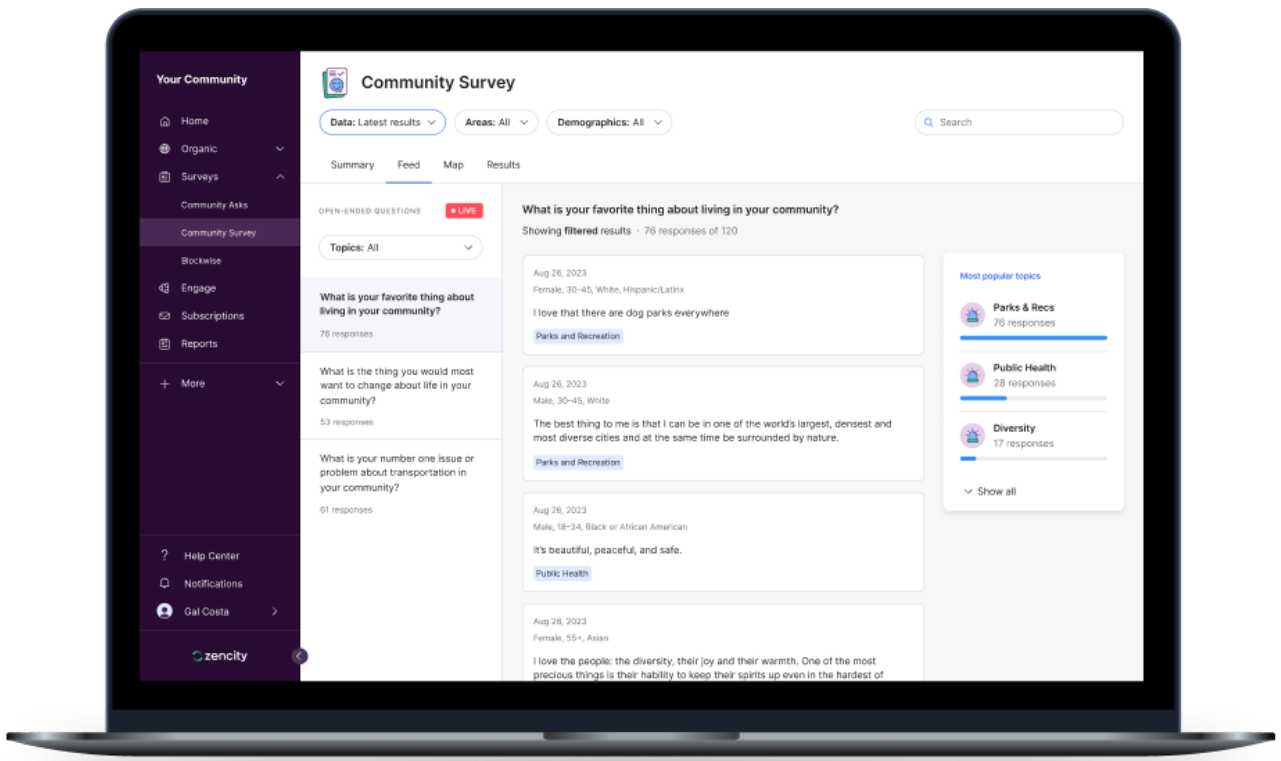
City of Sugar Land

Sugar Land, TX

Community Survey

April - June 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

426 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between April - June 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, TX. 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

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 (≤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.

