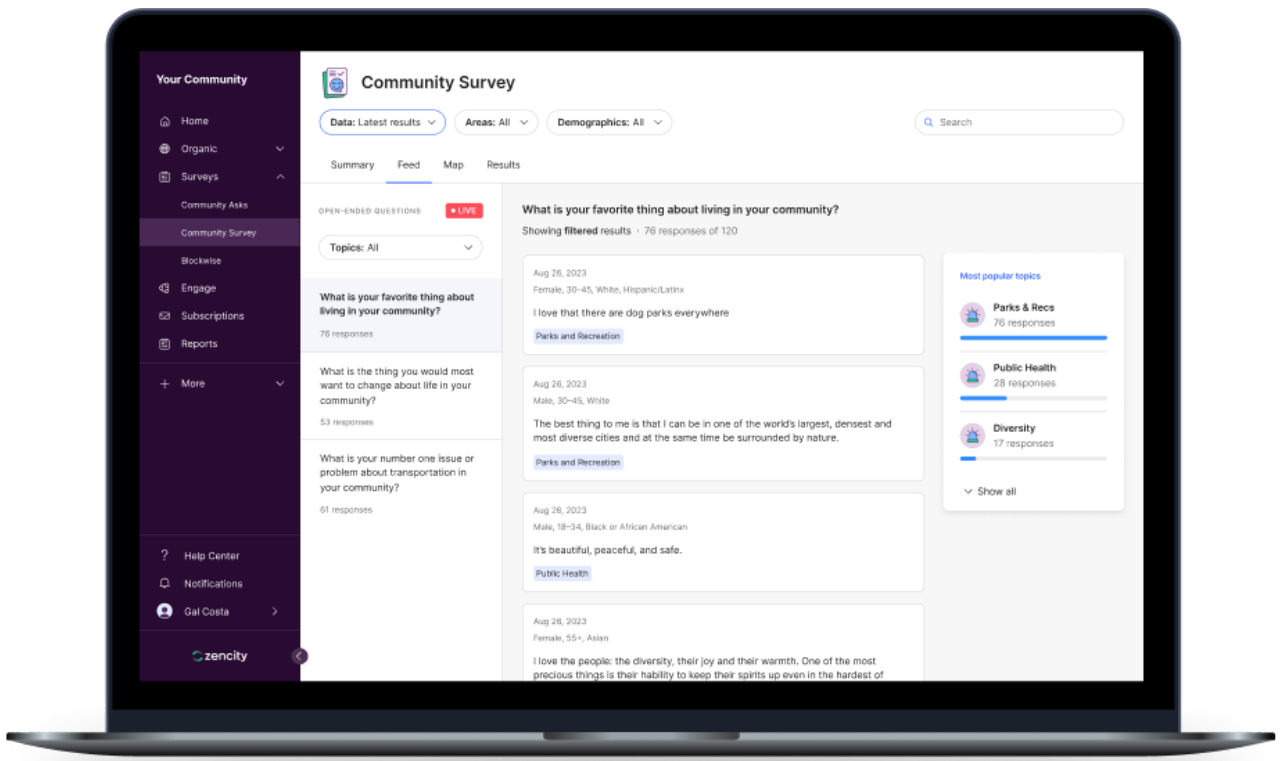
City of Sugar Land

Sugar Land, TX

Community Survey

July - September 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

608 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between July - September 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

