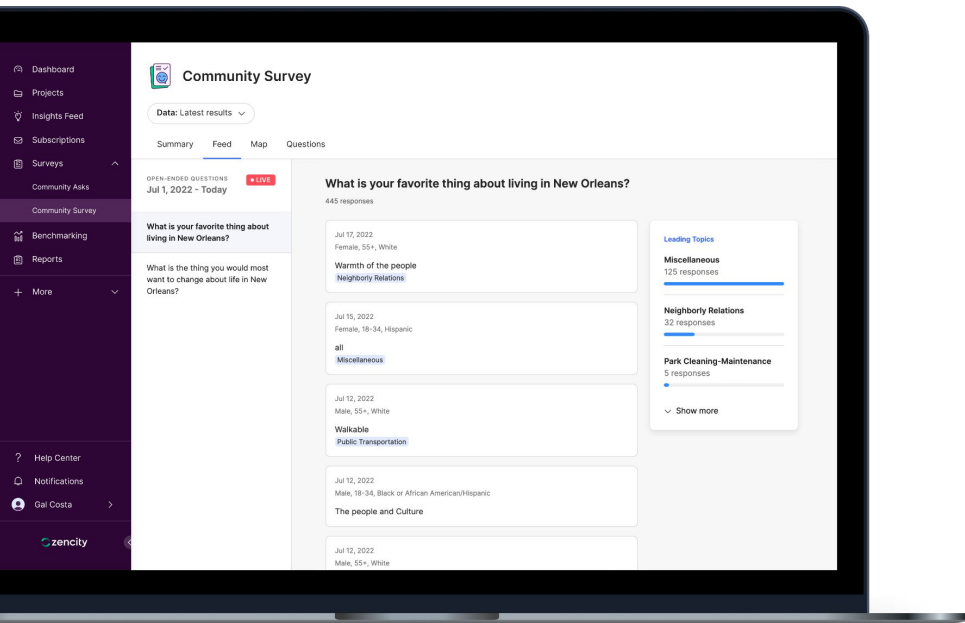




# Sugar Land, TX Community Survey

January - March 2023

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

475 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between January – March, 2023. 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  
January - March 2023

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5

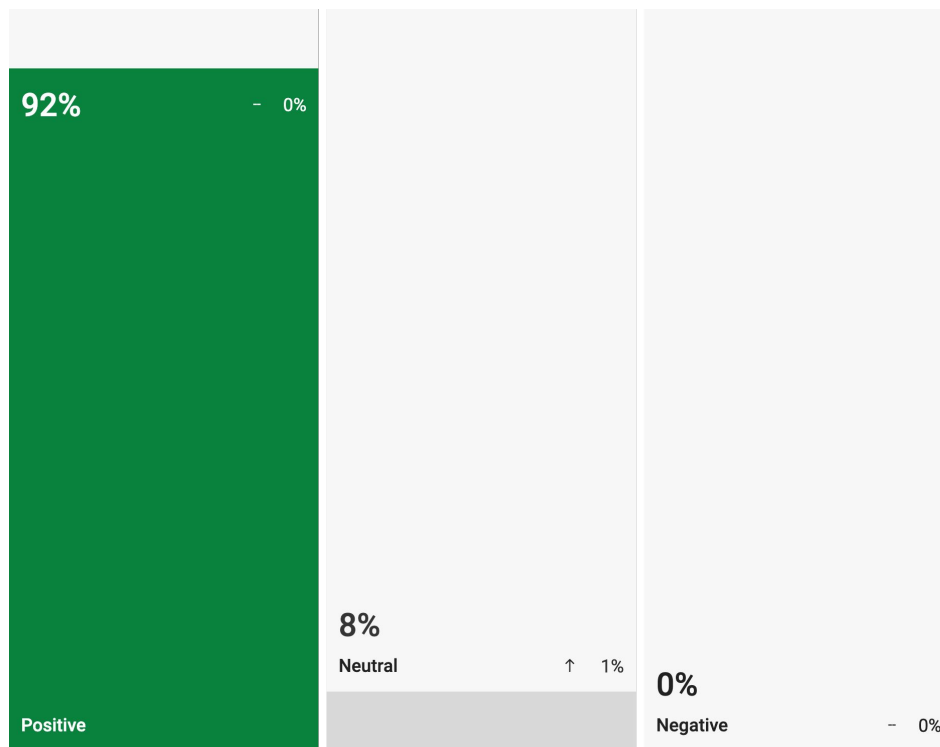
# 92%

of 475 surveyed residents are **satisfied** with life in Sugar Land

The overall satisfaction score is calculated from the questions in the two main sections of the survey: general quality of life and satisfaction with different characteristics of life in your community.

