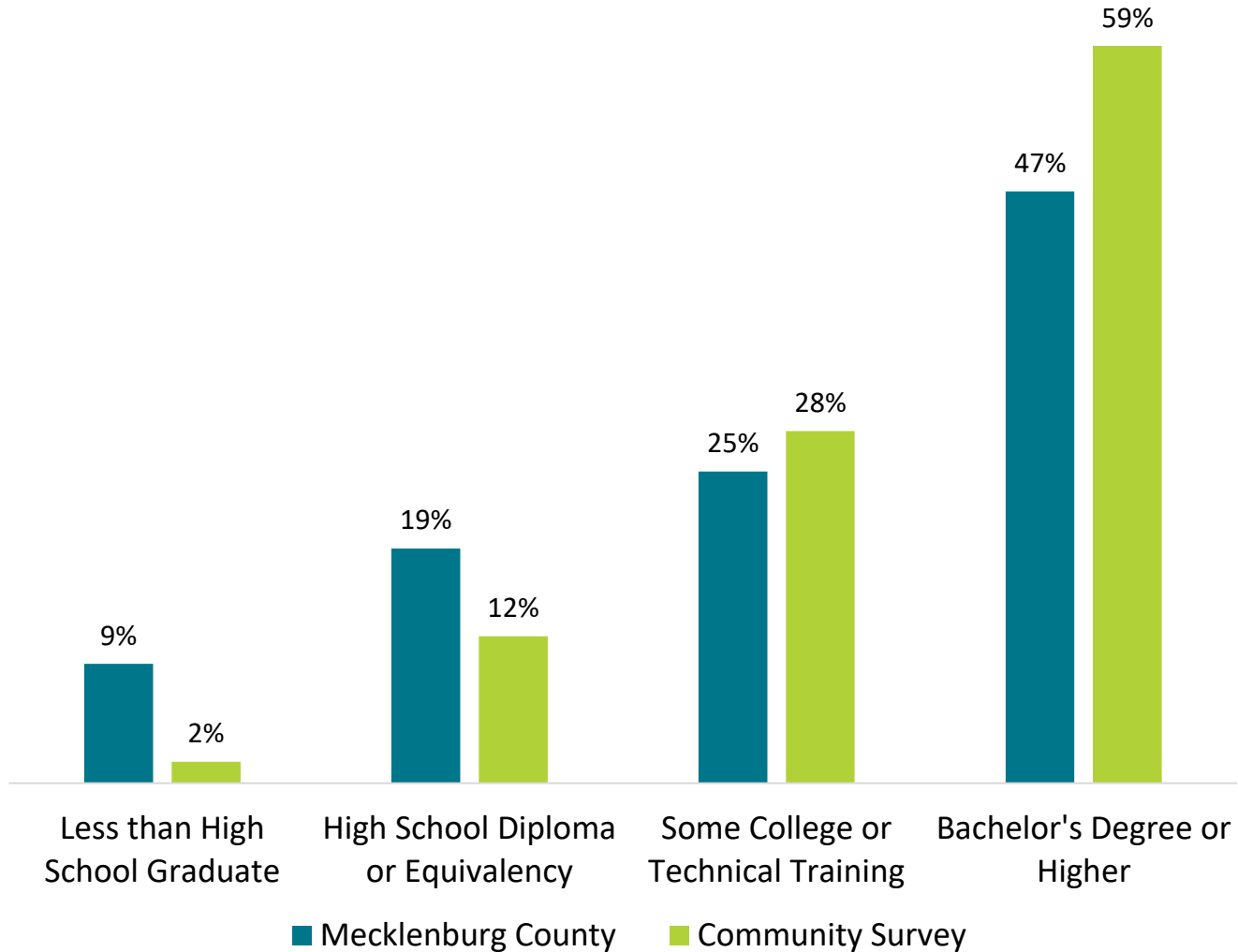
*The Census does not track gender identity, only sex.

Respondents by Race / Ethnicity

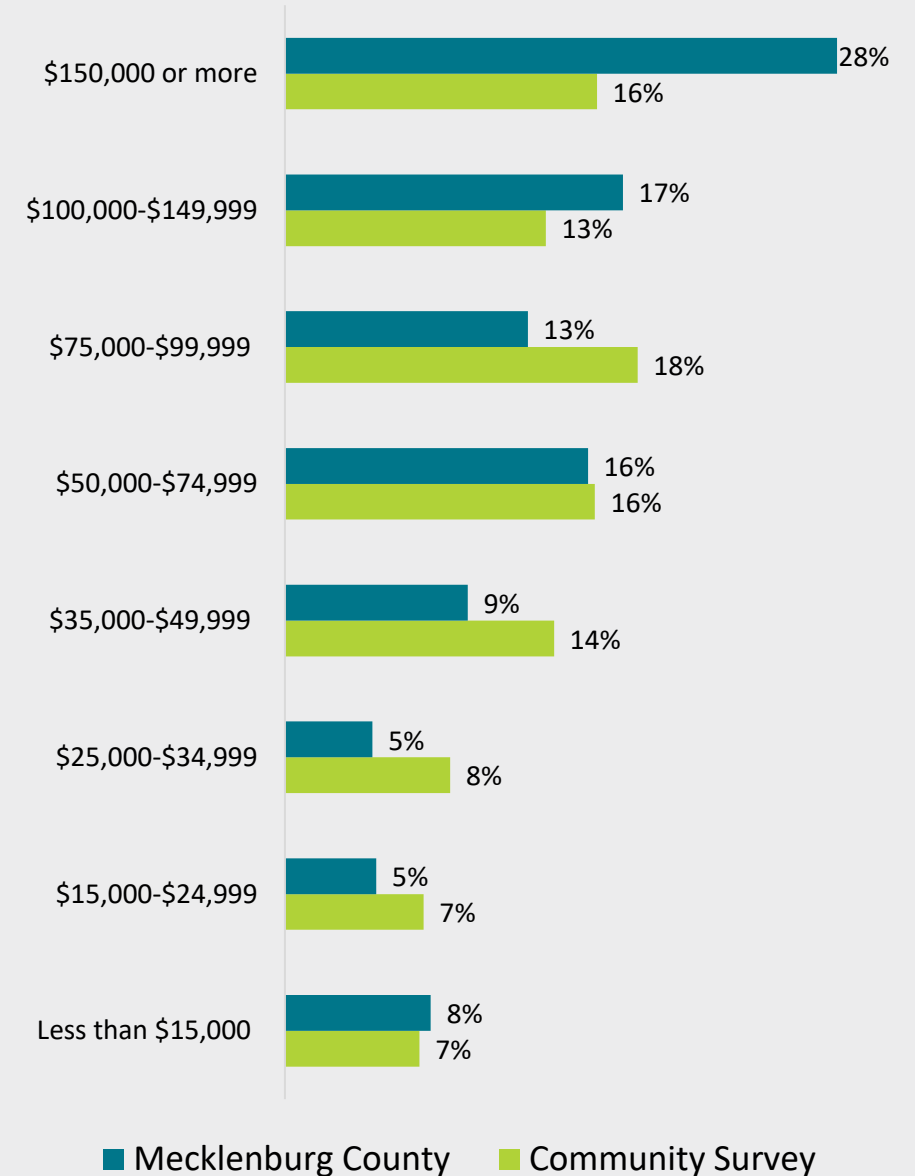


Data Source: Mecklenburg County Demographic and Housing Estimates 2024 American Community Survey 1-year estimates DP05

Respondents by Educational Attainment



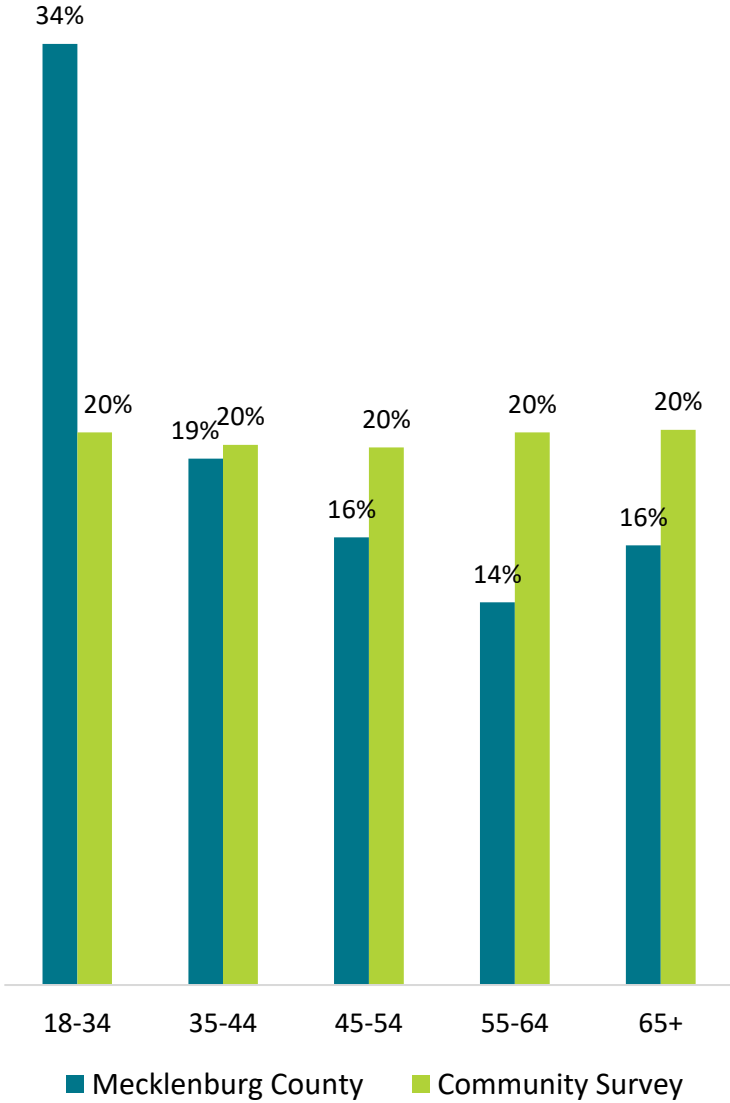
Respondents by Income



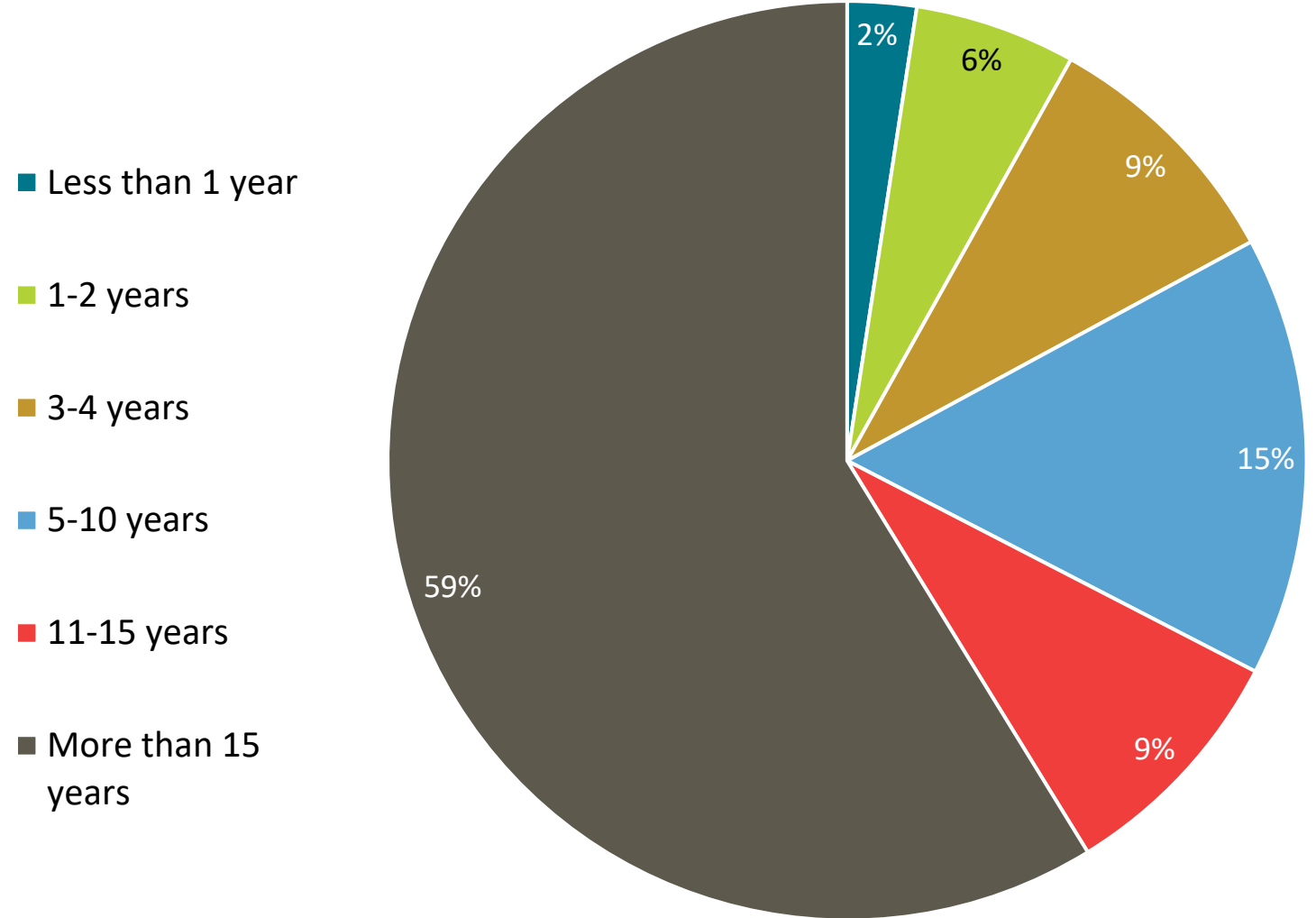
Data Sources:

1. Mecklenburg County Educational Attainment: 2024 American Community Survey 1-year estimates S1501
- 1) Mecklenburg County Income in the Past 12 Months: 2023 American Community Survey 1-year estimates S1901

Respondents by Age



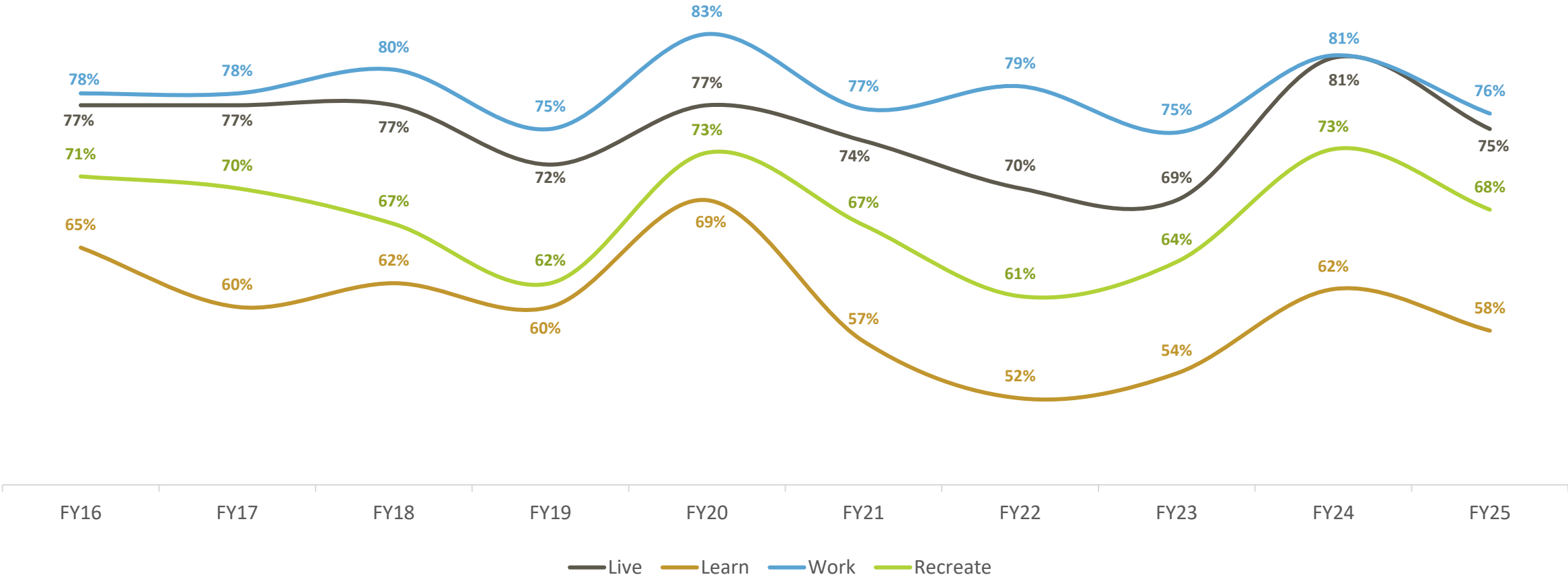
Respondents by Length of Residence in Mecklenburg County



Community Vision

Community Vision

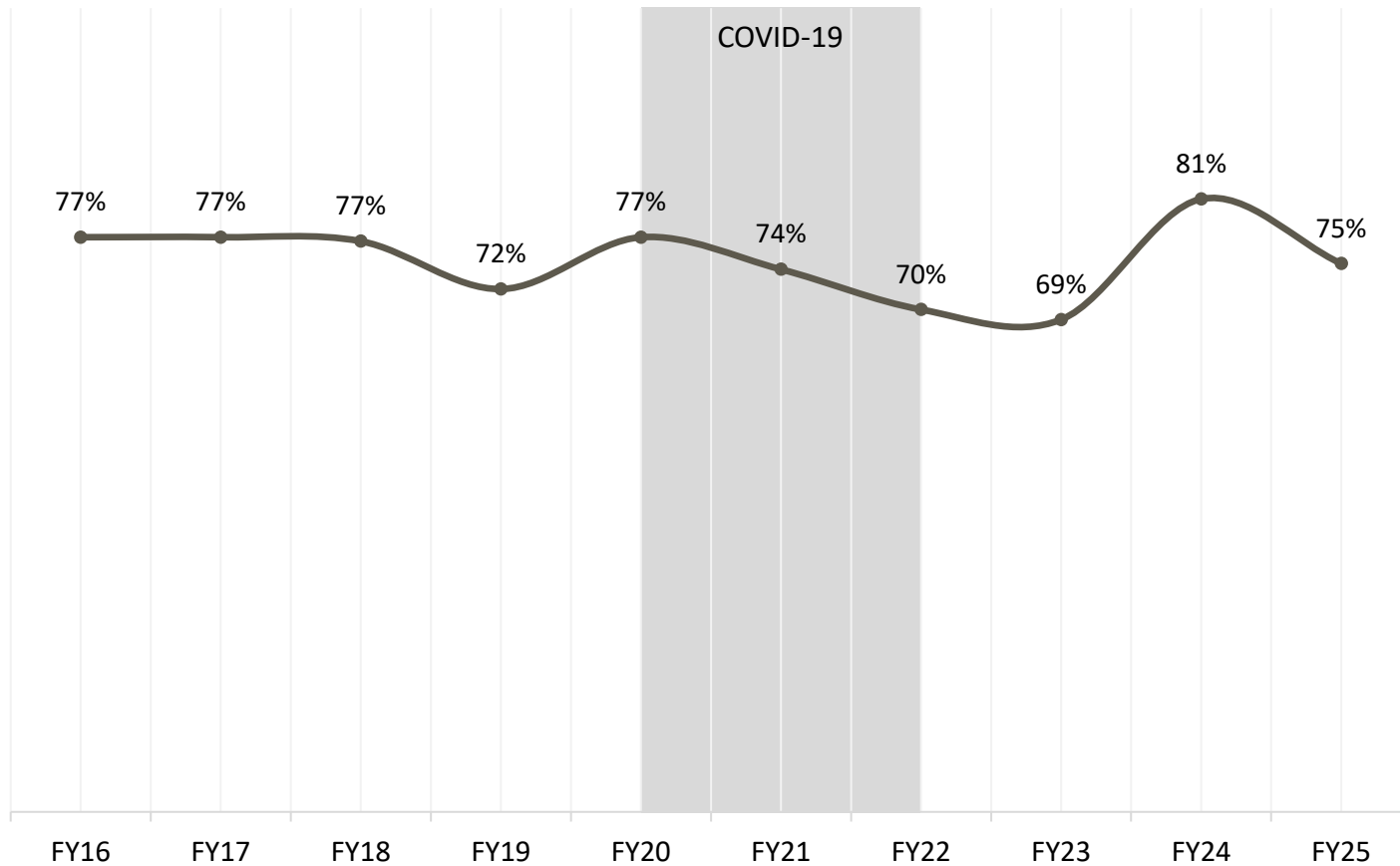
Mecklenburg County will be a community of pride and choice for people to live, learn, work, and recreate.



Results represent the percent of "good" and "excellent" responses.

Satisfaction with Mecklenburg County as a place to live is on par with the 10-year average of 75% positive responses.

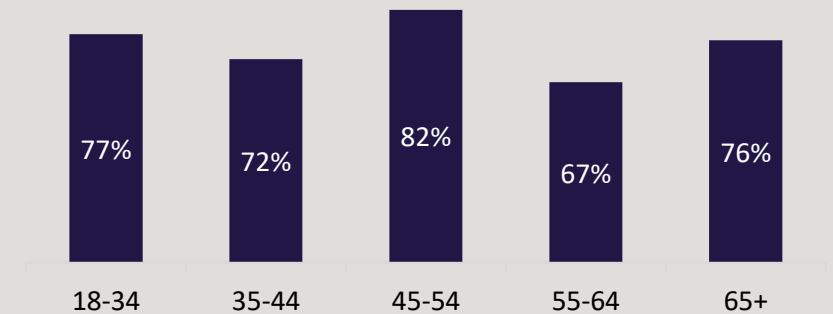
Respondents Rating Mecklenburg County as a “Good” or “Excellent” Place to Live



Mecklenburg County as a Place to Live by Length of Residence



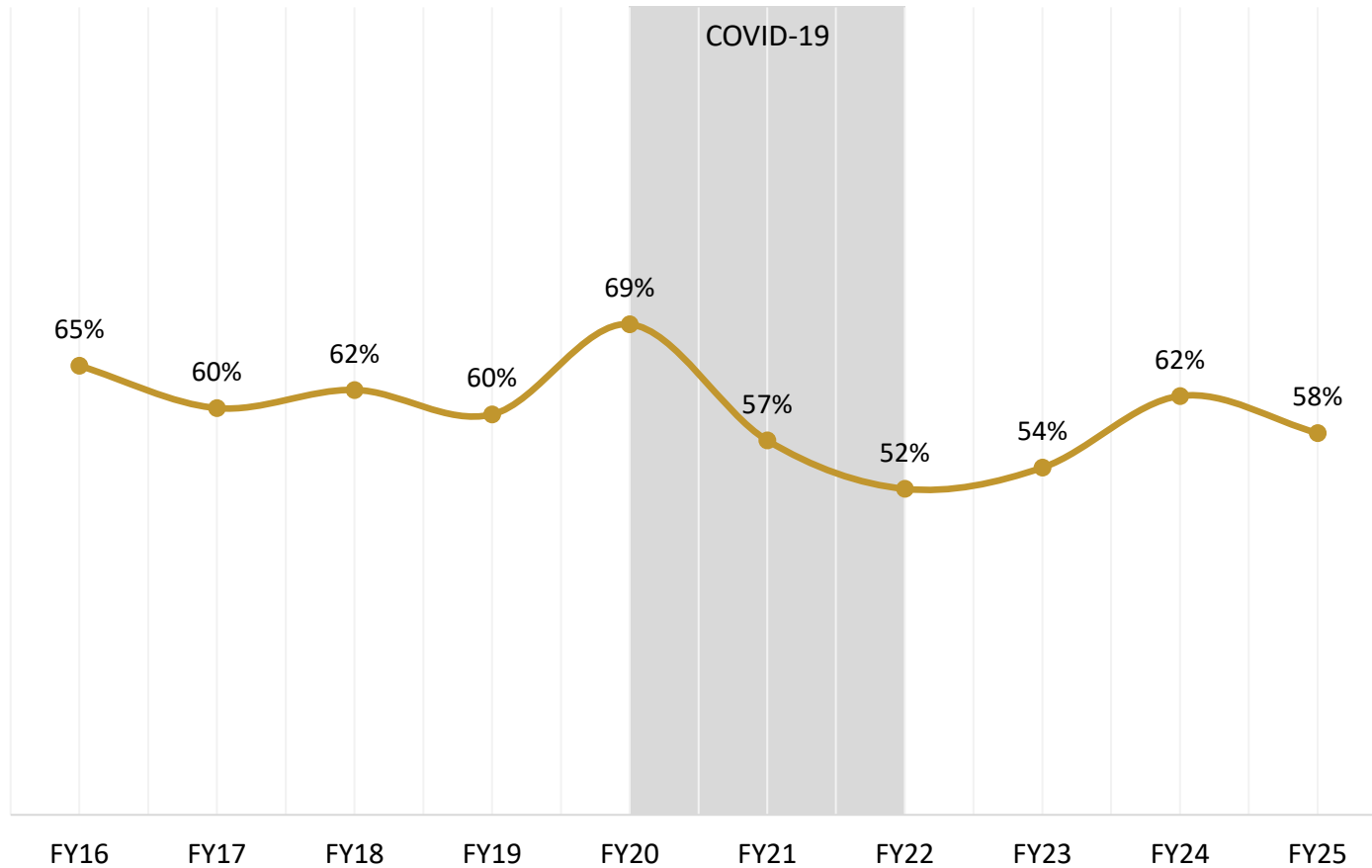
Mecklenburg County as a Place to Live by Age



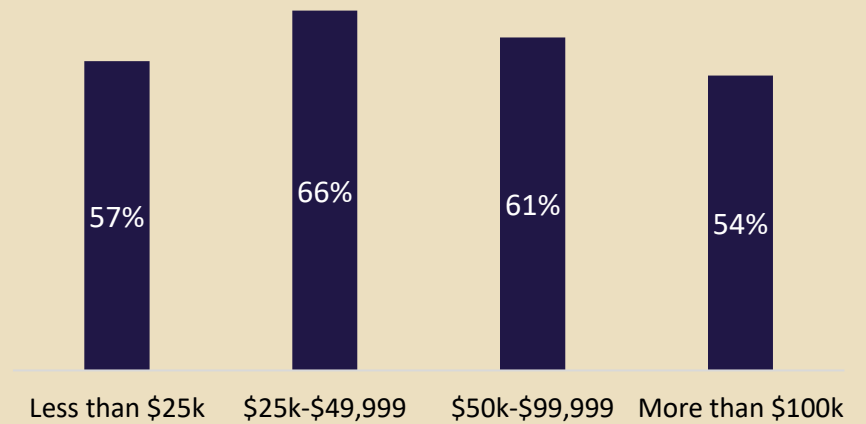
LEARN

Satisfaction with Mecklenburg County as a place to learn is impacted by household income and gender.