Zencity Community Survey

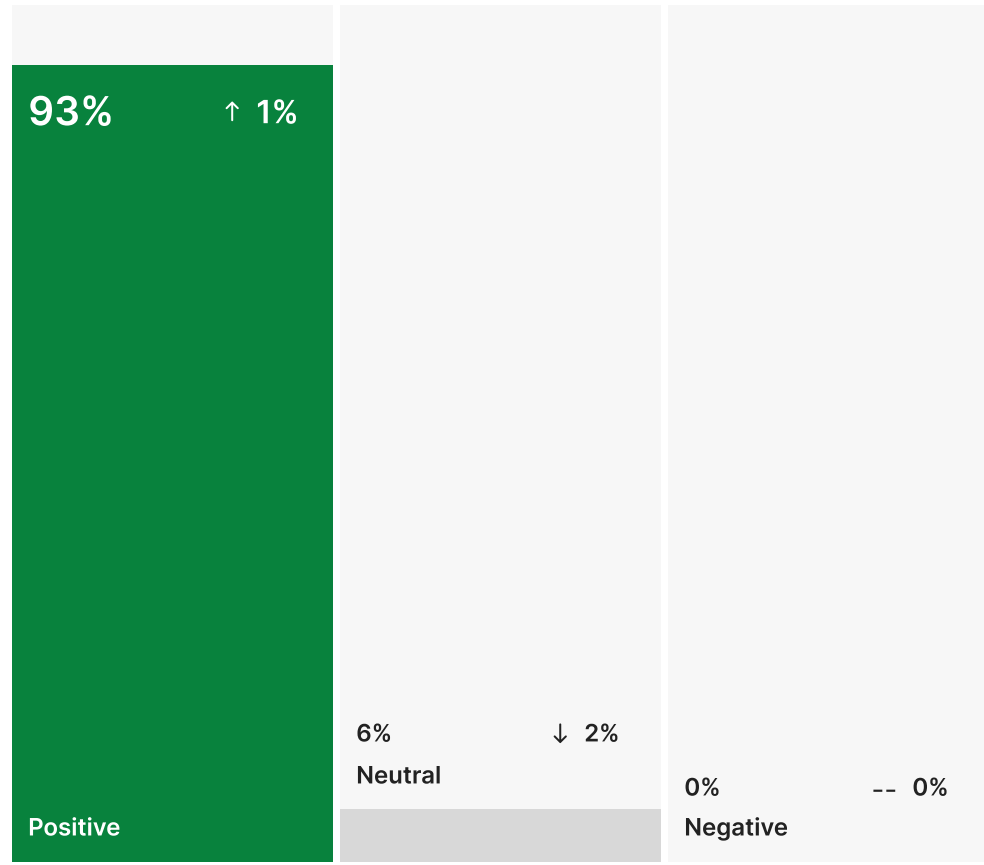
Sugar Land, TX
April - June 2023

Powered by zencity

93%

of 426 surveyed residents are satisfied with life in Sugar Land

↑ 1% vs. previous cycle



Zencity Community Survey

Sugar Land, TX
April - June 2023

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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 (≤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.

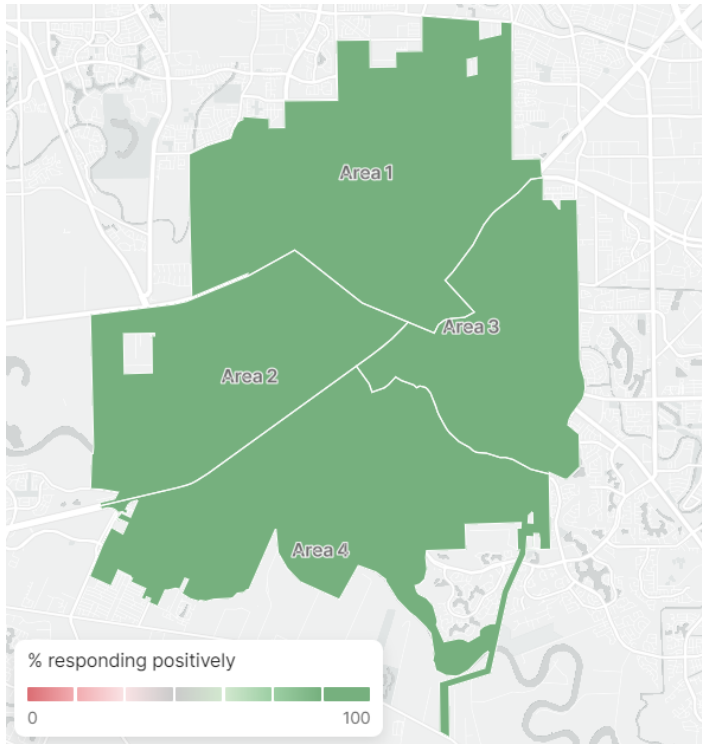
QUESTION	RESIDENT SATISFACTION
How is the overall quality of life in Sugar Land?	**87%** • ↓ 4%
How likely are you to recommend Sugar Land as a place to live?	**84%** • ↓ 2%
How likely are you to be living in Sugar Land 5 years from now?	**72%** • -- 0%
Average rating from the Community Characteristics questions	**91%** • ↑ 4%

Across the Community

Zencity Community Survey

Sugar Land, TX
April - June 2023

Powered by zencity



AREA	RESIDENT SATISFACTION
Area 1	90% • ↓ 4%
Area 2	95% • ↑ 5%
Area 3	93% • ↑ 2%
Area 4	95% • ↑ 2%

Demographic Breakdown

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.