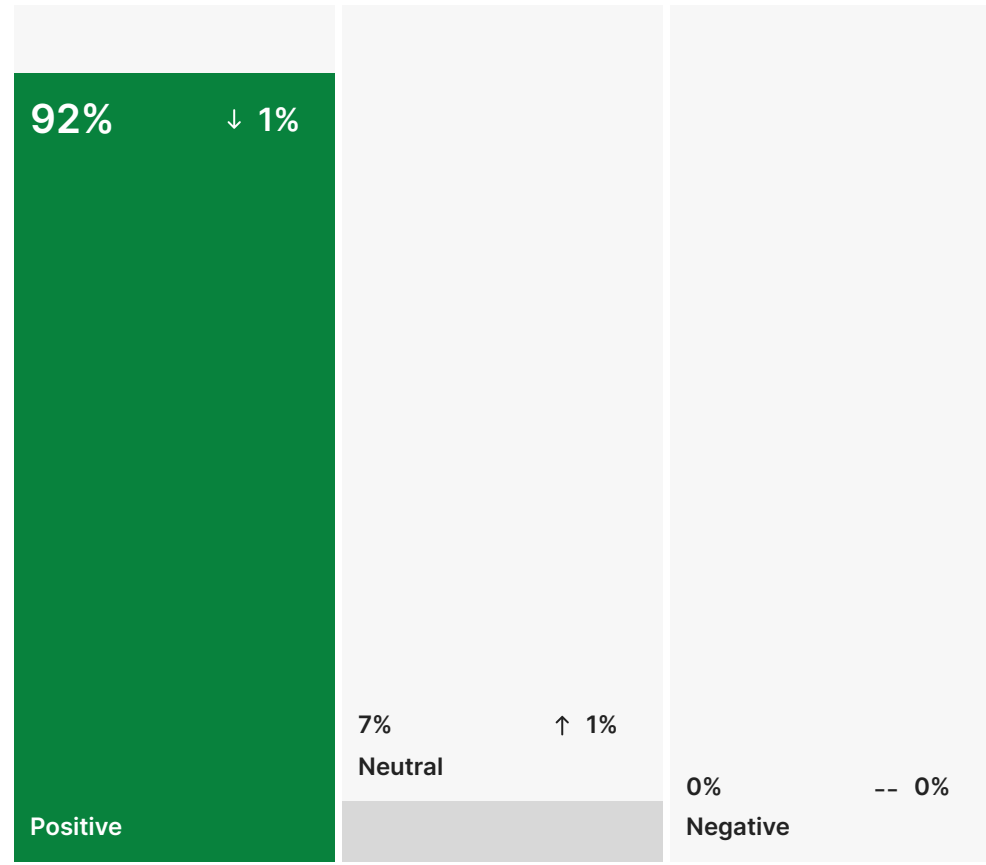
Sugar Land, TX
July - September 2023

Powered by Zencity

92%

of 608 surveyed residents are satisfied with life in Sugar Land

↓ 1% vs. previous cycle



Zencity Community Survey

Sugar Land, TX
July - September 2023

Powered by Zencity

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.

