



Sugar Land, TX

Community Survey

July - September 2024



Survey Methodology

The current cycle of the web-based Community Survey collected survey data between July - September 2024. Respondents were digitally recruited (e.g., over social media, mobile apps, websites, and survey panels). These ads are targeted to residents, and responses are only included in the data when a local valid zipcode is provided.

Respondents who self-reported being under 18, who declined to provide any demographic information, or those who provided an invalid zipcode are excluded from the results.

439 valid respondents participated in the web-based Community Survey during this cycle.

Representation

Zencity ensures broad demographic representation in several ways:

Before data collection, Zencity employs national statistical data to establish response targets. These targets are defined based on race/ethnicity, age, and gender.

During data collection, we track the demographic composition of the survey responses in real time, comparing them to the predetermined targets. We fine-tune our distribution and advertising strategies as needed to target all demographic groups.

After data collection, Zencity employs an industry-standard statistical technique called rake weighting. This assigns a unique weight to each respondent based on their demographic characteristics. This method ensures that the distribution of these characteristics in the final weighted sample aligns with the community's overall demographics.

Sample Composition

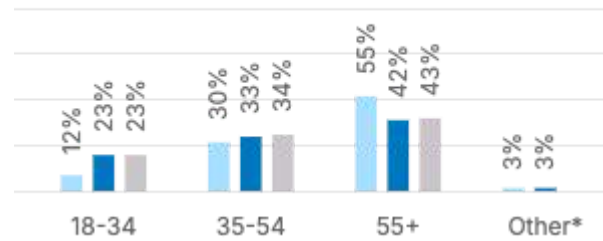
439 valid respondents

Key

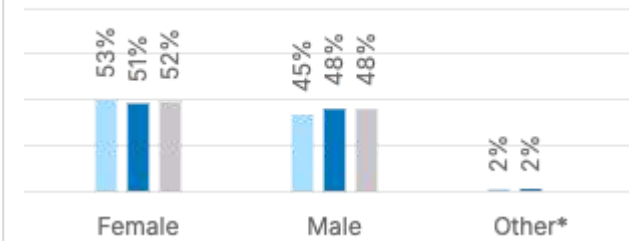
- **Unweighted demographics** - What we collected, without adjustments
- **Weighted demographics** - Our sample, adjusted to be representative of the population
- **Population demographics** - The demographics of the 18+ population

* The "Other" category includes missing data, people who selected "prefer not to say", and other groups not defined in the census.

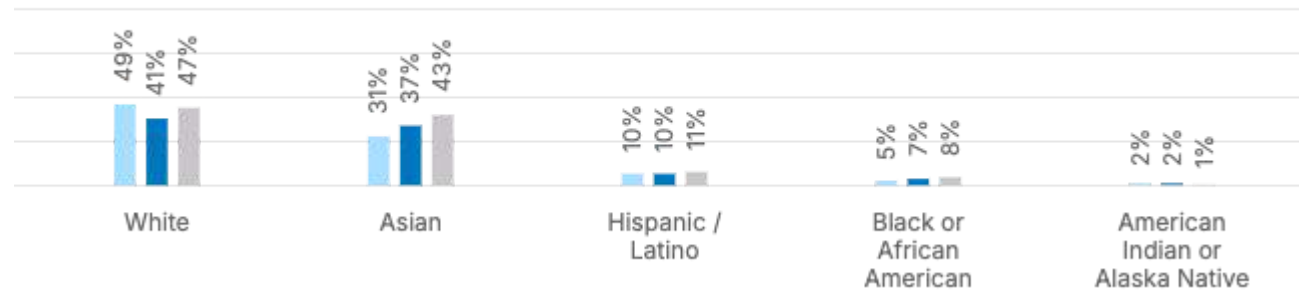
Age



Gender



Ethnicity



Overall Quality of Life

Residents' quality of life is a key metric for local government leaders. Here, we present how Sugar Land residents are feeling about their quality of life, looking at how this changes by demographic group and geography.

We will show the percent of valid respondents who reported either a 4 or a 5 on the 1-5 scale, weighted by age, gender, and race/ethnicity (see page 3 for details).

