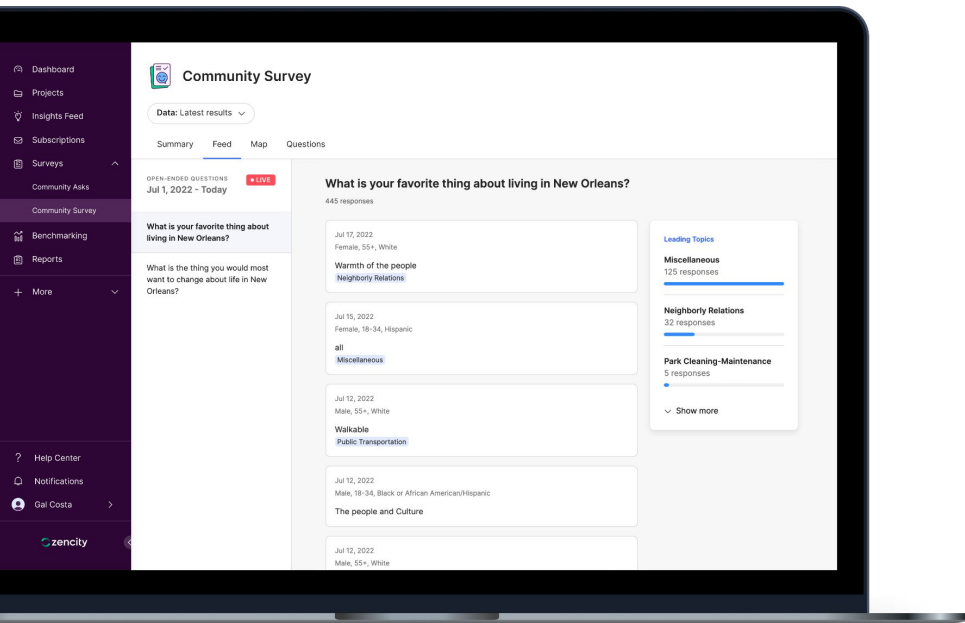




Sugar Land, TX Community Survey

June - September 2022

Powered by  zencity



The Zencity Community Survey

A recurring survey that never stops running, the Zencity Community Survey measures how satisfied residents are with their community and with local government-provided services and allows officials to compare these scores over time and against a cohort of similar communities.



Survey Methodology

570 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between June – September, 2022. An additional 59 responses were collected through the city’s distribution efforts, including printed and/or dial-in phone surveys, which were used to supplement the Zencity-recruited responses for free-text questions. Zencity built a representative sample by matching respondent data to the U.S. Census Bureau’s race, ethnicity, age, and gender distributions in Sugar Land. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score.

Score Calculation

The overall satisfaction score is calculated by averaging how each resident rated quality of life and community characteristics on a numeric scale (1-5), and classifying this average as satisfied, neutral, or not satisfied. The resulting score, then, is the weighted percentage of residents who gave an overall satisfied rating.