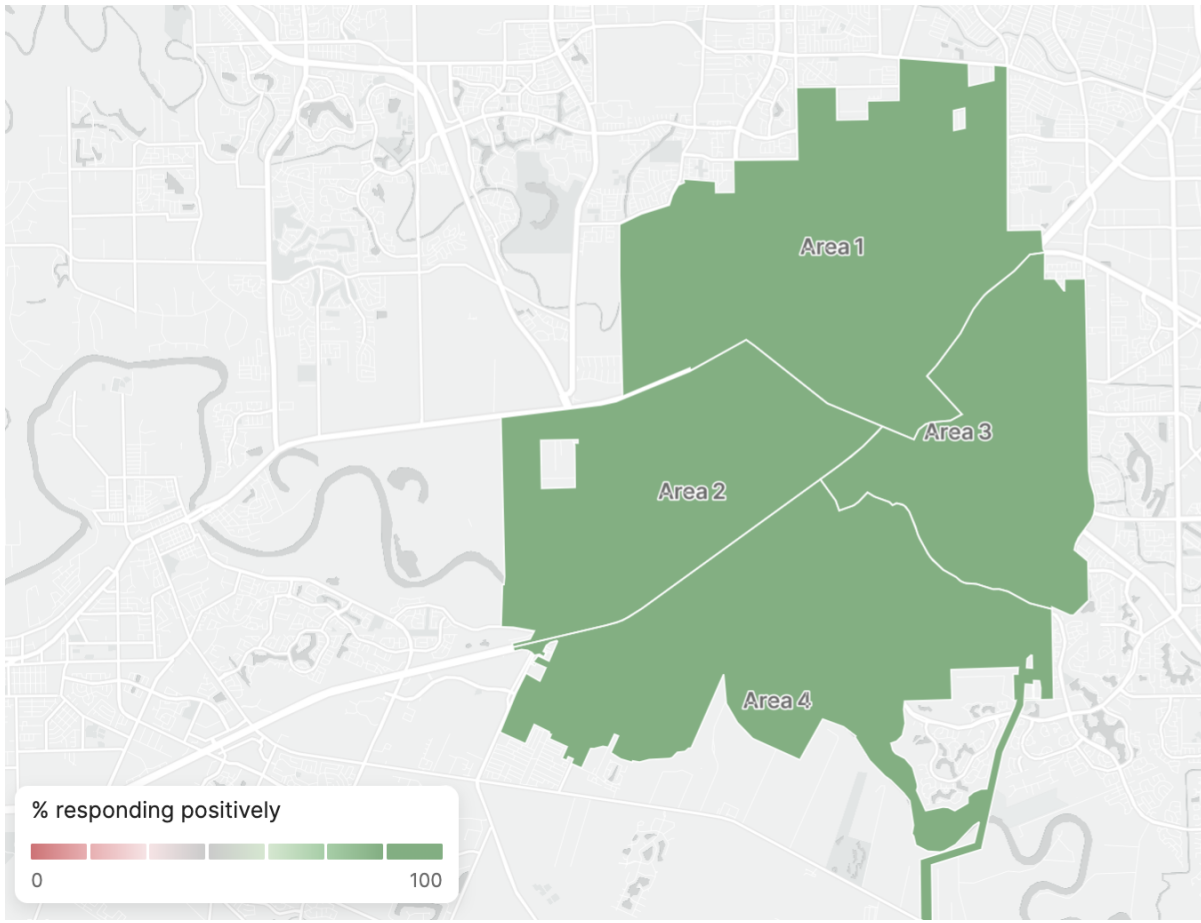
QUESTION	RESIDENT SATISFACTION
How is the overall quality of life in Sugar Land?	**87%** • -- 0%
How likely are you to recommend Sugar Land as a place to live?	**86%** • ↑ 2%
How likely are you to be living in Sugar Land 5 years from now?	**76%** • ↑ 4%
Average rating from the Community Characteristics questions	**87%** • ↓ 4%