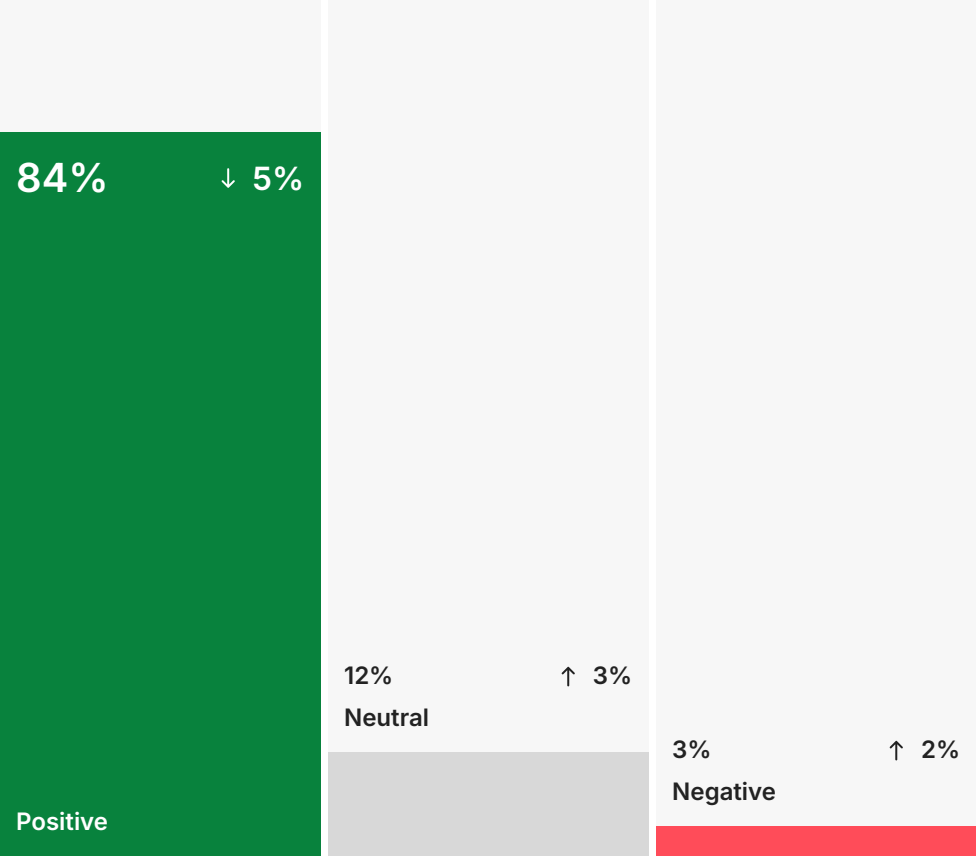
Scores will be shown only for groups (e.g., for a geographic area or for a demographic group) with at least 30 responses. For groups between 30 and 49 respondents, we highlight the small sample size using an (!). Use these scores with caution.

How is the overall quality of life in Sugar Land?

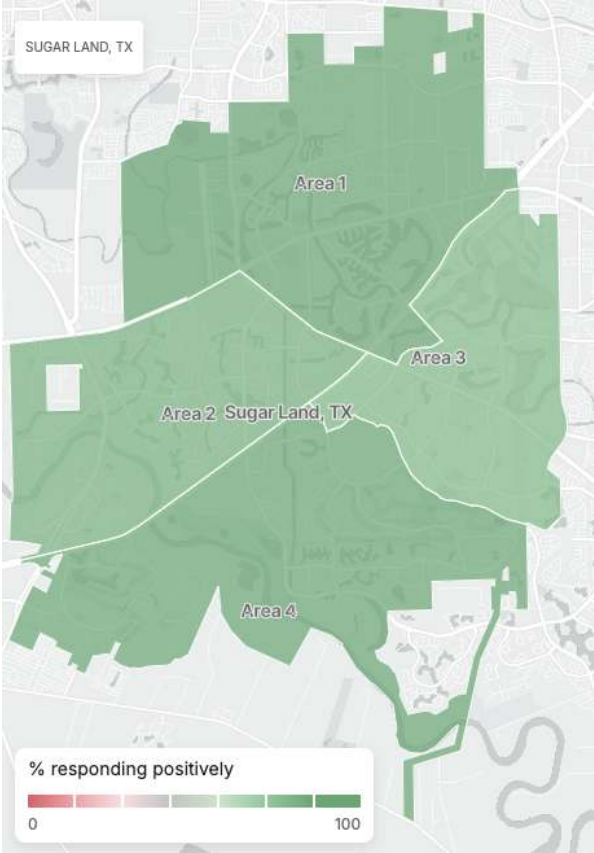
84%





of 439 surveyed residents are satisfied with the overall quality of life in Sugar Land

↓ 5% vs. previous cycle

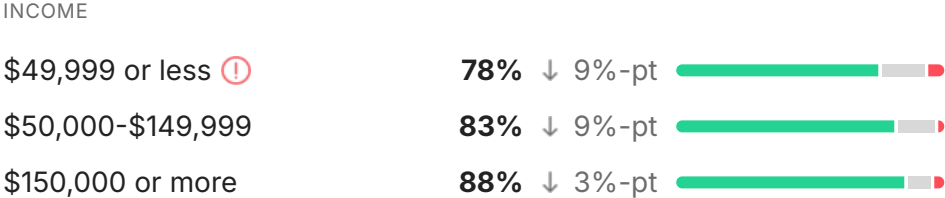
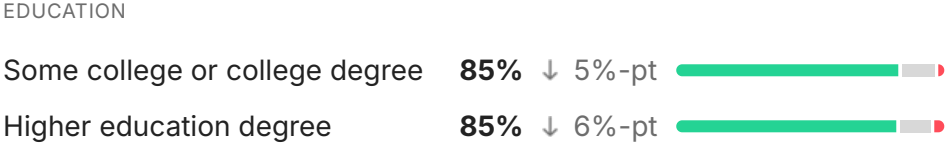
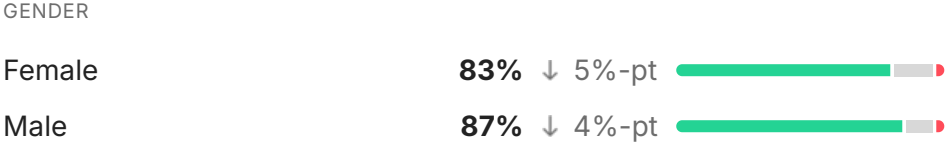
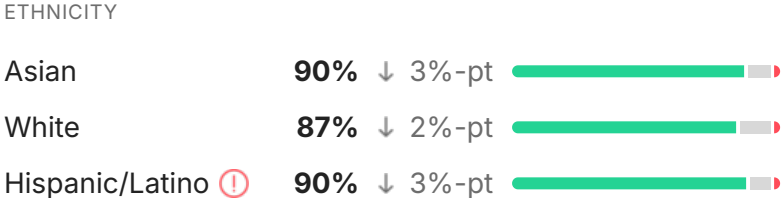
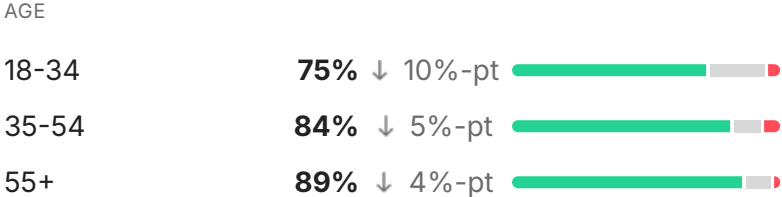