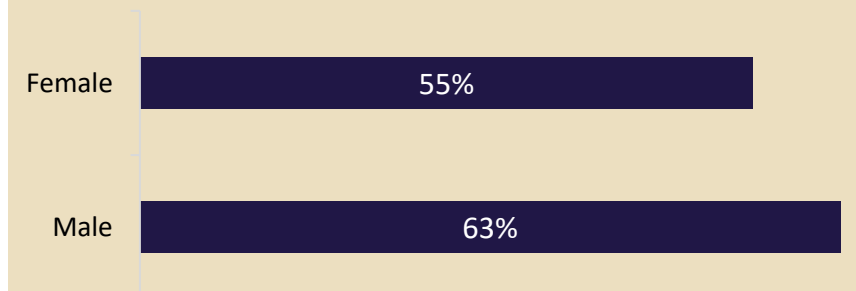
Respondents Rating Mecklenburg County as a “Good” or “Excellent” Place to Learn



Mecklenburg County as a Place to Learn by Household Income



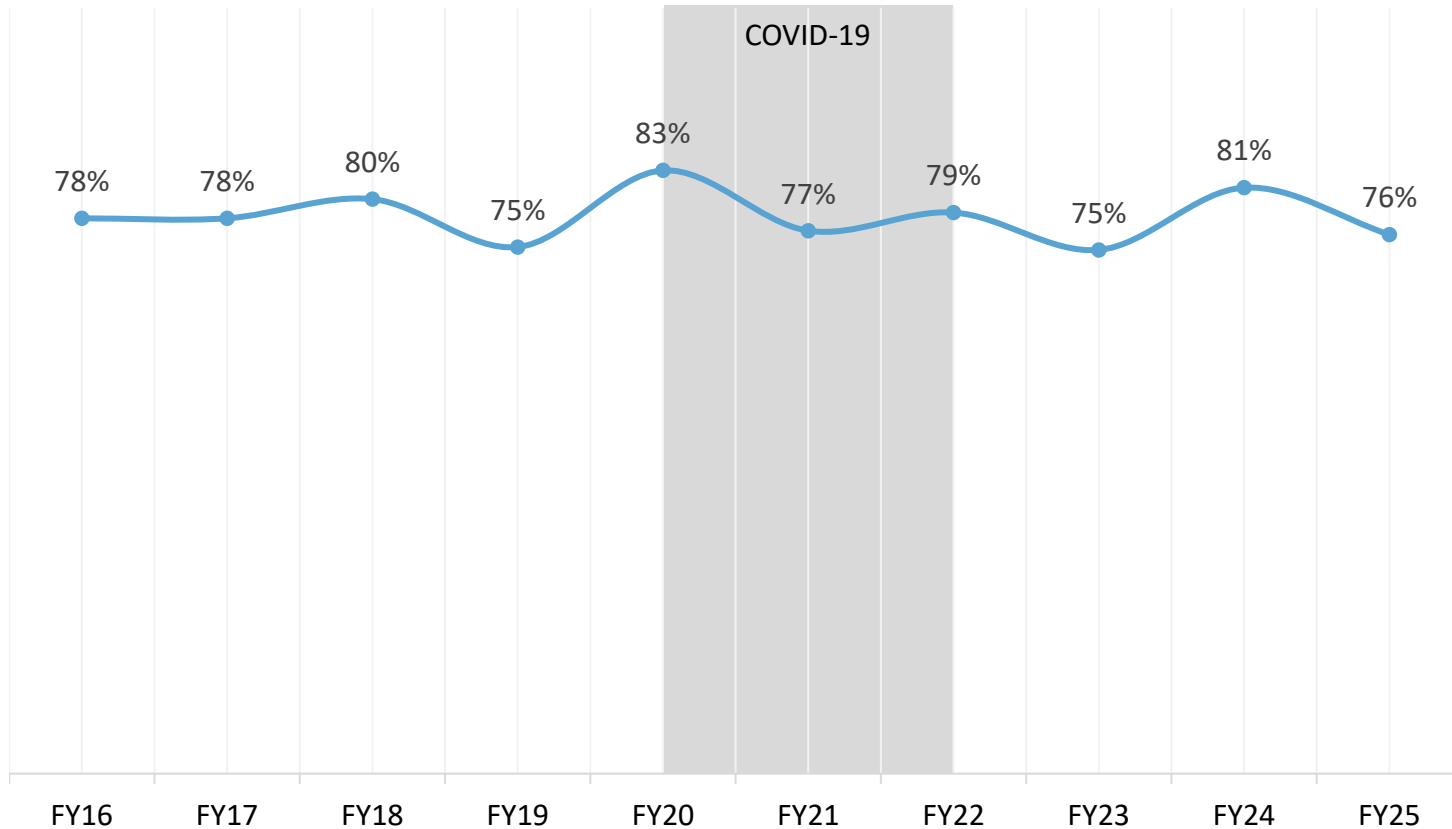
Mecklenburg County as a Place to Learn by Gender



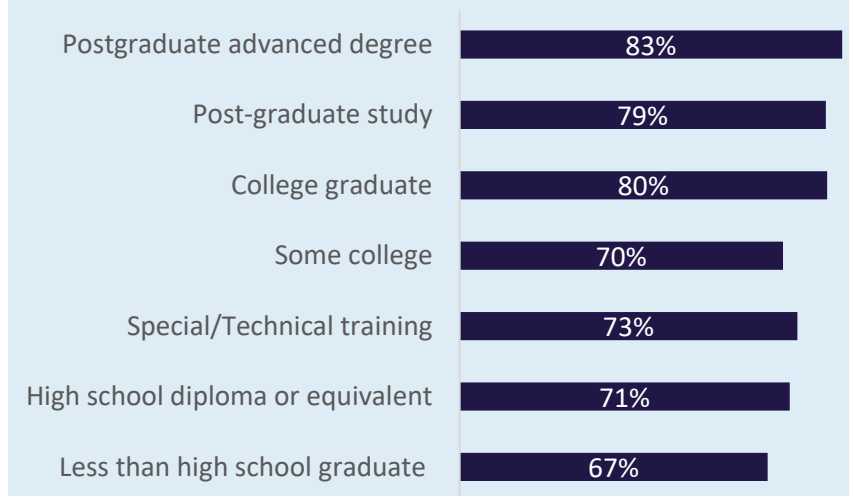
WORK

Satisfaction with Mecklenburg County as a place to work is highest for residents with advanced degrees and males.

Respondents Rating Mecklenburg County as a “Good” or “Excellent” Place to Work



Mecklenburg County as a Place to Work by Educational Attainment



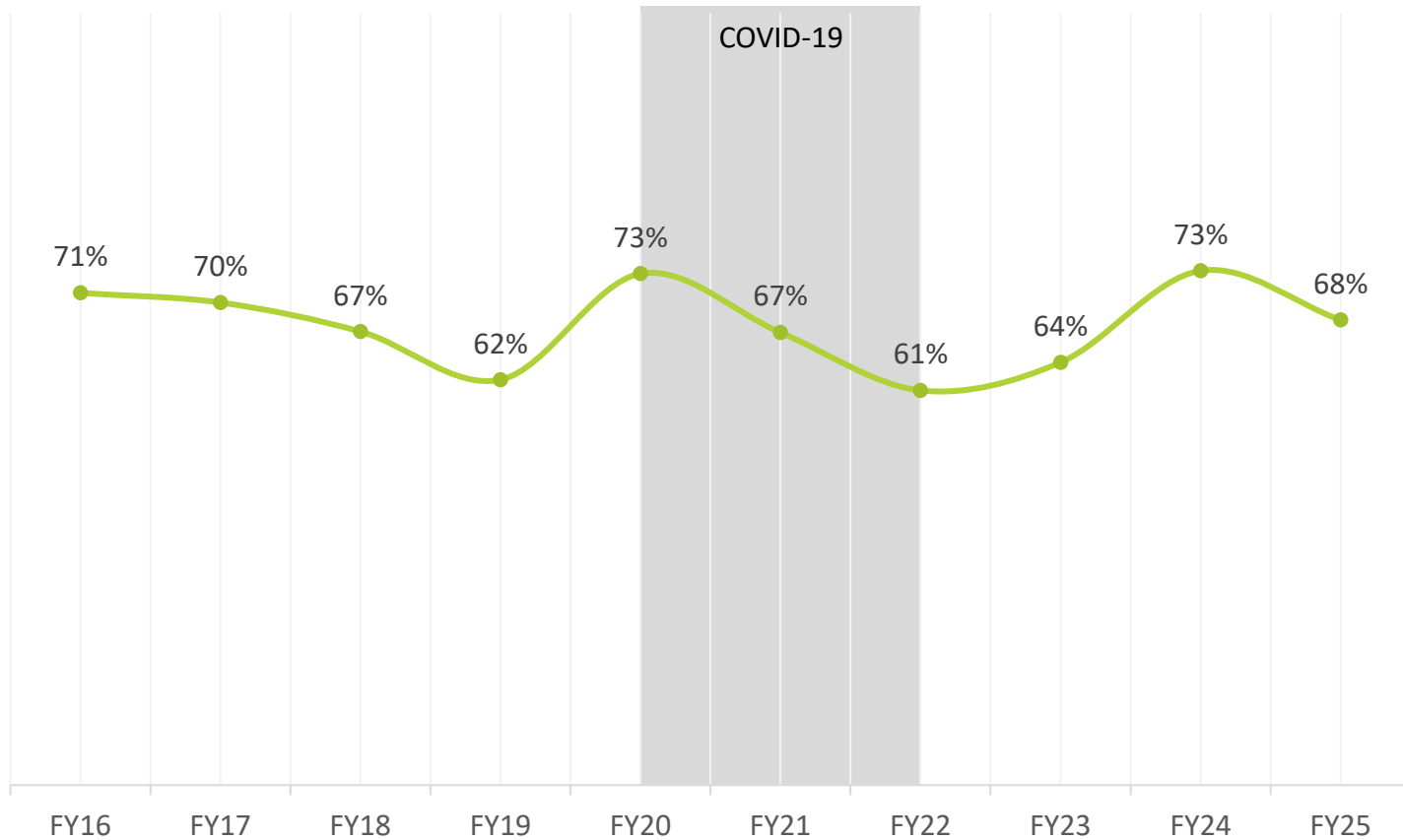
Mecklenburg County as a Place to Work by Gender



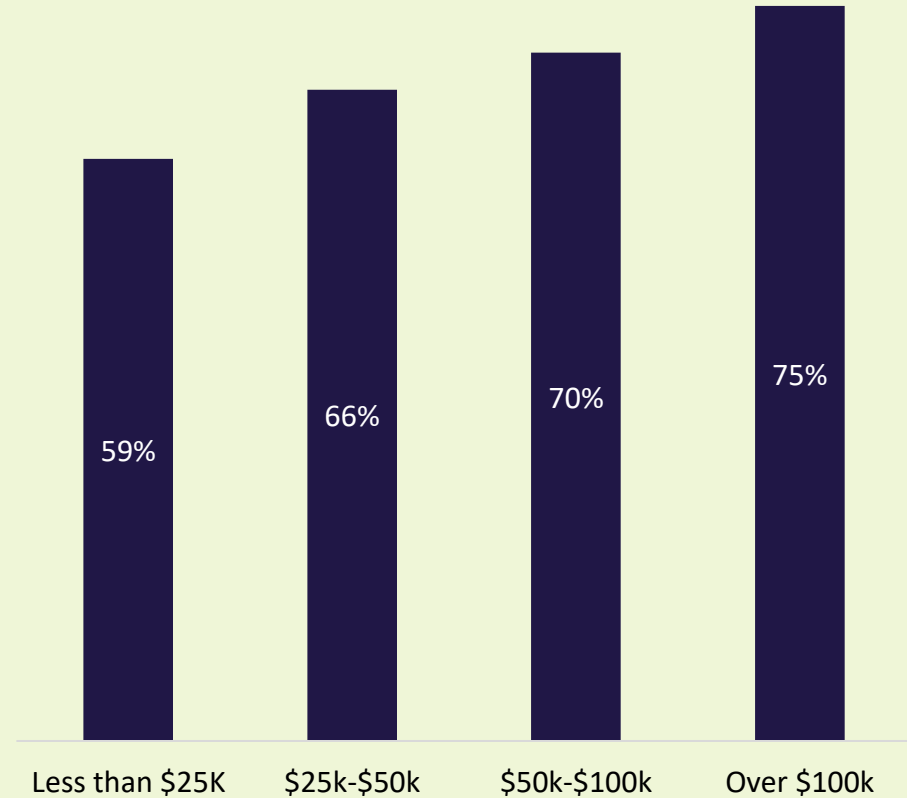
RECREATE

Satisfaction with Mecklenburg County as a place to recreate is on par with the 10-year average of 68% positive responses.

