Sugar Land, TX

Community Survey

July - September 2025

Powered by Zencity

Survey Methodology

The current cycle of the web-based Community Survey collected survey data between July - September 2025. 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.

423 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

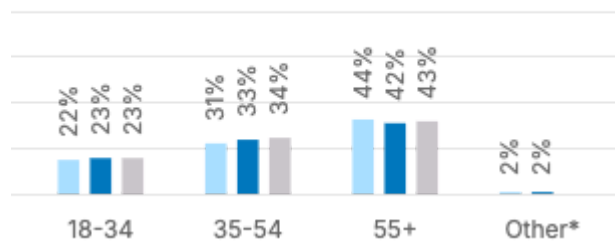
423 **valid respondents**

Key

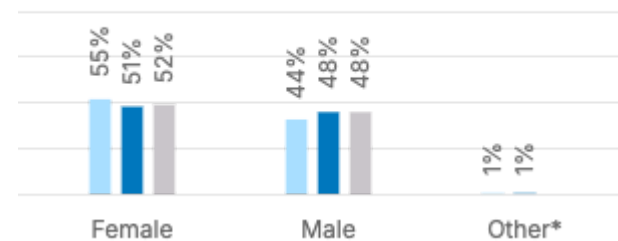
- **Unweighted demographics** - What we collected, without adjustments
- **Weighted demographics** - Our sample, adjusted to be representative of the population
- **Population demographics** - The demographics of the 18+ population

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

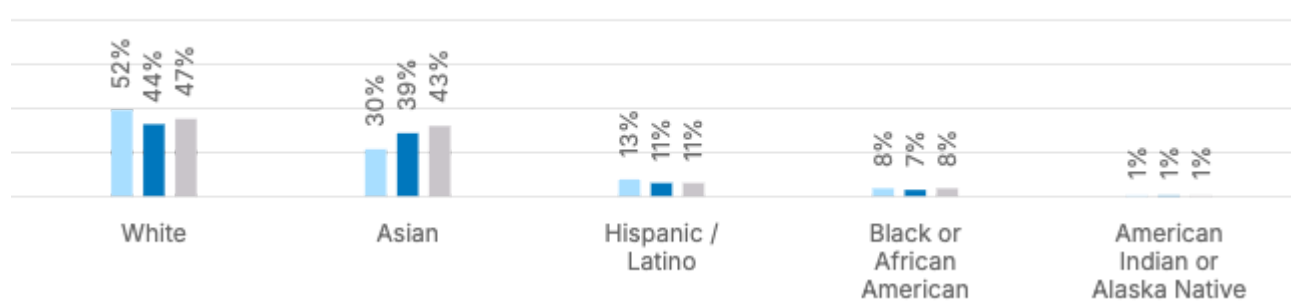
Age



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).

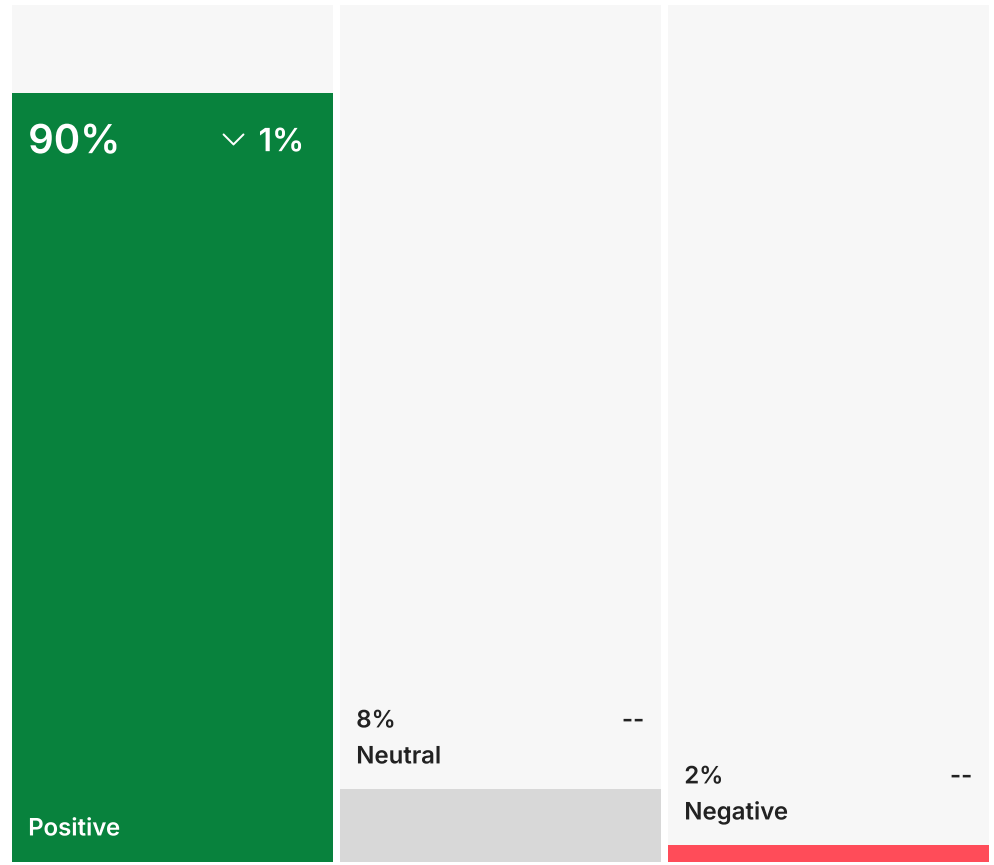
Scores will be shown only for groups (e.g., for a geographic area or for a demographic group) with at least 30 responses. For groups between 30 and 49 respondents, we highlight the small sample size using an (!). Use these scores with caution.