Overall Satisfaction

Overall Satisfaction Score

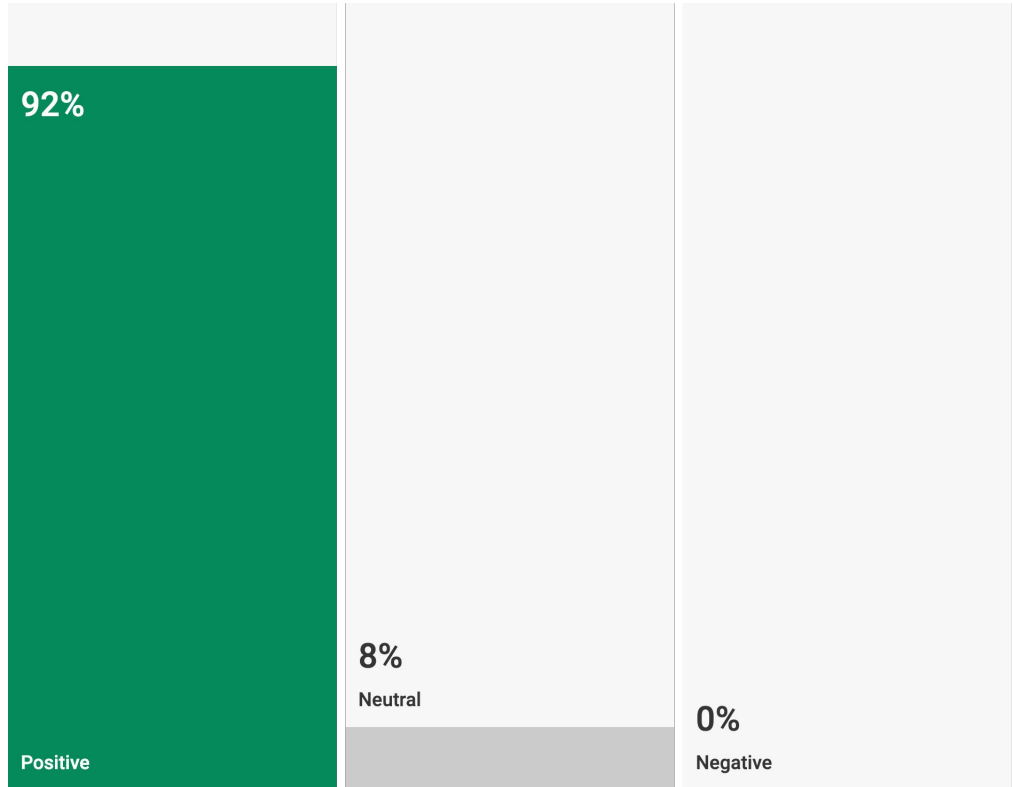
Sugar Land, TX
June - September 2022

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02

92%

of 570 surveyed residents are **satisfied** with life in Sugar Land






Overall Satisfaction Score

Sugar Land, TX
June - September 2022

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03

These are the main measures of satisfaction in your community

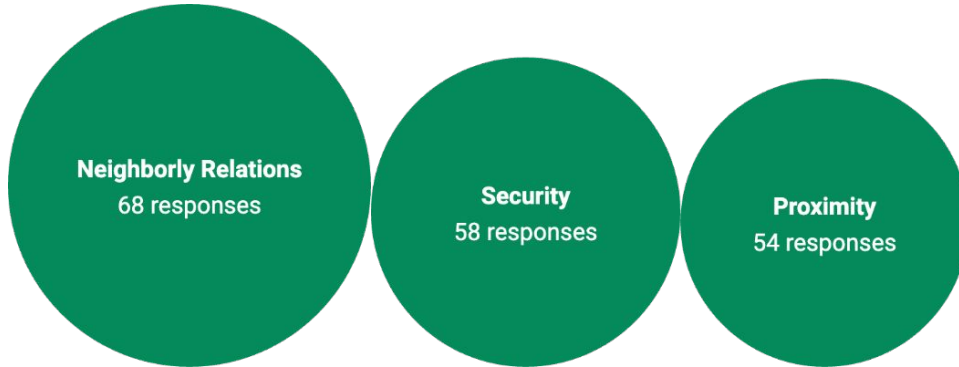
QUESTION	RESIDENT SATISFACTION
How is the overall quality of life in Sugar Land?	89% 
How likely are you to recommend Sugar Land as a place to live?	88% 
How likely are you to be living in Sugar Land 5 years from now?	79% 

Free-Text Responses



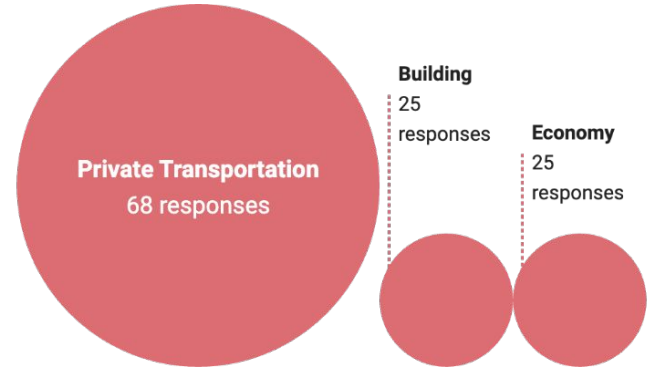
What residents love

Question: What is your favorite thing about living in Sugar Land?