How is the overall quality of life in Sugar Land? | Geographic Breakdown



AREA	RESIDENT SATISFACTION
Area 1	87% • ↓ 1% 
Area 2	81% • ↓ 14% 
Area 3	77% • ↓ 7% 
Area 4	85% • ↓ 5% 

How is the overall quality of life in Sugar Land? | Demographic Breakdown



Other measures of satisfaction with life in Sugar Land

How likely are you to recommend Sugar Land as a place to live?

82%

Positive

↓ 3% vs. previous cycle



Neutral
12% • ↑ 2%

Negative
7% • ↑ 2%

How likely are you to be living in Sugar Land 5 years from now?

72%

Positive

↓ 4% vs. previous cycle



Neutral
17% • ↑ 2%

Negative
10% • ↑ 1%







Community Characteristics

Respondents were asked to rate how satisfied they were with a range of community characteristics on a scale from 1 (Poor) to 5 (Excellent).

Zencity Community Survey

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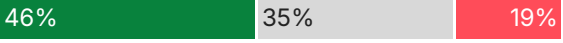
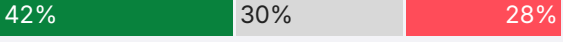

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COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	CHANGE	KEY
Access to quality health care services	87% 	↓ 3% ↑ 2%	<p>KEY</p> <ul style="list-style-type: none"> ● POSITIVE ● NEUTRAL ● NEGATIVE ○ NON-SUBSTANTIATIVE <hr/> <p>↓ ↑ CHANGE IN POSITIVE SCORE</p> <p>↓ ↑ CHANGE IN NEGATIVE SCORE</p> <hr/> <p>The 'Change' column shows the percentage point changes in positive and negative scores from the previous cycle. In addition, questions with the largest changes above 5% are highlighted.</p>
Overall cleanliness and maintenance	76% 	↓ 6% ↑ 1%	
Sense of overall safety	75% 	↓ 8% ↑ 2%	
Quality of waste and recycling services	74% 	↓ 3% ↑ 3%	
Quality of parks and recreational amenities	73% 	↓ 5% ↑ 1%	
Overall quality of services provided by Sugar Land	70% 	↓ 12% ↑ 4%	

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COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	CHANGE	KEY
Sense of community among residents		↓ 8% ↑ 3%	<p>● POSITIVE ● NEUTRAL ● NEGATIVE ○ NON-SUBSTANTIATIVE</p> <hr/> <p>↓ ↑ CHANGE IN POSITIVE SCORE ↓ ↑ CHANGE IN NEGATIVE SCORE</p> <hr/> <p>The 'Change' column shows the percentage point changes in positive and negative scores from the previous cycle. In addition, questions with the largest changes above 5% are highlighted.</p>
Quality of public art		↓ 5% ↑ 6%	
Ability of residents to give input to the Sugar Land government		↓ 12% ↑ 15%	
Ease of getting around by public transportation		↓ 8% ↑ 10%	

Focus Areas

Respondents were asked follow-up questions for selected community characteristics to provide valuable insights into focus areas for Sugar Land.

Each follow-up question is only asked if the respondent answered negatively (i.e., a 1 or 2). These actionable insights can help improve strategic planning.

Quality of public art

46%

Positive

↓ 5% vs. previous cycle



Neutral

35% · --

Negative

19% · ↑ 6%


AREA

Area 1	62%	↑ 5%-pt	
Area 2	32%	↓ 13%-pt	
Area 3	39%	↓ 12%-pt	
Area 4	42%	↓ 8%-pt	

AGE

18-34	46%	↓ 2%-pt	
35-54	41%	↓ 9%-pt	
55+	50%	↓ 5%-pt	

INCOME

\$49,999 or less 	51%	↓ 12%-pt	
\$50,000-\$149,999	45%	↓ 5%-pt	
\$150,000 or more	43%	↓ 9%-pt	