Respondents Rating Mecklenburg County as a “Good” or “Excellent” Place to Recreate



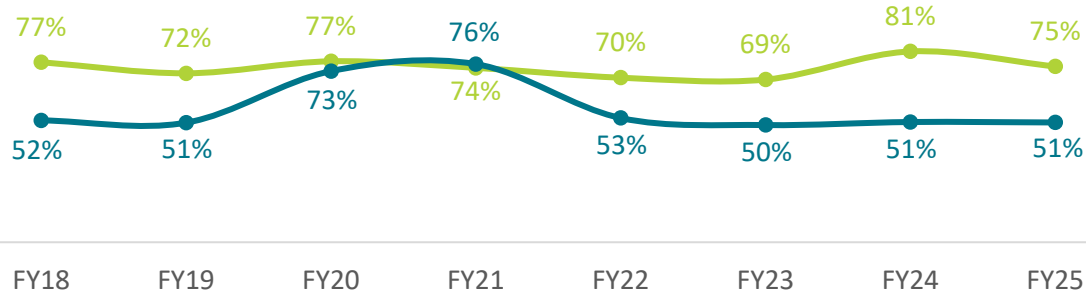
Mecklenburg County as a Place to Recreate By Household Income



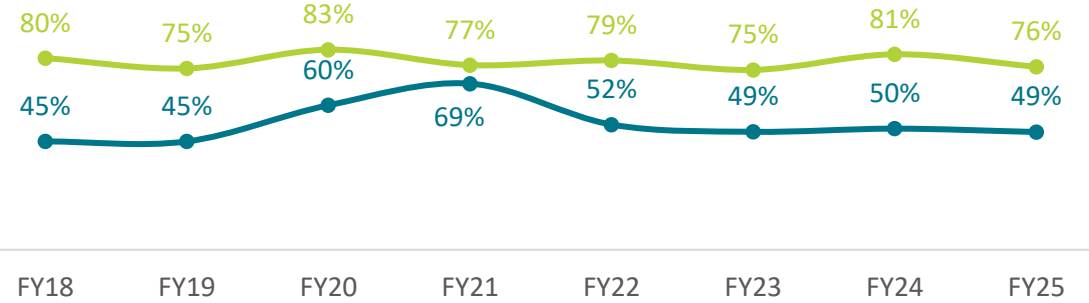
Benchmark Comparisons

Mecklenburg County as a Community to...

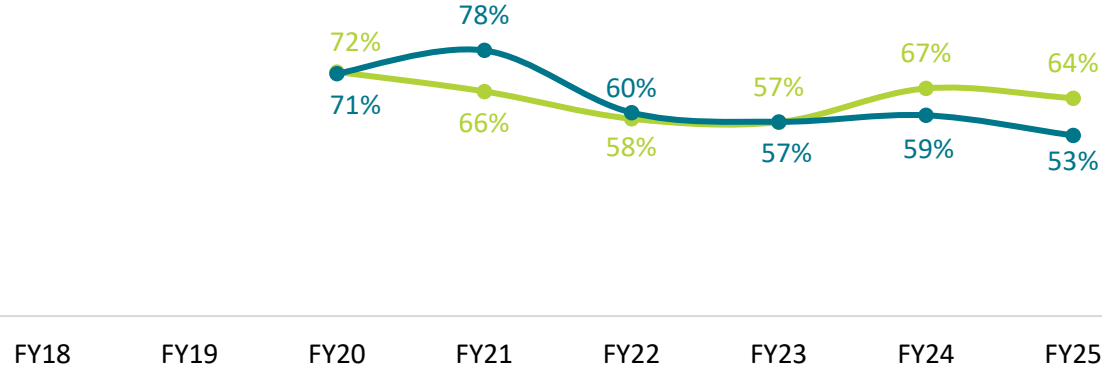
Live



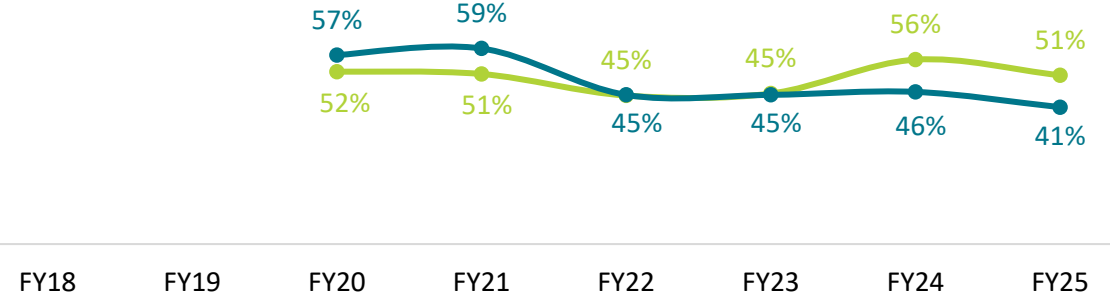
Work



Raise Children*



Retire*



Mecklenburg County Community Survey Respondents

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

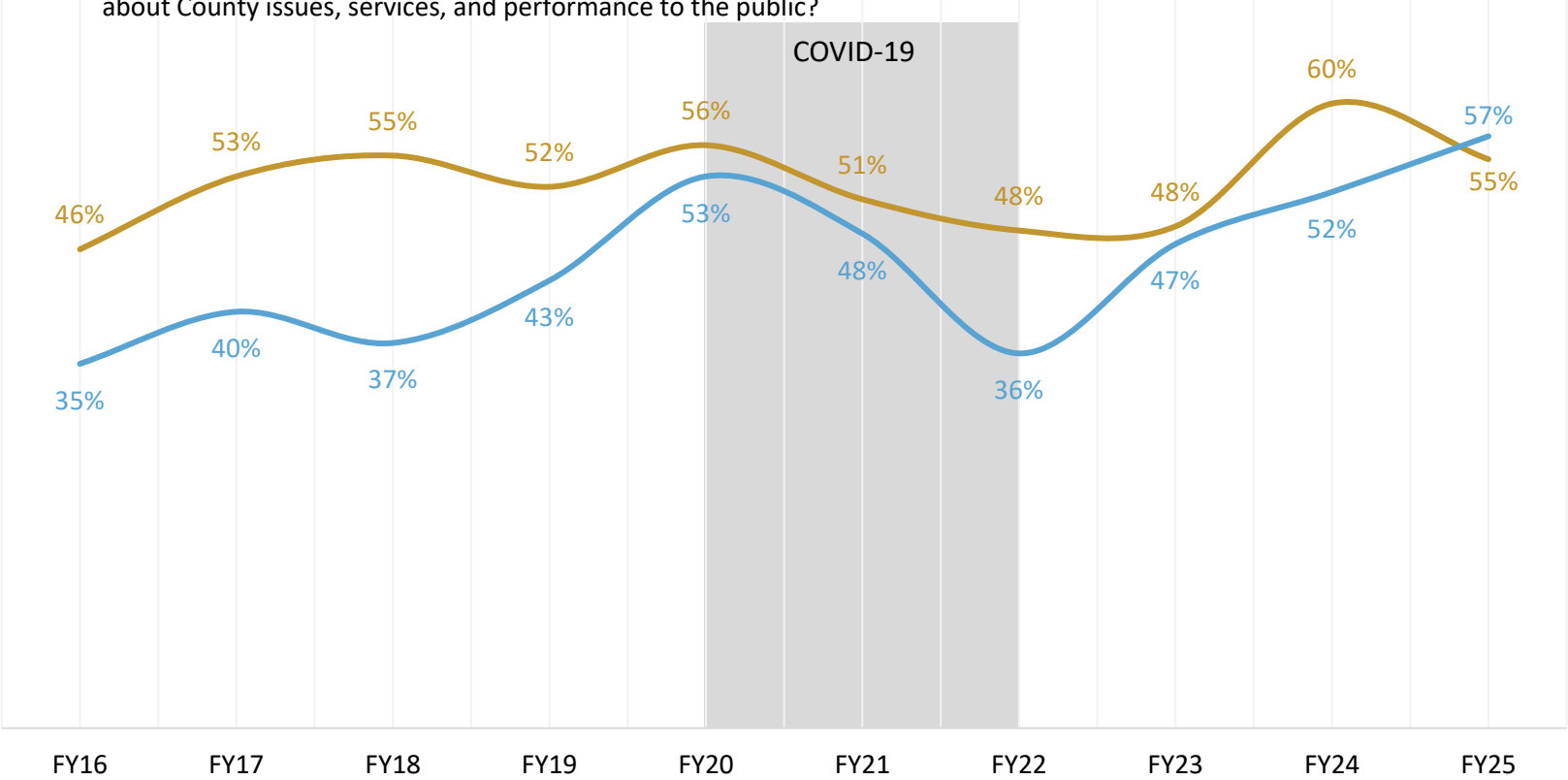
* Began asking these Questions in FY20.

County Communication

Resident Perceptions of County Communications

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

— (Excellent + Good) How good of a job would you say the Mecklenburg County government does communicating information about County issues, services, and performance to the public?



Residents who selected “Fair” or “Poor”

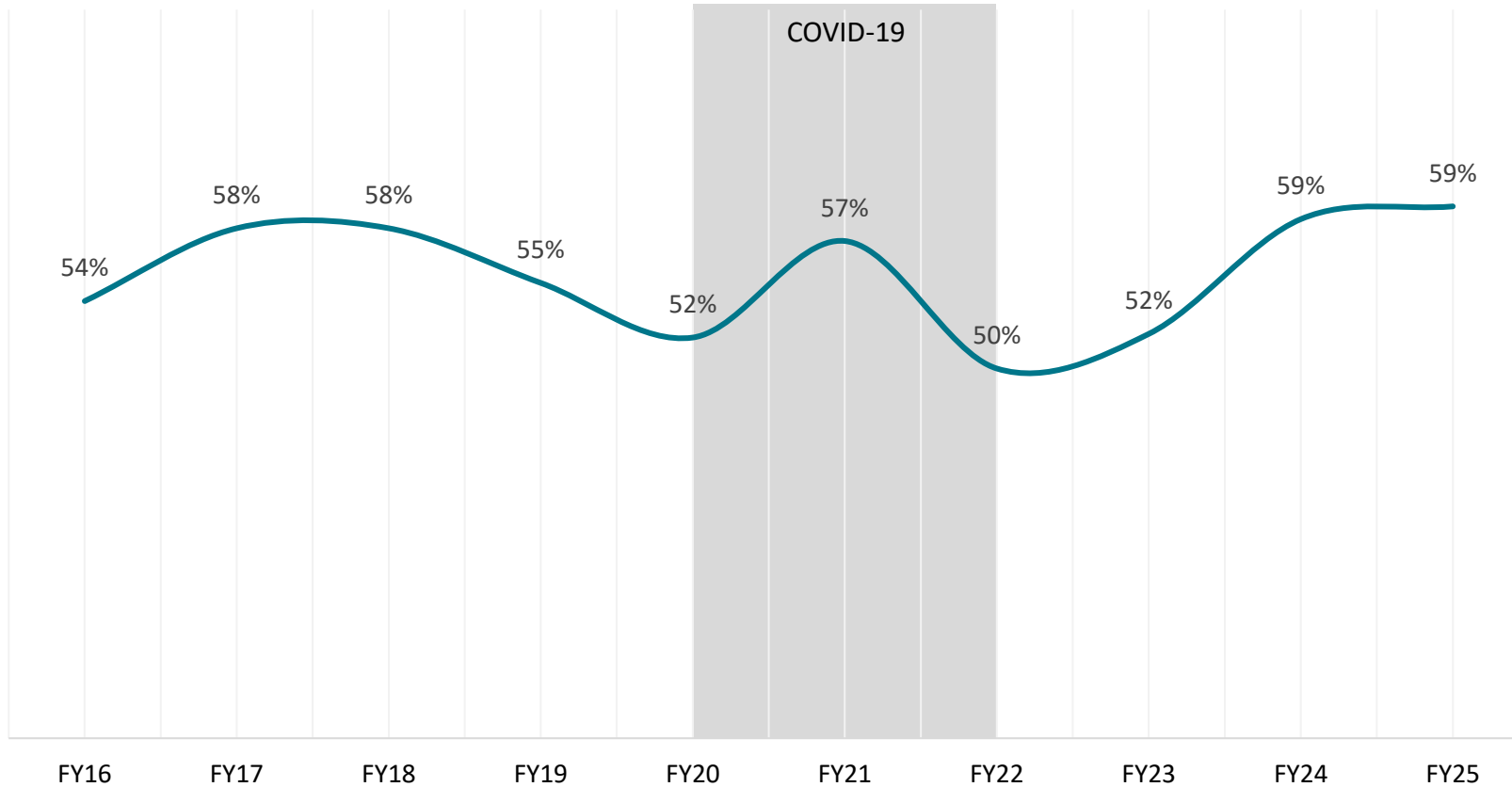
“I don’t really see any messaging from the County”