What residents want changed

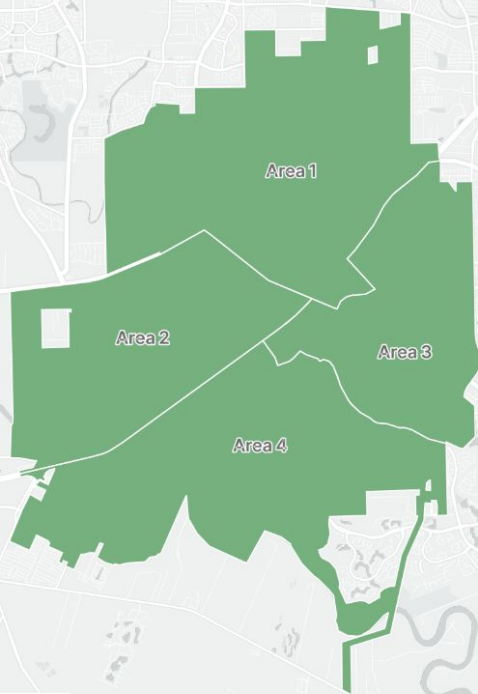
Question: What is the one thing you would change in Sugar Land?



Across the Community





Sugar Land, TX

June - September 2022



Percentage of satisfaction



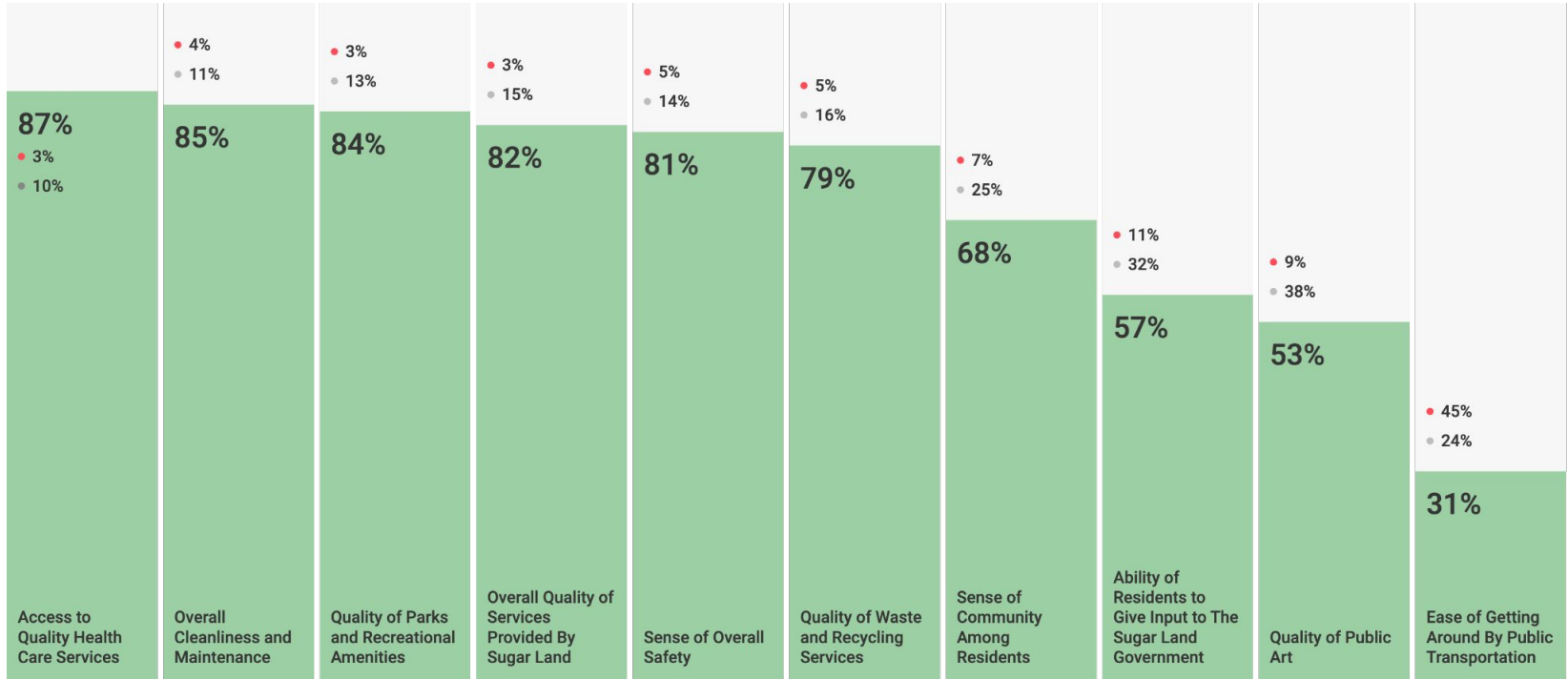
AREA	RESIDENT SATISFACTION
Area 1	94% 
Area 2	96% 
Area 3	92% 
Area 4	87% 