We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative ( $\leq 1.5$ ). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up ( $\uparrow$ ) and down ( $\downarrow$ ) arrows will show the change in percentage points.



## Overall Satisfaction Score

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January - March 2023

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6

### These are the main measures of satisfaction in your community

The bars on the right show the proportion of responses that are positive (4 or 5), neutral (3), or negative (1 or 2). The percentages show the percent in the positive category.

We take the average of the Community Characteristics, then classify the score as positive (3+), neutral (1.5 to <3), or negative ( $\leq 1.5$ ). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.

QUESTION	RESIDENT SATISFACTION
How is the overall quality of life in Sugar Land?	91% • -- 0% 
How likely are you to recommend Sugar Land as a place to live?	86% • ↓ 1% 
How likely are you to be living in Sugar Land 5 years from now?	72% • ↓ 6% 
Average rating from the Community Characteristics questions	87% • ↓ 4% 

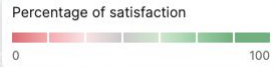
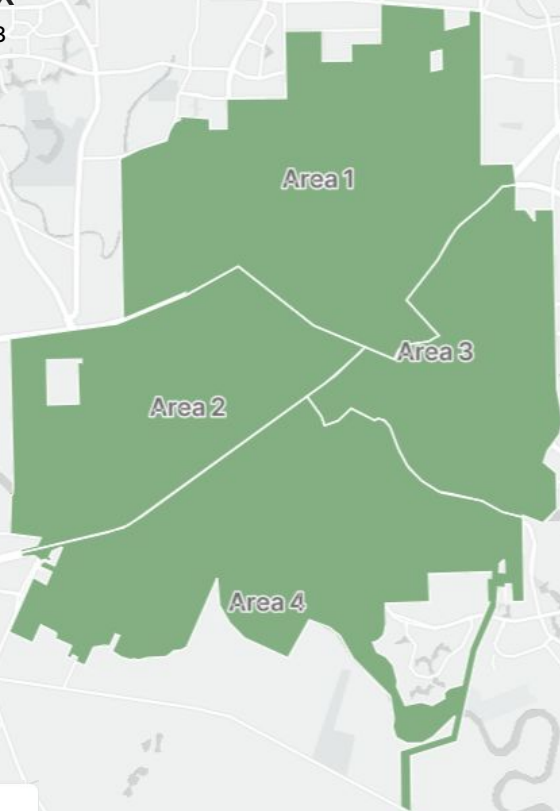
# Free-Text Responses



# Across the Community

# Sugar Land, TX

January - March 2023



AREA	RESIDENT SATISFACTION
Area 1	94% • ↑ 1%
Area 2	90% • -- 0%
Area 3	91% • ↓ 4%
Area 4	93% • ↑ 1%

