

City of Sugar Land

2004 Community Survey

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Objectives and Methodology

- City of Sugar Land hired Creative Consumer Research to conduct the 2004 wave of a telephone study in order to obtain citizens' opinions about the City of Sugar Land.
- The previous wave was conducted in 2002 by the Survey Research Center at the University of North Texas.
- The survey instrument used in 2002 was changed slightly by City of Sugar Land and CCR made suggestions for minor changes as well.

Objectives and Methodology

- Random digit dialing (RDD) was used as sample to dial for this study.
- In order to participate in the study respondents were required to:
 - Be a resident of Sugar Land for at least 3 months;
 - Not be a member of the Sugar Land City Council or be employed (nor any member of their household) by the City.
- Quotas were implemented for the following categories:
 - West (North of 59) and East (South of 59);
 - Gender;
 - Age;
 - Ethnicity;
 - Income.
- At the beginning of the interview, The City of Sugar Land was identified as the research sponsor.
- The survey was 19 minutes in length, on average.

Objectives and Methodology

- Dialing occurred between November 1, 2004 and November 23, 2004 with a total of 500 completes

- Dialing Summary -

No answer	5268
Busy	1532
Answering machine	6551
Wrong number	430
Call back	2614
Disconnect	2810
Initial refusal	3062
Terminate in middle	30
Language barrier	183
Fax/modem	523
Qualified refusal	11
Over quota	439
Not a resident of Sugar Land	100
Resident less than 3 months	14
Live in Missouri City	35
Wrong neighborhood	155
Complete	500
<i>Total dialings</i>	<i>24257</i>

24,257 dialings were made to complete 500 interviews

Objectives and Methodology

- Note base changes throughout the report
 - Bases: The number of people who were asked that particular question. In most cases it is N=500. A lower number is reported where there is a skip pattern in the survey.
 - 2004 ‘Don’t knows’ are reported beneath the appropriate bar chart, if applicable, and are based on total number of people who were asked the question (for the most part, N=500)
- Statistical testing is done at the 95% confidence level and marked where applicable throughout the report
 - Meaning there is a 5% or less possibility that the difference occurred by chance alone. In other words, if the study was to be recreated exactly, there is a 95% chance the difference would occur again

Key Findings

Key Findings

- The City of Sugar Land is rated well by citizens, receiving very high ratings across the board
- 93% rate the quality of life in Sugar land “Good” (51%) or “Excellent” (42%)
 - Local shopping, Beautification of the City, Appearance of the neighborhoods, and Medical facilities receive the highest ratings (at least 90% “Good” and “Excellent”)
 - Cultural activities, Traffic management, and Local job opportunities receive the lowest ratings (61%, 57%, and 56% “Good” and “Excellent” respectively)
- 91% agree with the statement: “Sugar Land is a well-planned community that ensures compatible land use for residential, office, and retail purposes.”
- Over 70% agree that the City adequately enforces Weeds and high grass, Zoning, and Noise codes
- Other than traffic management during peak hours, all of Street and transportation services receive at least 70% “Good” and “Excellent” ratings

Key Findings

- Over 85% consider these information sources useful: Fort Bend newspapers, Community newsletter, City web site, and City Calendar
- 89% are satisfied with the City Services in return for dollars paid
- City parks and facilities and Leisure youth and adult programs receive at least 70% “Good” and “Excellent” ratings on all factors
- Although at least half responded with “Don’t know” when asked to rate special events, 85% of those who gave ratings rate the events “Good” or “Excellent”
- Citizens feel safe in Sugar Land. All areas rated receive at least 87% “Safe” and “Very safe” ratings
- Other than Police visibility in parks and Reducing juvenile crime, at least 75% are satisfied with all factors of the Sugar Land Police Department
- At least 78% are satisfied with all factors of the Sugar Land Fire Department

Key Findings

- Throughout the research a few demographic trends arise as significant findings:
 - Different ethnic groups give varied ratings on most factors of the City
 - Caucasians have a tendency to give higher ratings and Asians have a tendency to give lower ratings
 - Those living in West Sugar Land (North of Highway 59) have a tendency to rate factors lower than those living in East Sugar Land (South of Highway 59)
 - Those who vote more frequently rate higher than those who vote less often or not at all
 - A higher rating trend is found in those whose annual income is over \$100,000 compared to those making less than \$50,000

Research Findings

Demographics

	2004 N=500
Length of residence	
3 months to 1 year	2%
1 to 5 years	23%
6 to 10 years	20%
More than 10 years	55%
Education	
High school or less	14%
Some college	22%
Technical school	1%
College graduate	43%
Some grad school/degree	20%
Employment status	
Full-time	54%
Part-time	13%
Unemployed	5%
Retired	11%
Student	4%
Homemaker	13%
Income[^]	
Under \$15,000	2%
\$15,001 to \$30,000	4%
\$30,001 to \$50,000	15%
\$50,001 to \$75,000	22%
\$75,001 to \$100,000	21%
Over \$100,000	37%

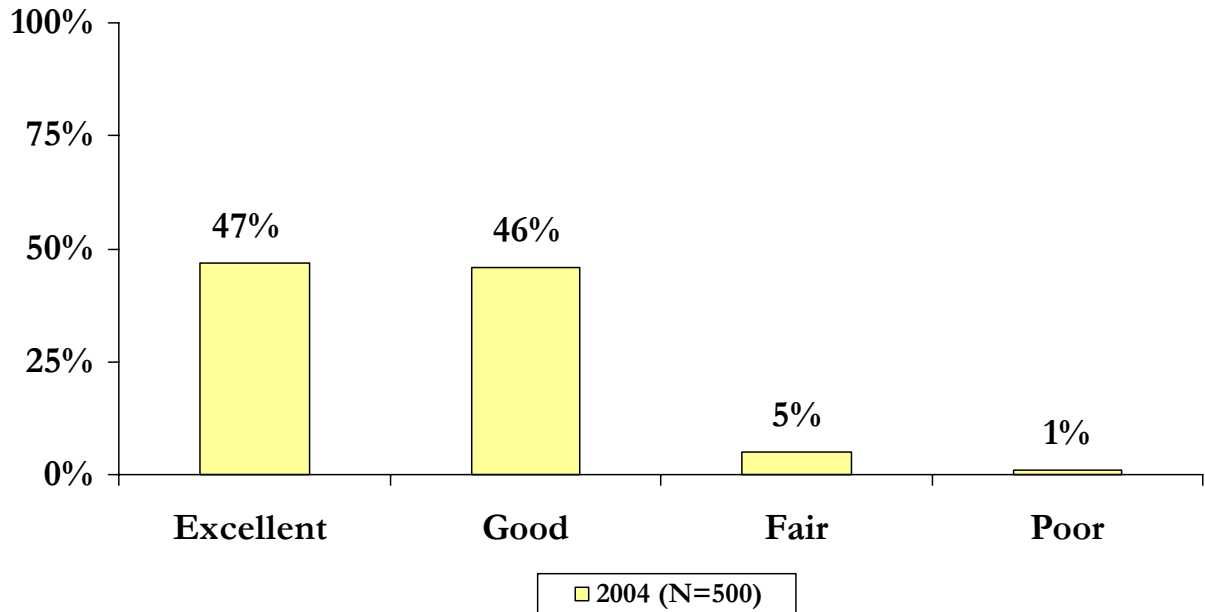
	2004 N=500
Age[^]	
18 to 25	9%
26 to 35	12%
36 to 45	28%
46 to 60	38%
61 to 70	9%
71 and over	4%
Children in Household	
Yes	54%
Ethnicity[^]	
White	64%
Asian	20%
Hispanic	8%
African American	6%
Other	2%
Gender[^]	
Male	47%
Female	53%
Own or Rent Home	
Own	91%
Rent	9%
Votes in City Elections	
Always	41%
Often	24%
Seldom	15%
Never	21%
Area[^]	
North of Highway 59	36%
South of Highway 59	64%

[^] Quotas implemented



The City Overall

Quality of Life in Your Neighborhood



- The ratings are high overall, with almost all respondents (93%) rating the quality of life in their neighborhood “*Good*” (46%) or “*Excellent*” (47%)

Quality of Life in Your Neighborhood:

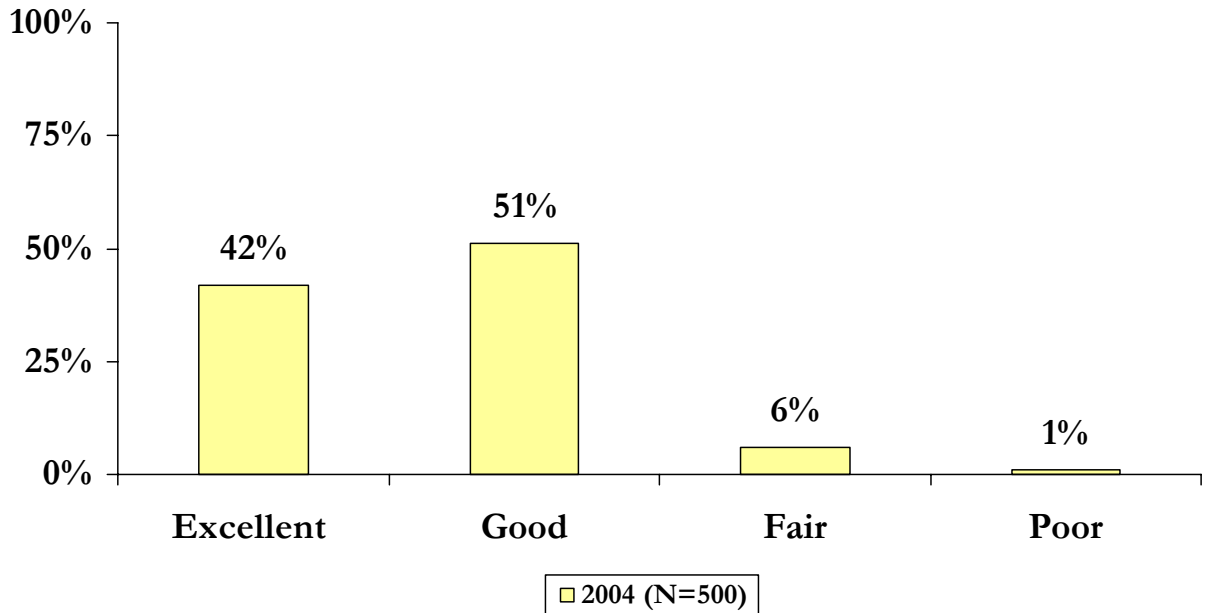
Significant Demographic Trends

	<i>Poor</i>	<i>Fair</i>	<i>Good</i>	<i>Excellent</i>
Age				
18-35	2%	8%	47%	42%
36-45	1%	2%	52%	45%
46-60	1%	4%	47%	49%
61+	5%	11%	32%	52%
Ethnicity				
White	1%	3%	41%	55%
Asian	1%	6%	57%	36%
Other	4%	15%	54%	27%
Income				
\$50,000 or less	3%	10%	54%	33%
\$50,000 - \$100,000	1%	6%	49%	45%
Over \$100,000	2%	2%	38%	58%
Home				
Own	1%	5%	46%	48%
Rent	7%	14%	50%	30%
Education				
High school or less	6%	13%	47%	35%
Some college	0%	6%	43%	51%
College graduate	0%	3%	48%	48%
Graduate school	1%	3%	46%	49%

- White respondents (55%) give more “*Excellent*” ratings than Asians (36%) and Other ethnicities (27%)
- Respondents 61 and older give slightly fewer “*Good*” ratings (32%) than 18-35 (47%) 36-45 (52%) and 46-60 years olds (47%);
- Those renting their residence give fewer “*Excellent*” ratings (30%) compared to those owning their residence (48%) as do those with only a High School education or less (35%) compared to respondents attending some college (51%), graduating college (48%), or attending/graduating from graduate school (49%)



Quality of Life in Sugar Land as a Whole




- Again, almost all respondents (93%) rate the quality of life in Sugar Land “*Good*” (51%) or “*Excellent*” (42%)

Quality of Life in Sugar Land:

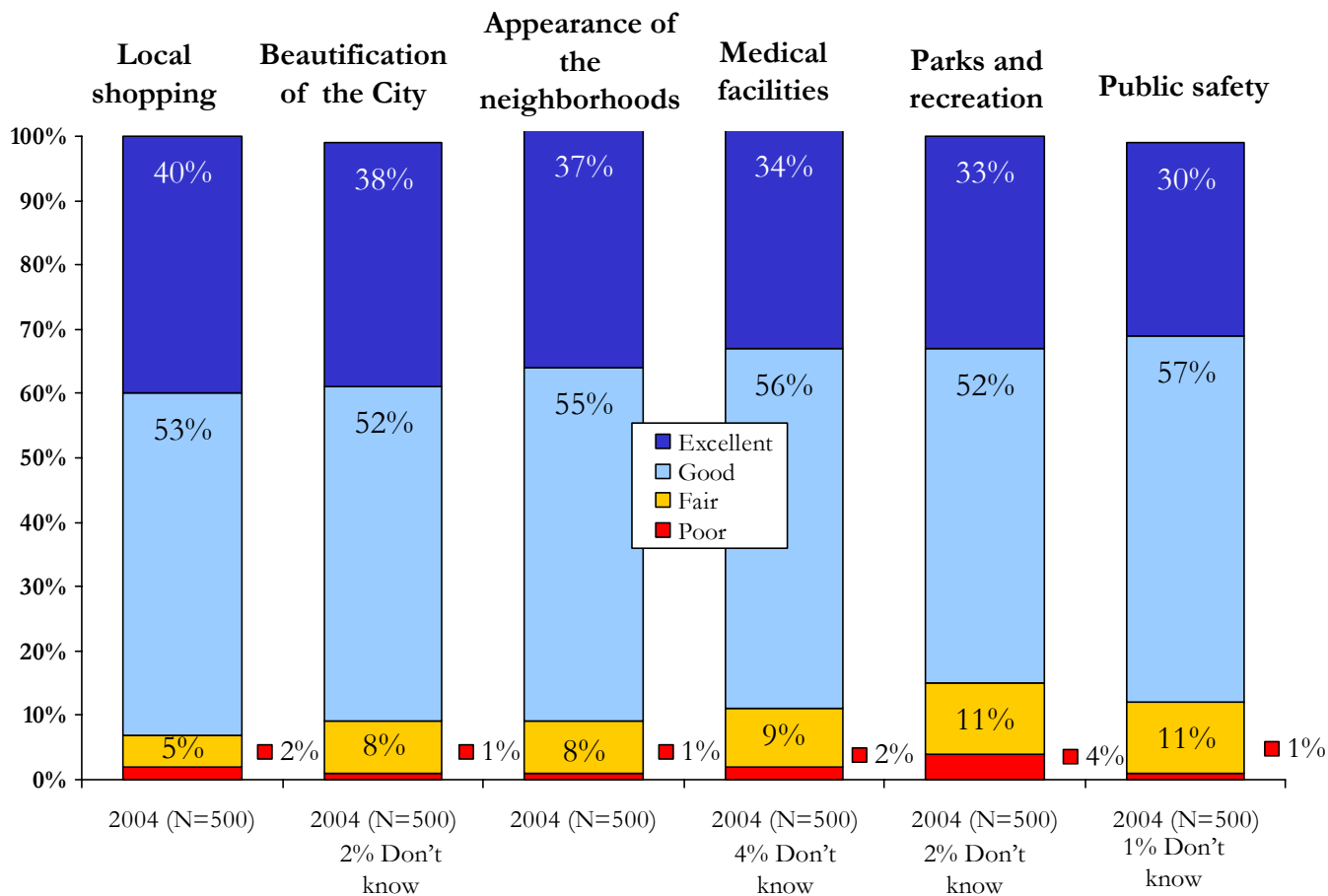
Significant Demographic Trends

	<i>Poor</i>	<i>Fair</i>	<i>Good</i>	<i>Excellent</i>
Age				
18-35	2%	10%	49%	39%
36-45	1%	3%	53%	44%
46-60	1%	5%	51%	43%
61+	3%	11%	48%	38%
Ethnicity				
White	1%	3%	49%	46%
Asian	0%	9%	55%	36%
Other	3%	14%	51%	33%
Income				
\$50,000 or less	1%	11%	57%	31%
\$50,000 - \$100,000	1%	6%	53%	40%
Over \$100,000	2%	4%	43%	50%
Voting Frequency				
Never	1%	11%	54%	34%
Seldom	1%	5%	53%	40%
Often	1%	3%	47%	49%
Always	2%	6%	49%	42%
Education				
High school or less	4%	17%	46%	33%
Some college	0%	3%	57%	40%
College graduate	1%	6%	51%	42%
Graduate school	1%	4%	44%	51%