Life in Sugar Land

Satisfaction with Life in Sugar Land

Sugar Land, TX
June - September 2022

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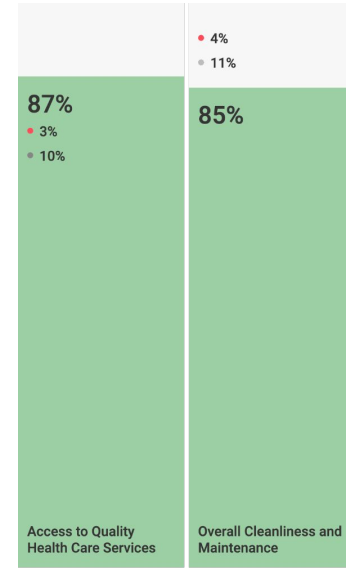
The ratings residents gave these parts of life showed a connection to their overall satisfaction

In order to appear here, a characteristic must

- demonstrate a strong correlation with how residents rated their overall satisfaction
- receive a notably high or low satisfaction score

Maintain

High-scoring characteristics with strong correlation to overall satisfaction



Strengths

Strength: Access to quality healthcare services

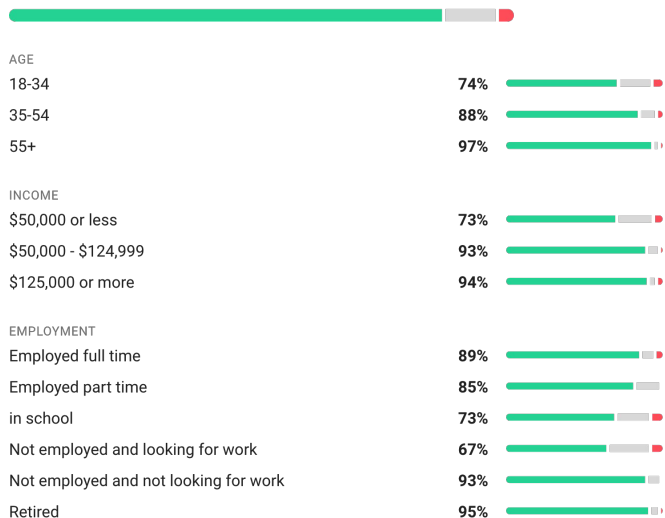
Sugar Land, TX
June - September 2022

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14

87%

of residents are satisfied with the access to quality health care services



In residents' own words:

“Diversity, many options for dining and shopping, and good access to medical care”

Female, 18-34, White

“lots of local shopping , restaurants , doctors & hospitals in our backyard”

Male, 55+, Asian, White

“It is a beautiful, friendly place to live and retire. Close to various medical facilities.”