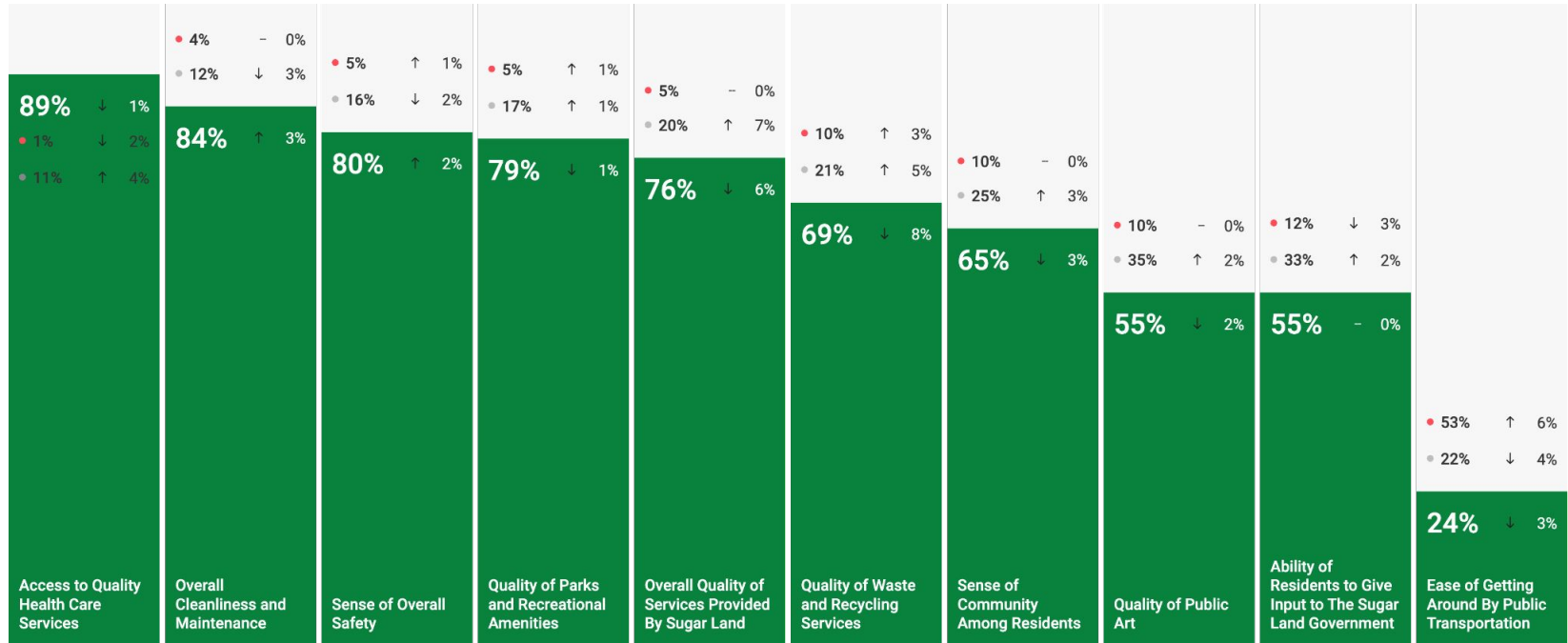
# Life in Sugar Land

# Satisfaction with Life in Sugar Land

Sugar Land, TX  
January - March 2023

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12



These bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics.

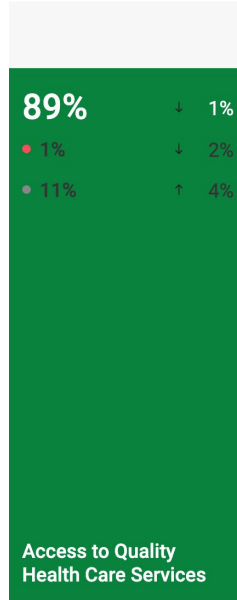
We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).

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

The community characteristics shown here:  
a) demonstrate a strong correlation with how residents rated their overall satisfaction AND  
b) receive a notably high or low satisfaction score.