“We receive very little information”

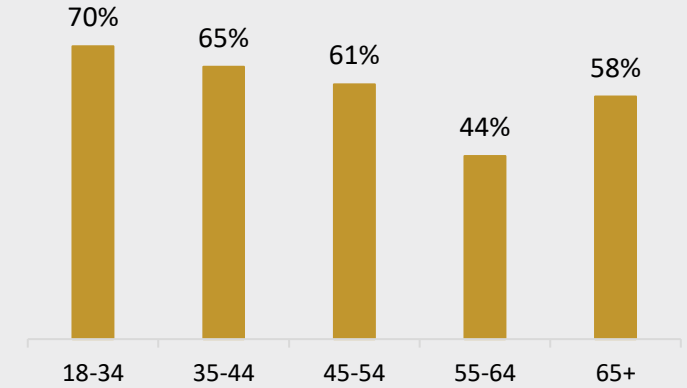
“The information is not easily accessible or promoted”

Resident Perceptions of Opportunities for Participation

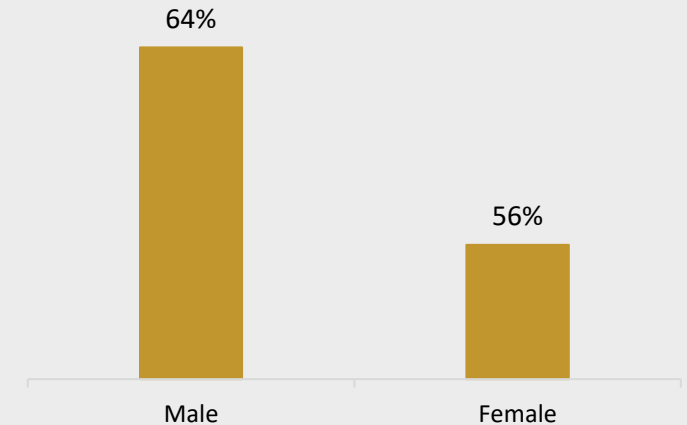
Respondents selecting "Strongly Agree" or "Agree" to the statement, "I am satisfied with the amount of opportunities for resident participation in county policy development and decision making."



Satisfaction with Participation Opportunities by Age



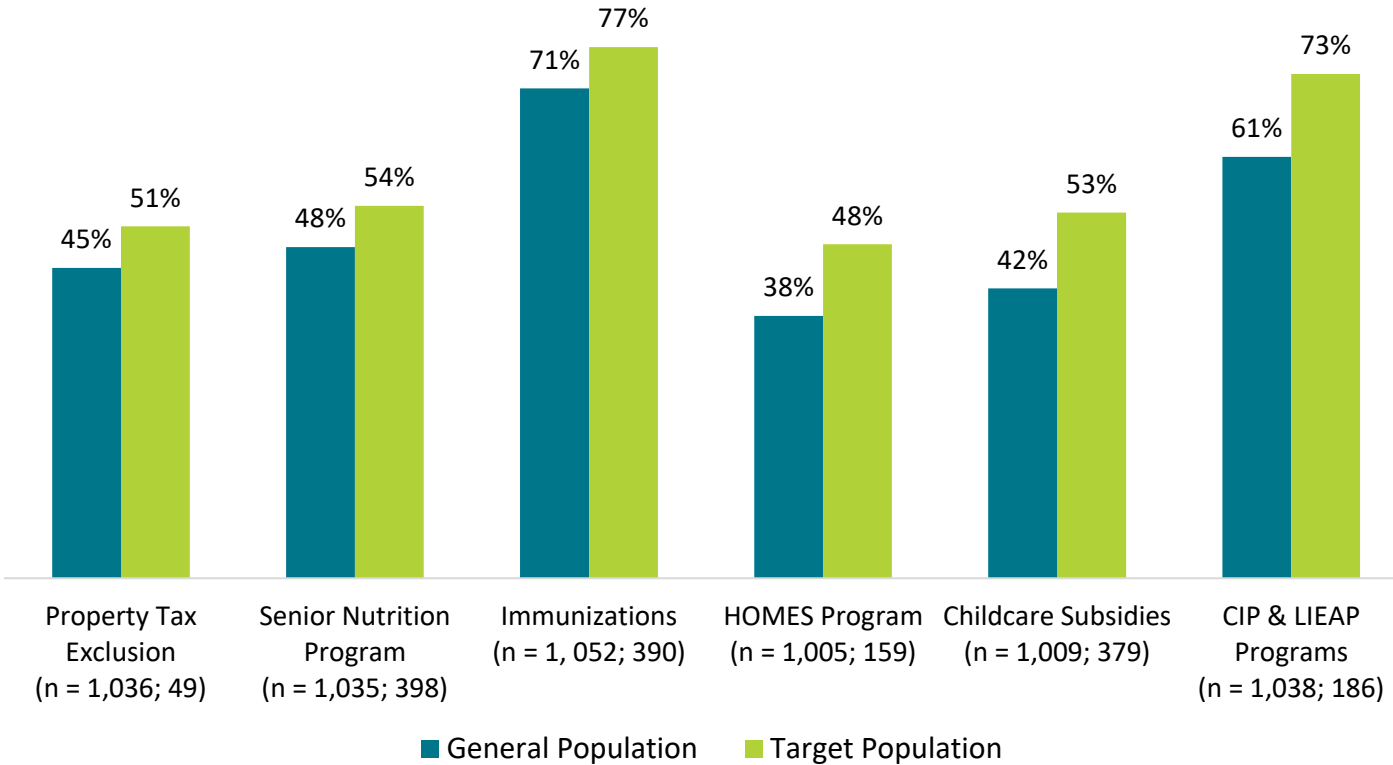
Satisfaction with Participation Opportunities by Gender



Resident Awareness of County Programs

Awareness increased for all County programs. Awareness in the target population is greater than awareness in the general population.

Awareness of the General Population Compared to the Target Population



County Program	FY25 Result	Percent Increase FY24 – FY25
Mental Health Services	55%	15%
AllAccess.MeckNC.gov	56%	13%
SFA Hotline	47%	12%
Childcare Subsidies	42%	9%
CIP and LIEAP	61%	7%
Senior Nutrition Program	48%	5%
Immunizations	71%	4%
HIV and STDs	64%	4%
PrEP	49%	4%
HOMES Program	38%	4%
Violence Prevention	36%	4%
Foster Home Licensing	48%	3%
Property Tax Exclusions	45%	3%
Family Planning	43%	3%
CRCs	51%	New in FY25

General Resident Perceptions

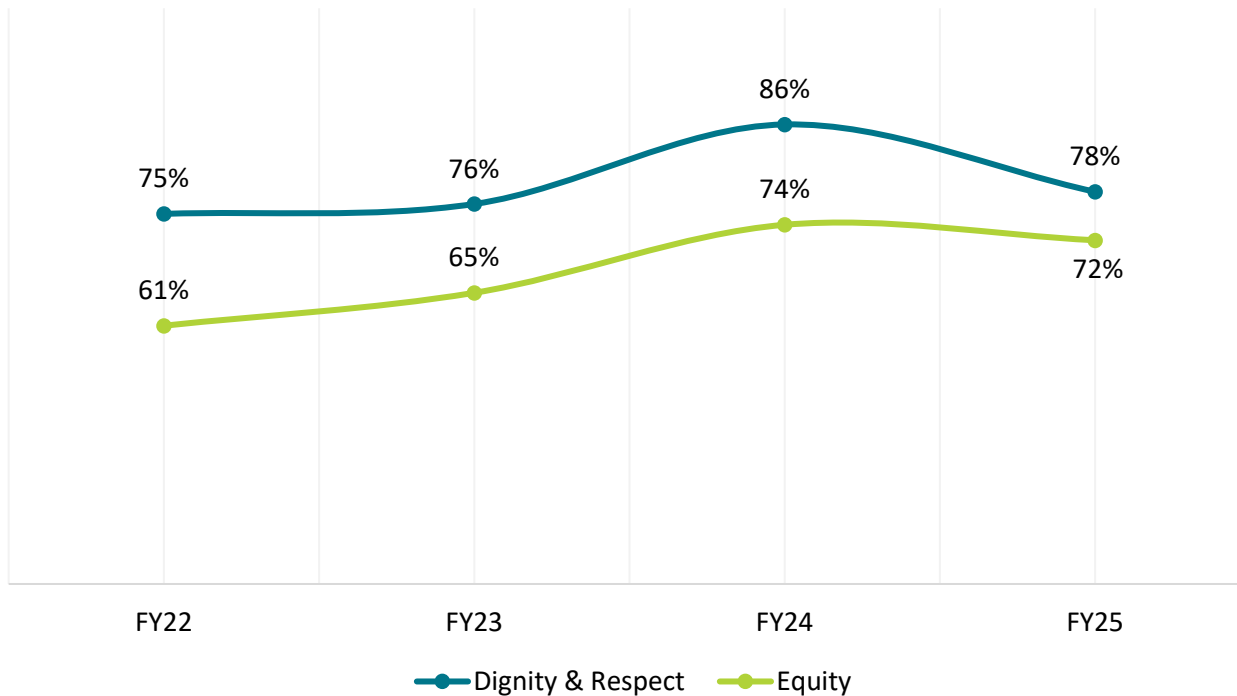
Equity & Inclusion

Mecklenburg County...

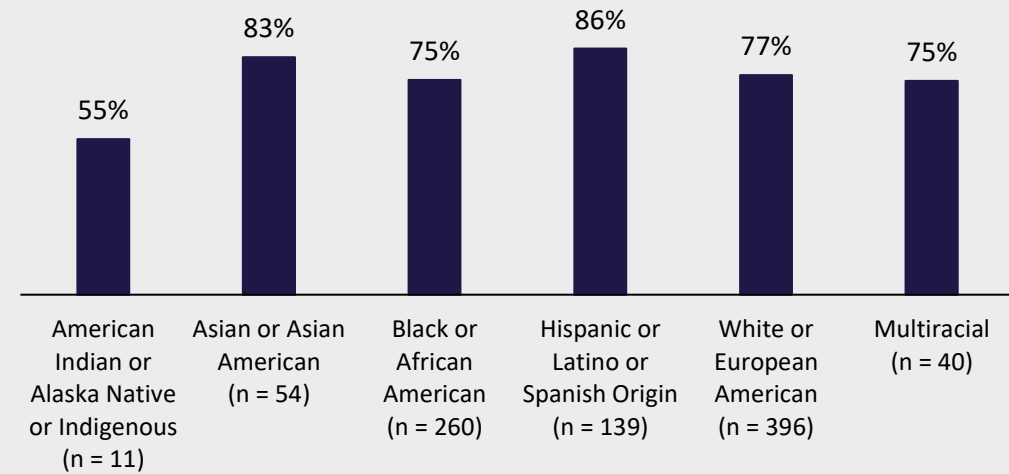
Honors the identity of individuals and treats them with dignity and respect.

Services and programs are racially equitable.

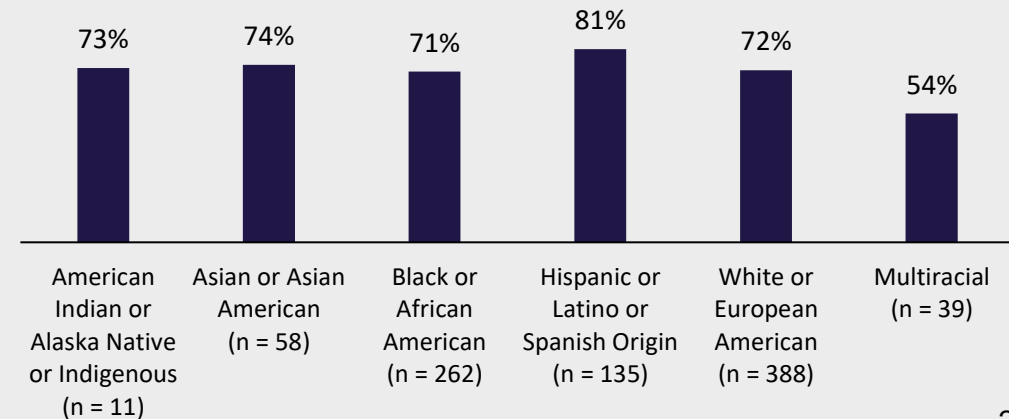
Percent of “Strongly Agree” and “Agree” Responses



Percent of “Strongly Agree” and “Agree” Responses to the statement “Mecklenburg County honors the identity of individuals and treats them with dignity and respect”