Across the Community

Zencity Community Survey

Sugar Land, TX
July - September 2023

Powered by Zencity



AREA	RESIDENT SATISFACTION
Area 1	88% • ↓ 2%
Area 2	94% • ↓ 1%
Area 3	94% • ↑ 1%
Area 4	94% • ↓ 1%

Demographic Breakdown

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

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Zencity Community Survey

Sugar Land, TX
July - September 2023

Powered by Zencity

DEMOGRAPHIC	GROUP	SCORE	N
Age	18-34	89%	99
Age	35-54	95%	146
Age	55+	94%	331
Education	High school degree or less	92%	64
Education	Some college or college degree	92%	363
Education	Higher education degree	94%	168
Ethnicity	Asian	99%	80
Ethnicity	Black or African American	93%	54

DEMOGRAPHIC	GROUP	SCORE	N
Ethnicity	Hispanic/Latino	91%	69
Ethnicity	White	90%	384
Gender	Female	93%	326
Gender	Male	92%	272
Income	$49,999 or less	91%	91
Income	$50,000-$149,999	95%	242
Income	$150,000 or more	91%	156

Life in Sugar Land

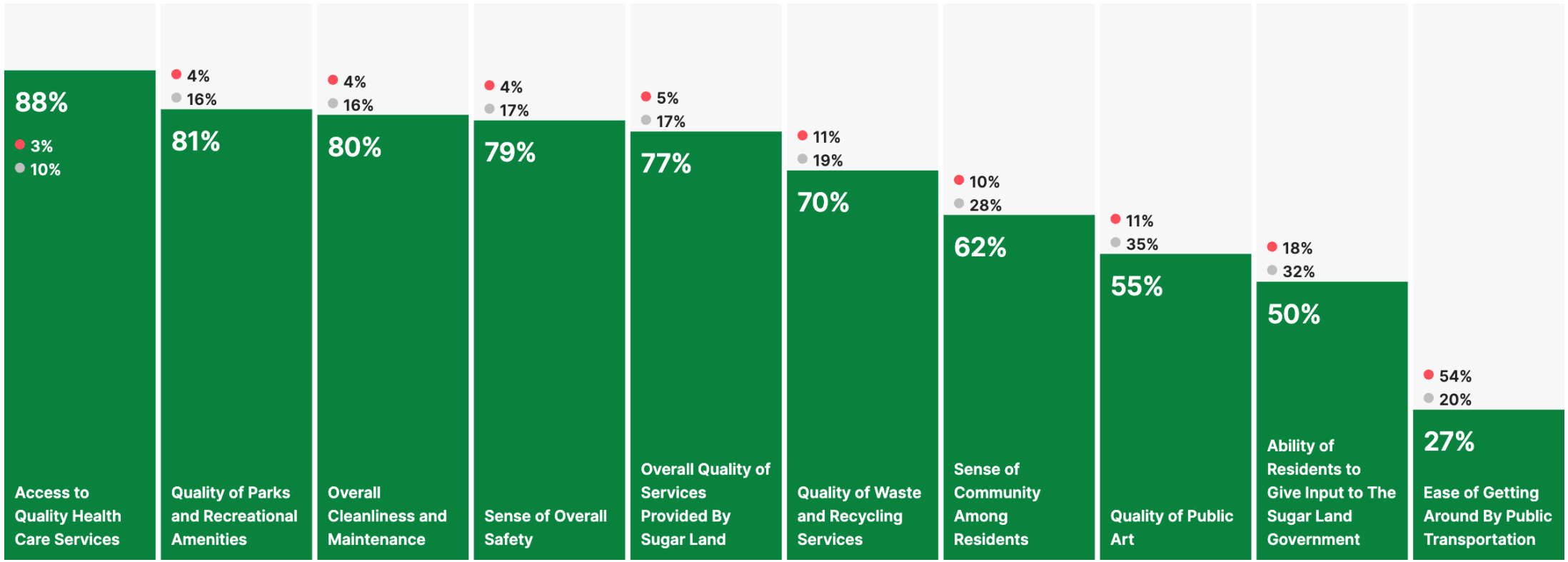
The bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics.

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
July - September 2023

Powered by Zencity

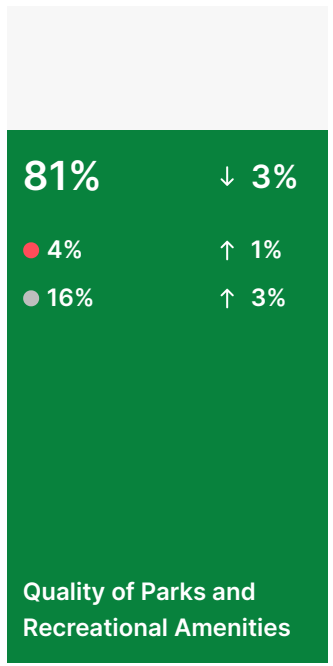


The ratings residents gave these parts of life showed a connection to their overall satisfaction

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

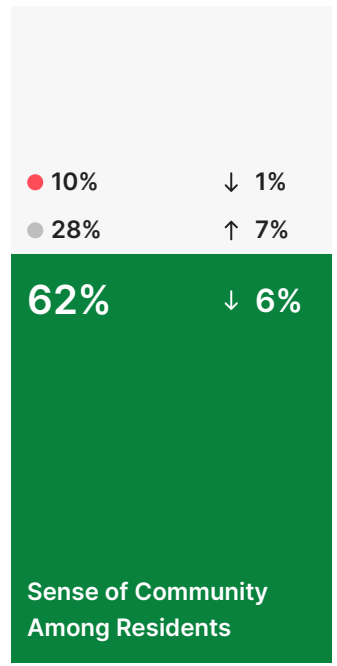
Maintain

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 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Zencity Community Survey

Sugar Land, TX
July - September 2023

Powered by Zencity

81%

of residents are satisfied with the quality of parks and recreational amenities

↓ 3% vs. previous cycle



Neutral
16% • ↑ 3%

Dissatisfied
4% • ↑ 1%

AREA

Area 1	76% • ↓ 5%	
Area 2	85% • ↑ 3%	
Area 3	81% • ↓ 11%	
Area 4	82% • ↓ 2%	

AGE

18-34	74% • ↓ 3%	
35-54	84% • ↓ 3%	
55+	84% • ↓ 1%	

INCOME

$49,999 or less	71% • ↓ 12%	
$50,000-$149,999	83% • ↓ 3%	
$150,000 or more	86% • ↑ 5%	

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 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Zencity Community Survey