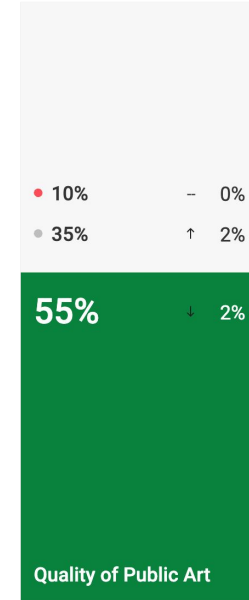
### Maintain

High-scoring characteristics with strong correlation to overall satisfaction



### Focus on

Low-scoring characteristics with strong correlation to overall satisfaction



# Strengths

**Strength:**  
Access to quality healthcare services

Sugar Land, TX  
January - March 2023

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# 89%

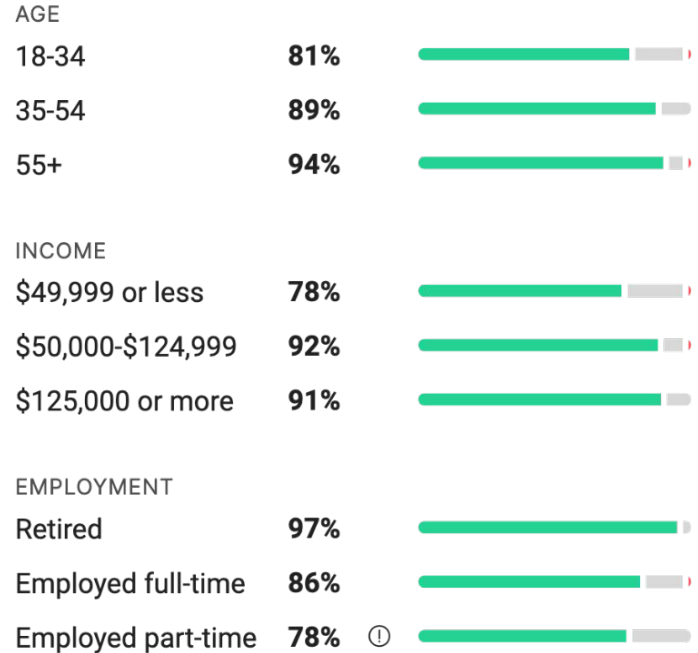
**of residents are satisfied with the access to quality health care services**



This community characteristic was selected because it had a high correlation with satisfaction AND received a notably **high** score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 31 and 50 respondents, we highlight the small sample size using an asterisk (!). Use these scores with caution.



# In Focus

# 55%

## of residents are satisfied with the quality of public art

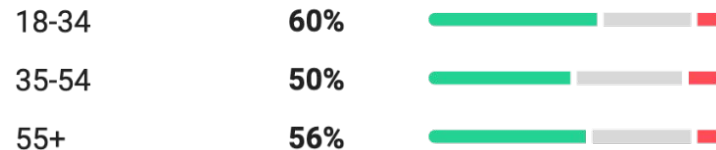


This community characteristic was selected because it had a high correlation with satisfaction AND received a notably **low** score.

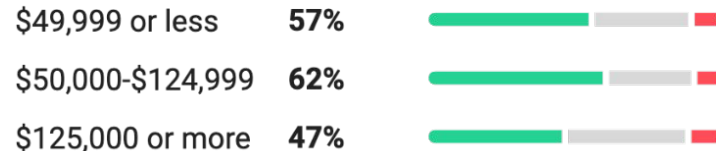
The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 31 and 50 respondents, we highlight the small sample size using an asterisk (!). Use these scores with caution.