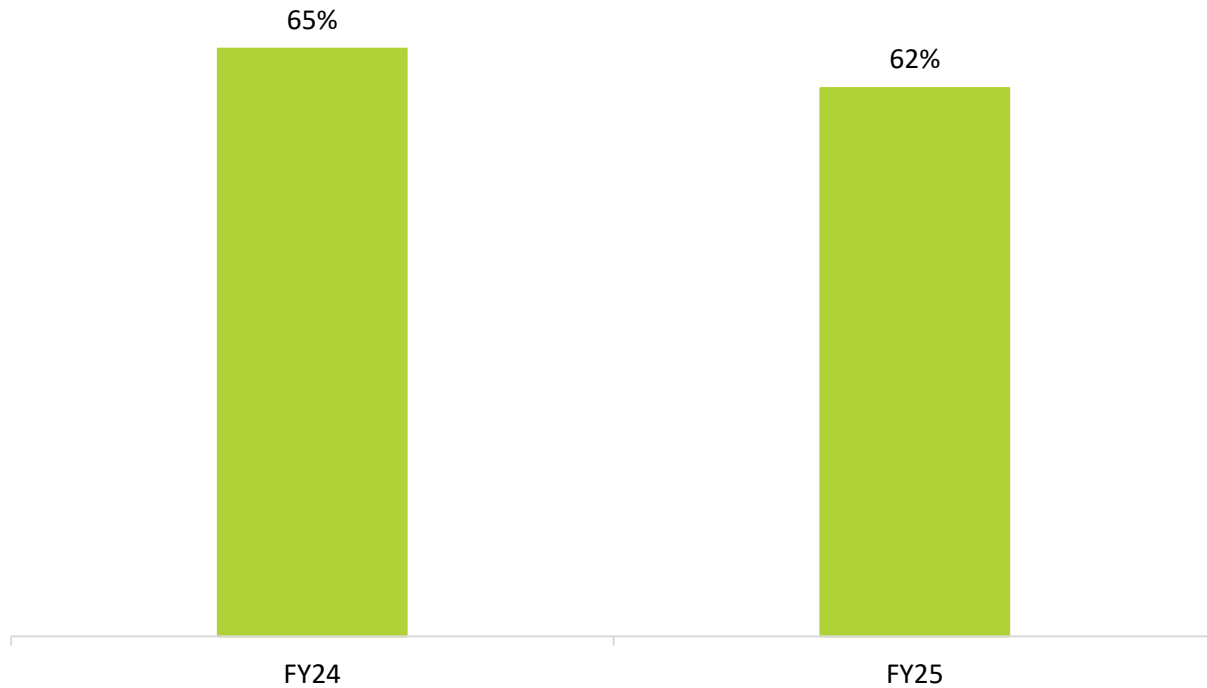


Percent of “Strongly Agree” and “Agree” Responses to the statement “Mecklenburg County services and programs are racially equitable”

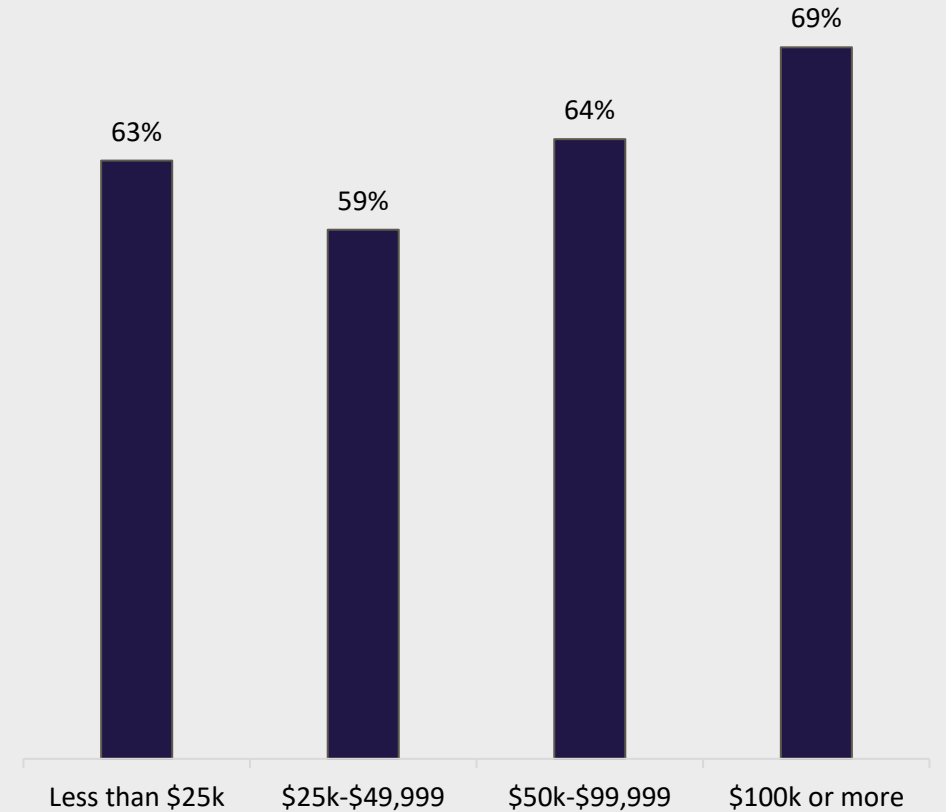


Trust in Mecklenburg County

Respondents who “Strongly Agree” or “Agree” that Mecklenburg County can be Trusted to Handle Local Problems



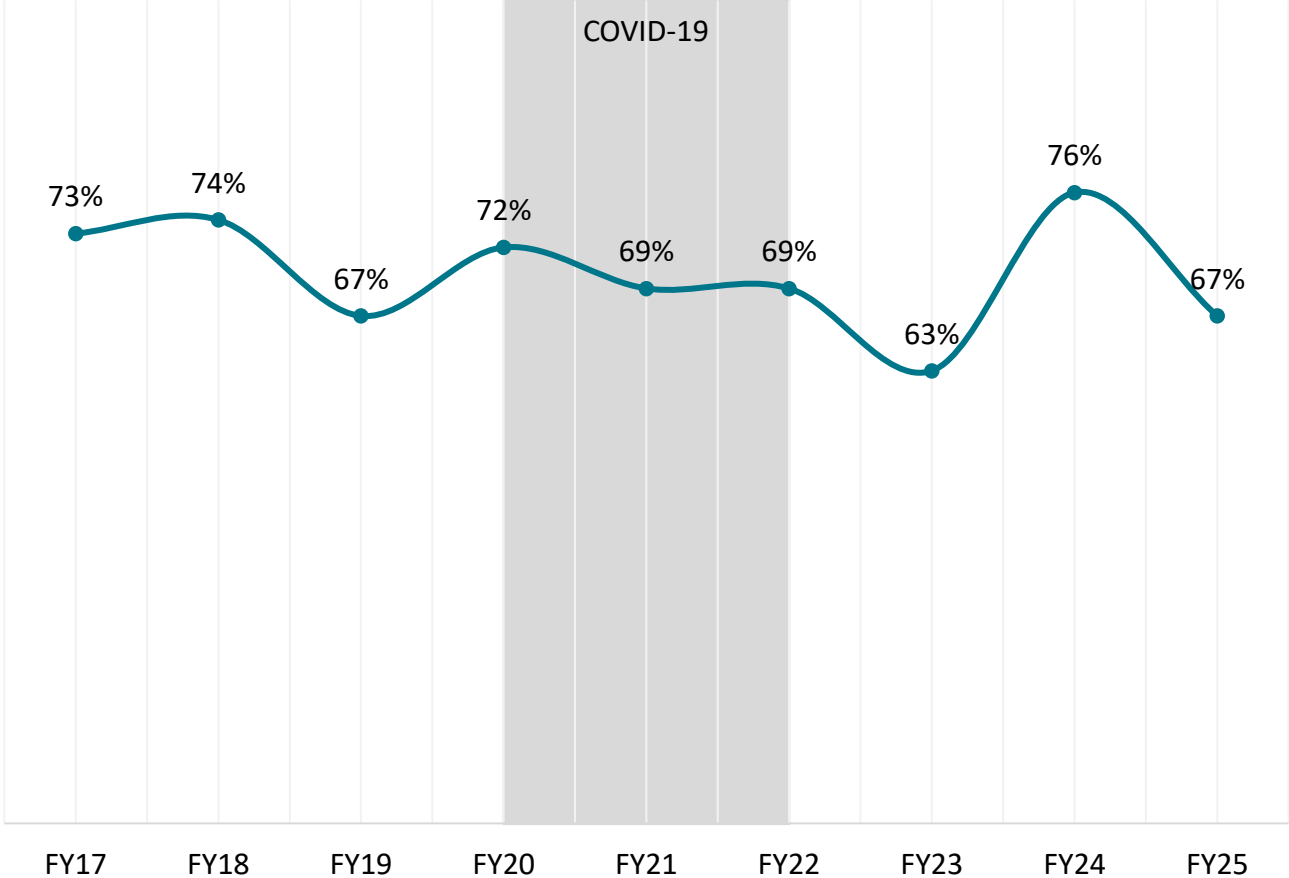
Trust in Mecklenburg County by Household Income



Respondents from households making more than \$100k annually have the highest level of trust in Mecklenburg County.

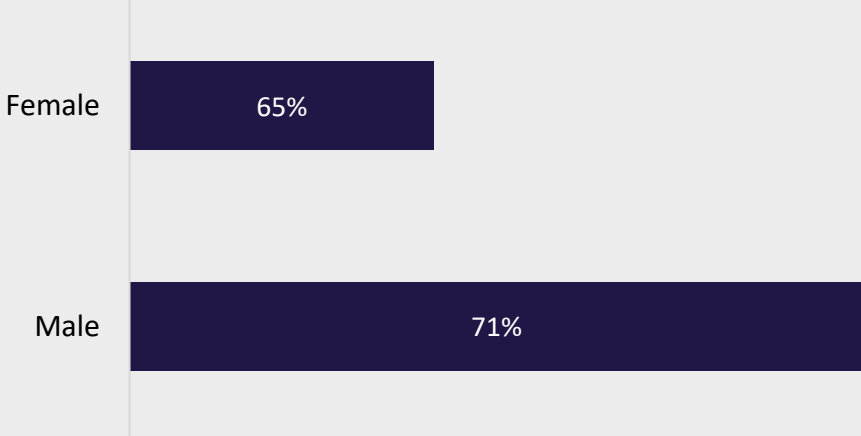
Quality of Life

Respondents Rating the Overall Quality of Life in Mecklenburg County as a “Good” or “Excellent”

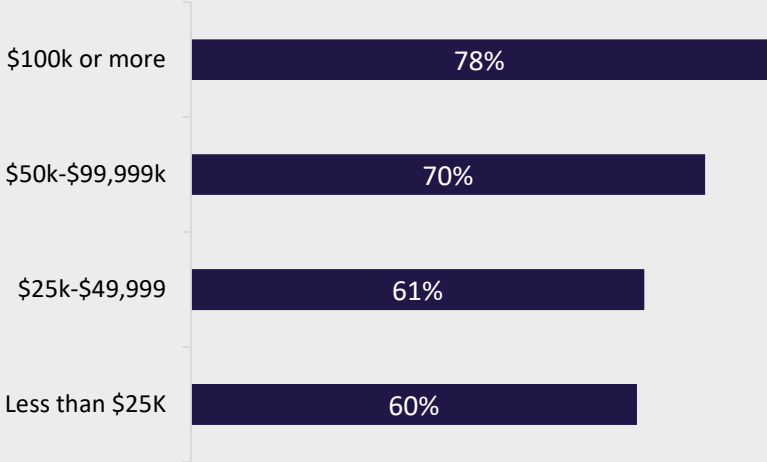


Quality of Life in Mecklenburg County is impacted by...