Sugar Land, TX
July - September 2023

Powered by Zencity

62%

of residents are satisfied with the sense of community among residents

↓ **6%** vs. previous cycle



Neutral
28% • ↑ 7%

Dissatisfied
10% • ↓ 1%

AREA

Area 1	**57%** • ↓ 5%	
Area 2	**64%** • ↓ 3%	
Area 3	**64%** • ↓ 9%	
Area 4	**66%** • ↓ 6%	

AGE

18-34	**59%** • ↓ 16%	
35-54	**65%** • ↓ 1%	
55+	**63%** • ↓ 4%	

RACE/ETHNICITY

White	**57%** • ↓ 8%	
Black or African American *	**70%** • ↑ 1%	
Hispanic/Latino	**62%** • ↓ 3%	
Asian	**71%** • ↓ 6%	

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
July - September 2023

Powered by Zencity

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
McKinney, Texas	191,197	2,855	22.86%	$100,775
Carrollton, Texas	137,319	3,746	29.26%	$82,345
Irving, Texas	240,475	3,590	50.19%	$66,567
League City, Texas	105,410	2,056	17.03%	$108,979
Missouri City, Texas	75,348	2,597	58.91%	$83,491

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
July - September 2023

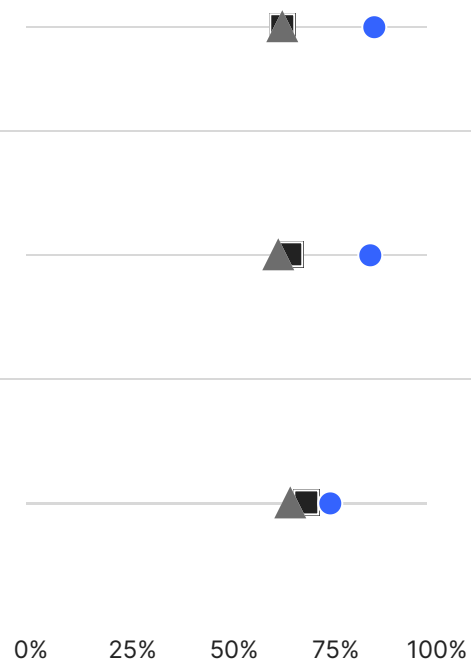
Powered by Zencity

The overall resident satisfaction in Sugar Land is 14% higher than its cohort.

92%	78%	78%
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?	64%	64%	87%	
How likely are you to recommend Sugar Land as a place to live?	63%	66%	86%	
How likely are you to be living in Sugar Land 5 years from now?	66%	70%	76%	



Community Benchmark

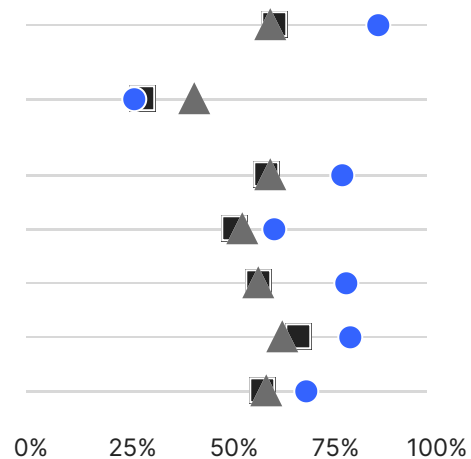
Sugar Land, TX
July - September 2023

Powered by Zencity

Satisfaction with Life in Sugar Land, TX

Breakdown by characteristic

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
Access to quality health care services	61%	62%	88%	
Ease of getting around by public transportation	42%	29%	27%	
Sense of overall safety	61%	60%	79%	
Sense of community among residents	54%	52%	62%	
Overall cleanliness and maintenance	58%	58%	80%	
Quality of parks and recreational amenities	64%	68%	81%	
Quality of waste and recycling services	60%	59%	70%	