Female, 55+, White

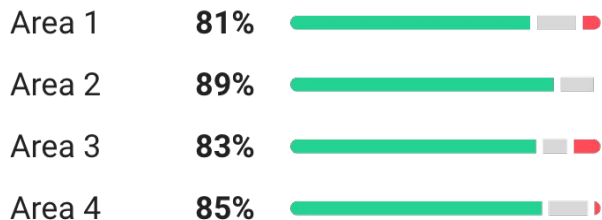
Strength:
Overall cleanliness and maintenance

85%

of residents are satisfied with the overall cleanliness and maintenance



AREA



In residents' own words:

“How clean and well kept the area is”

Male, 18-34, Asian

“How clean and organized it is”

Male, 35-54, Black

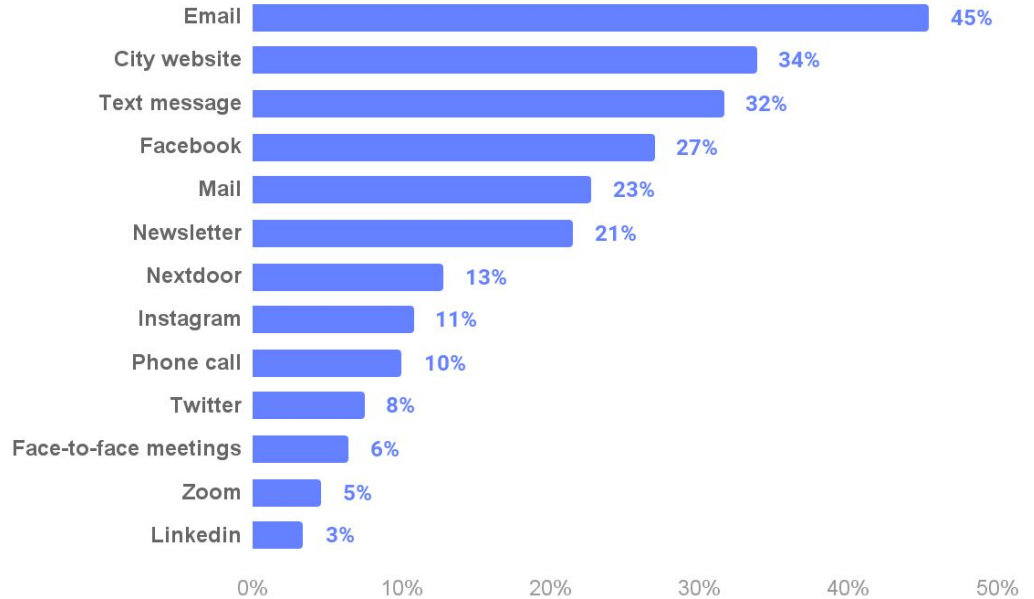
“The maintenance of roads, parks, etc. Everything is clean and repairs are made in a timely manner.”

Female, 35-54, White

Rotating Survey Section

The rotating survey section focuses on one issue per survey cycle and can be updated as new areas of interest emerge

45% of respondents preferred to receive updates from the the city via **email**



The question: How would you prefer to get in touch with or receive updates from the city of Sugar Land?