How is the overall quality of life in Sugar Land?

90%

of 423 surveyed residents are satisfied with the overall quality of life in Sugar Land

▽ 1% vs. previous cycle

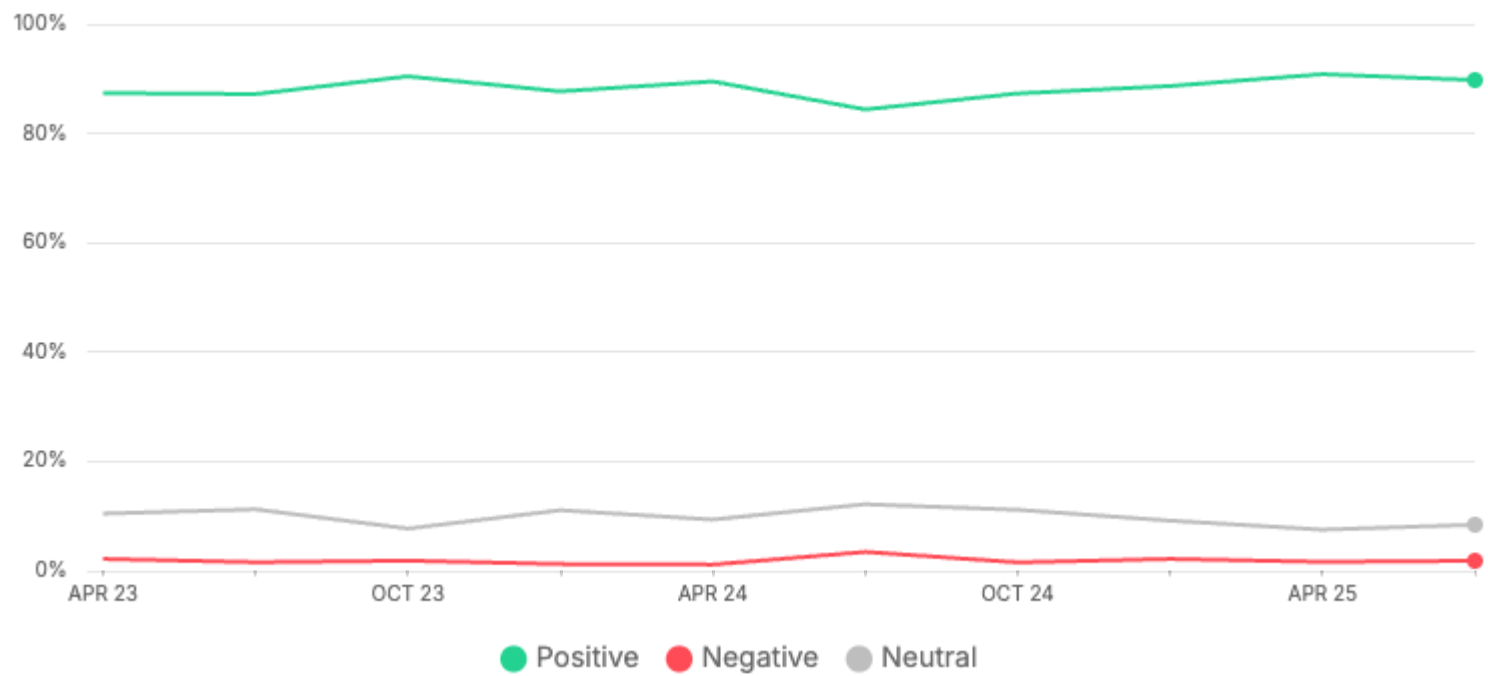


How is the overall quality of life in Sugar Land?