- Percentage of “*Excellent*” ratings increases as income increases: \$50,000 or less (31%); \$50,000 - \$100,000 (40%); \$100,000+ (50%)
- White respondents (3%) give fewer “*Fair*” ratings than Asians (9%) and Other ethnicities (14%)
- Respondents 61 and older (11%) and those 18-35 (10%) give slightly more “*Fair*” ratings than those 36-45 years old (3%)
- Those with only a High School education or less give more “*Fair*” ratings (17%) compared to respondents attending some college (3%), graduating college (6%), or attending/graduating from graduate school (4%)

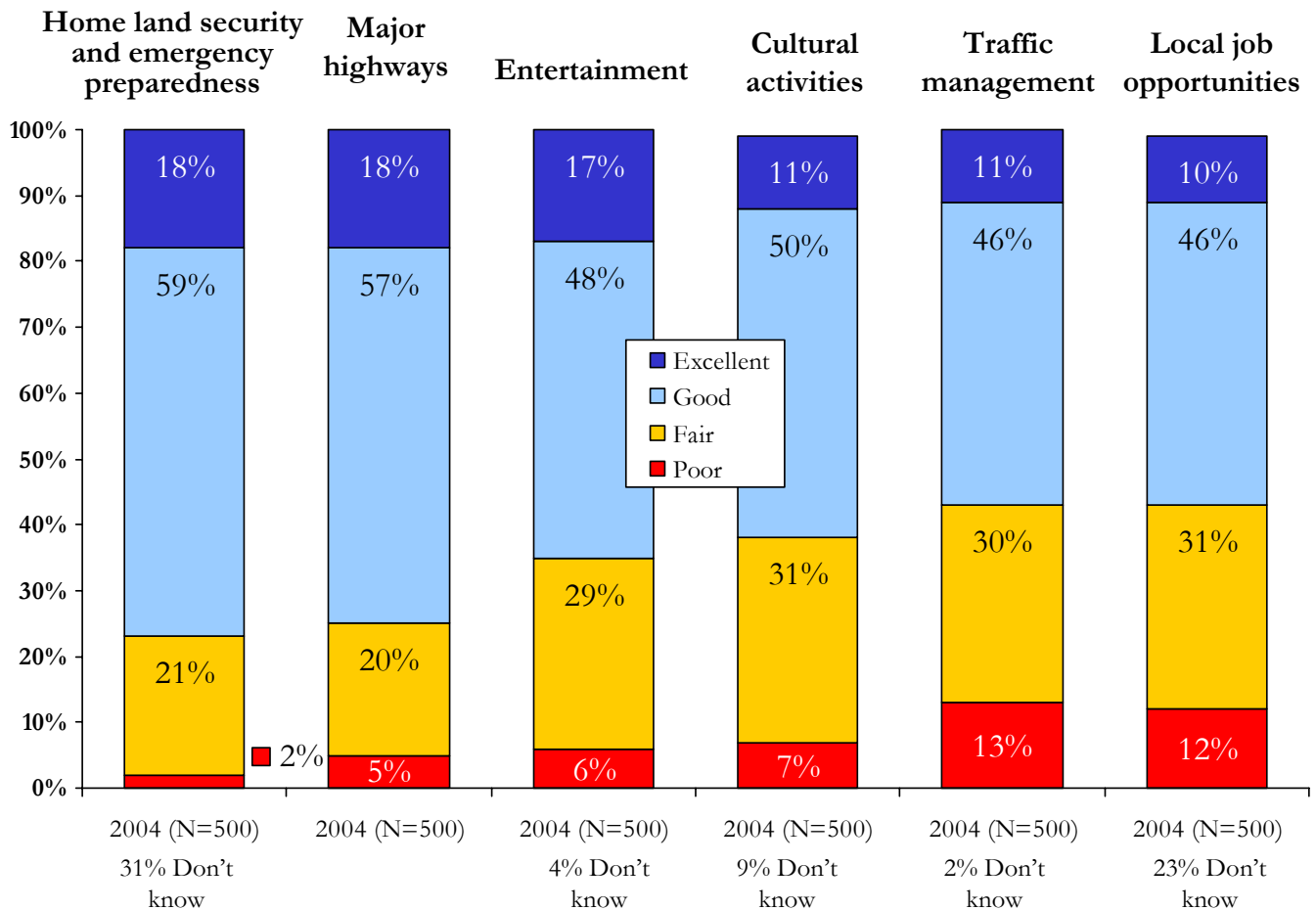
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Importance of Factors to: Quality of Life in Sugar Land



- The majority of respondents (80% or more) give “*Good*” or “*Excellent*” ratings to these factors of life in Sugar Land
 - **Local Shopping** (Good: 53%; Excellent: 40%)
 - **Beautification of the City** (Good: 52%; Excellent: 38%)
 - **Appearance of the neighborhoods** (Good: 55%; Excellent: 37%)
 - **Medical facilities** (Good: 56%; Excellent: 34%)
 - **Parks and recreation** (Good: 52%; Excellent: 33%)
 - **Public safety** (Good: 57%; Excellent: 30%)

Importance of Factors to: Quality of Life in Sugar Land



- For the following factors the “*Good*” and “*Excellent*” ratings combined are lower than 80%
 - **Home land security and emergency preparedness** (Good: 59%; Excellent: 18%)
 - **Major highways** (Good: 57%; Excellent: 18%)
 - **Entertainment** (Good: 48%; Excellent: 17%)
 - **Cultural activities** (Good: 50%; Excellent: 11%)
 - **Traffic management** (Good: 46%; Excellent: 11%)
 - **Local job opportunities** (Good: 46%; Excellent: 10%)

Importance of Factors:

Significant Demographic Trends

- Beautification of the City
 - More respondents in the West (13%) give a “Fair” rating compared to those in the East (5%)
- Appearance of neighborhoods
 - More respondents in the West (12%) give “Fair” ratings than in the East (5%)
 - Those with less education (High school or less: 17% and Some college: 10%) give more “Fair” ratings than college graduates (6%) and those attending at least some graduate school (3%)
- Medical facilities
 - Males give more “Good” ratings (61%) than females (51%)
 - Ratings increase as age increases with more 18-45 year olds giving “Fair” ratings and more 46-60 year olds giving “Good” ratings
 - There is a slight trend for ratings to increase as the level of education increases. Those with a High school education or less give more “Fair” ratings (18%) and those who attended at least some Graduate school give more “Good” ratings (66%)
- Parks and recreation opportunities
 - Females give higher ratings (47% “Good”; 40% “Excellent” ratings) than males (59% “Good” ratings; 24% “Excellent” ratings)
- Public safety
 - Ratings show a slight trend to increase with age. 18-35 year olds (“Excellent” 49%); 36-45 year olds (58%); 46-60 year olds (62%); 61 and older (56%)
 - Those who have lived in Sugar Land 10 or more years give more “Good” ratings (61%) than those living in Sugar Land between 3 months and 5 years (50%)

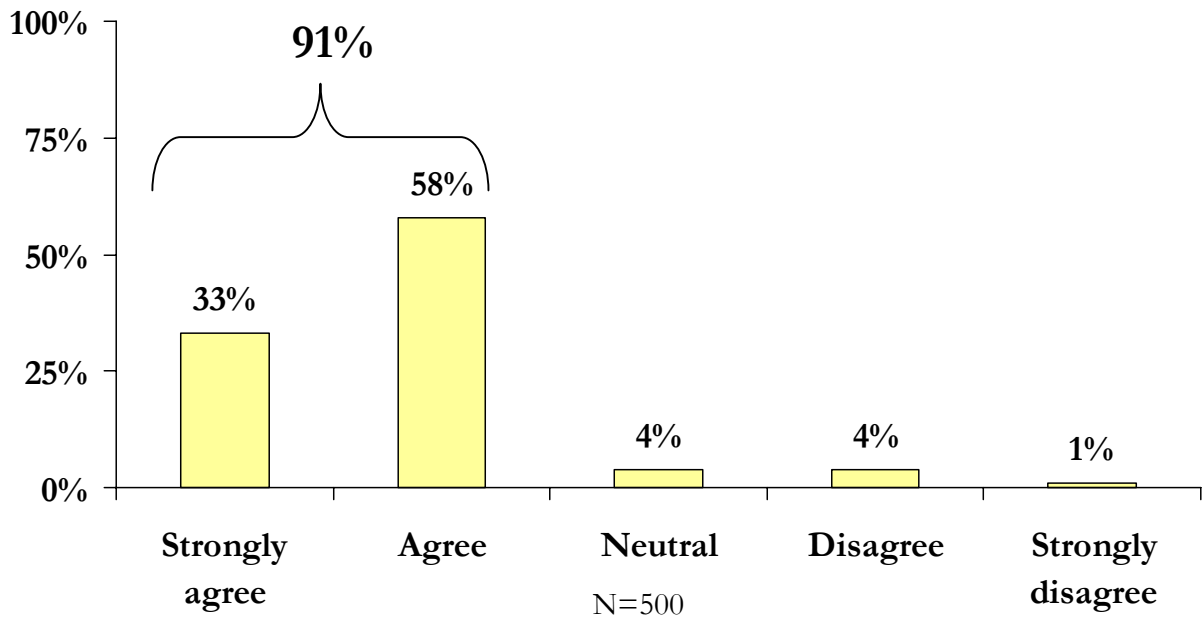
Importance of Factors:

Significant Demographic Trends

- Home Land Security and Emergency Preparedness
 - Significantly more of those 36 years of age and older, Caucasians, those who make over \$100,000 annual income, those living in Sugar Land more than 10 years, those with higher than a high school education, and those who own their home give a “*Don’t know*” when asked to rate this factor
 - Those living in Sugar Land between 3 months and 10 years give more “*Good*” ratings than those living there more than 10 years
 - 3 months to 5 years (*Fair*: 16%; *Good*: 66%)
 - 6 to 10 years (*Fair*: 10%; *Good*: 68%)
 - 10+ years (*Fair*: 28%; *Good*: 51%)
- Entertainment
 - Those who make over \$100,000 annual income give more “*Fair*” ratings than those making less than \$50,000 (25%) and those making \$50,000 and \$100,000 (23%)
 - Also, those living in the West give more “*Fair*” ratings (35%) than those living in the East (25%)
- Traffic Management
 - Those living in Sugar Land between 3 months and 5 years give slightly higher ratings (*Good*: 54%; *Fair* 21%) than those living there for more than 10 years (*Good*: 41%; *Fair*: 36%)
- Local job opportunities
 - Males, those age 18-35, those age 61 and older, Asians, those making less than \$50,000 annually, those without children under 18, those in the West, those who rent, and those who never vote give more “*Poor*” or “*Fair*” ratings than other groups in their categories

Agreement with statement:

“Sugar Land is a well-planned community that ensures compatible land use for residential, office, and retail purposes”




- 91% of respondents agree with the statement: *Sugar Land is a well-planned community that ensures compatible land use for residential, office, and retail purposes*

Agreement with Statement: *Significant Demographic Trends*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Age					
18-35	1%	4%	4%	68%	<u>24%</u>
36-45	0%	3%	5%	<u>50%</u>	42%
46-60	2%	4%	3%	59%	32%
61+	2%	6%	2%	59%	31%
Ethnicity					
White	2%	<u>3%</u>	3%	<u>54%</u>	38%
Asian	0%	4%	4%	69%	<u>23%</u>
Other	1%	9%	5%	58%	27%
Income					
\$50,000 or less	0%	5%	5%	70%	<u>19%</u>
\$50,000 - \$100,000	1%	5%	5%	60%	<u>29%</u>
Over \$100,000	1%	<u>1%</u>	2%	<u>49%</u>	46%
Neighborhood					
West (North)	2%	8%	5%	58%	<u>28%</u>
East (South)	1%	<u>2%</u>	3%	58%	36%
Education					
High school or less	1%	7%	7%	61%	<u>24%</u>
Some college	3%	3%	5%	68%	<u>21%</u>
College graduate	0%	4%	<u>2%</u>	<u>54%</u>	40%
Graduate school	1%	3%	3%	<u>54%</u>	39%
Home					
Own	1%	4%	3%	<u>56%</u>	35%
Rent	0%	2%	7%	<u>82%</u>	<u>9%</u>