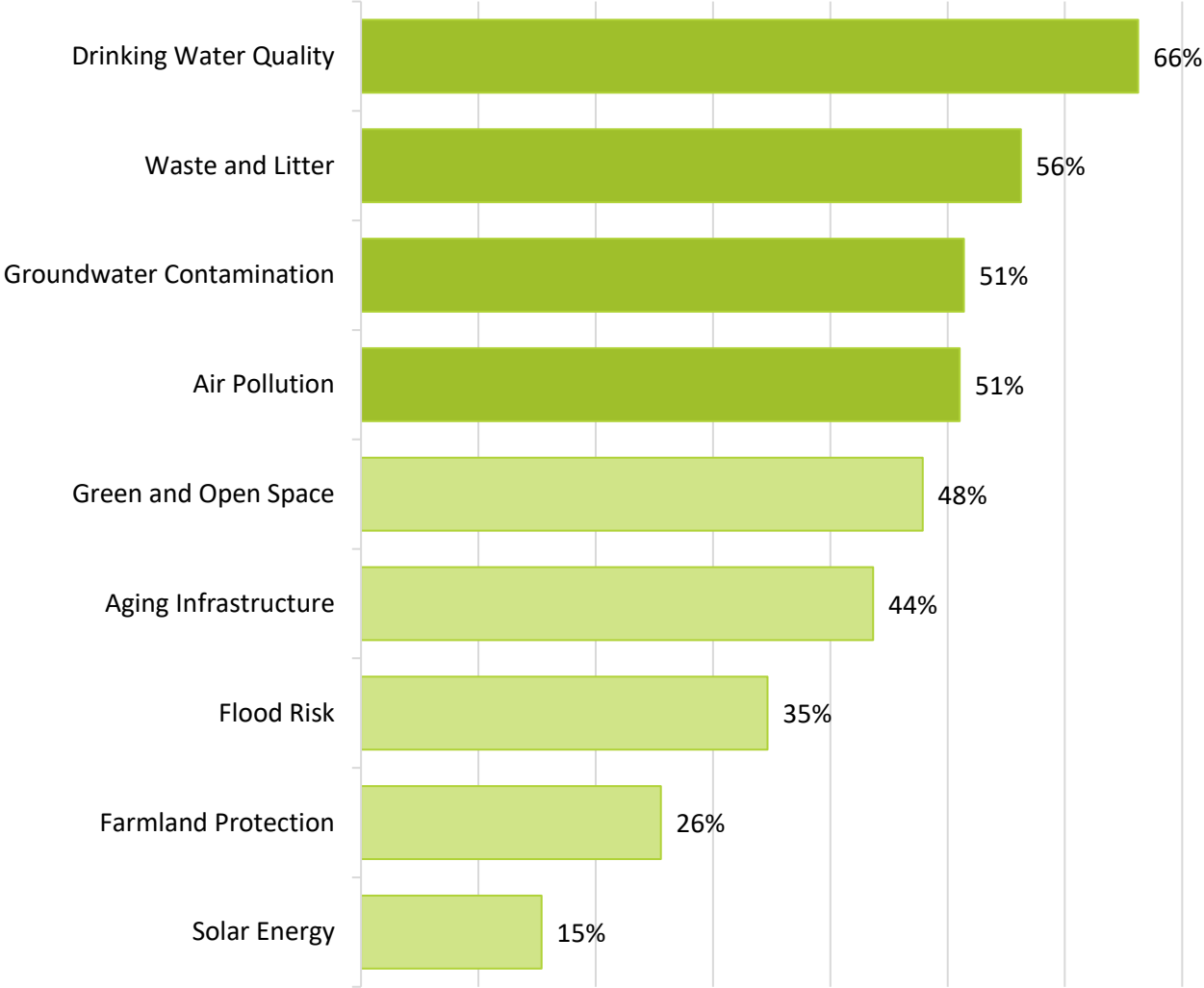
Gender



Household Income



Top Four Environmental Issues

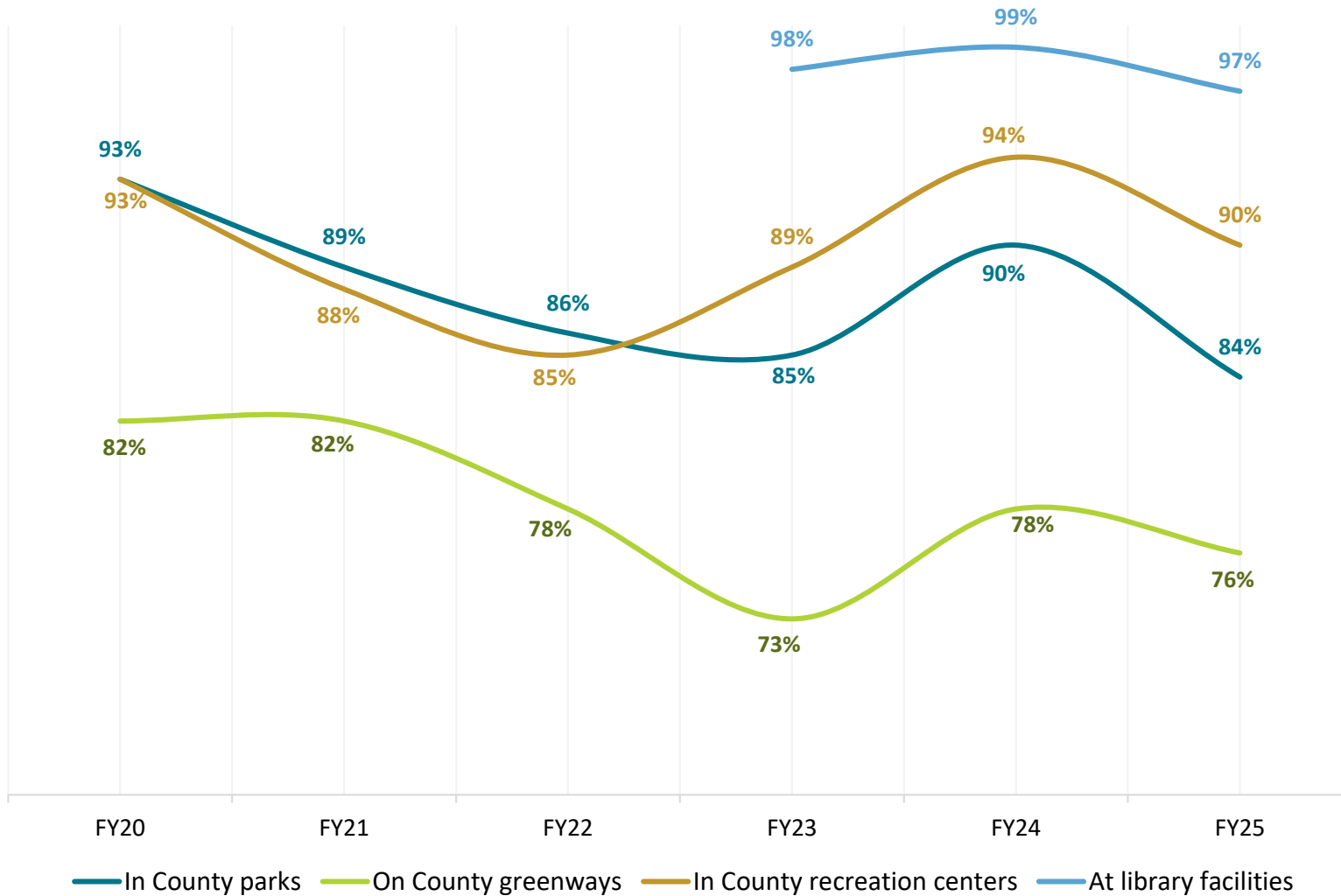


Drinking water has remained the most important issue since this question was first asked in FY23.



Perceptions of County Facilities

Respondents who Felt “Very Safe” or “Safe” in County Facilities



Park and Recreation Visitation

90% of households visited a Mecklenburg County Park and Recreation site in the past 12 months.

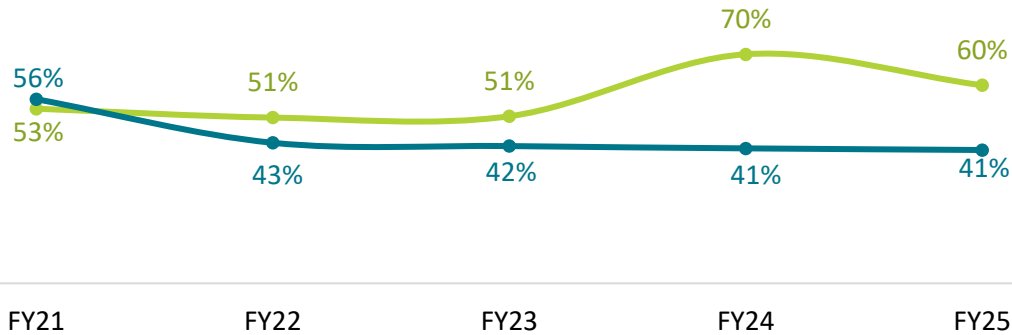
95% of visitors positively rated Park and Recreation sites.

76% of residents visited parks and **52%** visited greenways.

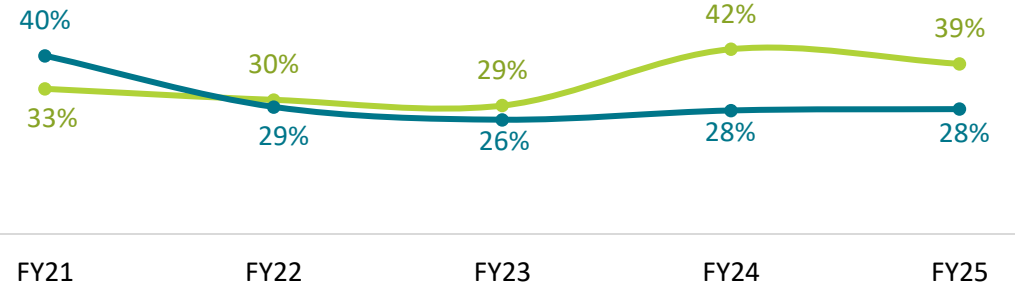
Benchmark Comparisons

Perceptions of Services:

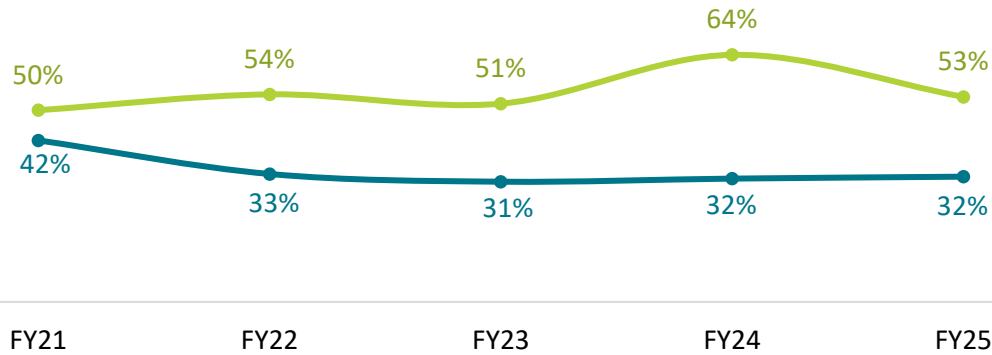
Overall quality of services provided by County



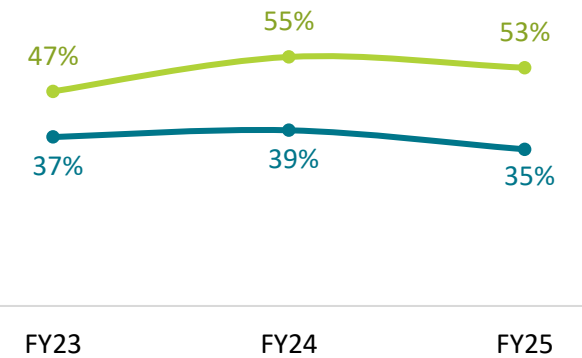
The value for County taxes & fees



Customer service provided by County employees



Availability of information about County services and programs*



Mecklenburg County Community Survey Respondents

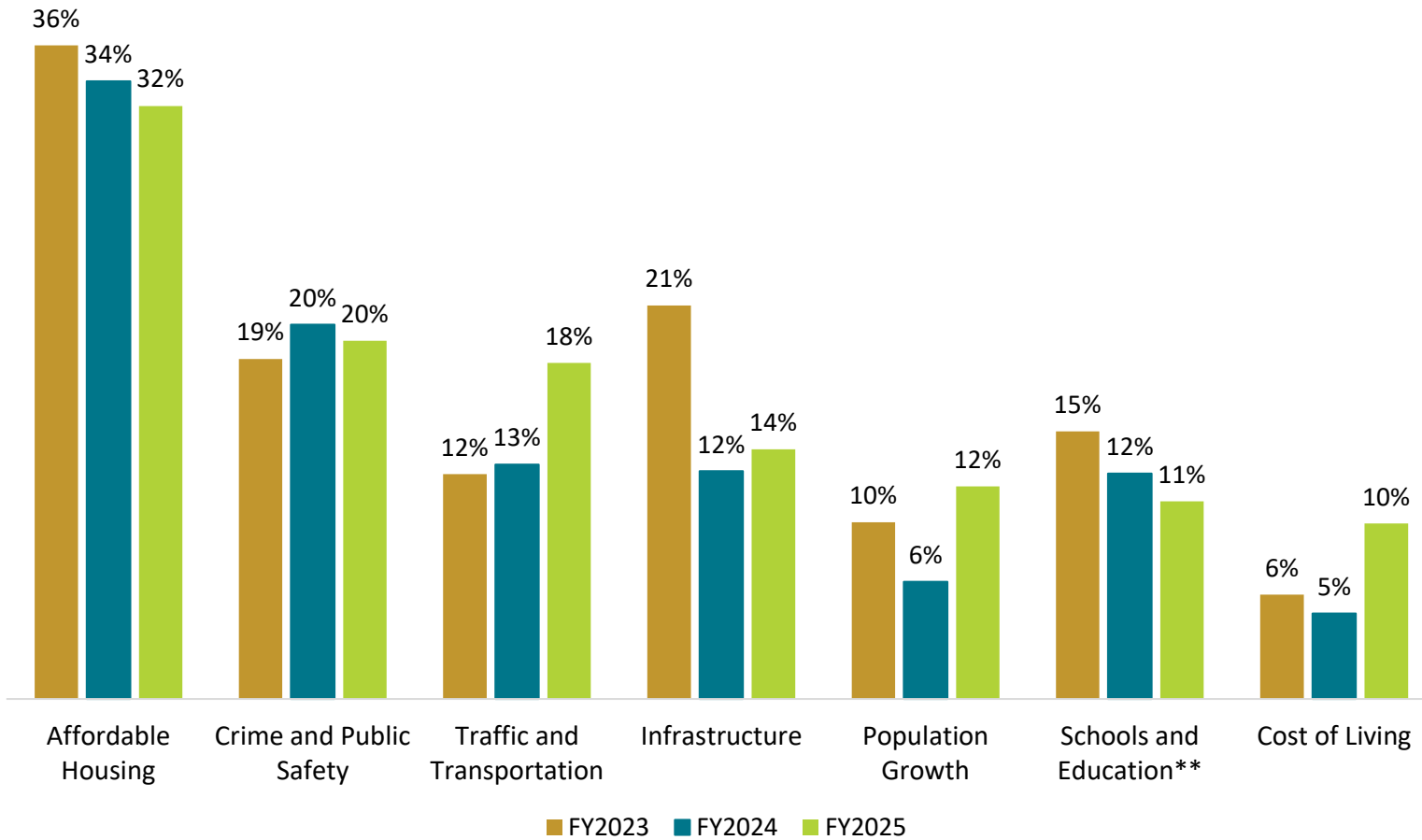
Other Large Cities/Counties (250,000+ residents)

* Began asking this Question in FY23.