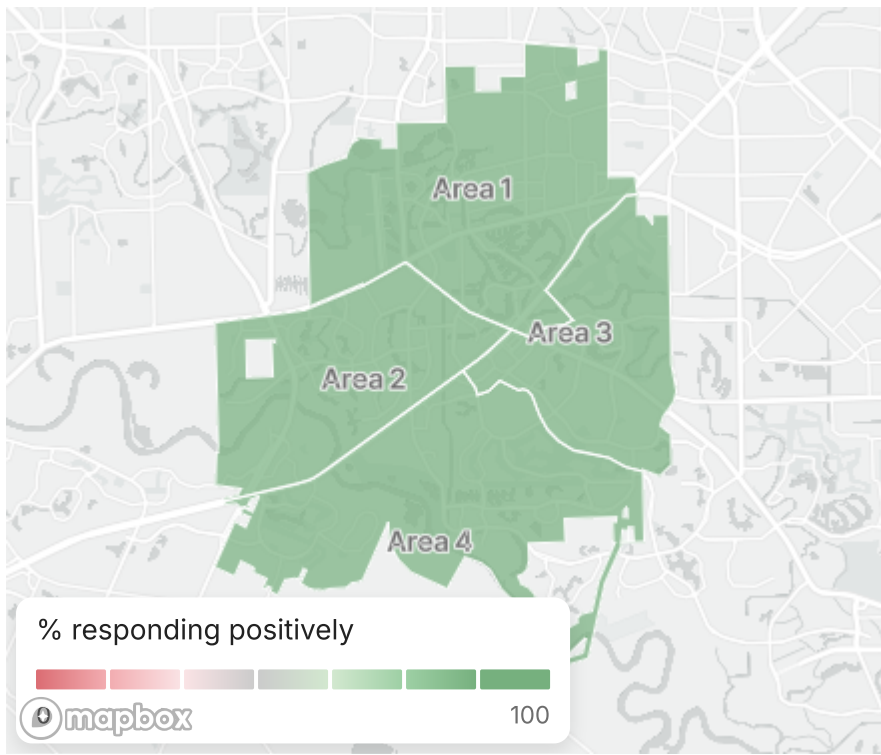
90% ▽ 1%

Neutral
8% · --

Negative
2% · --



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



Area	Resident Satisfaction
Area 1	91% • ↑ 3%
Area 2	91% • ↑ 1%
Area 3	86% • ↓ 2%
Area 4	91% • --

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

AGE

18-34	**90%**	↑ 1%-pt
35-54	**93%**	↑ 2%-pt
55+	**89%**	↓ 4%-pt

ETHNICITY

Asian	**92%**	-- 0%-pt
Black or African American ⓘ	**89%**	↓ 7%-pt
Hispanic/Latino	**91%**	-- 0%-pt
White	**91%**	↑ 2%-pt

GENDER

Female	**90%**	↑ 2%-pt
Male	**90%**	↓ 4%-pt

EDUCATION

High school degree or less	**87%**	↑ 3%-pt
Some college or college degree	**91%**	↓ 2%-pt
Higher education degree	**88%**	↓ 2%-pt

INCOME

$49,999 or less ⓘ	**81%**	↓ 6%-pt
$50,000-$149,999	**93%**	↓ 3%-pt
$150,000 or more	**94%**	↑ 6%-pt