Quality of public art

46%

Positive

↓ 5% vs. previous cycle



Neutral

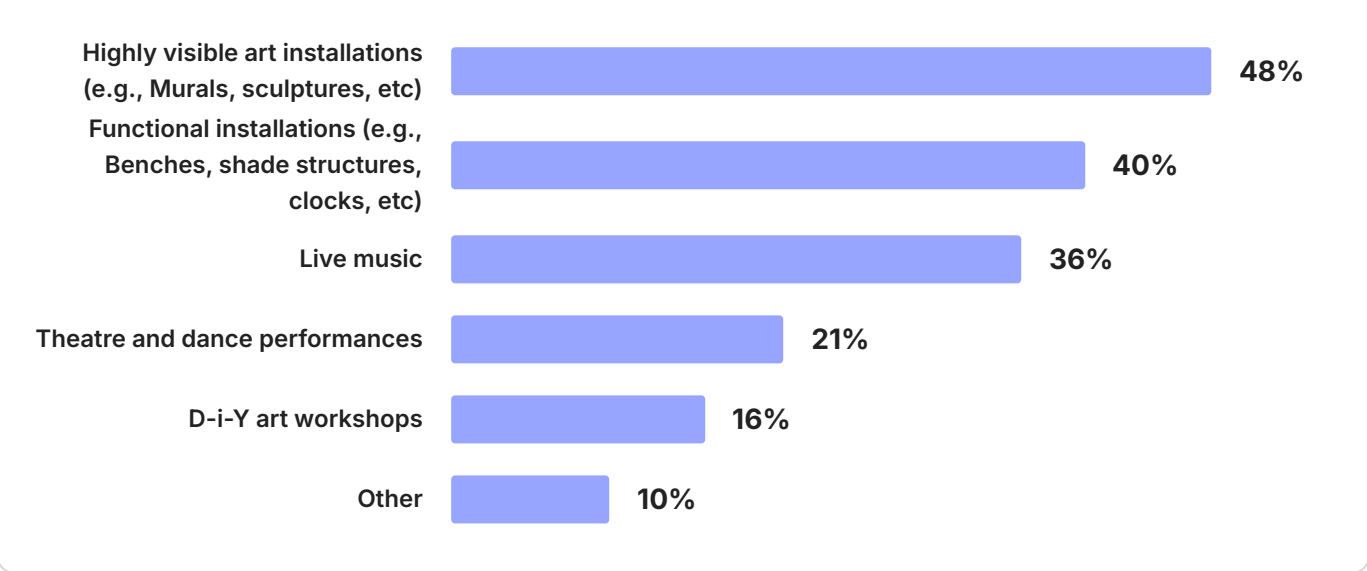
35% · --

Negative

19% · ↑ 6%

What are examples of public art programs or installations you would like to see more of?

65 respondents answered this question



Community Benchmark

We aim to help Zencity clients understand their results and put them into context. To that end, we will compare Sugar Land's results to the United States as a whole and against communities with similar characteristics such as size, population density, and region (their "cohort").

These cohorts help to distinguish patterns unique to each client from those that are common in similar communities.

How we compare Sugar Land to other similar communities

Creating the cohorts

First, all cities, towns, and counties in the US--not just Zencity clients--are put into cohorts based on geography and demographics using a method known as cluster analysis. This method balances a range of different characteristics to put communities into cohorts that are statistically similar to one another. The result of this step is one set of cohorts for cities and towns and a second set for counties.

We chose this method to create objectively similar groups of communities with respect to characteristics that are likely to be correlated with answers to the survey questions. By creating cohorts of larger sets of communities we have found that our benchmark baselines tend to be more reliable than they would be if we had direct comparisons of a small number of communities. See our Help Site for more information on cohorts, including the full list of communities in your cohort.

Creating cohort scores and national benchmark scores

The Zencity National Benchmark Survey is conducted semiannually, collecting about 5000 responses across the country. The cohort scores are the weighted average of scores for respondents in each cohort. These weights are calculated to match the client's own demographics, to make them directly comparable to the clients' scores. National scores are calculated in a similar manner.

Your Cohort

Sugar Land is in the South and Central Small / Medium Cities cohort. The table below shows some demographics of your community and general makeup of cities in your cohort. Note that all age percentages are the percent of the 18 and over population.




See our [Help Site](#) for the full list of communities included in your cohort. Because we are creating a cohort from the National Benchmark Survey data instead of running representative surveys of selected communities, most cohort scores are generated from a few responses from each community.

	18+ Pop.	% age 18-34	% age 55+	% White	% Black	% Hispanic	Median income
Sugar Land, TX	85,154	23%	41%	44%	7%	13%	\$132,247
	Median 18+ Pop.	Avg. % 18-34	Avg. % age 55+	Avg. % White	Avg. % Black	Avg. % Hispanic	Avg. Median Income
South and Central Small / Medium Cities	111,877	34%	34%	59%	21%	21%	\$73,482

The overall quality of life in Sugar Land is **15% higher** than its cohort.