- Sugar Land
- Cohort
- National

Free-Text Responses

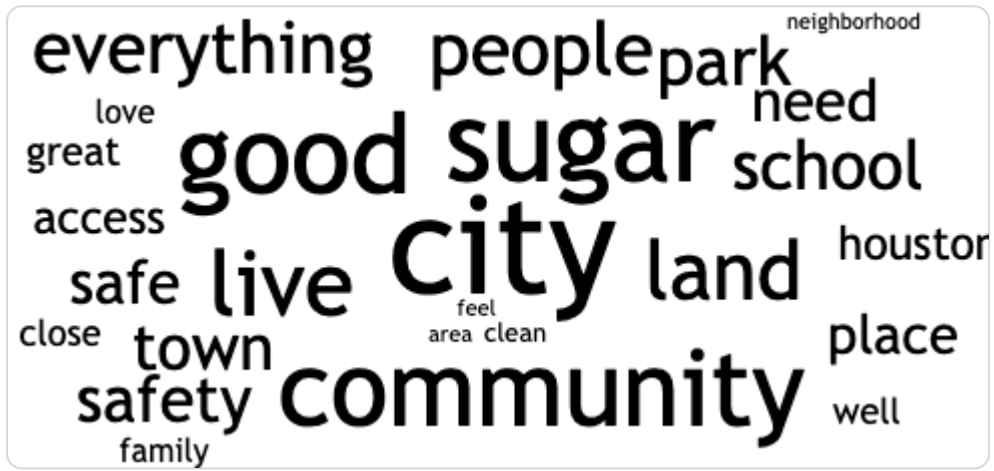
Zencity Community Survey

Sugar Land, TX
July - September 2023

Powered by Zencity

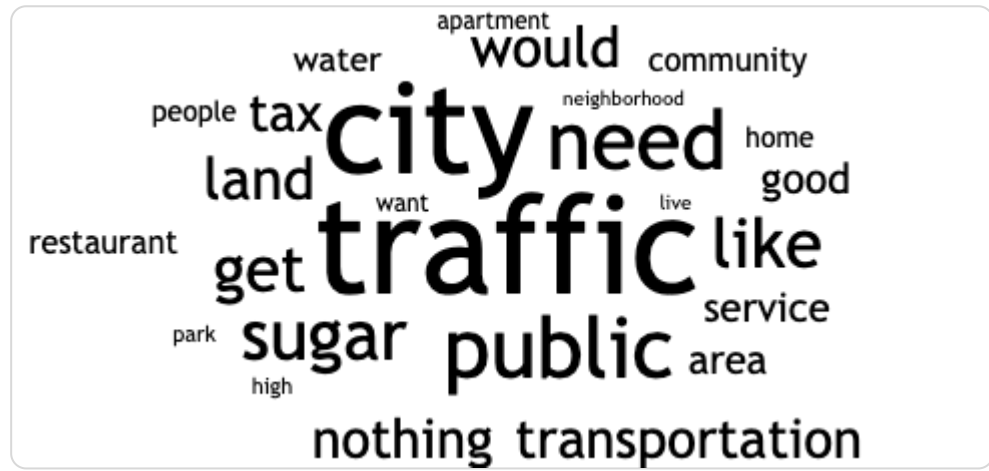
What residents love

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

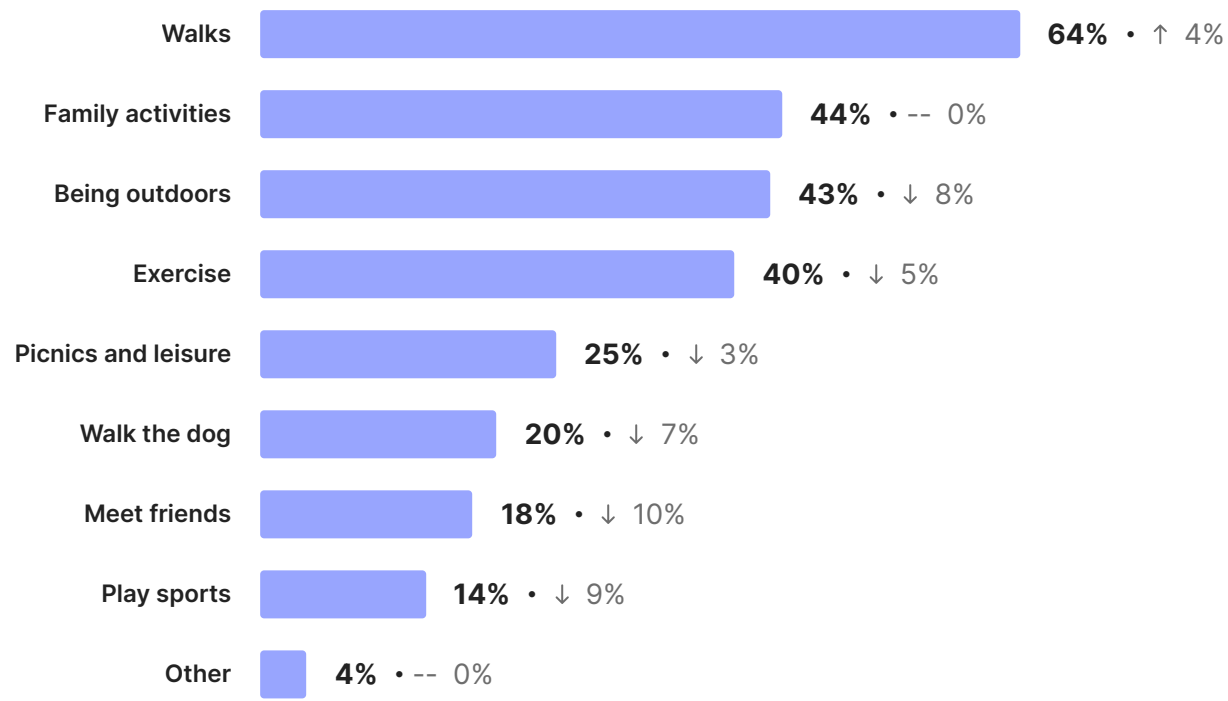
The rotating survey section focuses on one issue per survey cycle and can be updated as new areas of interest emerge.