Other measures of satisfaction with life in Sugar Land

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

87% ↓ 4%

Neutral
9% • ↑ 3%

Negative
4% • ↑ 1%

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

77% ↓ 3%

Neutral
15% • ↑ 4%

Negative
7% • ↓ 1%

Community Characteristics

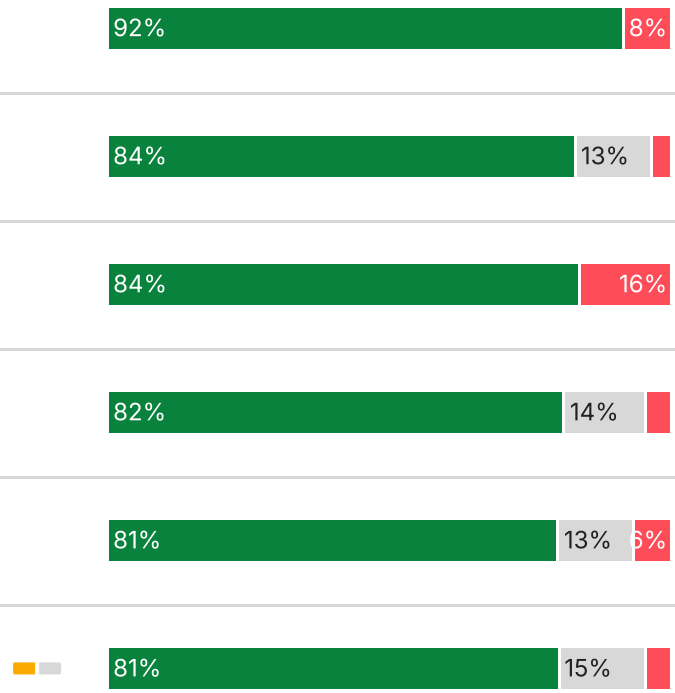
Respondents were asked to rate how satisfied they were with a range of community characteristics on a scale from 1 (Poor) to 5 (Excellent).

Zencity Community Survey

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COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	CHANGE
Access to quality health care services	92% 8%	- 0% - 0%
Sense of overall safety	84% 13%	↓ 4% ↑ 1%
Overall cleanliness and maintenance	84% 16%	↓ 2% ↑ 2%
Overall quality of services provided by Sugar Land	82% 14%	↓ 2% ↑ 1%
Quality of waste and recycling services	81% 13% 6%	↓ 1% ↑ 1%
Quality of parks and recreational amenities	81% 15%	↓ 5% ↑ 1%



The 'Change' column shows percentage point changes from the previous cycle. Questions with changes above 5% are highlighted.

Zencity Community Survey

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COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	CHANGE
Access to quality education	81% 12% 6%	↓ 5% ↑ 2%
Sense of community among residents	64% 26% 10%	↓ 5% ↑ 3%
Ability for residents to give input to the Sugar Land government	58% 22% 20%	↓ **8%** ↑ 7%
Quality of public art	53% 33% 14%	↓ 5% ↑ 3%
Ease of getting around by public transportation	35% 25% 40%	↓ 1% ↓ 2%

KEY

- POSITIVE
- NEUTRAL
- NEGATIVE
- NON-SUBSTANTIATIVE

↓ ↑ CHANGE IN POSITIVE SCORE

↓ ↑ CHANGE IN NEGATIVE SCORE

NOTEWORTHY

SOMEWHAT NOTEWORTHY

The 'Change' column shows percentage point changes from the previous cycle. Questions with changes above 5% are highlighted.

Change Matrix Highlights

The Change Matrix showcases the questions with the largest changes from the previous cycle, highlighting the demographic groups and geographic areas contributing to these shifts.

Top Questions	Overall Score	Total Change	Ethnicity	Gender	Age	Geographic Area
Ability for residents to give input to the Sugar Land government	58%	↓ -8%	Asian	Female	35-54	Area 1
			↓ -17%	↓ -11%	↓ -13%	↑ +10%
Quality of public art	53%	-5%	Asian	Male	55+	Area 1
			↓ -9%	↓ -6%	↓ -8%	↑ +9%
Access to quality education	81%	-5%	Asian	Male	55+	Area 3
			↓ -8%	↓ -6%	↓ -10%	-5%

Priority Matrix

The Priority Matrix helps prioritize community characteristics by plotting them based on resident satisfaction and their impact on quality of life.

X-axis (Satisfaction): How residents rated each community characteristic.
Y-axis (Impact on quality of life): How strongly each characteristic predicts overall quality of life (calculated using statistical analysis, not direct resident input).

The matrix divides all community characteristics into quadrants using median values for both satisfaction and impact scores, ensuring a balanced distribution across all four categories for strategic prioritization purposes.

Learn more HERE

High Impact Challenges (Low satisfaction, High impact)

These are lower satisfaction areas that significantly affect residents' lives and community well-being; as such, they are high-impact challenges that should be prioritized.