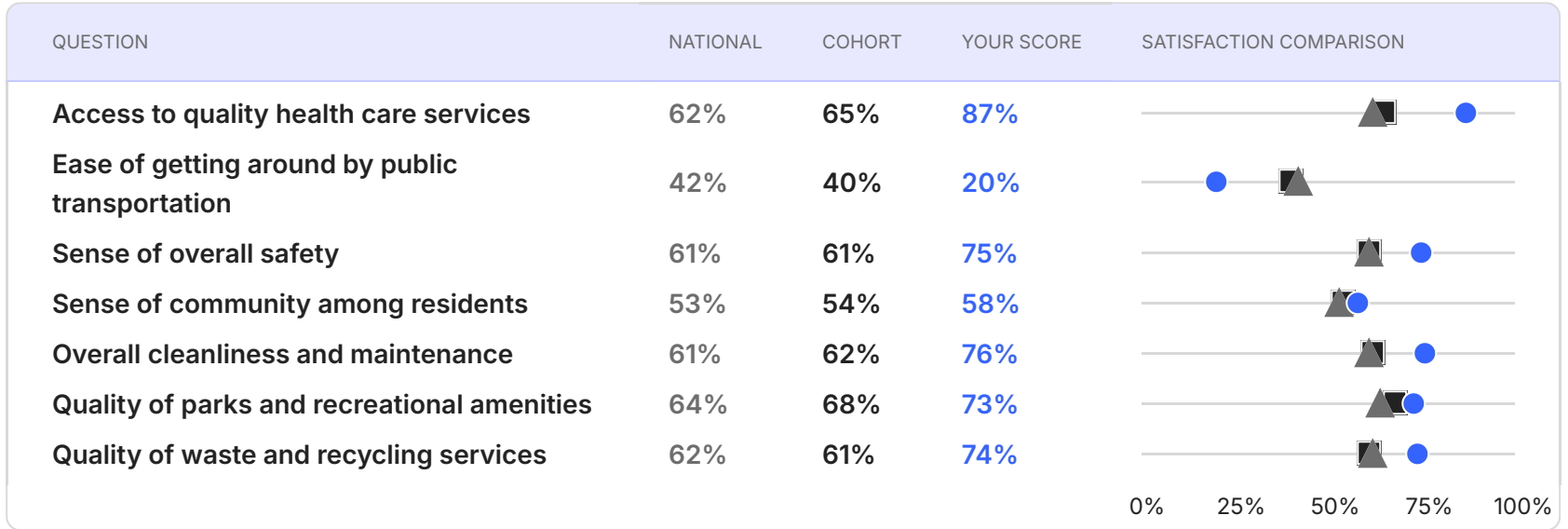
- Sugar Land
- Cohort
- ▲ National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How is the overall quality of life in Sugar Land?	67%	69%	84%	
How likely are you to recommend Sugar Land as a place to live?	64%	67%	82%	
How likely are you to be living in Sugar Land 5 years from now?	65%	69%	72%	

0% 25% 50% 75% 100%

Satisfaction with Life in Sugar Land

Breakdown by characteristic



● Sugar Land

■ Cohort

▲ National

Free-Text Responses

Respondents were asked open-ended questions about what the Sugar Land government does well and how Sugar Land could improve its services.

This section presents the main themes from both questions. Using our proprietary AI algorithm, responses are analyzed and categorized into

unique topics and subtopics for Sugar Land, with multiple labels assigned to responses when relevant.

To ensure comprehensive information, responses that have been flagged as invalid (e.g., under 18, missing demographic data, or invalid zip codes

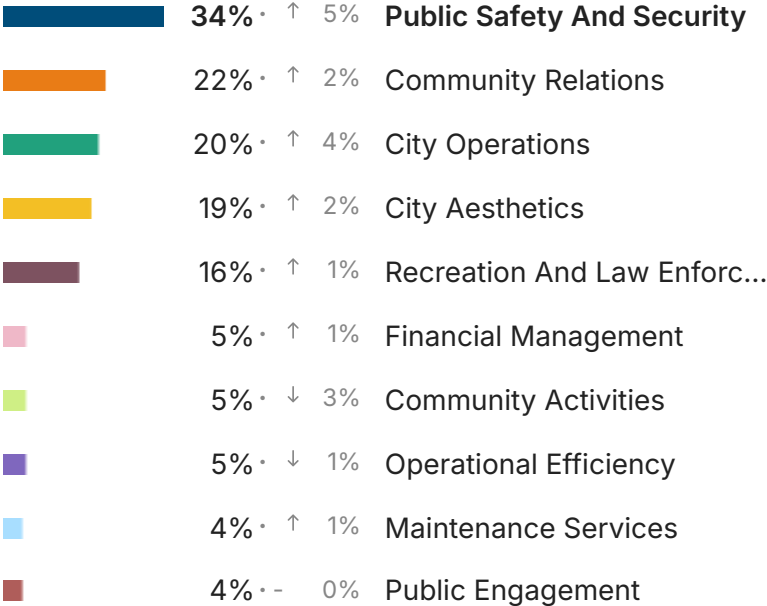
but claiming residency in Sugar Land), as well as responses collected through the city/county's distribution efforts, are analyzed in the free-text responses but excluded from the quantitative results.

BETA

Question:
What is the #1 thing you think the Sugar Land government does well?