Zencity Community Survey

Sugar Land, TX
April - June 2023

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DEMOGRAPHIC	GROUP	SCORE	N
Age	18-34	91%	161
Age	35-54	96%	107
Age	55+	94%	154
Education	High school degree or less	89%	84
Education	Some college or college degree	98%	107
Education	Higher education degree	93%	235
Ethnicity	Asian	97%	68
Ethnicity	Black or African American	94%	68

DEMOGRAPHIC	GROUP	SCORE	N
Ethnicity	Hispanic/Latino	92%	85
Ethnicity	White	94%	234
Gender	Female	95%	238
Gender	Male	94%	179
Income	$49,999 or less	89%	108
Income	$50,000-$149,999	95%	214
Income	$150,000 or more	94%	104

Life in Sugar Land

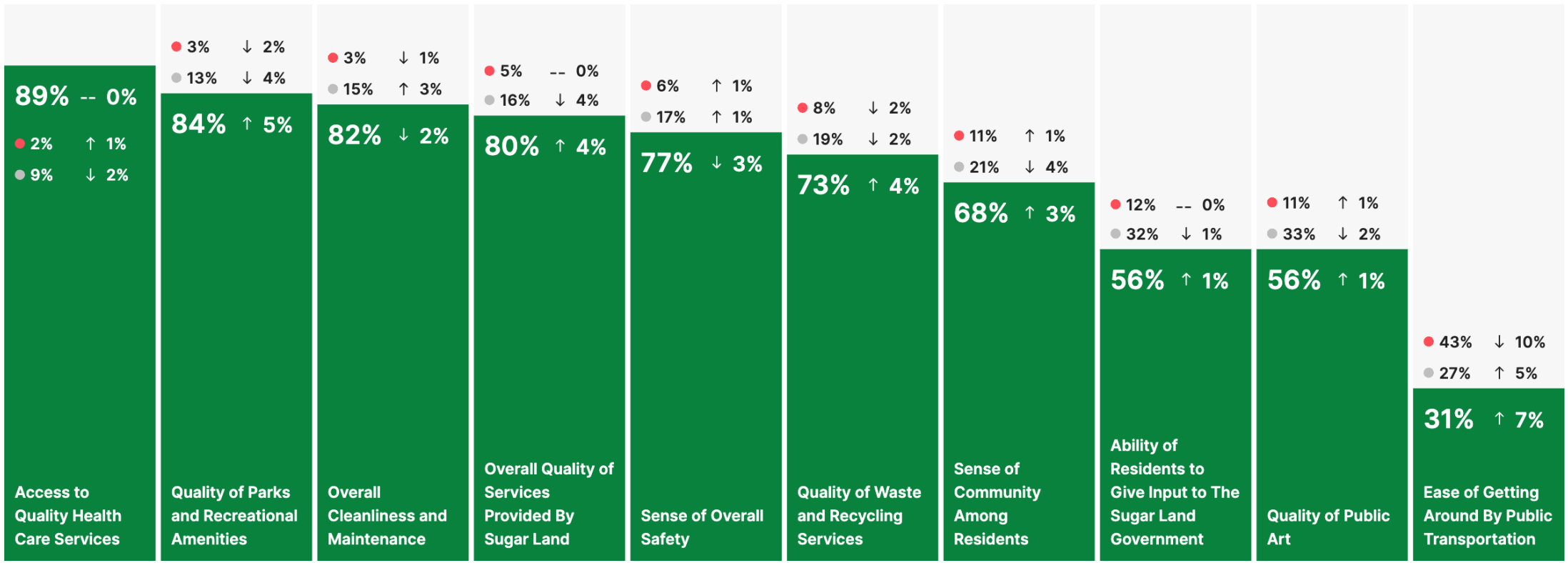
The bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics.