Rotating section: Community pride

Sugar Land, TX
June - September 2022

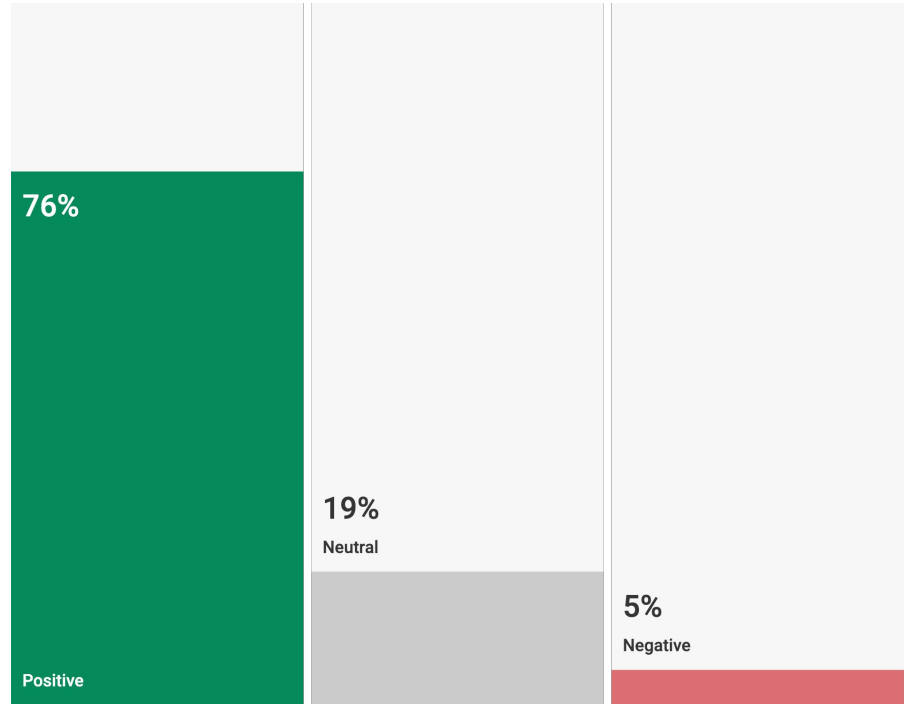
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19

76%

of surveyed residents
reported feeling a high
level of **community pride**

The question: What is your overall sense
of community pride? [On a scale of 1
(Very low) to 5 (Very high)]



Rotating section:
Trust in local government

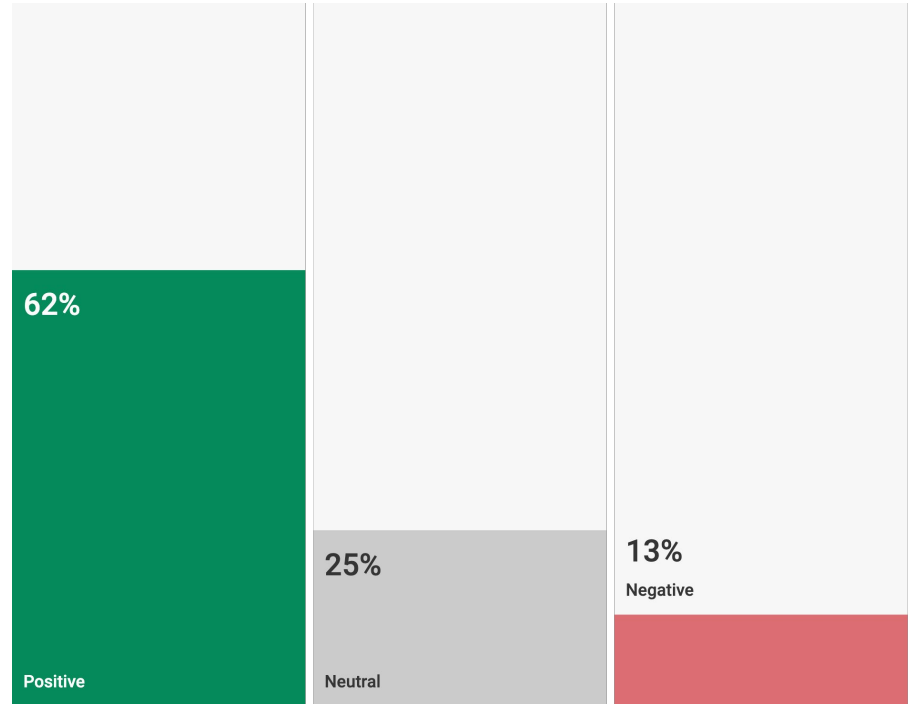
Sugar Land, TX
June - September 2022

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62%

of surveyed residents
reported feeling a high
level of **trust in their local
government**

The question: What is your overall level
of trust in your local government? [On a
scale of 1 (Very low) to 5 (Very high)]