Most Important Issue

Most Important Issue

Top 7 Priorities



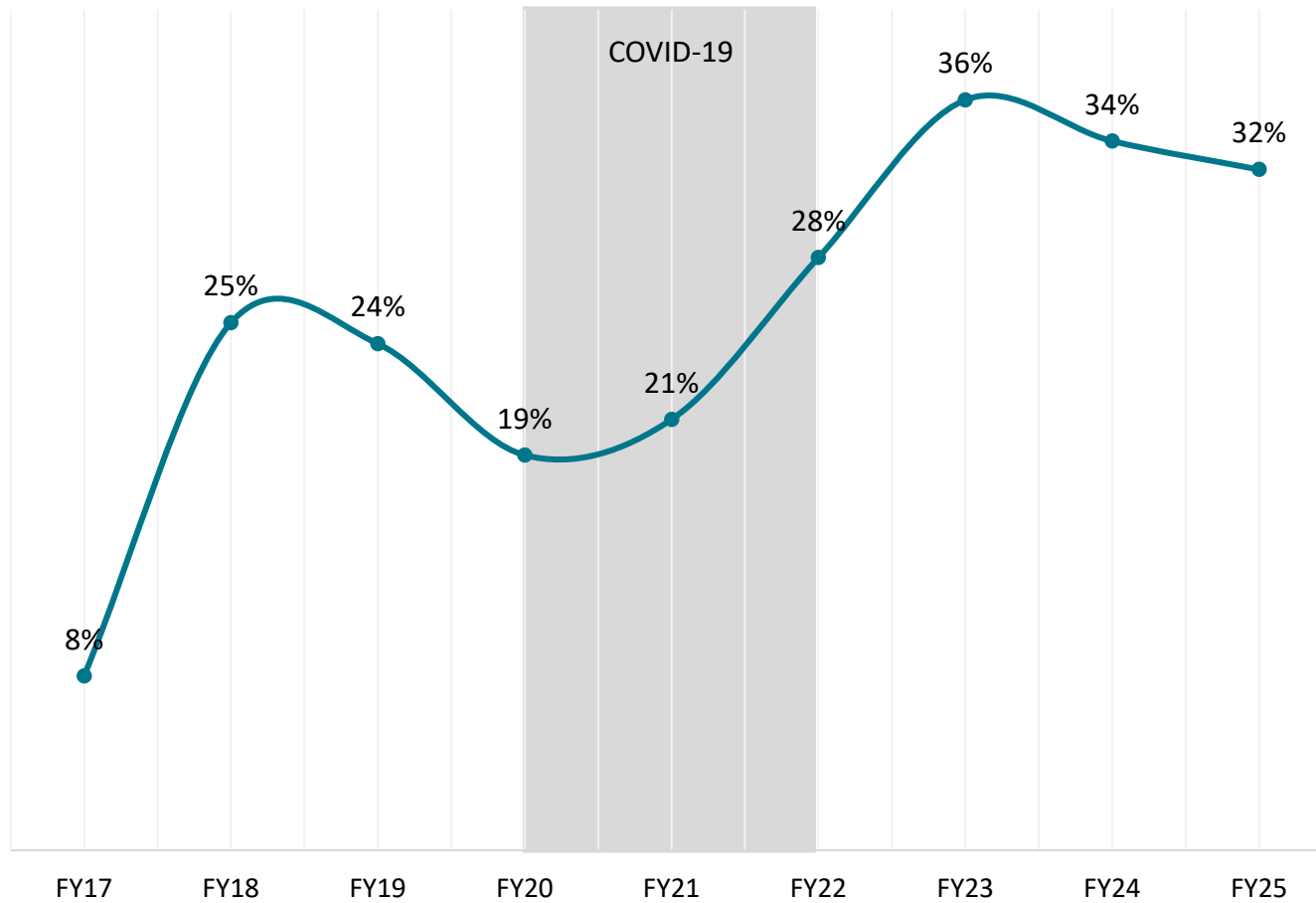
**Comments tagged with this category were not necessarily related to Charlotte-Mecklenburg Schools

Top 7 Priorities in 2025	2025 Rank	2024 Rank	Rank Difference (FY25 – FY24)
Affordable Housing	1	1	0
Crime and Public Safety	2	2	0
Traffic and Transportation	3	3	0
Infrastructure*	4	5	+1
Population Growth	5	7	+2
Schools and Education	6	4	-2
Cost of Living	7	9	+2

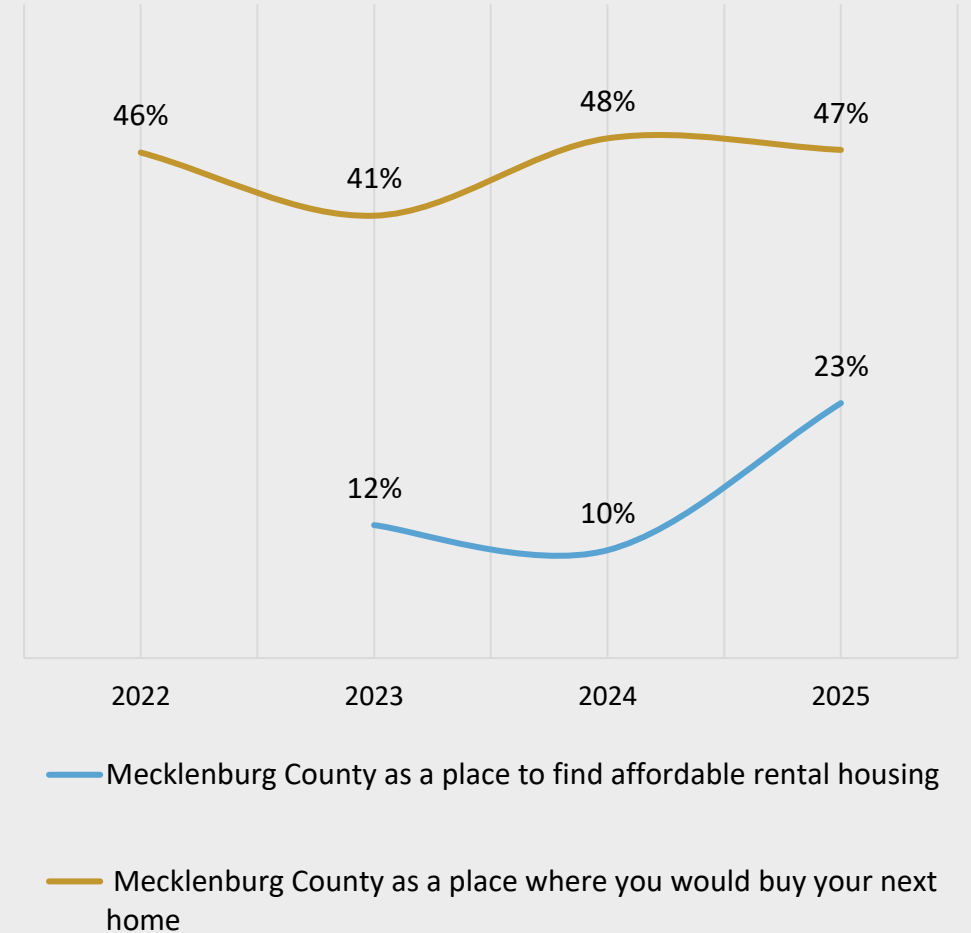
*This category was titled “Infrastructure” and Development in FY2024. In FY2025, comments tagged with “infrastructure” did not necessarily mention development. Many comments related to development were captured in the “overdevelopment” priority, which about 5% of respondents mentioned in their comments.

Affordable Housing

Affordable Housing as the Most Important Issue



Percent of Respondents Selecting "Good" or "Excellent"



Key Takeaways and Next Steps

Key Takeaways



Most Important Issues

The top three most important issues are the same as FY24: Affordable Housing; Crime & Public Safety; Traffic & Transportation.
Affordable housing remains the top resident concern since 2018.



Community Vision

Resident perceptions decreased across the Live, Work, Learn, and Recreate areas, but the FY25 responses align closely with the 10-year averages.
Mecklenburg County continues to perform better than other large municipalities.



Public Safety

Residents are concerned about safety and consistently feel the safest in County libraries and feel the least safe on greenways.
Residents who visit County facilities feel safer than those who do not, especially at parks and greenways.



Impact of Gender and Income

Gender frequently impacted residents' experiences/perceptions, with males having more positive experiences/perceptions than females.
Household income positively impacted residents' experiences and perceptions of life in Mecklenburg County.

Future Community Surveys

- Reevaluate the Community Survey project
 - Results are relatively consistent year over year
 - Focus on implementing best practices in community surveying
 - Incorporate new questions that may provide additional context for the County's Corporate Scorecard currently in development
- The Office of Strategy & Innovation (OSI) will
 - Holistically review the Community Survey's content, purpose, and process
 - Launch a reimagined survey in Summer of 2026



Mecklenburg County Pride 2025



Community Survey 2025 Results

Office of Strategy and Innovation

Presented to the Board of County Commissioners
December 9, 2025



MECKLENBURG COUNTY
North Carolina

Appendix



MECKLENBURG COUNTY
North Carolina

County Program	Question Owner	Question Number	Survey Question	Target Population	FY25 Result	Percent Increase FY24 – FY25
Mental Health	CFAS	16.1	Did you know that Mecklenburg County provides low-cost and no-cost mental health and substance use-related services to residents?	-	55%	15%
AllAccess.MeckNC.gov	DCR	16.2	Did you know the County has a website (allaccess.mecknc.gov) for residents to apply for federal and state benefit programs such as Energy Assistance, Food and Nutrition Services, or Medicaid?	-	56%	13%
SFA Hotline	CFAS	16.6	Did you know the County operates a dedicated 24-hour hotline (704-336-CARE) for reporting abuse, neglect, or exploitation of a senior or adult with disabilities?	-	47%	12%
Childcare Subsidies	CFAS	16.8	Did you know that Mecklenburg County offers childcare subsidies to help working families pay for childcare?	Working families with children	42%	9%
CIP and LIEAP	DCR	16.9	Did you know the County provides energy assistance through the Crisis Intervention Program (CIP) and Low Income Energy Assistance Program (LIEAP) to assist eligible households with heating or cooling related crises?	Low-income households	61%	7%
Senior Nutrition Program	CFAS	16.7	Are you aware that the County has a Senior Nutrition Program that provides free lunch, meals, and activities for seniors 60 years and older?	Adults 60 years and older	48%	5%
Immunizations	HLT	17.1	Did you know the County provides children with immunizations against vaccine-preventable diseases (e.g., polio, measles)?	Residents with children	71%	4%
HIV and STDs	HLT	17.2	Did you know the County offers HIV and other sexually transmitted disease testing (including syphilis)?	-	64%	4%

County Program	Question Owner	Question Number	Survey Question	Target Population	FY25 Result	Percent Increase FY24 – FY25
PrEP	HLT	17.3	Are you aware of a prevention method called PrEP, which is a pill taken to help prevent the spread of HIV?	-	49%	4%
HOMES Program	DCR/OTC	16.4	Did you know that the Helping Out Mecklenburg homeowners with Economic Support (HOMES) program provides grants to assist qualified residential homeowners in reducing their real estate taxes?	Low-income homeowners	38%	4%
Violence Prevention	HLT	17.5	Are you aware of violence prevention efforts led by the County (like the violence interruption program or the Peace Keepers Academy)?	-	36%	4%
Foster Home Licensing	CFAS	16.3	Did you know the County offers training and foster home licensing for people interested in fostering or adopting?	-	48%	3%
Property Tax Exclusions	CAO/OTC	16.5	Are you aware of property tax exclusion programs that reduce the amount of taxes due for low-income elderly or disabled homeowners?	Low-income elderly or disabled homeowners	45%	3%
Family Planning	HLT	17.4	Did you know the County provides family planning services at a cost based on residents' ability to pay (sliding-fee scale)?	-	43%	3%
CRCs	DCR	16.10	Community Resource Centers provide services such as Medicaid, food assistance, Child Support Services, Public Health services, job placement support, Veterans Services, free mental health counseling, and more. Did you know that County residents can access these services all in one place at a Community Resource Center?	-	51%	-