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).

Zencity Community Survey

Sugar Land, TX
April - June 2023

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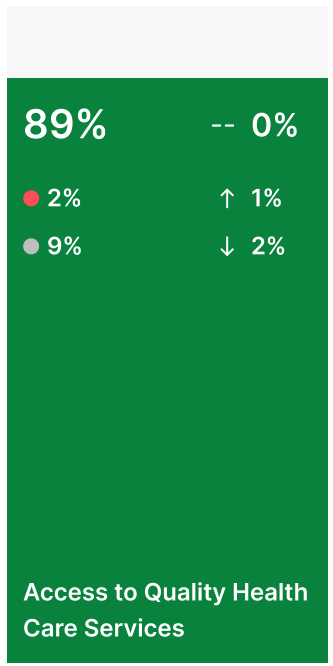


The ratings residents gave these parts of life showed a connection to their overall satisfaction

In order to appear here, a characteristic must a) demonstrate a strong correlation with how residents rated their overall satisfaction and b) receive a notably high or low satisfaction score

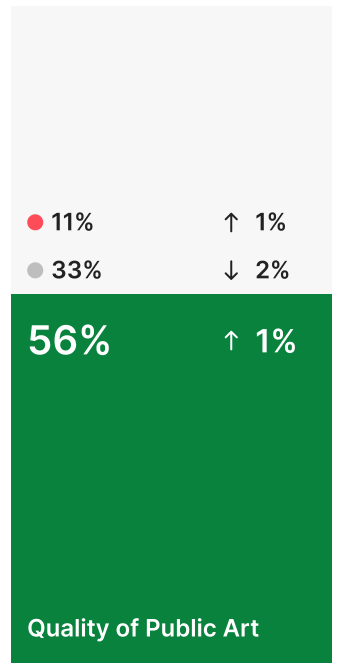
Maintain

High-scoring characteristics with strong correlation to overall satisfaction



Focus on

Low-scoring characteristics with strong correlation to overall satisfaction



Strengths

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.

Zencity Community Survey

Sugar Land, TX
April - June 2023

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89%

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

-- 0% vs. previous cycle



Neutral
9% • ↓ 2%

Dissatisfied
2% • ↑ 1%

AGE

18-34	**81%** • -- 0%	
35-54	**88%** • ↓ 1%	
55+	**96%** • ↑ 2%	

INCOME

$49,999 or less	**85%** • ↑ 7%	
$50,000-$149,999	**88%** • ↓ 2%	
$150,000 or more	**97%** • ↑ 4%	

RACE/ETHNICITY

Asian	**91%** • ↑ 3%	
Black or African American	**80%** • ↓ 9%	
White	**95%** • ↑ 3%	
Hispanic/Latino	**75%** • ↓ 1%	

In Focus

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.

Zencity Community Survey

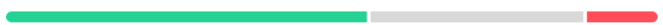
Sugar Land, TX
April - June 2023

Powered by zencity

56%

of residents are satisfied with the quality of public art

↑ 1% vs. previous cycle



Neutral
33% • ↓ 2%

Dissatisfied
11% • ↑ 1%

AREA

Area 1	50% • ↓ 4%	
Area 2	61% • ↑ 2%	
Area 3	62% • ↑ 9%	
Area 4	53% • ↑ 3%	

AGE

18-34	55% • ↓ 5%	
35-54	57% • ↑ 7%	
55+	57% • ↑ 1%	

INCOME

$49,999 or less	58% • ↑ 1%	
$50,000-$149,999	53% • ↓ 6%	
$150,000 or more	62% • ↑ 15%	

CHILDREN UNDER 18

No	54% • ↓ 2%	
Yes	60% • ↑ 8%	

Community Benchmark

How we compare Sugar Land, TX to other similar communities

Residents from more than 1,000 communities across the United States have participated in Zencity's Community Surveys. We use the combined results from these surveys to produce our benchmark estimates. By averaging across respondents from dozens or hundreds of different communities, it's possible to arrive at a picture of what the results for a "typical" community in that cohort look like. This offers a way to compare your results- particularly strengths and areas for improvement- within a greater context. Each community running a Community Survey with Zencity receives a customized community benchmark cohort that reflects its unique characteristics.