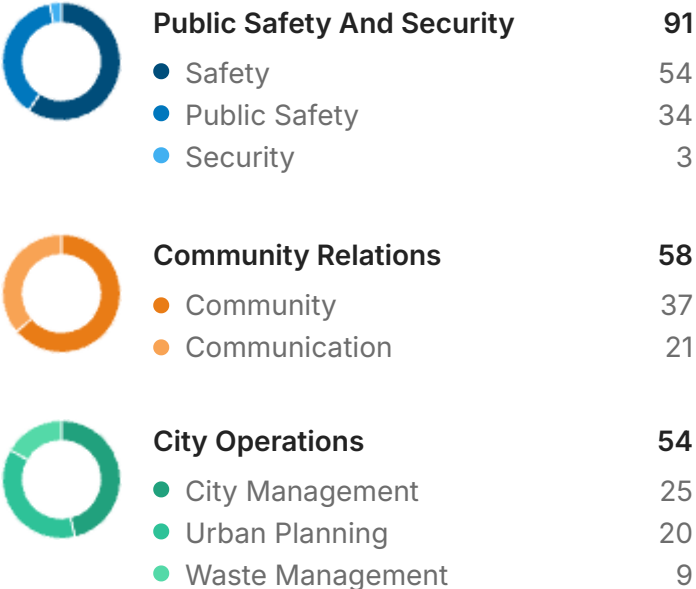
Most Common Topics

264 labeled responses out of 315



Top 3 Topics Breakdown

Number of responses by leading subtopic

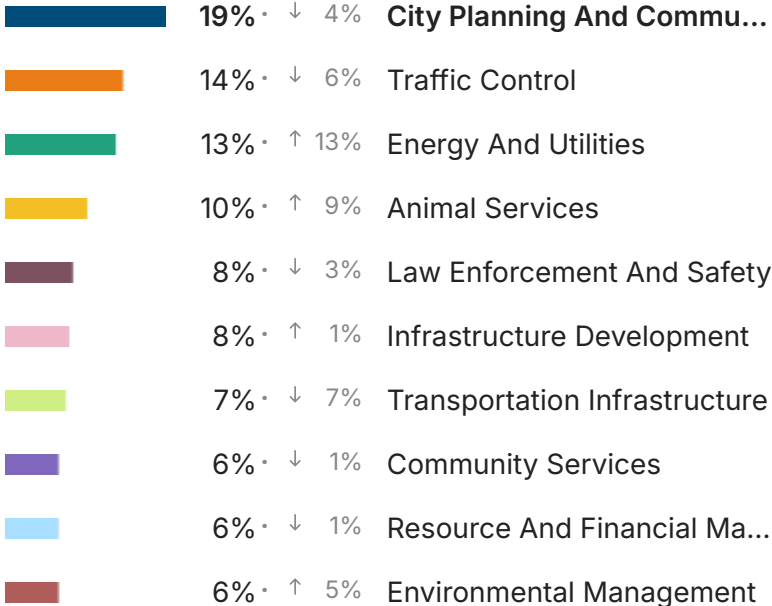


BETA

Question:
What is the #1 thing you think the Sugar Land government could do to improve its services?

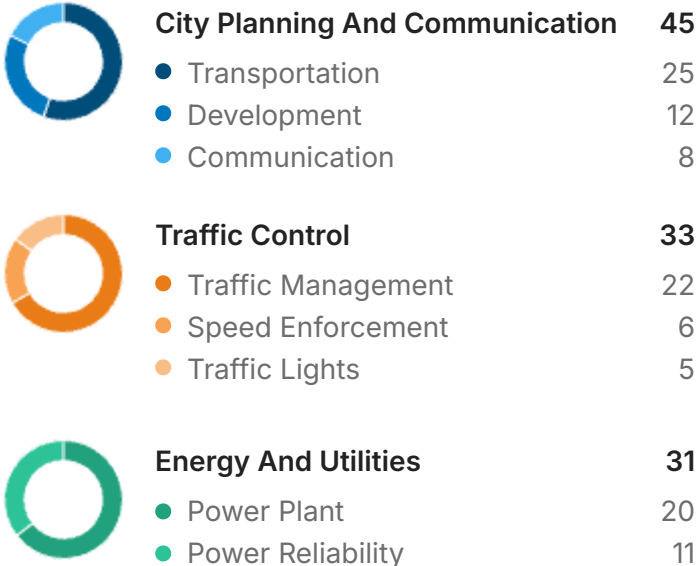
Most Common Topics

234 labeled responses out of 349



Top 3 Topics Breakdown

Number of responses by leading subtopic

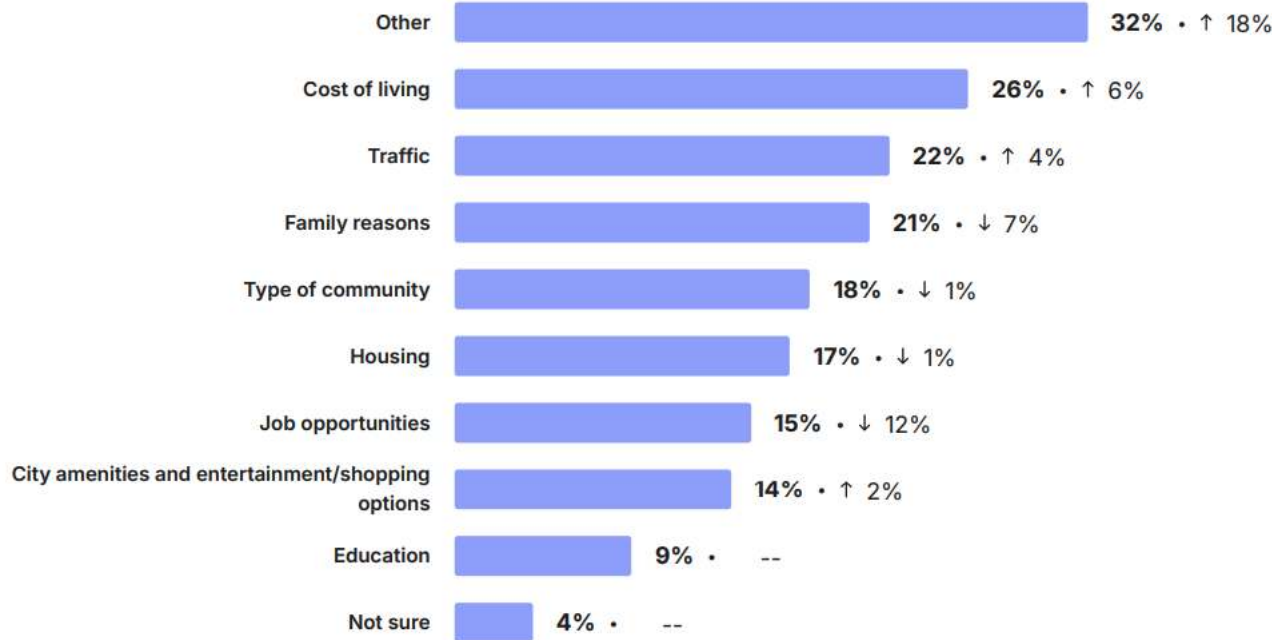


Rotating Survey Section

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

What's the main reason you think you might not be living in Sugar Land five years from now?