Community Characteristic	Satisfaction	Impact
Access to quality education	0.81	0.67
Ability for residents to give input to the Sugar Land government	0.58	0.72
Quality of parks and recreational amenities	0.81	0.59

Strategic Strengths (High satisfaction, High impact)

These are characteristics that residents value highly and are satisfied with. Maintain or leverage these as community strengths.



Community Characteristic	Satisfaction	Impact
Overall quality of services provided by Sugar Land	0.82	0.71
Access to quality health care services	0.92	0.58

Minimal Focus (Low satisfaction, Low impact)

These are lower satisfaction areas that do not strongly influence quality of life, suggesting a lower priority for investment unless specific strategic goals apply.



Community Characteristic	Satisfaction	Impact
Quality of public art	0.53	0.43
Ease of getting around by public transportation	0.35	0.43
Sense of community among residents	0.64	0.52
Quality of waste and recycling services	0.81	0.5

Maintain (High satisfaction, Low impact)

These are well-regarded characteristics with a smaller influence on the overall quality of life. While they can be maintained efficiently, they may warrant attention if they align with specific strategic goals.



Community Characteristic	Satisfaction	Impact
Sense of overall safety	0.84	0.56
Overall cleanliness and maintenance	0.84	0.56

Focus Areas

The next pages highlight community characteristics of interest and provide insights into these characteristics, along with breakdowns by relevant groups for further analysis.

These insights are designed to support targeted strategic planning and deeper analysis. Where applicable, follow-up questions were included, focusing on responses that highlighted challenges (e.g., low ratings).

Follow-up questions in Zencity surveys gather detailed feedback, clarify responses, or provide context triggered by prior answers to help address issues or improve services.

Ease of getting around by public transportation

35% ↓ 1%

Neutral
25% • ↑ 2%

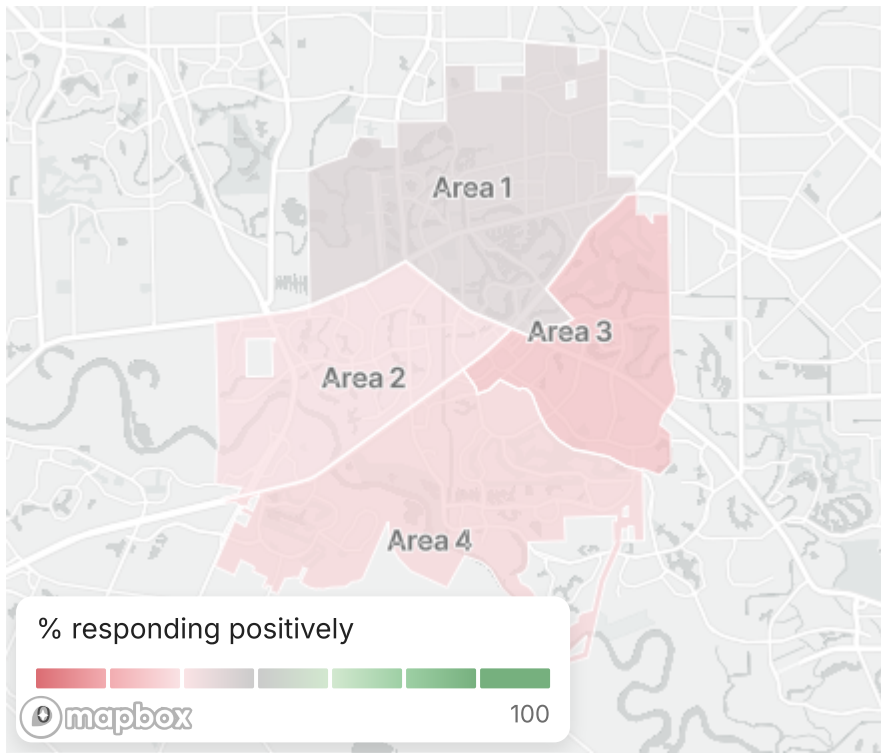
Negative
40% • ↓ 2%

AGE

18-34	**53%**	↓ 6%-pt
35-54	**31%**	↑ 3%-pt
55+	**26%**	↑ 2%-pt

INCOME

$49,999 or less ⓘ	**74%**	↑ 25%-pt
$50,000-$149,999	**32%**	↓ 12%-pt
$150,000 or more	**26%**	↑ 3%-pt