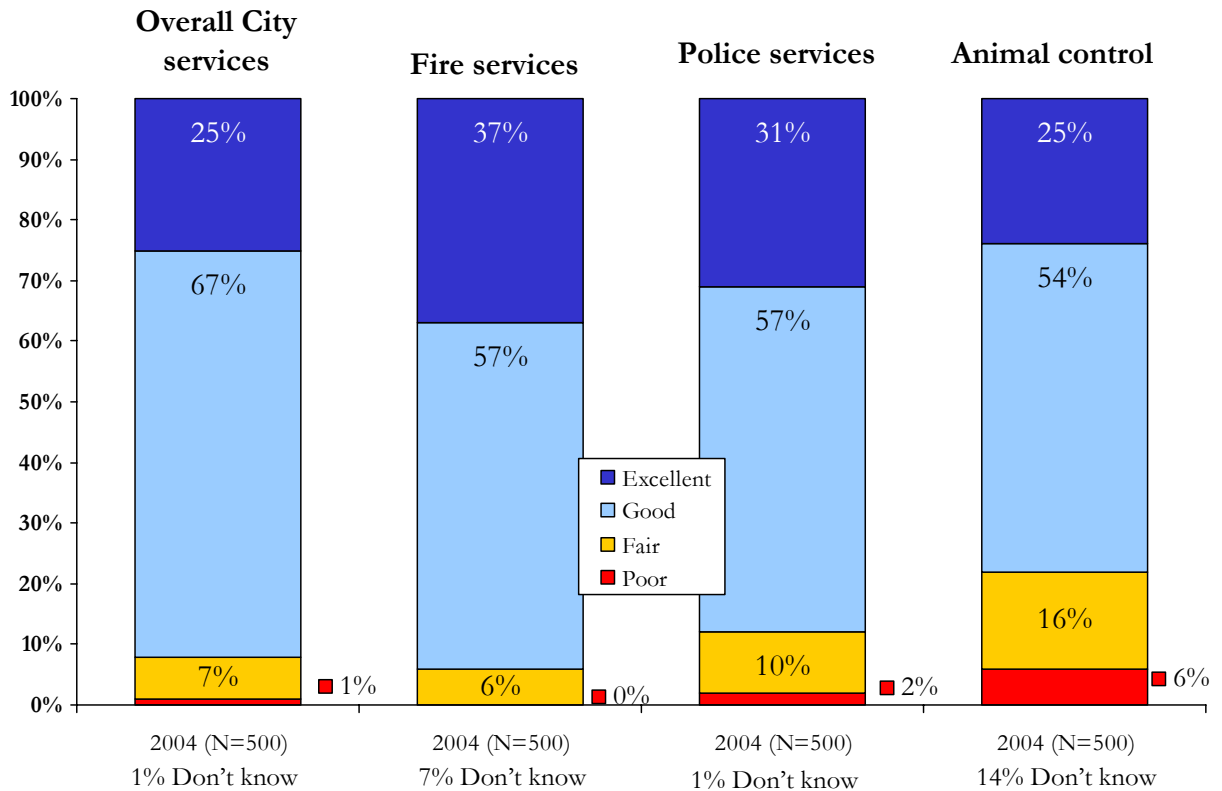
- Percentage of those agreeing with the statement increases with education
- 36-45 year olds give more “Strongly agree” ratings than 18-35 year olds
- There is a trend for agreement to increase as income increases
- Caucasians give more “Strongly agree” responses than Asians and Other ethnicities

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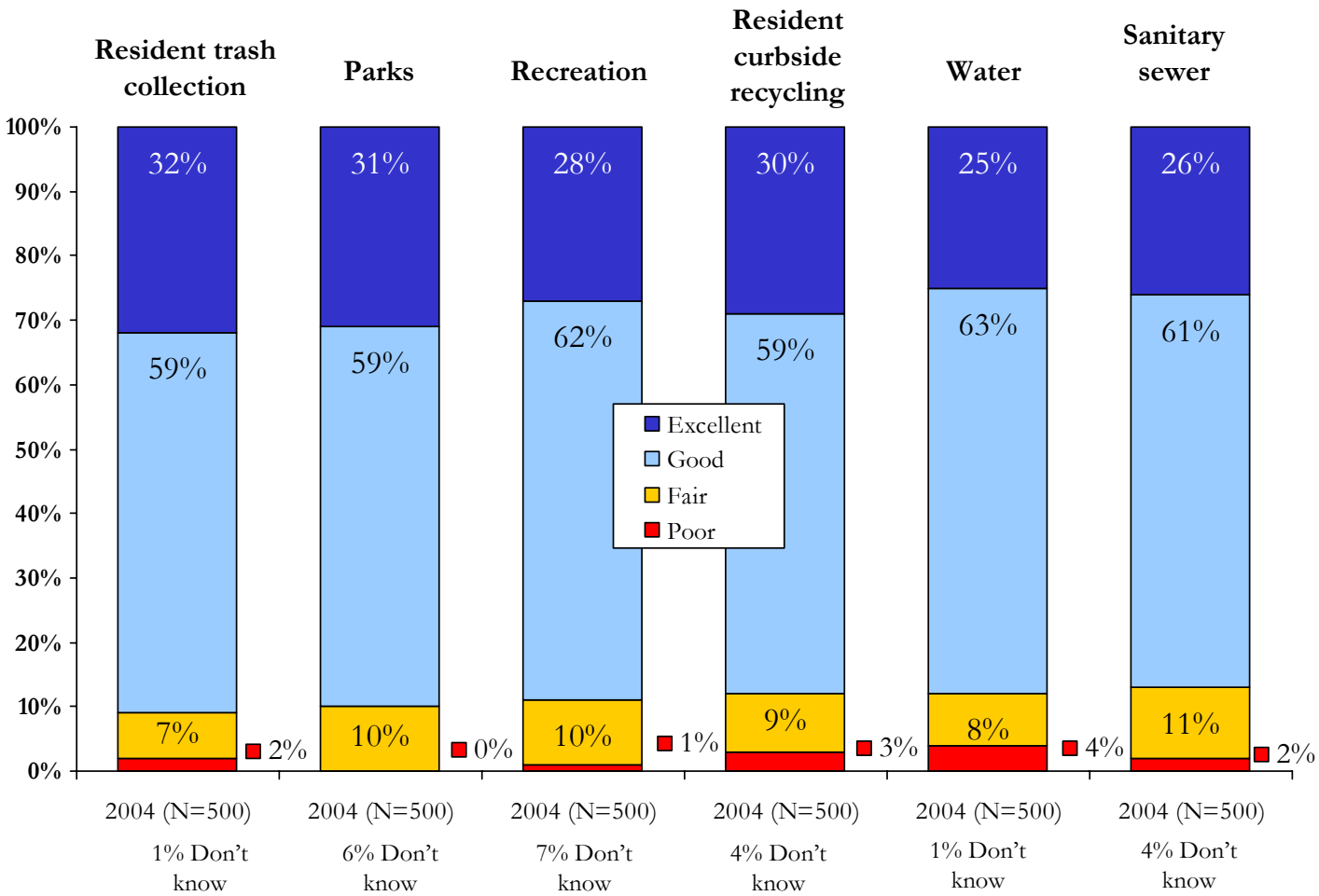
City Services

Rating of City Services

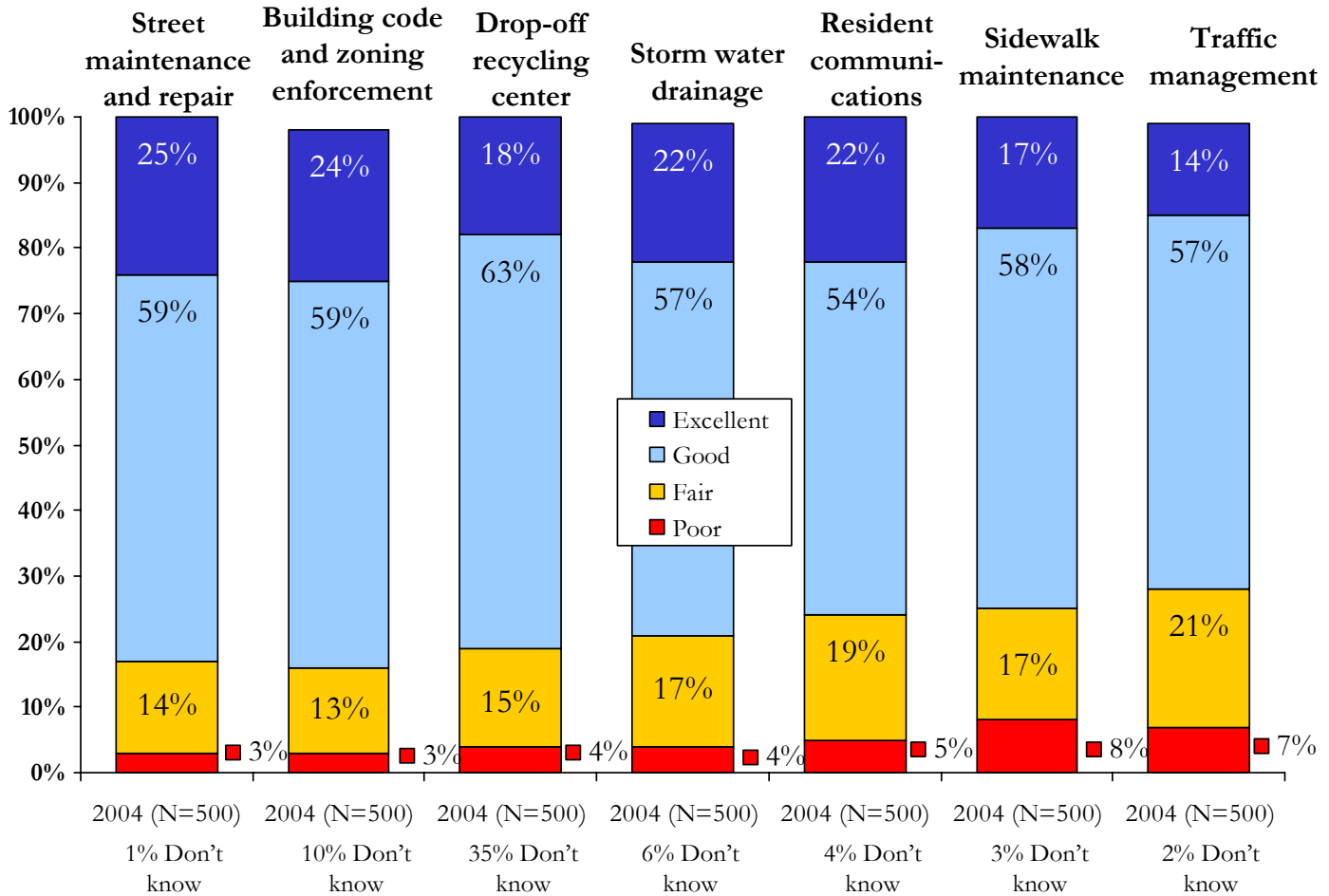


- Services receive very high ratings on over half of the factors rated
- The majority of respondents (at least 80%) rate these factors “Good” or “Excellent”:
 - Fire, Resident trash collection, Parks, Police, Resident curbside recycling, Recreation, Overall city services, Sanitary sewer, Building code and zoning enforcement, Water, and Street maintenance and repair
- A high percentage of “Don’t knows” is given for the “Drop-off recycling center” (35%) suggesting most do not use the service, or do not know much about it

Rating of City Services



Rating of City Services



City Services:

Significant Demographic Trends

- Park services

- More Asians (19%) and Other ethnic groups (13%) give “Fair” ratings than Caucasians (6%)
- Those who never vote (16%) give more “Fair” ratings than those who vote often (5%) and always (8%)
- Females (36%) give more “Excellent” ratings than males (26%)
- Those who always vote (Excellent: 37%) rate higher than those who never vote (26%)

- Police services

- More Asians (19%) and Other ethnic groups (16%) give “Fair” ratings than Caucasians (5%); Caucasians give higher ratings, Asians give significantly less “Excellent” than Caucasians and Other ethnicities
- Those who never vote (Excellent: 22%) rate police services significantly lower than all other voters (Seldom: 36%; Often: 31%; Always: 35%)

- Sanitary sewer services

- Asians (17%) and Other ethnic groups (19%) give more “Fair” ratings than Caucasians (7%)

- Animal control services

- Those with an education level of some high school or less (18%), college graduates (18%), and graduate school attendees (21%) give more “Fair” ratings
- Caucasians (Excellent: 31%) give higher ratings than Asians (14%) and Other ethnicities (15%)
- There is a trend for those who never vote to give lower ratings (Excellent ratings from Never: 13%; Seldom: 33%; Often: 24%; Always: 28%)

- Communication with residents

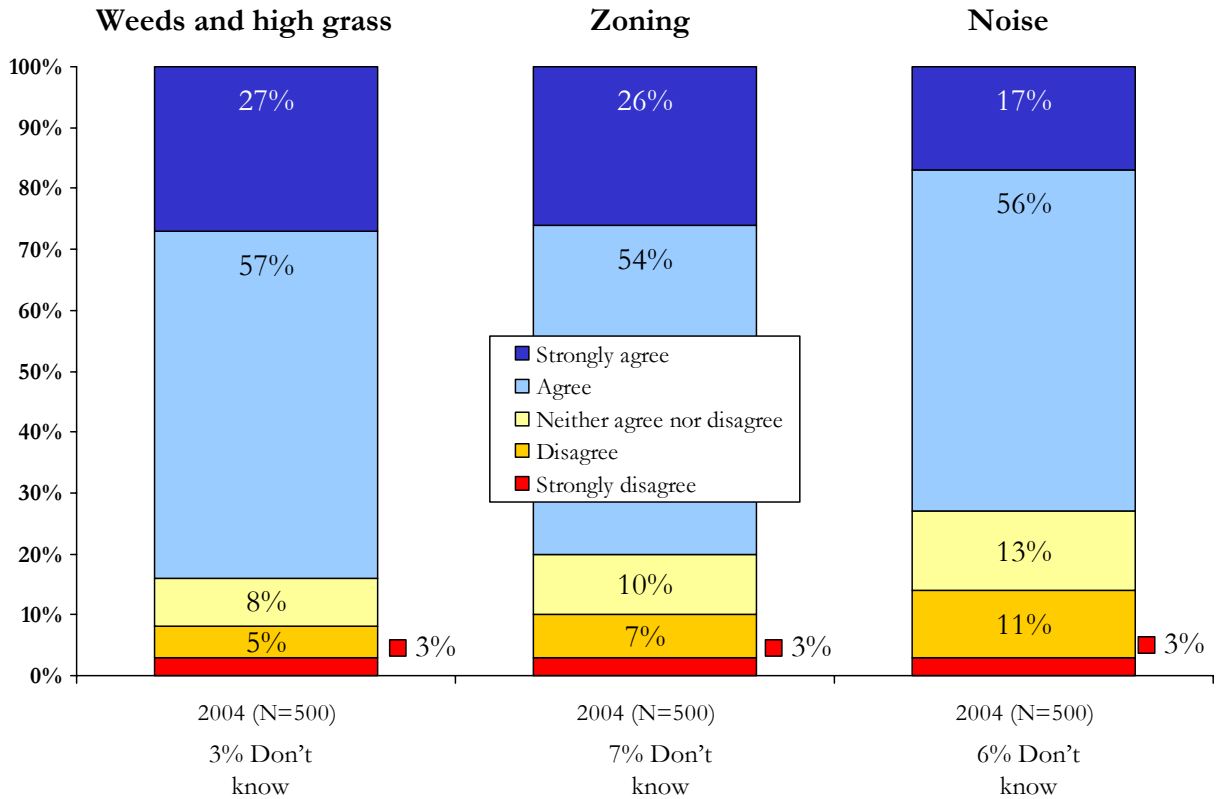
- Males rate lower than females with 24% of males giving a “Fair” rating compared to 14% of females
- Caucasians (Excellent: 27%) rate higher than Asians (14%) and Other ethnicities (15%)
- Those living in Sugar Land for more than 10 years rate this higher with 58% giving a “Good” rating compared to 46% of those living there between 6 - 10 years
- Those who rent their home give a lower rating (30% giving a “Fair” rating) compared to 18% of renters giving a “Fair” rating
- Those who never vote (12%) give more “Fair” ratings than those who vote at all (Seldom: 3%; Often: 2%; Always: 5%)