Zencity Community Survey

Sugar Land, TX
July - September 2023

Powered by Zencity

64% of respondents reported that they primarily visit parks in the city for walks. 44% reported it was for family activities and 43% reported it was in order to be outdoors.



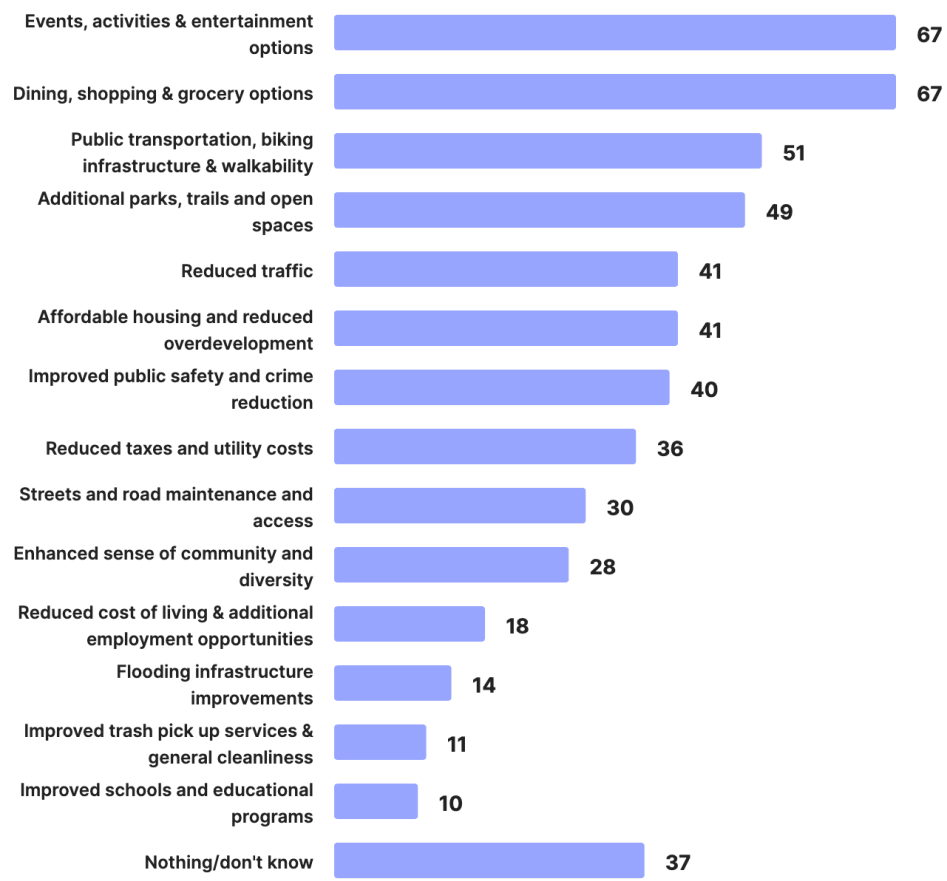
The question:
What are the primary reasons you visit parks in the city?