AREA		
Area 1	**42%**	↑ 8%-pt
Area 2	**35%**	-- 0%-pt
Area 3	**30%**	↑ 3%-pt
Area 4	**33%**	↑ 4%-pt

Quality of parks and recreational amenities

81% ↓ 5%

Neutral
15% • ↑ 3%

Negative
4% • ↑ 1%

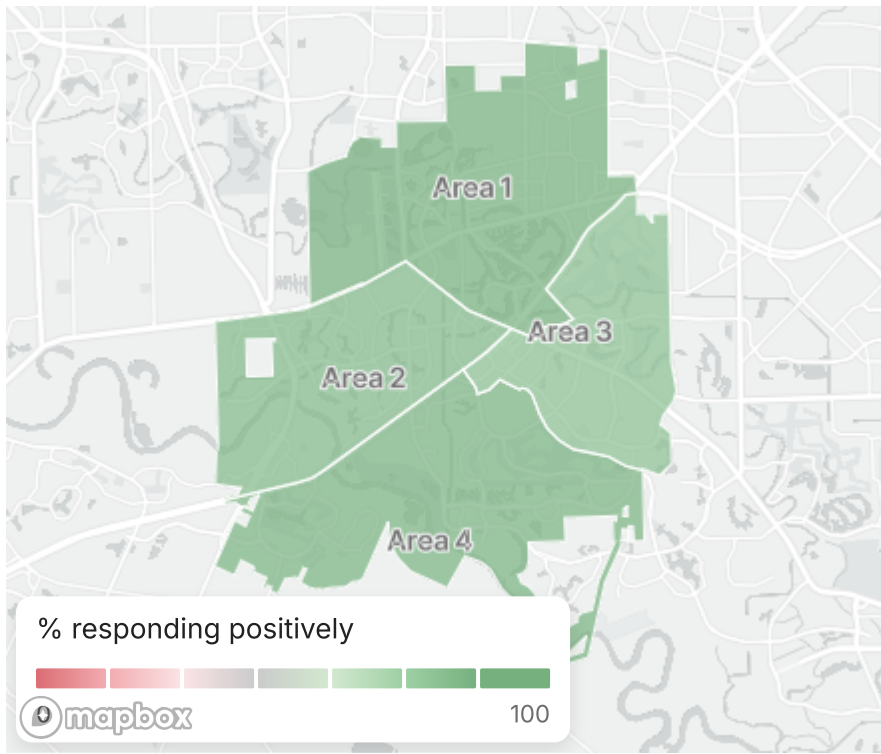
This result is somewhat noteworthy

AGE

18-34	**85%**	↑ 2%-pt
35-54	**81%**	↓ 8%-pt
55+	**80%**	↓ 5%-pt

INCOME

$49,999 or less ⓘ	**86%**	↓ 8%-pt
$50,000-$149,999	**86%**	↑ 2%-pt
$150,000 or more	**81%**	↓ 6%-pt



AREA			
Area 1	**86%**	↑ 5%-pt	
Area 2	**81%**	↓ 1%-pt	
Area 3	**78%**	↑ 1%-pt	
Area 4	**85%**	↑ 1%-pt	

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

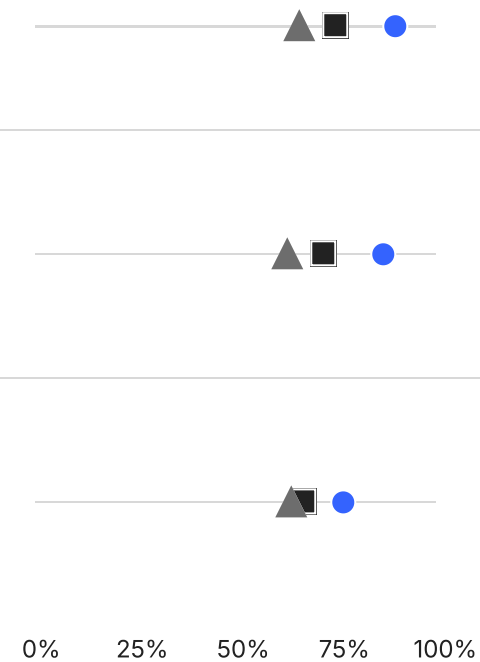
The Zencity National Benchmark Survey is conducted semiannually, collecting about 5000 responses across the country. The cohort scores are the weighted average of scores for respondents in each cohort. These weights are calculated to match the client's own demographics, to make them directly comparable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

The overall quality of life in Sugar Land is 14% higher than its cohort and higher than the national score.