First, the cities, towns, and counties in the United States are allocated into cohorts using variables such as population size, geography, density, and demographics to group similar communities together. Then, each cohort's benchmarks are calculated using the same scoring methodology outlined in the Survey Methodology section. Finally, since recruitment methods can differ slightly according to the needs of each community, cohort benchmarks are adjusted accordingly to match the exact distribution of recruitment methods.

Community Benchmark

Sugar Land, TX
April - June 2023

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These are some of the communities represented in your cohort

Density is calculated by people per square mile of land area.
Diversity is measured by percentage of people who are not in the largest race or ethnicity group.
Median income is the median annual dollars of income per household.

COMMUNITY NAME	TOTAL POP	DENSITY	DIVERSITY	MEDIAN INCOME ($)
Sugar Land, Texas	118,563	2,930	47.83%	123,261
Arlington, Texas	397,269	4,144	38.52%	63,351
Plano, Texas	288,870	4,030	33.20%	96,348
Killeen, Texas	148,573	2,709	50.67%	50,335
San Angelo, Texas	100,509	1,684	13.31%	55,682
Amarillo, Texas	199,225	1,947	15.09%	52,941

The data displayed on this page was sourced from the U.S. Census Bureau's 2020 Census of Population and Housing.

+ more communities with similar characteristics

Community Benchmark

Sugar Land, TX
April - June 2023

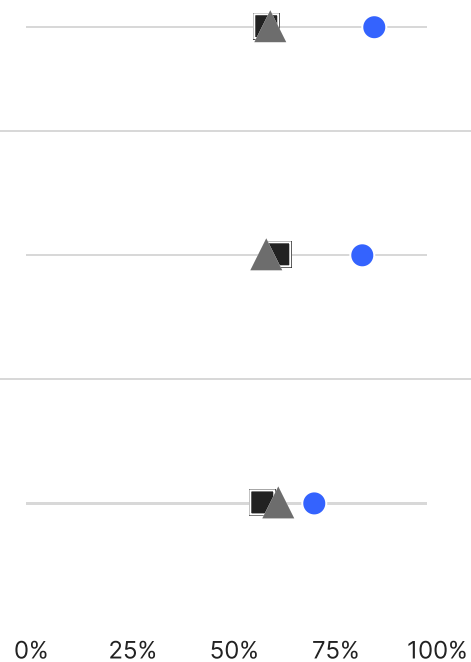
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The overall resident satisfaction in Sugar Land is 19% higher than its cohort.

93%	74%	73%
Sugar Land	Cohort	National

- Sugar Land
- Cohort
- National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How is the overall quality of life in Sugar Land?	61%	60%	87%	
How likely are you to recommend Sugar Land as a place to live?	60%	63%	84%	
How likely are you to be living in Sugar Land 5 years from now?	63%	59%	72%	



Community Benchmark

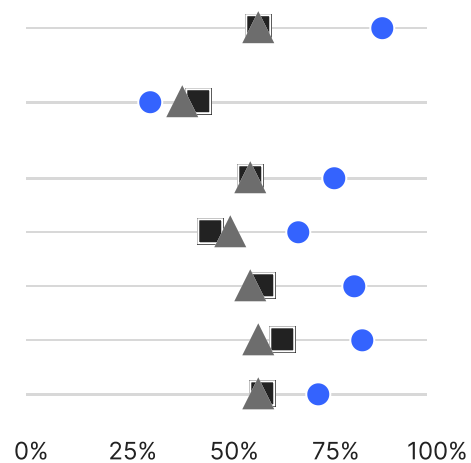
Sugar Land, TX
April - June 2023

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Satisfaction with Life in Sugar Land, TX

Breakdown by characteristic

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
Access to quality health care services	58%	58%	89%	
Ease of getting around by public transportation	39%	43%	31%	
Sense of overall safety	56%	56%	77%	
Sense of community among residents	51%	46%	68%	
Overall cleanliness and maintenance	56%	59%	82%	
Quality of parks and recreational amenities	58%	64%	84%	
Quality of waste and recycling services	58%	59%	73%	