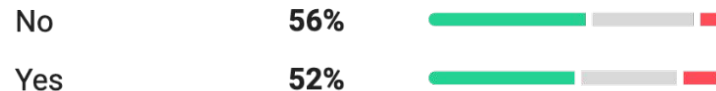
### AGE



### INCOME



### CHILDREN UNDER 18



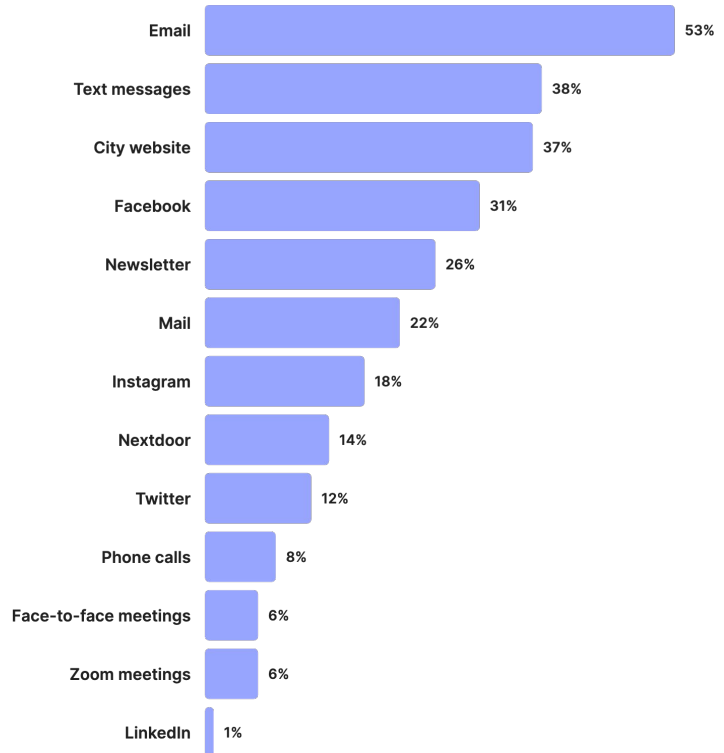
# Rotating Survey Section

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

# 53%

of respondents preferred to get in touch with or receive updates from the city via [email](#).

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



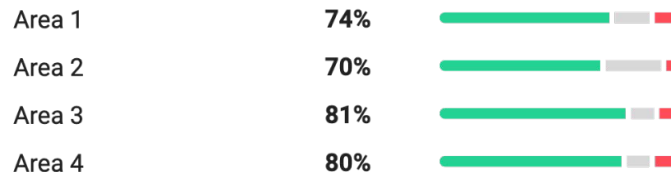
# 75%

## of residents have a high sense of community pride

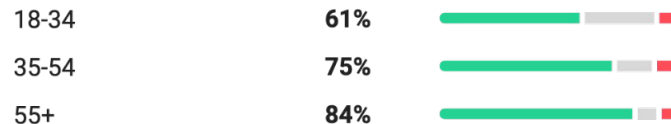


The question: What is your overall sense of community pride? [On a scale of 1 (Very low) to 5 (Very high)]

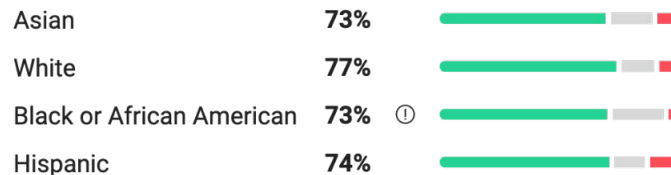
### AREA



### AGE



### WHAT IS YOUR RACE?

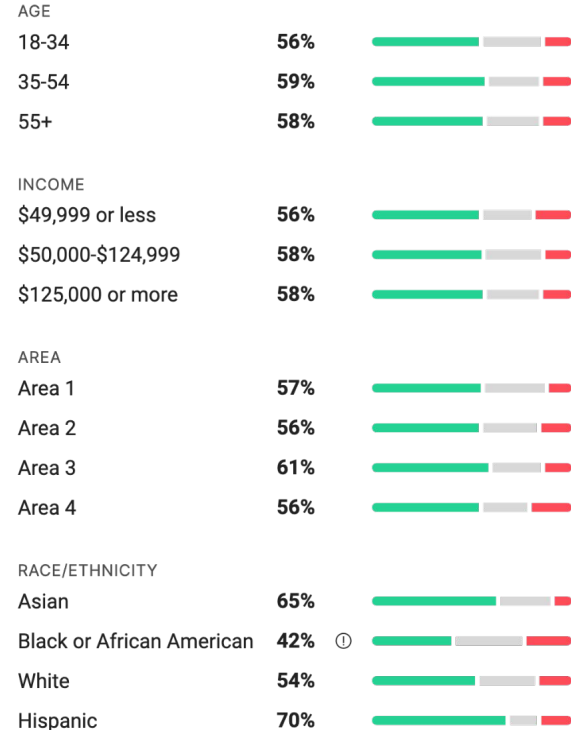


# 57%

## of residents have 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  
January - March 2023

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23

DEMOGRAPHIC	GROUP	SATISFACTION	PARTICIPANTS
<b>Age</b>	18-34	<b>91%</b>	61
<b>Age</b>	35-54	<b>92%</b>	98
<b>Age</b>	55+	<b>92%</b>	312
<b>Education</b>	High school degree or less	<b>91% *</b>	47
<b>Education</b>	Some college or college degree	<b>92%</b>	119
<b>Education</b>	Higher education degree	<b>92%</b>	309
<b>Ethnicity</b>	Asian	<b>95%</b>	63
<b>Ethnicity</b>	Black or African American	<b>90% *</b>	40