City Services:

Significant Demographic Trends

- Fire
 - Caucasians (44%) give more “*Excellent*” ratings than Asians (20%) and Other ethnicities (30%)
 - There is a trend as income increases for the percentage of “*Excellent*” ratings to increase as well (>\$50,000: 29%; \$50,000 - \$100,000: 32%; \$100,000+: 44%)
 - Those who never vote are not as likely to give higher ratings (Excellent ratings given by Never: 22%; Seldom: 37%; Often: 41%; Always: 42%)
- Recreation
 - Caucasians (Excellent: 33%) rate higher than Asians (21%) and Other ethnicities (17%)
- Overall City Services
 - Caucasians rate higher (Excellent: 31%) than Asians (18%) and Other ethnicities (17%)
- Building Code and Zoning Enforcement
 - 36-45 year olds (Excellent: 31%) give slightly higher ratings than other age categories (18-35: 21%; 46-60: 24%; 61+: 19%)
 - Caucasians (Excellent: 28%) rate higher than Asians (18%)
- Water
 - Caucasians (Excellent: 29%) give higher ratings than Asians (14%)
 - Those who have an annual income over \$100,000 (Excellent: 34%) rate higher than those with a income of \$50,000 to \$100,000 (17%)
- Trash Collection
 - Caucasians give higher ratings (Excellent: 39%) than Asians (20%) and Other ethnicities (23%)
- Resident Curbside Recycling
 - Asians (Excellent: 15%) rate significantly lower than Caucasians (36%) and Other ethnicities (28%)
- Street Maintenance and Repair
 - Caucasians (Excellent: 29%) give higher ratings than Asians (16%)
 - Those with only a High School education or less (Fair: 24%) give lower ratings than those with some college (10%) and college degrees (11%)

Enforcement of Codes



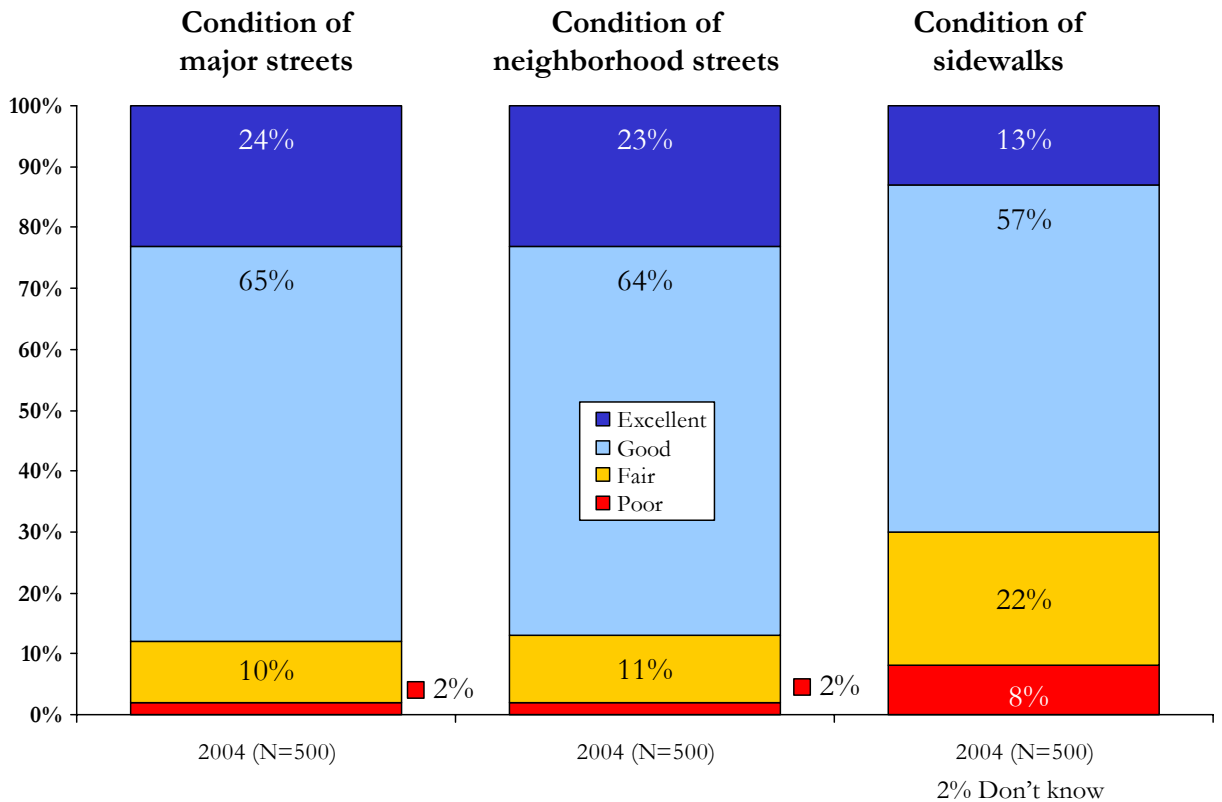
- Over 70% of respondents agree that the City adequately enforces all three codes mentioned (Weeds and high grass, Zoning, and Noise)



Enforcement of Codes: *Significant Demographic Trends*

- Noise Code Enforcement
 - Caucasians (Agree: 58%; Strongly agree: 19%) give higher ratings than Other ethnicities (Agree: 47%; Strongly agree: 12%)
 - Those with an annual income over \$100,000 (Strongly agree: 23%) give higher ratings than those with an income from \$50,000 to \$100,000 (13%)
 - Those living in East Sugar Land (Agree: 58%; Strongly agree: 18%) give higher ratings than those in West Sugar Land (Strongly agree: 14%; Agree: 52%)
- Weeds and High Grass Enforcement
 - Caucasians (Strongly agree: 29%) give higher ratings than Asians (22%)
 - Respondents 36-45 years of age (Agree: 50%; Strongly agree: 27%) give lower ratings than those 46-60 years of age (Agree: 58%; Strongly agree: 30%)
 - Those living in East Sugar Land (Strongly agree: 30%) give higher ratings than those in West Sugar Land (21%)
- Zoning Enforcement
 - Caucasians (Strongly agree: 33%) give higher ratings than Asians (13%) and Other ethnicities (15%)
 - There is a trend as annual income increases, ratings increase as well (Strongly agree ratings for <\$50,000: 17%; \$50,000 - \$100,000: 22%; \$100,000+: 37%)
 - Those who always vote (Strongly agree: 31%) give higher ratings than those who never vote (15%)

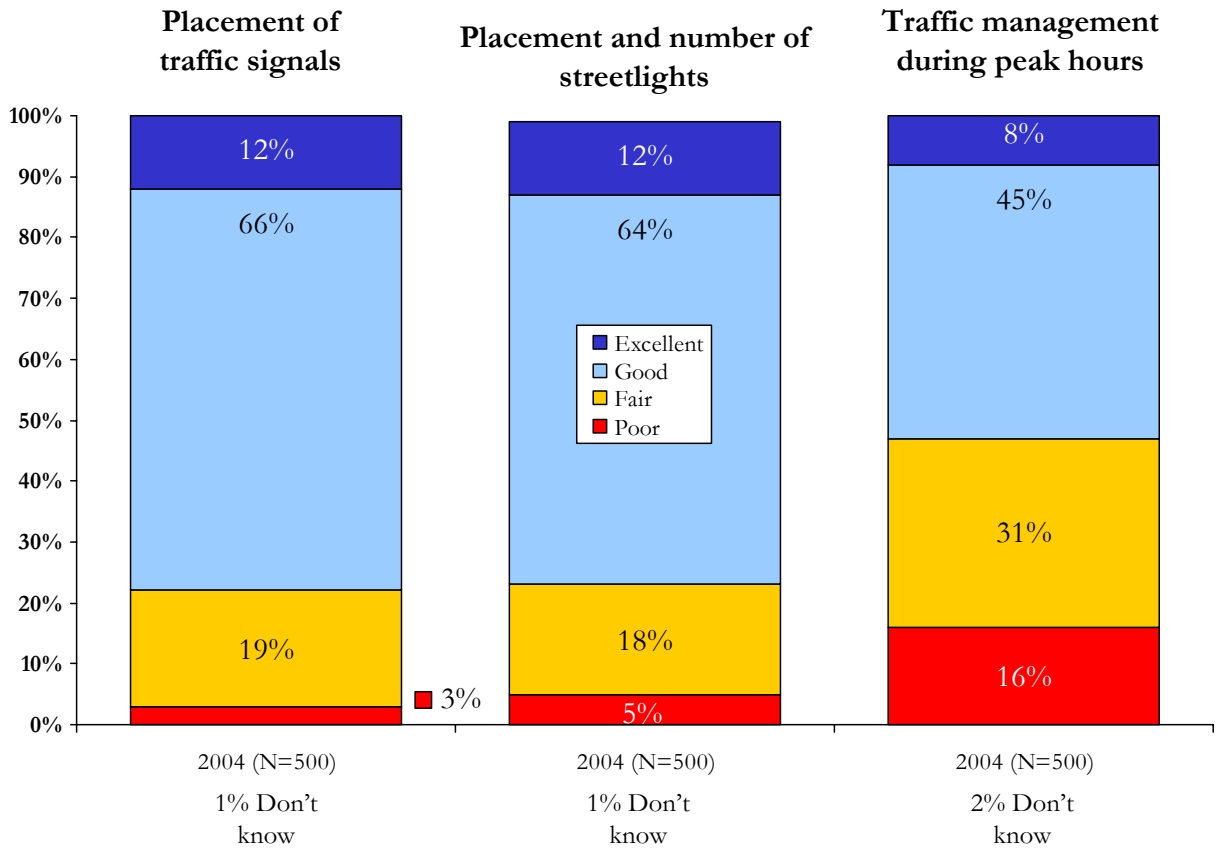
Ratings of Street and Transportation Services



- Other than “Traffic management during peak hours,” all factors of Street and transportation services are rated high (at least 70% of respondents giving a “Good” or “Excellent” rating)



Ratings of Street and Transportation Services



Street and Transportation Services:

Significant Demographic Trends

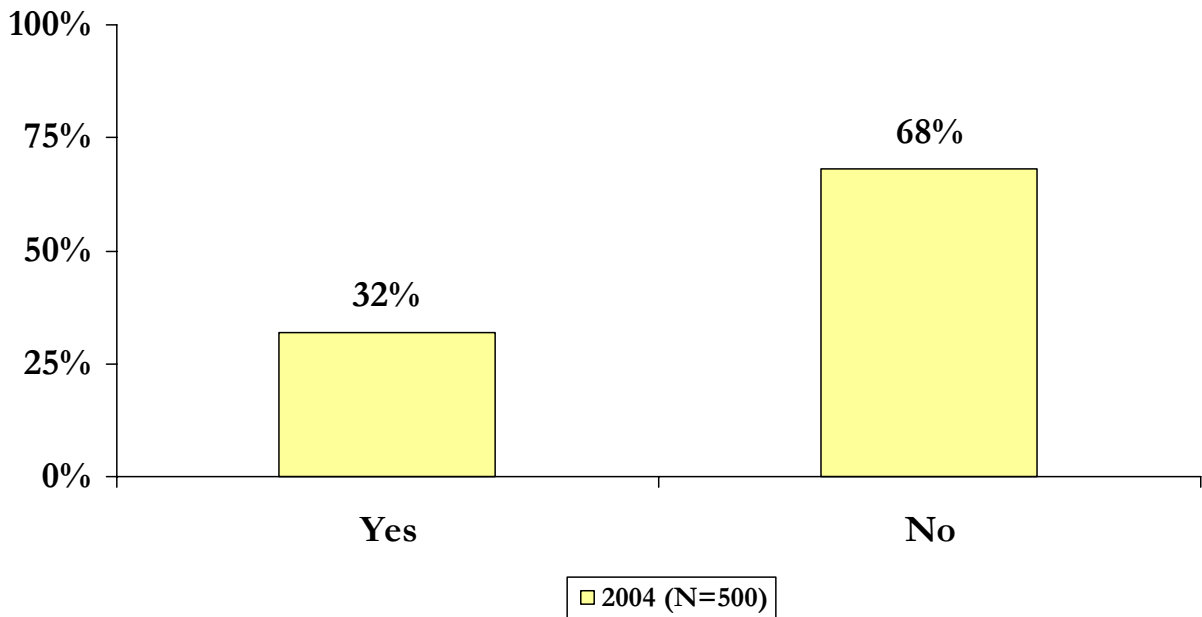
- Condition of Neighborhood Streets
 - Those with a high school education or less give lower ratings (Good: 50%) than those attending some college (75%) and college graduates (64%)
 - Those in West Sugar Land (Excellent: 18%) give lower ratings than those in East Sugar Land (26%)
 - Caucasians (Excellent: 26%) give higher ratings than Asians (16%)
 - There is a trend for ratings to increase as annual income increases (<\$50,000: Excellent: 20%, Good: 62%; \$50,000 - \$100,000: Excellent: 20%, Good: 20%; \$100,000+: Excellent: 29%, Good: 61%)
- Condition of Major Streets
 - Caucasians (Excellent: 27%) give higher ratings than Asians (16%) and Other ethnicities (19%)
 - 36 to 45 year olds (Excellent: 28%) give higher ratings than those in other age categories (18-35: 21%; 46-60: 23%; 61+: 20%)
 - Those with a High School education or less give (Excellent: 17%) lower ratings than all other education levels (Some college: 25%; College graduate: 23%; Graduate school: 29%)
 - Those living in Sugar Land 6 to 10 years (Excellent: 31%) give higher ratings than those living there for 3 months to 6 years (20%) and more than 10 years (23%)
- Condition of Sidewalks
 - Those living in Sugar Land more than 10 years give lower ratings (Good: 52%; Excellent: 13%) than those living there between 6 and 10 years (Good: 63%; Excellent: 15%)
- Traffic Management During Peak Hours
 - Those living in the West give more “Poor” ratings (22%) than those living in the East (13%)
 - Those living in Sugar Land three months to six years (Excellent: 10%; Good: 50%) give higher ratings than those living there more than 10³⁴ years (Excellent: 7%; Good: 40%)