Zencity Community Survey

Sugar Land, TX
July - September 2023

Powered by Zencity

Respondents most commonly reported wanting to have more events, activities and entertainment options and dining, shopping and grocery options in Sugar Land.



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

Zencity Community Survey

Sugar Land, TX
July - September 2023

Powered by Zencity

73%

of residents are satisfied with the sense of community pride

-- 0% vs. previous cycle



Neutral
23% • ↑ 2%

Dissatisfied
5% • ↓ 1%

AREA

Area 1	**70%** • ↑ 1%	
Area 2	**73%** • ↓ 2%	
Area 3	**81%** • ↑ 8%	
Area 4	**66%** • ↓ 13%	

INCOME

$49,999 or less	**71%** • ↑ 2%	
$50,000-$149,999	**74%** • ↓ 4%	
$150,000 or more	**72%** • ↑ 3%	

AGE

18-34	**59%** • ↓ 13%	
35-54	**72%** • ↑ 3%	
55+	**82%** • ↑ 3%	

Zencity Community Survey

Sugar Land, TX
July - September 2023

Powered by Zencity

54%

of residents trust their local government

↓ 5% vs. previous cycle



Neutral
28% • ↑ 2%

Dissatisfied
18% • ↑ 3%

AREA

Area 1	**48%** • ↓ 9%	
Area 2	**51%** • ↓ 6%	
Area 3	**70%** • ↑ 14%	
Area 4	**52%** • ↓ 13%	

INCOME

$49,999 or less	**59%** • ↑ 2%	
$50,000-$149,999	**56%** • ↓ 4%	
$150,000 or more	**59%** • ↑ 1%	

AGE

18-34	**52%** • ↓ 2%	
35-54	**60%** • ↓ 6%	
55+	**55%** • -- 0%	

The Questionnaire

Zencity Community Survey

Sugar Land, TX
July - September 2023

Powered by Zencity

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

QUESTIONS
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

Section 3

Rotating Survey Section

QUESTIONS	CHOICES
What is your overall sense of community pride? *	1 - 5 Scale (Very low - Very high)
What is your overall level of trust in your local government? *	1 - 5 Scale (Very low - Very high)
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

Section 4

Demographics

QUESTIONS	CHOICES
In what year were you born? *	Open Ended
Which of the following do you identify as? *	Male / Female / Prefer to self-describe
Please state the gender you identify as.	Open Ended
Which one of these statements best describes your current situation? *	Full-time employed / Part-time employed / Unemployed / Student / Apprentice/intern / In retirement or early retirement / Permanently disabled / Fulfilling domestic tasks or looking after children/family / Prefer not to say / Other
Are you of Hispanic, Latino, or Spanish origin? *	Yes / No / Prefer not to say
What is your race? *	White / Black or African American / American Indian or Alaska Native / Asian / Native Hawaiian, Samoan, Chamorro, or other Pacific Islander / Prefer not to say / Other
Is your home: *	Owned by you or someone in your household, with or without a mortgage or loan? / Rented? / Occupied without payment of rent? / Prefer not to say

Zencity Community Survey

Sugar Land, TX
July - September 2023

Powered by Zencity

Section 4

Demographics

QUESTIONS	CHOICES
What is the highest level of school you have completed or the highest degree you have received? *	Less than a high school diploma / High school graduate or GED / Some college but no degree / Associate degree in college / Bachelor's degree (For example: BA, AB, BS) / Master's degree (for example: MA, MS, MBA) / Professional School Degree (for example: MD, DDS, DVM, LLB, JD) / Doctorate degree (for example: PhD, EdD) / Prefer not to say
Do any children under the age of 18 live in your household at least half of the time? *	Yes / No / Prefer not to say
Were you born in the United States? *	Yes, born in the United States / No, born outside the United States / Prefer not to say
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 / Prefer not to say



Published on October 18, 2023 by Zencity
support@zencity.io