- Sugar Land
- Cohort
- National

Free-Text Responses

Zencity Community Survey

Sugar Land, TX
April - June 2023

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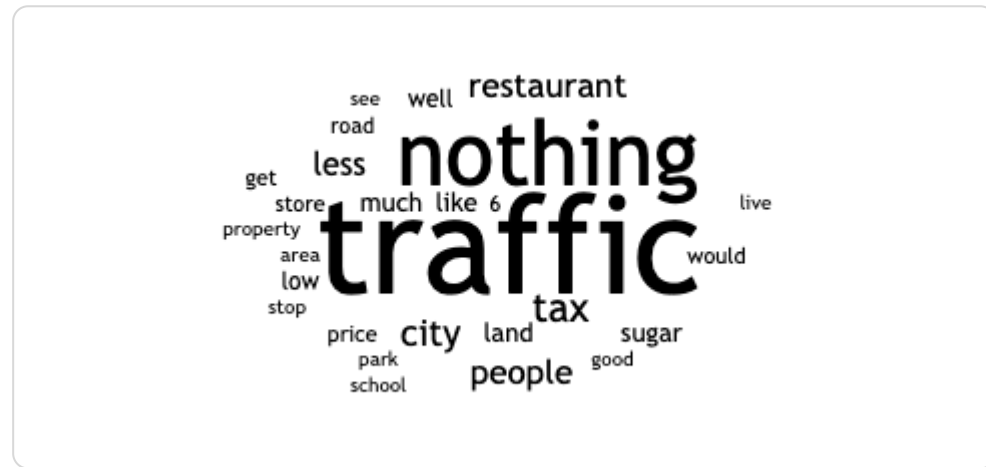
What residents love

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?



Rotating Survey Section

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

Zencity Community Survey

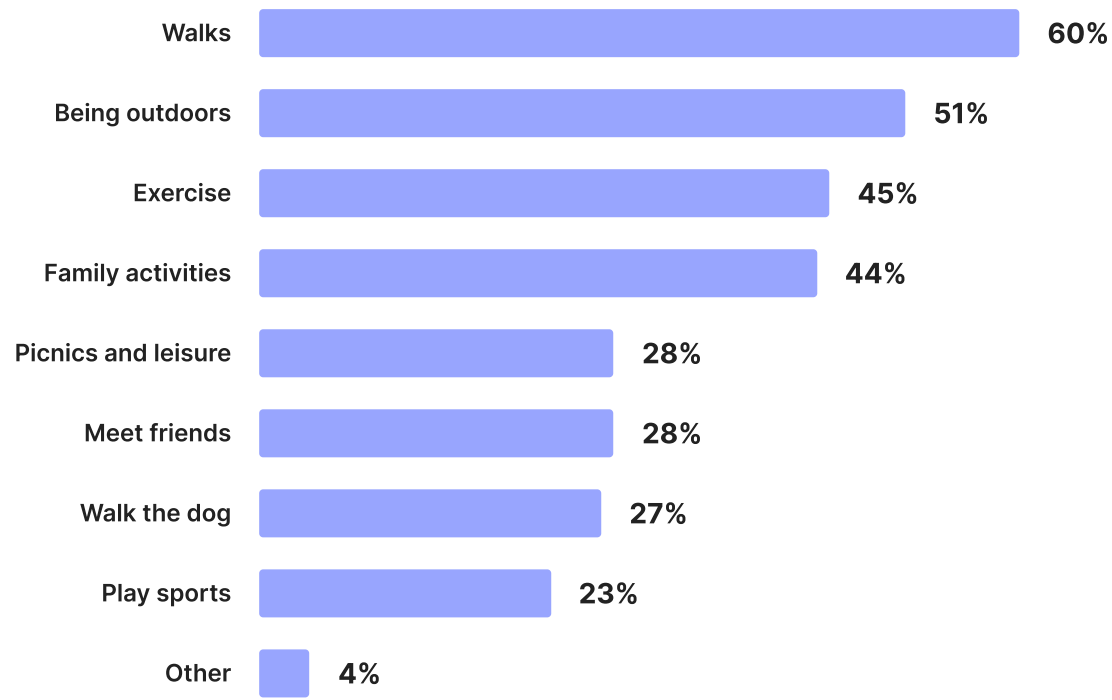
Sugar Land, TX
April - June 2023

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60%

of respondents visit parks in the city to go on walks.