DEMOGRAPHIC	GROUP	SATISFACTION	PARTICIPANTS
<b>Ethnicity</b>	Hispanic/Latino	<b>82%</b>	61
<b>Ethnicity</b>	White	<b>92%</b>	328
<b>Gender</b>	Female	<b>93%</b>	286
<b>Gender</b>	Male	<b>92%</b>	181
<b>Household Income</b>	\$49,999 or less	<b>87%</b>	84
<b>Household Income</b>	\$50,000-\$124,999	<b>93%</b>	194
<b>Household Income</b>	\$125,000 or more	<b>92%</b>	197

Smaller sample sizes can lead to unreliable estimates. For this reason, we hide scores for groups under 30 respondents.

For groups between 31 and 50 respondents, we highlight the small sample size using an asterisk (\*). Use these scores with caution.

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

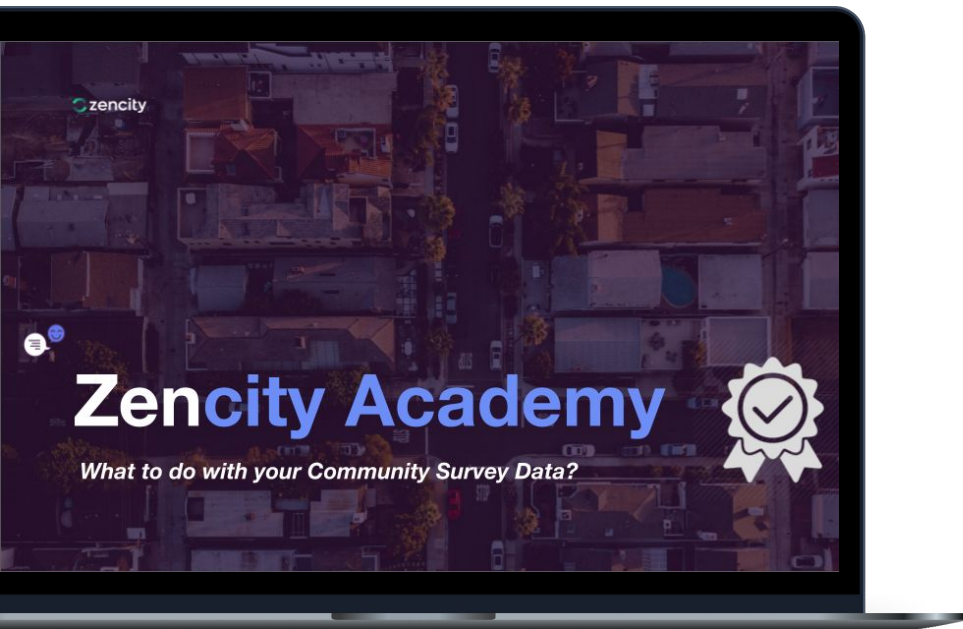
\* Mandatory question

## Section 4

# Demographics

QUESTION	CHOICES
<b>What is your home zip code? *</b>	Open-ended
<b>What is the highest level of education you've completed to date? *</b>	Less than high school / Some high school / High school degree or GED / Some college / Associate's degree / Bachelor's degree / Graduate degree
<b>What is your marital status? *</b>	Single / Married / Divorced or separated / Widowed
<b>Do any children under the age of 18 live in your household? *</b>	Yes / No
<b>Were you born outside of the United States? *</b>	Yes / No
<b>Which category best represents your household's total income over the past year? *</b>	\$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



## What to do with your Zencity Community Survey data?

*Not sure what you will do with the data from this report?*

[Zencity Academy](#) has you covered with:

- **Webinar** recording with Lee Feldman, Former ICMA President and city manager of North Miami, Palm Bay, Gainesville and Fort Lauderdale, FL
- **Tips on Using Your Report Data** for Strategic Planning, Performance Management, communications & Day-to-Day
- **Recommended Workflows** upon receiving your report summary



Published on April 25, 2023 by Zencity  
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