Demographic Breakdown

Demographic Breakdown

Sugar Land, TX
June - September 2022

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DEMOGRAPHIC	GROUP	SATISFACTION	AVERAGE	PARTICIPANTS
Age	18-34	89%	3.98	198
Age	35-54	90%	4.13	136
Age	55+	97%	4.25	193
Education	High school degree or less	88%	4.05	109
Education	Some college or college degree	91%	4.07	172
Education	Higher education degree	94%	4.19	246
Gender	Female	95%	4.21	332
Gender	Male	89%	4.07	188

DEMOGRAPHIC	GROUP	SATISFACTION	AVERAGE	PARTICIPANTS
Household Income	\$49,999 or less	86%	3.98	161
Household Income	\$50,000-\$124,999	96%	4.25	228
Household Income	\$125,000 or more	93%	4.1	138
Ethnicity	Asian	91%	4.16	78
Ethnicity	Black or African American	95%	4.14	76
Ethnicity	Hispanic	88%	4	86
Ethnicity	Native American or Alaskan Native	91%	4.1	11
Ethnicity	Native Hawaiian or Other Pacific Islander	41%	3.19	4
Ethnicity	White	95%	4.22	311

For groups with under 30 respondents, the results are not statistically valid.
For groups between 30-50 respondents the results are not reliable.

The Questionnaire

Section 1

General Satisfaction

QUESTION	CHOICES
How is the overall quality of life in Sugar Land? *	1-5 Scale (Poor to excellent)
How likely are you to recommend Sugar Land as a place to live? *	1-5 Scale (Very unlikely to very likely)
How likely are you to be living in Sugar Land 5 years from now? *	1-5 Scale (Very unlikely to very likely)
What is your favorite thing about living in Sugar Land?	Open-ended
What is the thing you would most want to change about life in Sugar Land?	Open-ended

* Mandatory question

Section 2

Community Characteristics

QUESTION
Access to quality health care services
Quality of public art
Ease of getting around by public transportation
Sense of overall safety
Sense of community among residents

QUESTION
Ability of residents to give input to the Sugar Land government
Overall cleanliness and maintenance
Quality of parks and recreational amenities
Quality of waste and recycling services
Overall quality of services provided by Sugar Land

All questions in this section were ranked on a scale of 1-5 (poor to excellent)

Section 3

Rotating Survey Section

QUESTION	CHOICES
<p>How would you prefer to get in touch with or receive updates from the city of Sugar Land?</p>	<p>Text message, Phone call, Email, Newsletter, Twitter, Facebook, Instagram, Nextdoor, LinkedIn, Mail, Face to face meetings, Zoom meetings, City website</p>
<p>What is your overall sense of community pride? *</p>	<p>1-5 Scale (Very low to very high)</p>
<p>What is your overall level of trust in your local government? *</p>	<p>1-5 Scale (Very low to very high)</p>

Section 4

Demographics

QUESTION	CHOICES
What year were you born in? *	Open-ended
Which of the following do you identify as? *	Female / Male / Prefer to self-describe / Other (+free text input)
What is your current employment status? *	Employed full-time / Employed part-time / Not employed and looking for work / Not employed and not looking for work / In school / Retired
Are you of Hispanic, Latino/a/x or Spanish origin? *	Yes / No
What is your race? *	Asian / Black or African American / Native American or Alaskan Native / Native Hawaiian or Other Pacific Islander / White / Prefer not to answer / Other
Do you, or someone else in your family, own the home you currently live in? *	Yes / No

* Mandatory question

Section 4

Demographics

QUESTION	CHOICES
What is your home zip code? *	Open-ended
What is the highest level of education you've completed to date? *	Less than high school / Some high school / High school degree or GED / Some college / Associate's degree / Bachelor's degree / Graduate degree
What is your marital status? *	Single / Married / Divorced or separated / Widowed
Do any children under the age of 18 live in your household? *	Yes / No
Were you born outside of the United States? *	Yes / No
Which category best represents your household's total income over the past year? *	\$14,999 or less / \$15,000-\$29,999 / \$30,000-\$49,999 / \$50,000-\$74,999 / \$75,000-\$99,999 / \$100,000-\$124,999 / \$125,000-\$149,999 / \$150,000-\$199,999 / \$200,000-\$299,999 / \$300,000 or more

* Mandatory question



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