The question:
What are the primary reasons you visit parks in the city?



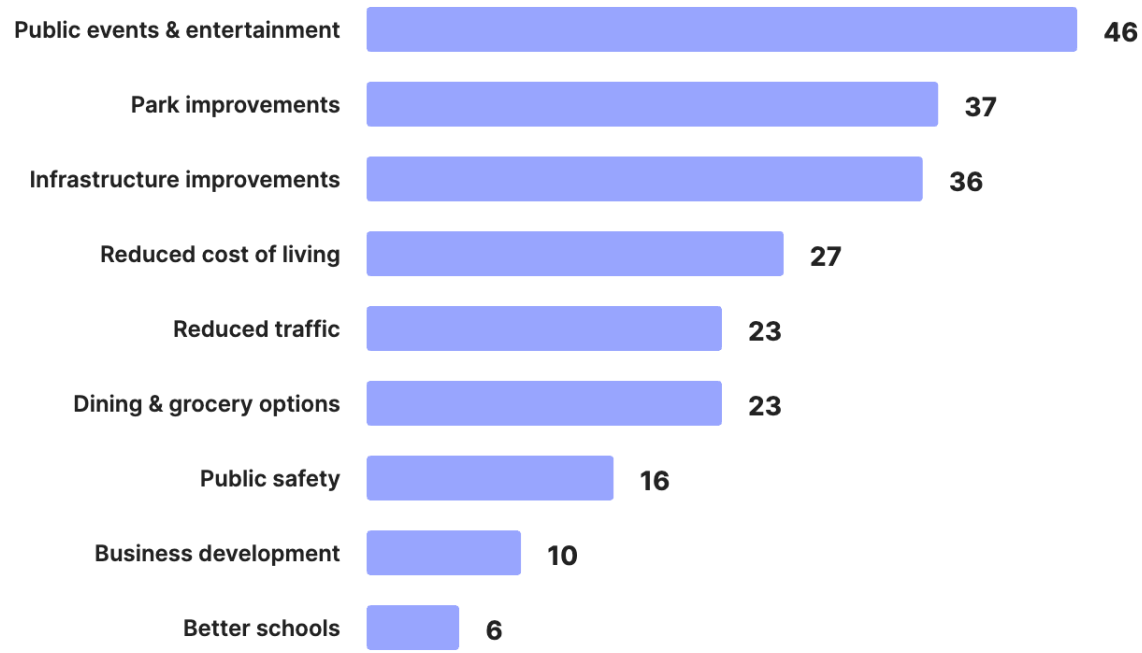
Zencity Community Survey

Sugar Land, TX
April - June 2023

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Respondents felt that more public events and entertainment would make life in Sugar Land better than they can imagine.

The question:
What would make life in Sugar Land better than you can imagine?



The Questionnaire

Zencity Community Survey

Sugar Land, TX
April - June 2023

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Section 1

General Satisfaction

QUESTIONS	CHOICES
How is the overall quality of life in Sugar Land? *	1 - 5 Scale (Poor - Excellent)
How likely are you to recommend Sugar Land as a place to live? *	1 - 5 Scale (Very unlikely - Very likely)
How likely are you to be living in Sugar Land 5 years from now? *	1 - 5 Scale (Very unlikely - 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

Section 2

Community Characteristics

QUESTIONS
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
Ability of residents to give input to the Sugar Land government

QUESTIONS
Overall cleanliness and maintenance
Quality of parks and recreational amenities
Quality of waste and recycling services
Overall quality of services provided by Sugar Land

Section 3

Rotating Survey Section

QUESTIONS	CHOICES
What are the primary reasons you visit parks in the city?	Exercise / Walks / Play sports / Family activities / Picnics and leisure / Meet friends / Walk the dog / Being outdoors / Other
What would make life in Sugar Land better than you can imagine?	Open Ended

Zencity Community Survey

Sugar Land, TX
April - June 2023

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Section 4

Demographics

QUESTIONS	CHOICES
What year were you born in? *	Open Ended
Which of the following do you identify as? *	Female / Male / Prefer to self-describe / Other
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

Section 4

Demographics

QUESTIONS	CHOICES
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



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