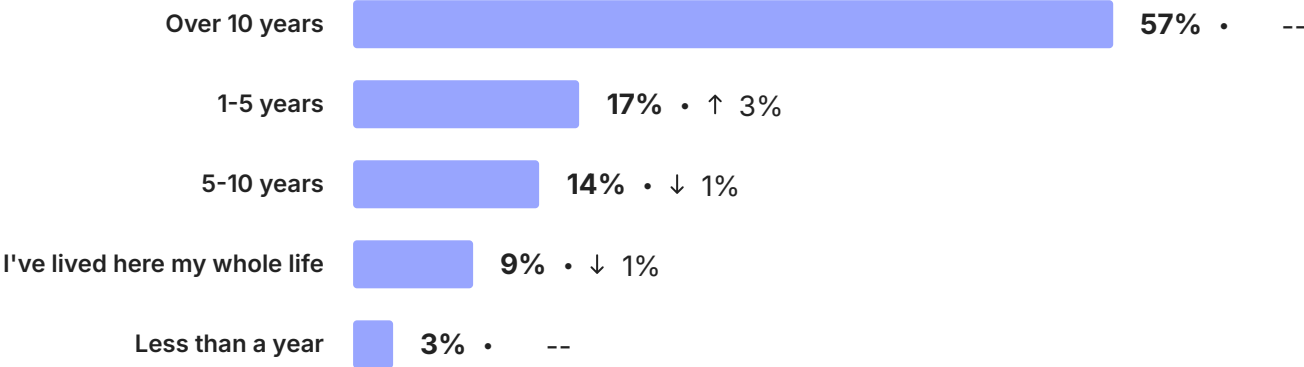
110 respondents answered this question



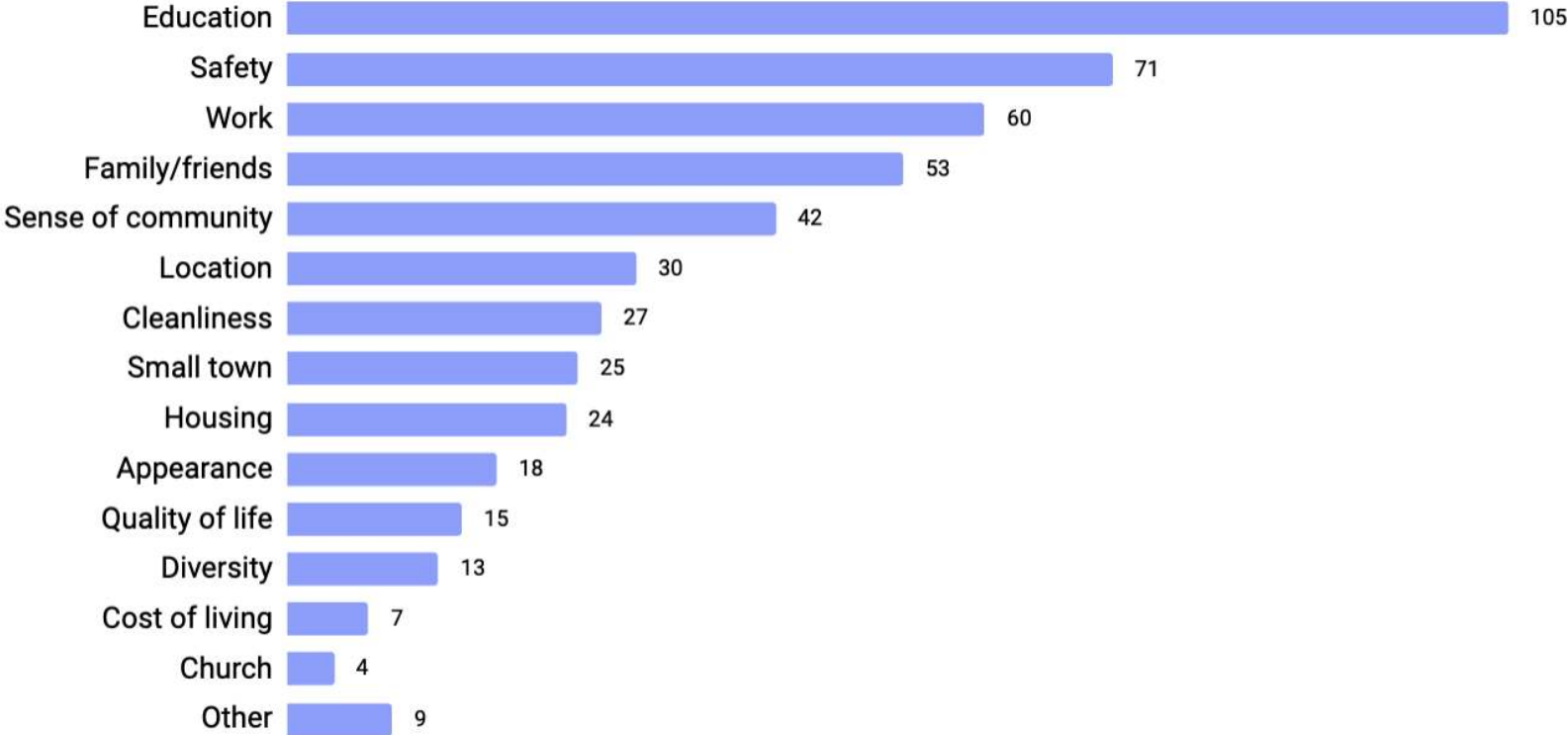
[Of respondents that reported they would not be likely to be living in Sugar Land five years from now]

How long have you lived in Sugar Land?