90%	75%	66%
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?	66%	75%	90%	
How likely are you to recommend Sugar Land as a place to live?	63%	72%	87%	
How likely are you to be living in Sugar Land 5 years from now?	64%	67%	77%	

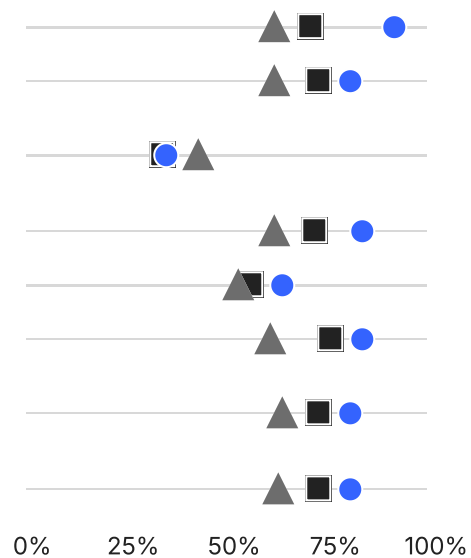


Satisfaction with Life in Sugar Land

Breakdown by characteristic

- Sugar Land
- Cohort
- National

Question	National	Cohort	Your Score	Satisfaction Comparison
Access to quality health care services	62%	71%	92%	
Access to quality education	62%	73%	81%	
Ease of getting around by public transportation	43%	34%	35%	
Sense of overall safety	62%	72%	84%	
Sense of community among residents	53%	56%	64%	
Overall cleanliness and maintenance	61%	76%	84%	
Quality of parks and recreational amenities	64%	73%	81%	
Quality of waste and recycling services	63%	73%	81%	



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 self-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

269 labeled responses out of 357

38%	-	0%	**Public Safety**
28%	↑	3%	Waste Management
13%	↓	1%	Community Engagement
12%	↑	2%	Quality Of Life
9%	↑	1%	Infrastructure
9%	↓	2%	Public Services
9%	↑	2%	Public Spaces
6%	↑	2%	Finance
4%	-	0%	Environmental
4%	↑	2%	Spending

Top 3 Topics Breakdown

Number of responses by leading subtopic



Public Safety 103

- Public Safety 76
- Police Services 24
- Crime Prevention 6



Waste Management 75

- Cleanliness 63
- Waste Management 16



Community Engagement 36

- Community Engagement 32
- Community Events 7

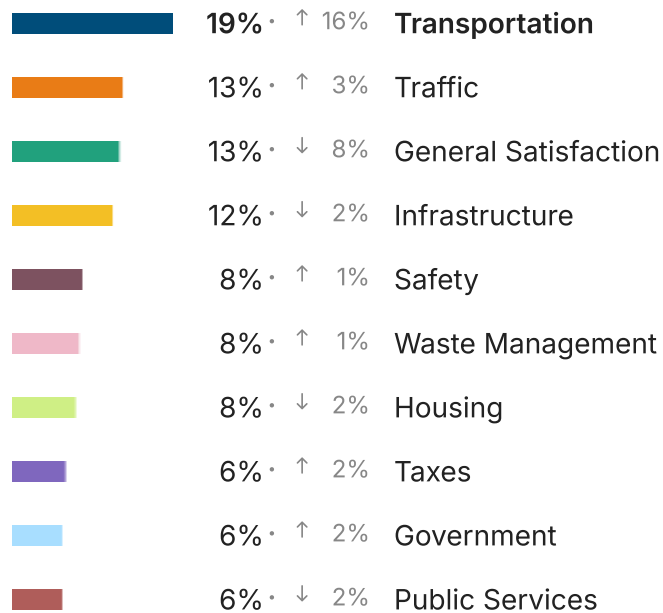
BETA

Question:

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

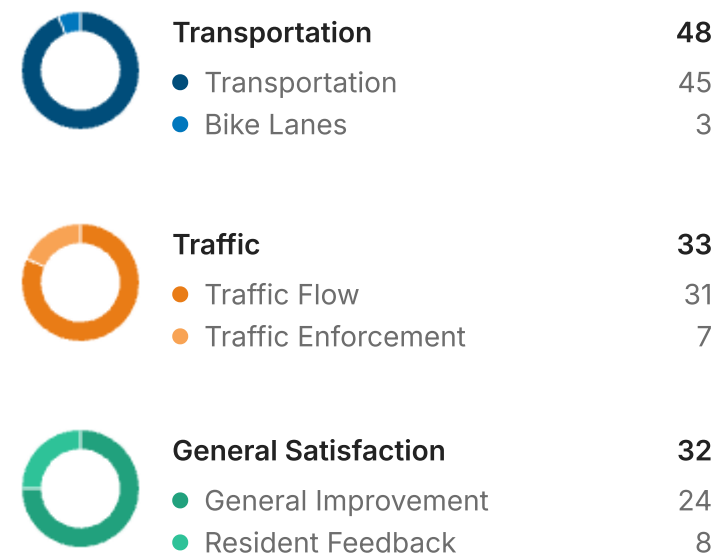
Most Common Topics

249 labeled responses out of 376



Top 3 Topics Breakdown

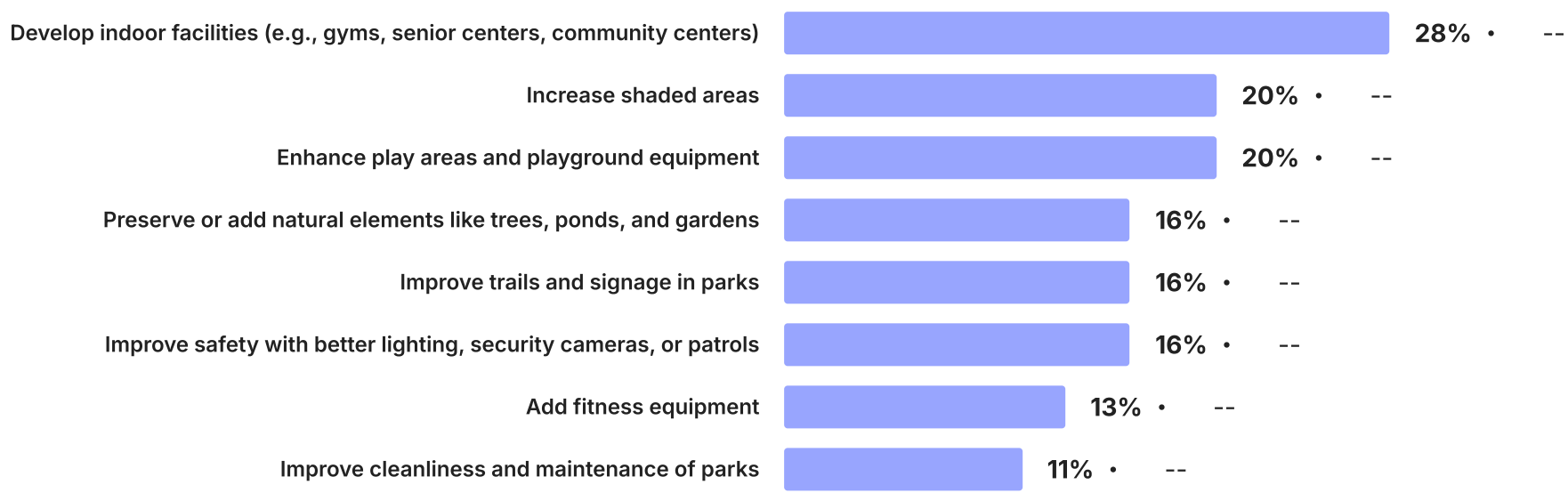
Number of responses by leading subtopic



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 is the most important thing you think Sugar Land can do to improve the quality of parks and recreational amenities?



To view the full question breakdown, visit your Zencity dashboard

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)
Access to quality education	1 - 5 Scale (Poor - Excellent)
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 for 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

Questions	Choices
What is the most important thing you think Sugar Land can do to improve the quality of parks and recreational amenities?	Enhance play areas and playground equipment / Improve trails and signage in parks / Improve cleanliness and maintenance of parks / Add fitness equipment / Expand parking / Develop indoor facilities (e.g., gyms, senior centers, community centers) / Increase shaded areas / Provide community spaces (e.g., picnic areas, pavilions, or event spaces) / Provide additional recreational programs, classes, or events / Improve accessibilit for individuals with disabilities / Preserve or add natural elements like trees, ponds, and gardens / Improve safety with better lighting, security cameras, or patrols / Offer free or improved Wi-Fi / 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
Are they enrolled in... *	An FBISD Elementary School / An FBISD Middle School / An FBISD High School / An LCISD School / A Private School / Homeschool / Other
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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