Street and Transportation Services: *Significant Demographic Trends*

- Placement of Traffic Signals
 - Females (Excellent: 15%) give higher ratings than males (10%)
 - Those in West Sugar Land (Good: 62%; Excellent: 10%) give lower ratings than those in East Sugar Land (Good: 68%; Excellent: 14%)
- Placement and Number of Streetlights
 - Caucasians (Excellent: 15%) give higher ratings than Asians (9%) and Other ethnicities (9%)

Contacted City of Sugar Land

About a complaint, request for service, or information in the past 12 months



- Around one-third of respondents have contacted the City of Sugar Land for a complaint, request, or information in the past 12 months

Contacted City of Sugar Land:

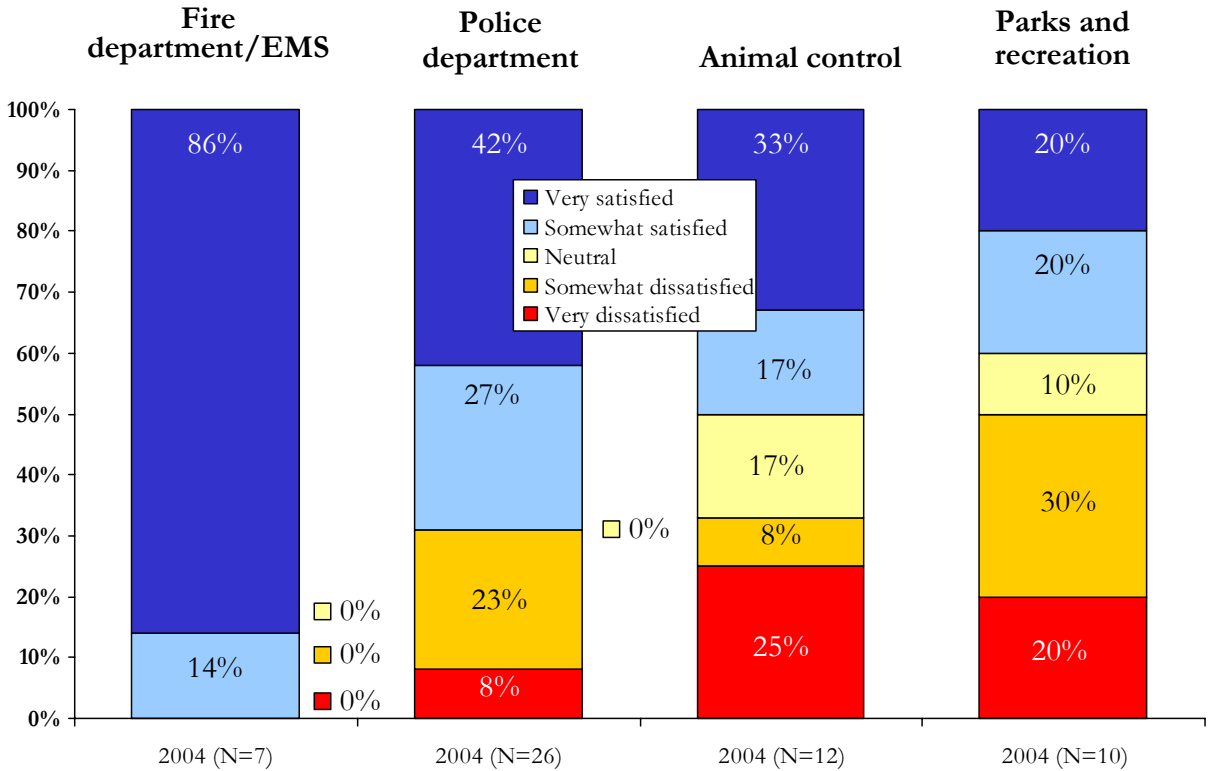
Significant Demographic Trends

	Yes	No
Age		
18-35	<u>25%</u>	75%
36-45	<u>28%</u>	72%
46-60	39%	<u>61%</u>
61+	31%	69%
Ethnicity		
White	39%	<u>61%</u>
Asian	<u>17%</u>	83%
Other	<u>24%</u>	76%
Home		
Own	33%	<u>67%</u>
Rent	<u>16%</u>	84%
Voting Frequency		
Never	<u>23%</u>	77%
Seldom	<u>23%</u>	77%
Often	34%	66%
Always	<u>38%</u>	<u>62%</u>

- In general, as age increases, a higher percentage of contacts seem to be made
 - 18-35 years old (25%); 36-45 years old (28%); 46-60 years old (39%); older than 60 years old (31%)
- Caucasians have more contact than Asians and Other ethnicities
- Those who own their residence have more contact than those who rent
- Those who always vote contact the City more than those who Seldom or Never vote



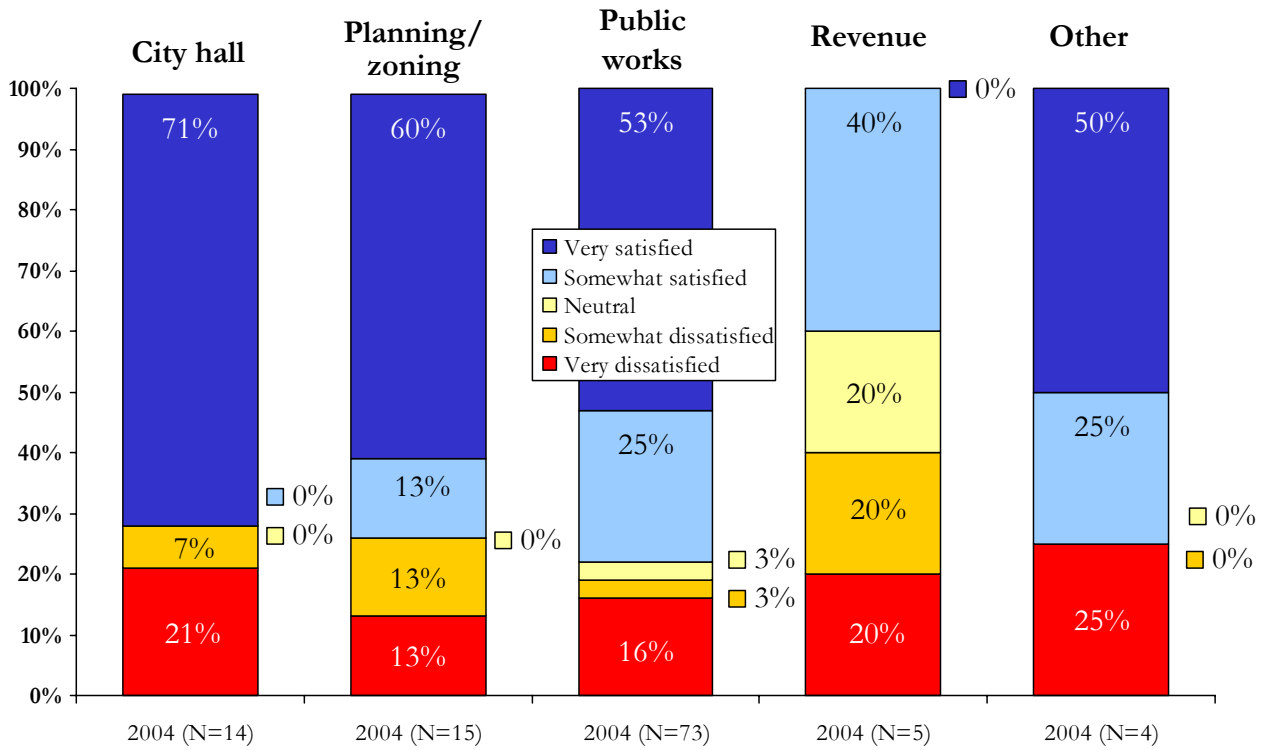
Satisfaction With Contact Results



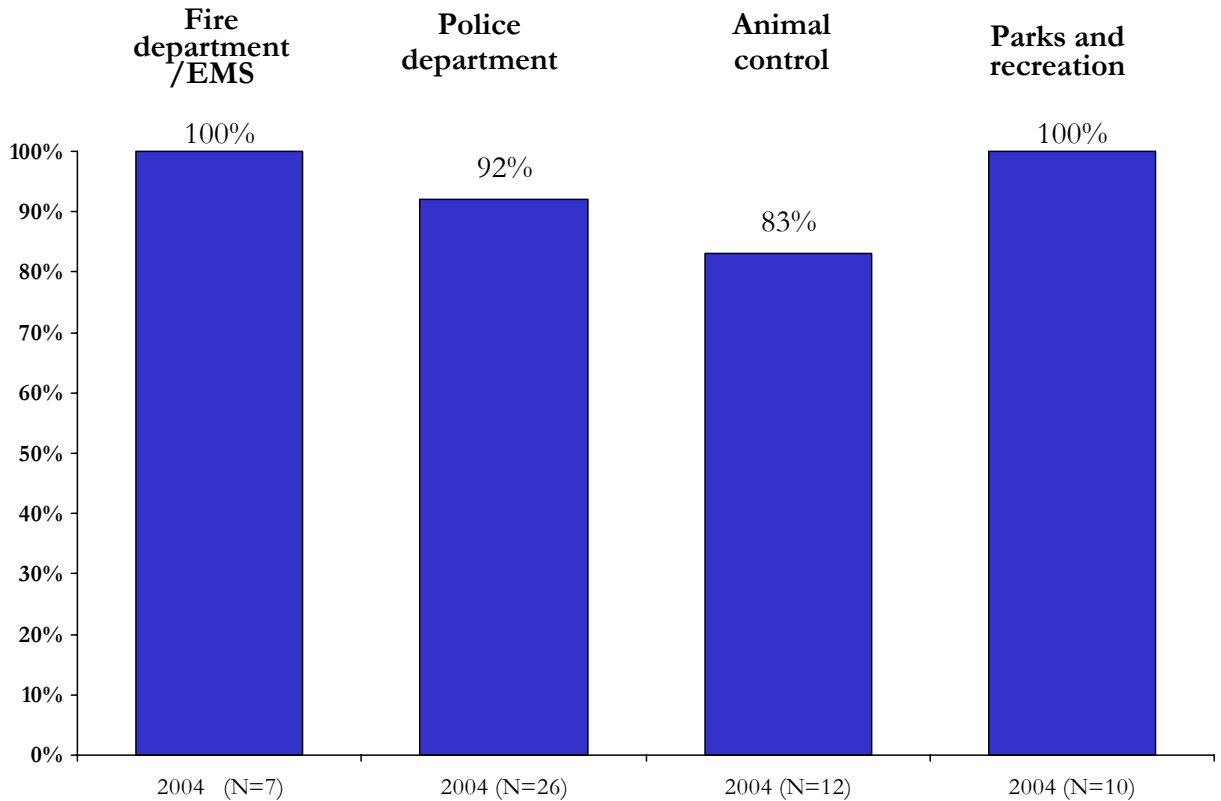
- While base sizes for most are too small to determine a trend, Animal Control, Parks and recreation and Revenue seem to be the only departments contact with 50% or less “Good” and “Excellent” ratings