439 respondents answered this question



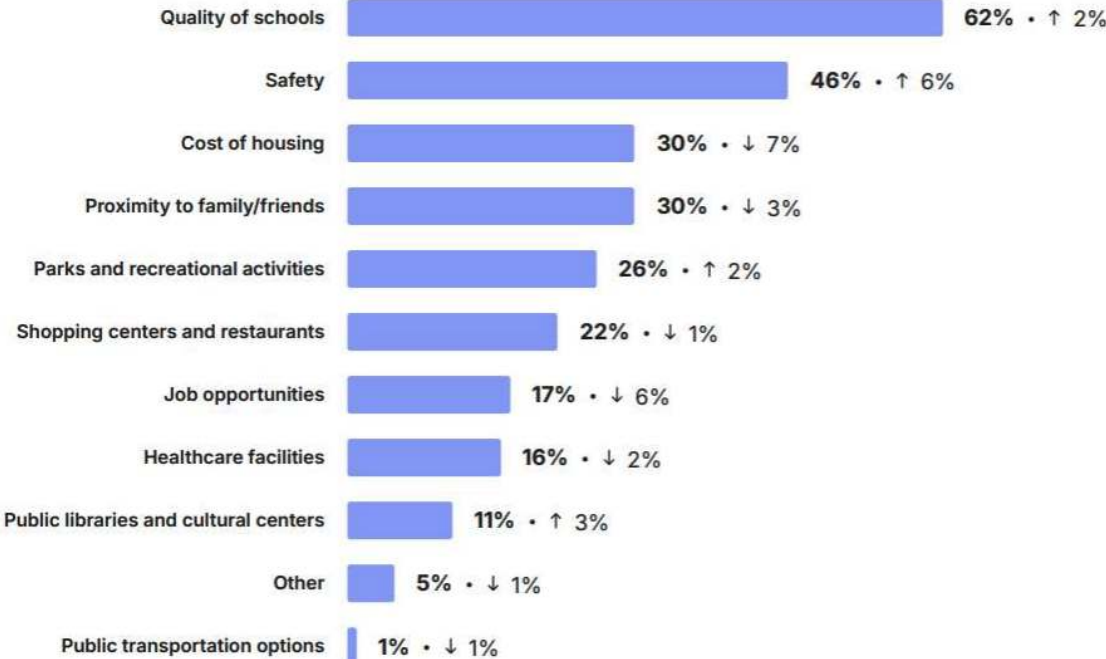
What are the reasons you chose to move to Sugar Land? [open text; n=336]



[Of respondents that have not lived in Sugar Land their whole life]

Why did you move to Sugar Land over other options you were considering?

391 respondents answered this question



[Of respondents that have not lived in Sugar Land their whole life]

The Questionnaire

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)
Access to quality health care services	1 - 5 Scale (Poor - Excellent)
Quality of public art *	1 - 5 Scale (Poor - Excellent)
What are examples of public art programs or installations you would like to see more of?	Live music / Theatre and dance performances / D-i-Y art workshops / Functional installations (e.g., Benches, shade structures, clocks, etc) / Highly visible art installations (e.g., Murals, sculptures, etc) / Other
Ease of getting around by public transportation	1 - 5 Scale (Poor - Excellent)
Sense of overall safety	1 - 5 Scale (Poor - Excellent)
Sense of community among residents	1 - 5 Scale

QUESTIONS	CHOICES
	(Poor - Excellent)
Ability of residents to give input to the Sugar Land government	1 - 5 Scale (Poor - Excellent)
Overall cleanliness and maintenance	1 - 5 Scale (Poor - Excellent)
Quality of parks and recreational amenities	1 - 5 Scale (Poor - Excellent)
Quality of waste and recycling services	1 - 5 Scale (Poor - Excellent)
Overall quality of services provided by Sugar Land	1 - 5 Scale (Poor - Excellent)
What is the #1 thing you think the Sugar Land government does well?	Open Ended
What is the #1 thing you think the Sugar Land government could do to improve its services?	Open Ended
What's the main reason you think you might not be living in Sugar Land five years from now?	Job opportunities / Education / Family reasons / Housing / Cost of living / City amenities and entertainment/shopping options / Type of community / Traffic / Not sure / Other

QUESTIONS	CHOICES
How long have you lived in Sugar Land? *	Less than a year / 1-5 years / 5-10 years / Over 10 years / I've lived here my whole life
What are the reasons you chose to move to Sugar Land?	Open Ended
Why did you move to Sugar Land over other options you were considering?	Cost of housing / Job opportunities / Quality of schools / Parks and recreational activities / Shopping centers and restaurants / Public libraries and cultural centers / Public transportation options / Healthcare facilities / Safety / Proximity to family/friends / Other
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

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



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