Satisfaction With Contact Results



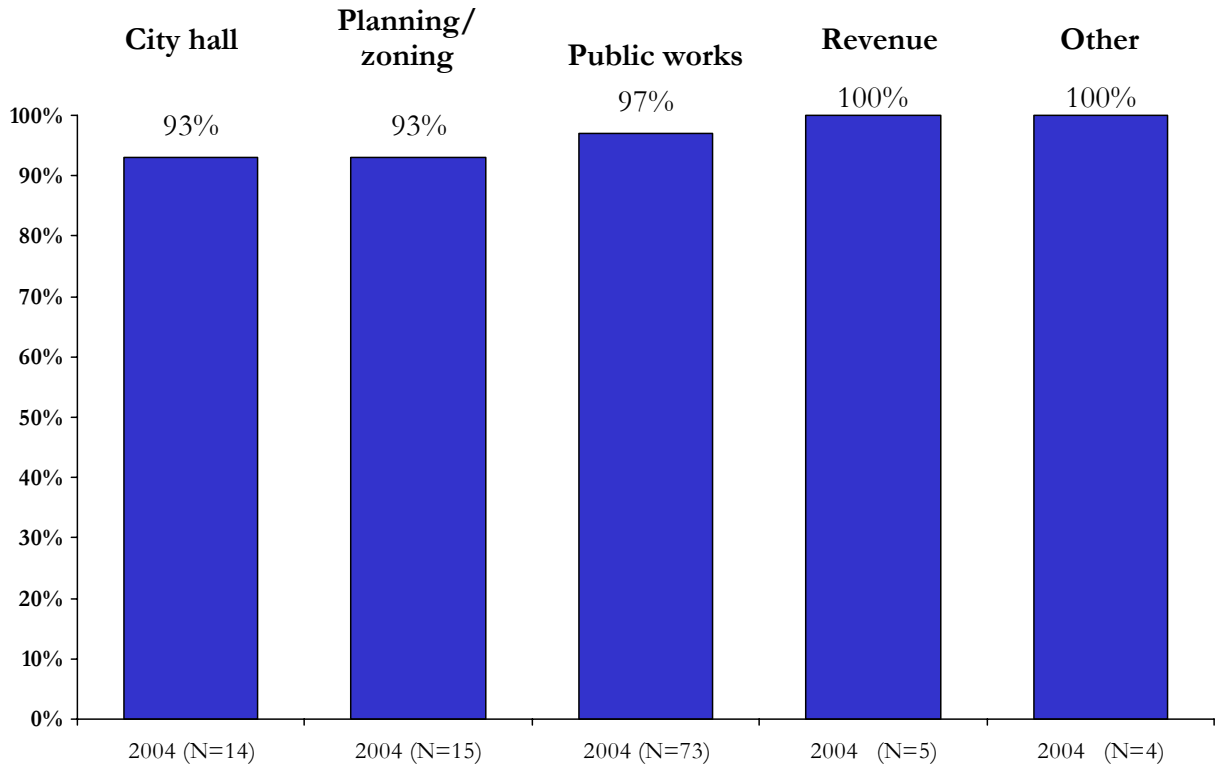
City Officials Were Courteous



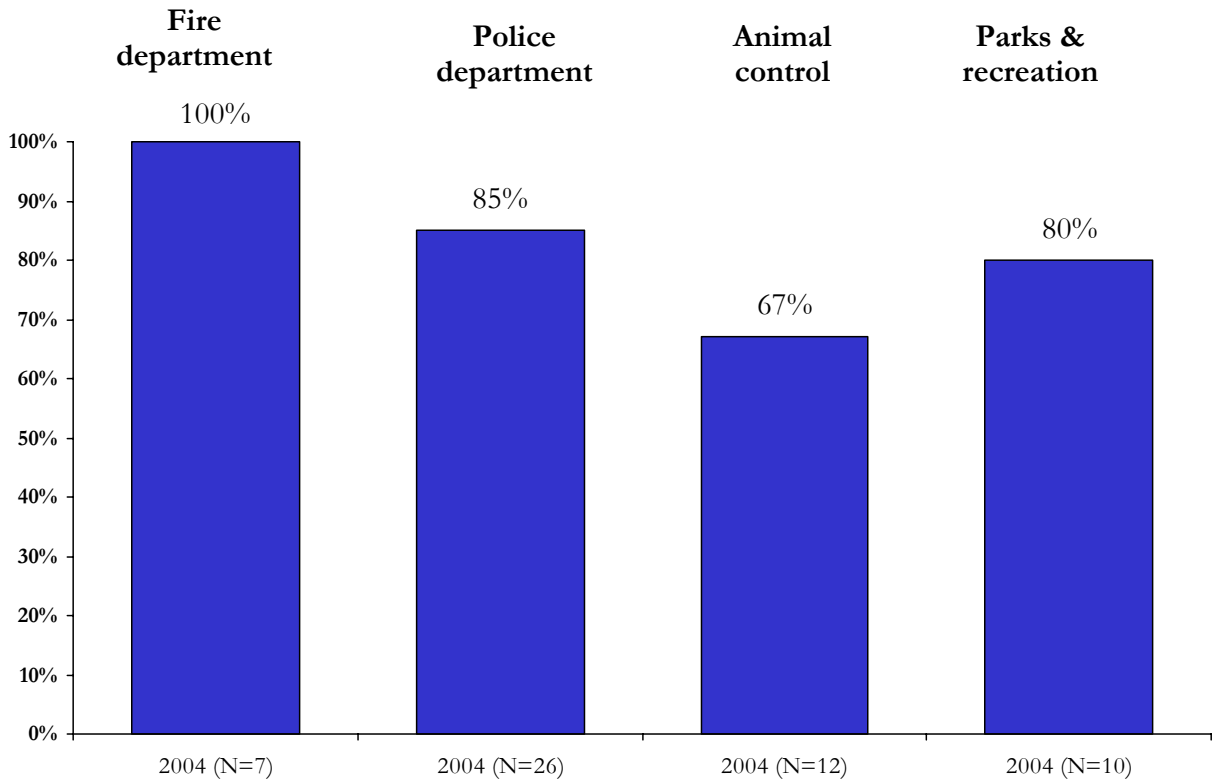
- Almost all respondents (at least 80%) report the offices contacted were “*Courteous*”
 - NOTE SMALL BASE SIZES: Only a small number of respondents contacted each individual office/department making certain bases extremely small



City Officials Were Courteous

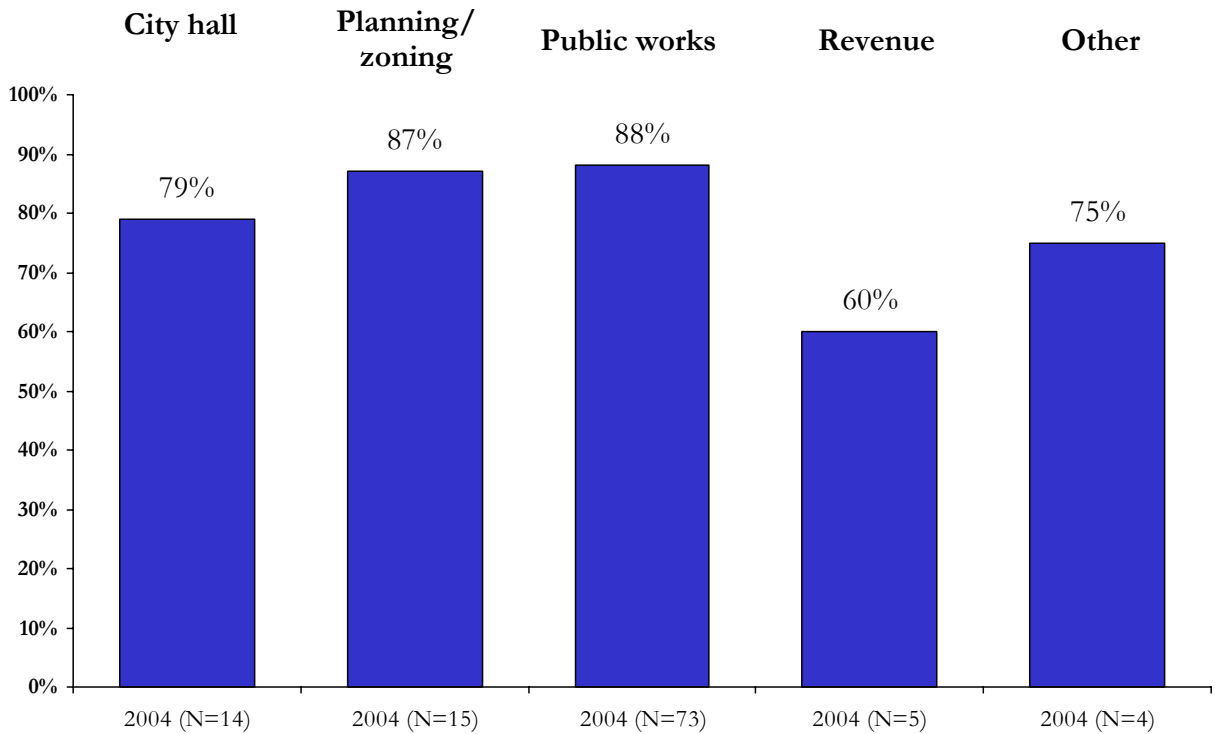


City Officials Were Helpful

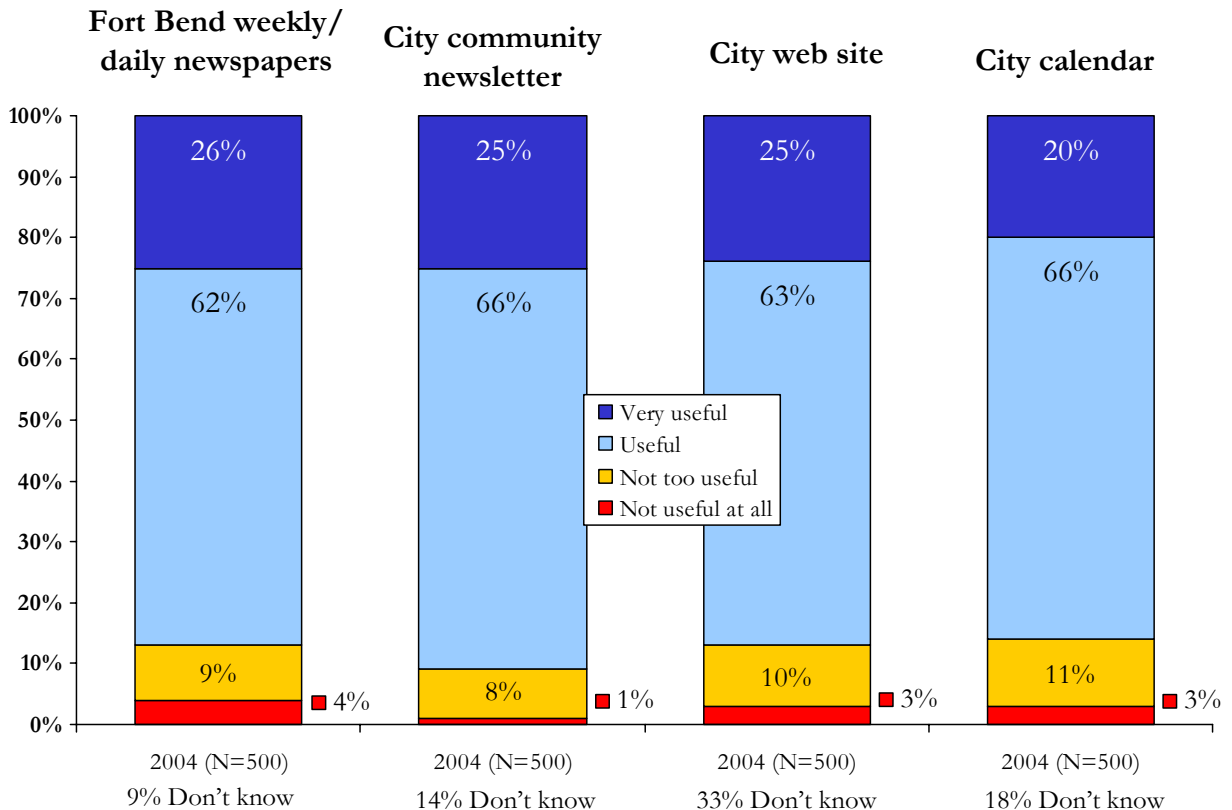


- Almost all respondents (at least 80%) report the offices contacted were *“Helpful”*
 - With the exception of City Hall, Animal control, Revenue, and Other offices contacted which receive fewer *“Helpful”* responses
 - NOTE SMALL BASE SIZES: Only a small number of respondents contacted each individual office/department making certain bases extremely small

City Officials Were Helpful



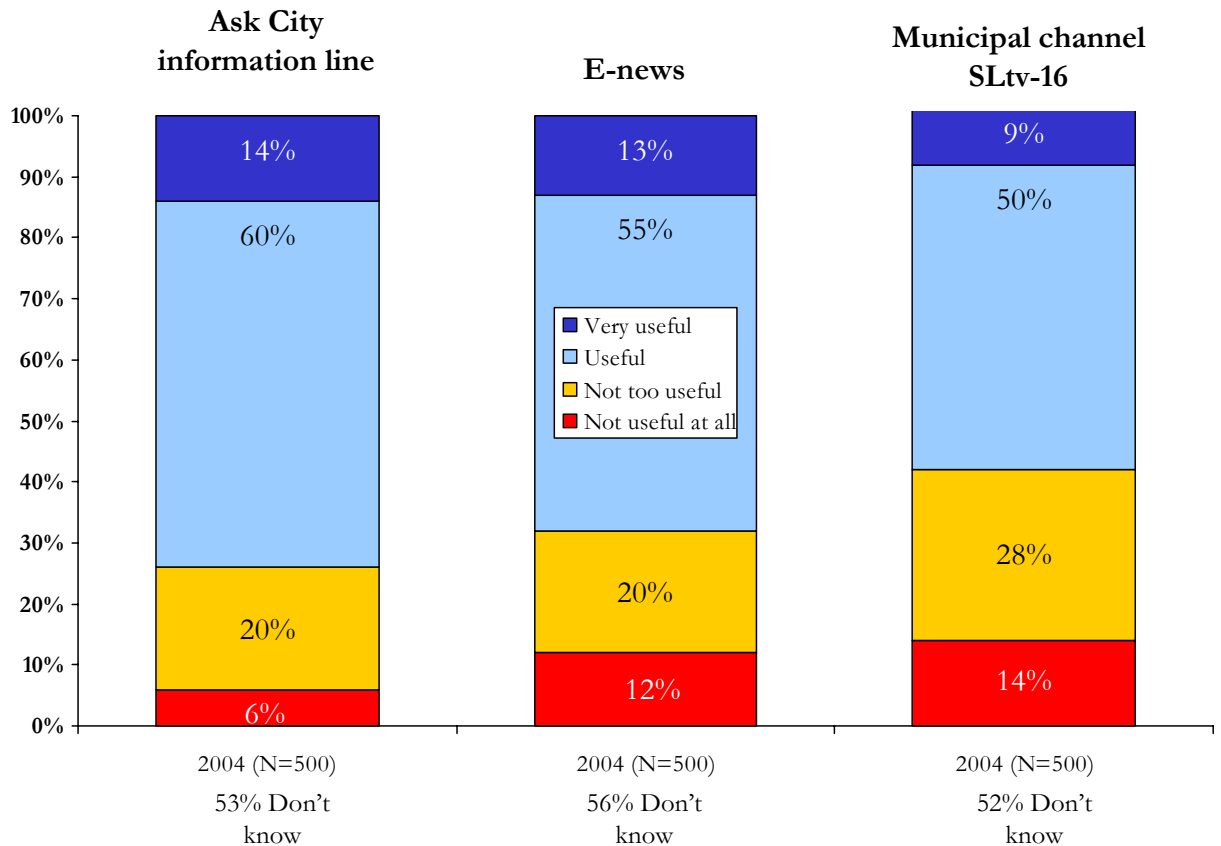
Usefulness of Information Sources



- Over 85% of respondents rate these information sources useful:
 - Fort Bend weekly/daily newspapers, City community newsletter, City web site, and City calendar
- Information sources receiving lower scores (less than 75% giving a useful rating) include:
 - Ask City information line, E-news, and Municipal Channel (SLTV-16)



Usefulness of Information Sources



- Information sources receiving lower scores (less than 75% giving a useful rating) include:
 - Ask City information line, E-news, and Municipal Channel (SLTV-16)

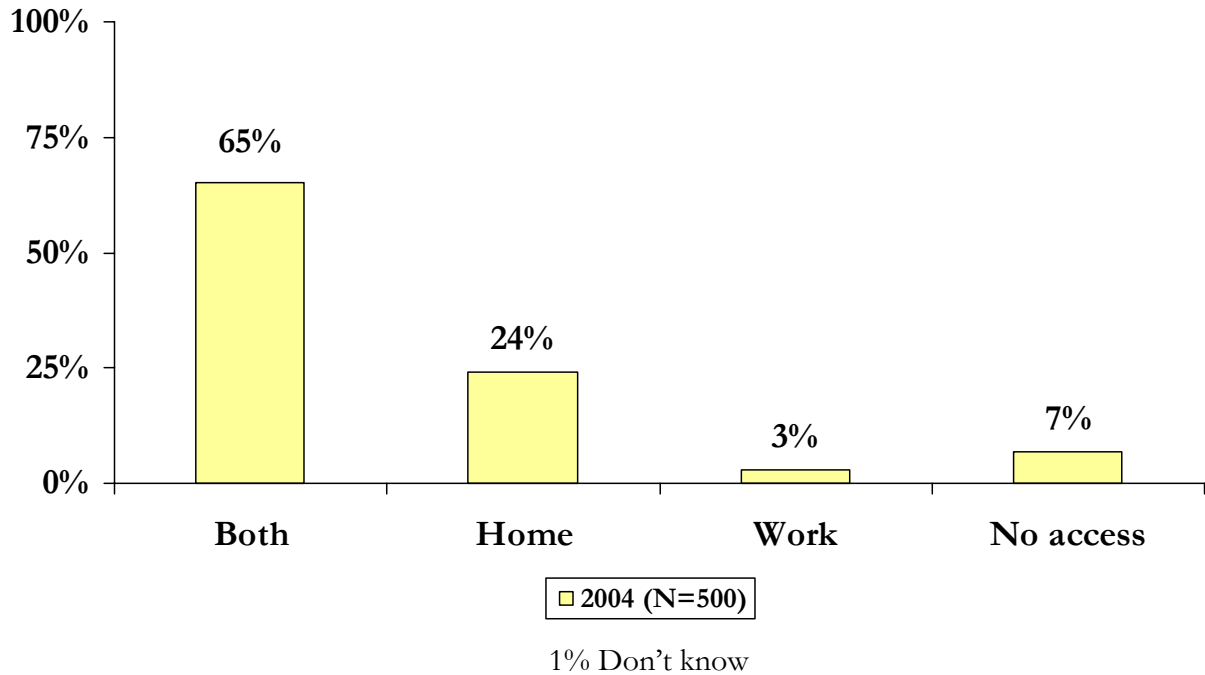


Information Sources:

Significant Demographic Trends

- City Web Site
 - 18 to 35 year olds (18%) rate the web site less useful than 36 to 45 year olds (29%) and those older than 60 (30%)
 - Those 46 years of age and older, who make less than \$50,000 annually, and do not have kids under 18 in the house give more “*Don’t know*” responses when rating the web site than other groups in that category
- City Calendar
 - 36 to 45 year olds (Useful: 71%; Very useful: 21%) rate the web site more useful than those 46 to 60 years of age (Useful: 65%; Very useful: 19%)
 - Those who Never vote answer “*Don’t know*” more often than those who seldom and always vote
 - Those with an annual household income of more than \$100,000 give more “*Don’t know*” responses than those with an income of \$50,000 to \$100,000
 - Those with at least some Graduate school education give less “*Don’t know*s” than those with less education
- Ask City Line
 - Those 61 years of age or older (Very useful: 32%) rate the Ask City Line more useful than those of other age groups (18-35: 12%; 36-45: 7%; 46-60: 13%)
- Fort Bend Newspapers
 - Females (Very useful: 31%) find the newspapers more useful than the males (20%)
- Newsletter
 - Females (Very useful: 32%) find the newsletter more useful than the males (17%)
 - 18 to 35 year olds (Useful: 75%; Very useful: 17%) are more likely than 36 to 45 year olds (Useful: 66%; Very useful: 29%) to rate the newsletter “*Useful*” instead of “*Very useful*”
- Municipal Channel
 - Caucasians (Useful: 41%; Very useful: 11%) find the channel less useful than Asians (Useful: 71%; Very useful: 0%) and Other ethnicities (Useful: 63%; Very useful: 12%)

Internet Access Locations



- The majority (65%) have access at both home and work
 - Only 7% of respondents do not have any access to the Internet

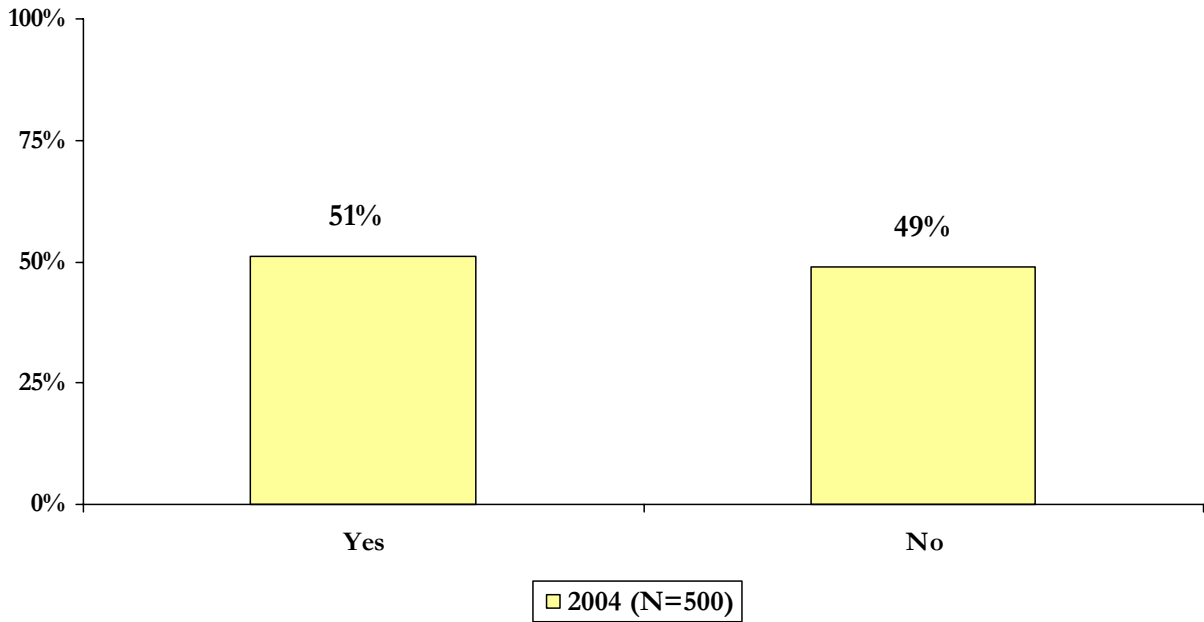
Internet Access Locations: *Significant Demographic Trends*

	Both	Home	No access	Work
Gender				
Male	74%	<u>15%</u>	5%	4%
Female	57%	32%	9%	2%
Age				
18-35	64%	21%	13%	2%
36-45	68%	29%	<u>1%</u>	1%
46-60	73%	<u>19%</u>	<u>2%</u>	5%
61+	38%	32%	26%	2%
Ethnicity				
White	67%	24%	<u>5%</u>	3%
Asian	60%	30%	7%	2%
Other	66%	<u>15%</u>	15%	4%
Income				
\$50,000 or less	44%	31%	19%	5%
\$50,000 - \$100,000	64%	27%	<u>5%</u>	3%
Over \$100,000	82%	<u>13%</u>	<u>4%</u>	<u>1%</u>
Children under 18				
Yes	71%	22%	4%	2%
No	59%	26%	10%	4%
Education				
High school or less	39%	29%	26%	6%
Some college	58%	33%	<u>6%</u>	2%
College graduate	72%	20%	<u>4%</u>	2%
Graduate school	79%	<u>16%</u>	<u>1%</u>	4%
Home				
Own	67%	24%	<u>6%</u>	3%
Rent	52%	23%	20%	5%
Voting Frequency				
Never	64%	25%	7%	3%
Seldom	<u>53%</u>	37%	7%	3%
Often	73%	<u>20%</u>	<u>3%</u>	3%
Always	66%	<u>20%</u>	10%	3%

- More females than males have home-only access to the Internet (might be due to stay-at-home-moms who do not go to an office)
- A significantly greater number of those 61 and older, of Other ethnicities, with less than \$50,000 annual income, with a high school education or less, and who rent instead of own do not have access/do not know (or refused to answer) if they have any Internet access



Visited City Web Site




- About half have visited the City web site

Visited City Web Site: *Significant Demographic Trends*

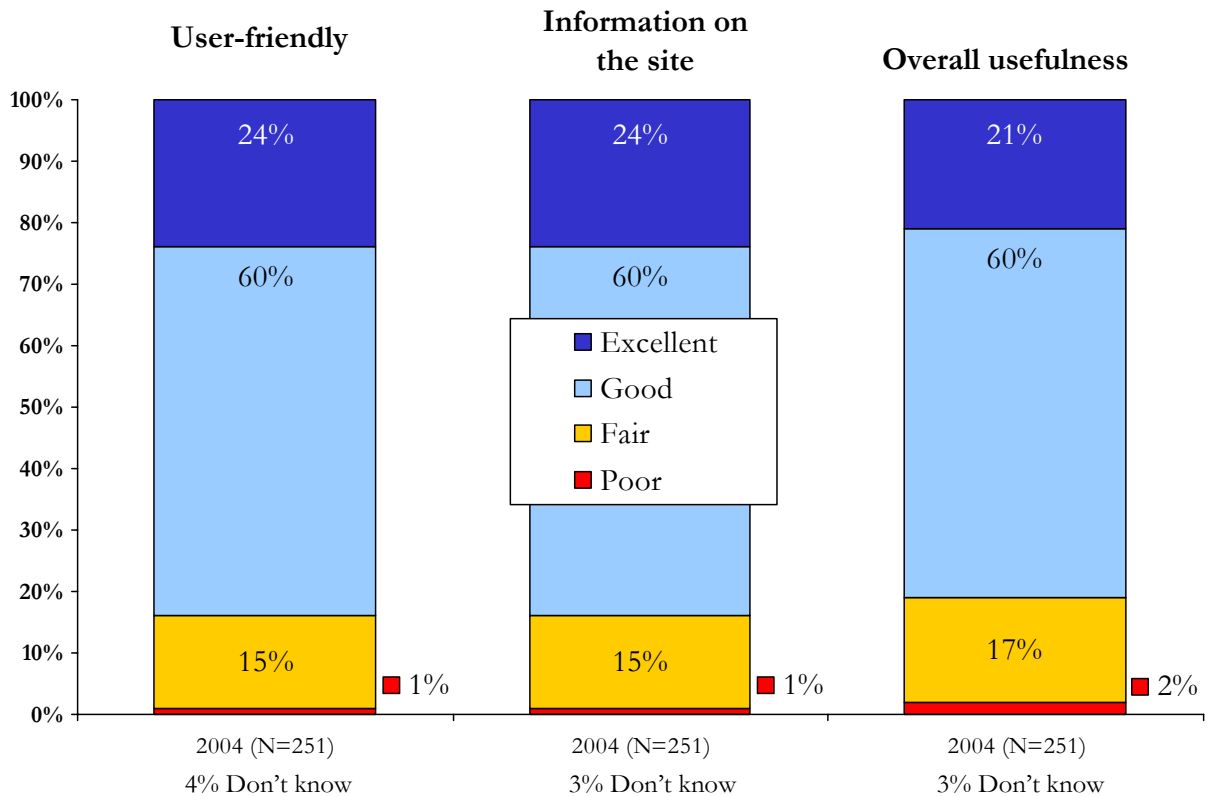
	Yes	No
Age		
18-35	49%	<u>51%</u>
36-45	63%	<u>37%</u>
46-60	51%	<u>49%</u>
61+	<u>31%</u>	69%
Ethnicity		
White	58%	<u>42%</u>
Asian	<u>39%</u>	61%
Other	<u>43%</u>	57%
Income		
\$50,000 or less	<u>34%</u>	66%
\$50,000 - \$100,000	56%	<u>44%</u>
Over \$100,000	59%	<u>41%</u>
Children under 18		
Yes	59%	<u>41%</u>
No	<u>42%</u>	58%
Education		
High school or less	<u>31%</u>	69%
Some college	53%	<u>47%</u>
College graduate	55%	<u>45%</u>
Graduate school	57%	<u>43%</u>

- Significantly fewer of those not visiting the web site are older than 60, Other ethnicity, have an income of less than \$50,000, do not have children under 18 years in the house, and have a high school education or less

 = significantly greater than those **bold & underlined** within the same column, not row

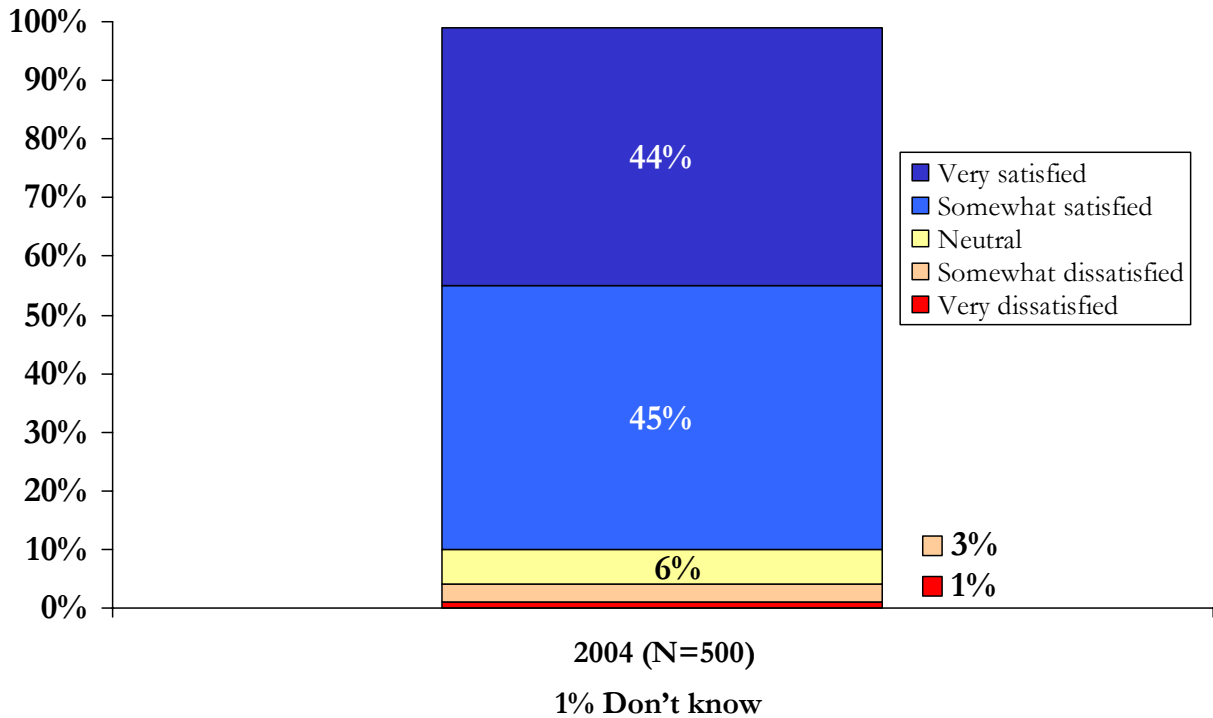


Ratings of Web Site Attributes



- The web site receives at least 80% of respondents' "Good" "Excellent" or ratings for:
 - Being user-friendly (Good: 60%; Excellent: 24%)
 - Information on the site (Good: 60%; Excellent: 24%)
 - Overall usefulness (Good: 60%; Excellent: 21%)

Satisfaction With City Services in Return for Dollars Paid



- The satisfaction ratings for “*Services for dollars paid*” are high, with 89% saying they are Somewhat (45%) or Very (44%) satisfied

Satisfaction with City Services for Dollars Paid:

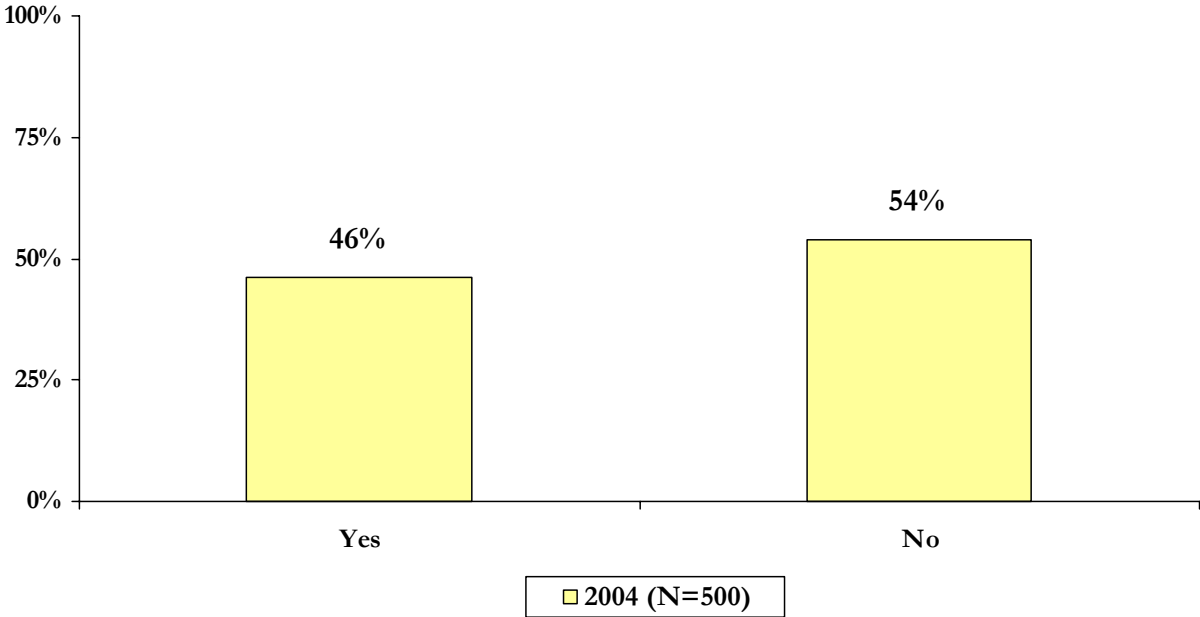
Significant Demographic Trends

	Very Dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Very satisfied
Age					
18-35	1%	<u>1%</u>	10%	57%	<u>31%</u>
36-45	1%	<u>1%</u>	5%	48%	45%
46-60	1%	3%	6%	<u>41%</u>	48%
61+	2%	8%	5%	<u>34%</u>	52%
Ethnicity					
White	1%	2%	<u>4%</u>	<u>40%</u>	53%
Asian	0%	3%	12%	64%	<u>20%</u>
Other	0%	6%	6%	<u>46%</u>	42%
Income					
\$50,000 or less	0%	6%	11%	48%	<u>36%</u>
\$50,000 - \$100,000	1%	3%	6%	53%	<u>39%</u>
Over \$100,000	2%	2%	<u>4%</u>	<u>38%</u>	54%
Education					
High school or less	0%	4%	10%	47%	39%
Some college	0%	2%	6%	48%	44%
College graduate	1%	4%	6%	41%	48%
Graduate school	2%	<u>0%</u>	6%	50%	42%
Voting Frequency					
Never	1%	3%	10%	60%	<u>26%</u>
Seldom	1%	1%	5%	<u>40%</u>	52%
Often	0%	5%	<u>3%</u>	47%	45%
Always	1%	3%	8%	<u>40%</u>	50%

- Asians are more Neutral (12%) to Somewhat satisfied (64%) than Caucasians (Neutral: 4%; Somewhat satisfied: 40%) and Other ethnic groups (Somewhat satisfied: 46%)
- Those making over \$100,000 annually are more satisfied (Very: 54%; Somewhat: 58%) than those making less (\$50,000 - \$100,000: Very: 39%; Somewhat: 53%) (Less than \$50,000: Very: 36%; Somewhat: 48%)

Parks and Recreation

Used a City Park or Recreational City Facility




- 46% of respondents have visited a City park or recreational facility



Used Park or Facility: *Significant Demographic Trends*

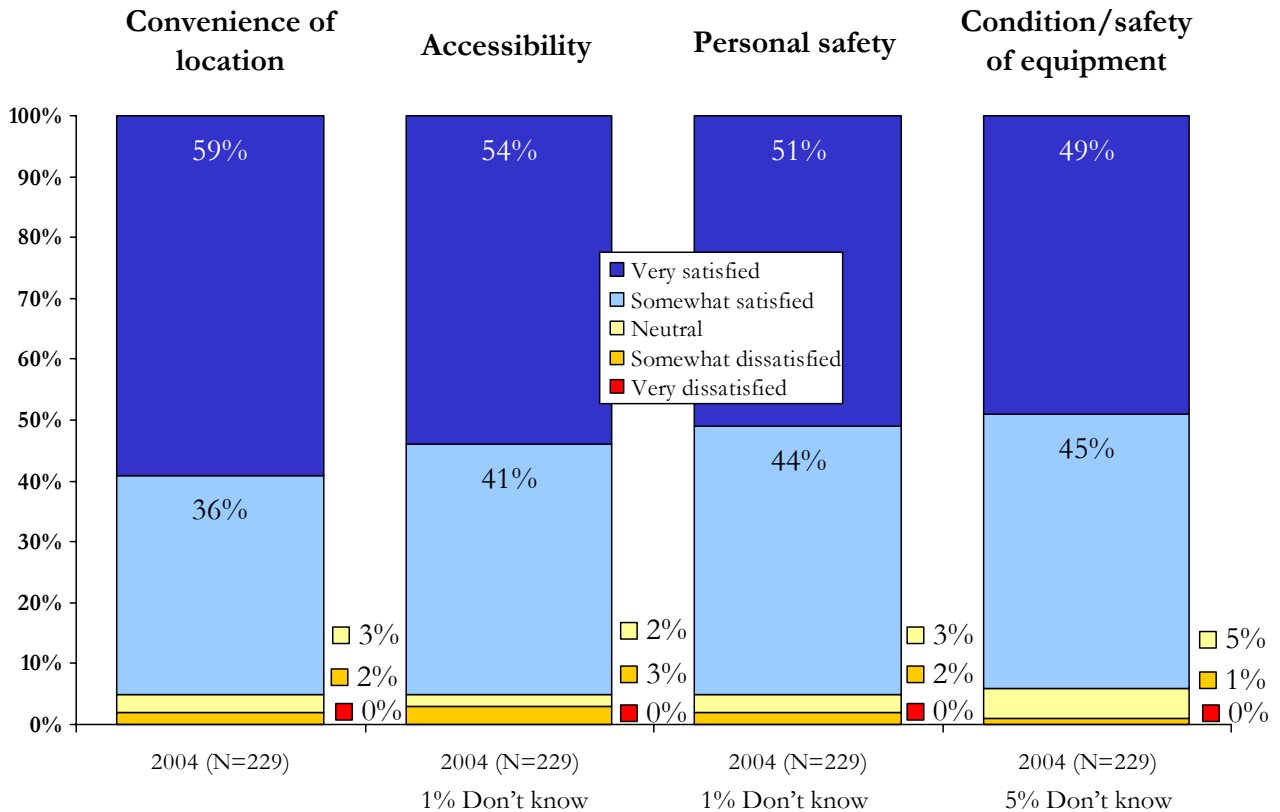
	Yes	No
Children under 18		
Yes	53%	<u>47%</u>
No	<u>37%</u>	63%
Residency		
3 months - 5 years	<u>40%</u>	60%
6 - 10 years	54%	<u>46%</u>
10+ years	46%	54%
Education		
High school or less	<u>37%</u>	63%
Some college	50%	50%
College graduate	44%	56%
Graduate school	54%	<u>46%</u>
Voting Frequency		
Never	<u>34%</u>	66%
Seldom	50%	<u>50%</u>
Often	50%	<u>50%</u>
Always	49%	<u>51%</u>

- A lower percentage of those in the following groups have not visited a park/facility compared to their counterparts
 - Those without children under the age of 18, living in Sugar Land five years or less, with a high school education or less, and those who never vote

 = significantly greater than those **bold & underlined** within the same column, not row



User Satisfaction With City Parks/Facilities



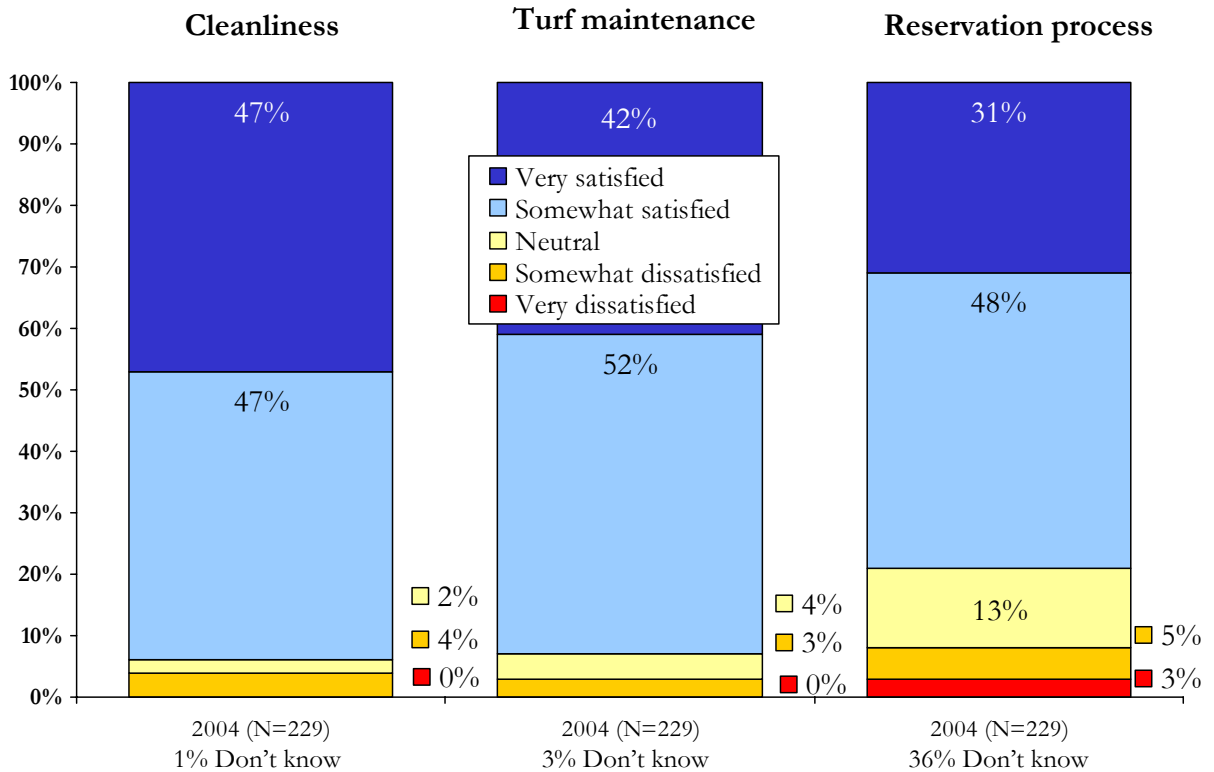
- Overall, the satisfaction ratings for the factors of the park/facility are high
 - With the exception of the “Reservation process,” all factors of the City parks/facilities receive at least 90% satisfied ratings

Significant Demographic Trends

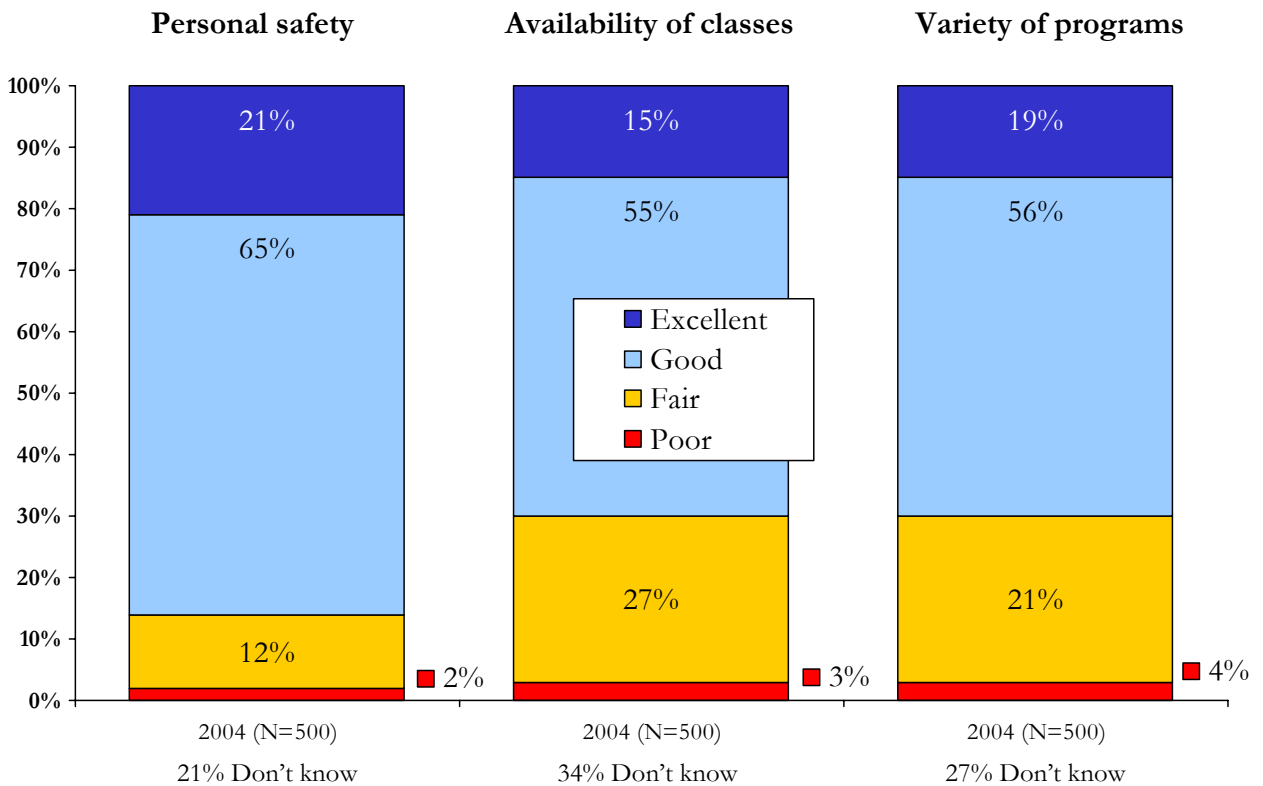
- Location
 - Females (Very satisfied: 66%) give higher ratings than males (50%)



User Satisfaction With City Parks/Facilities

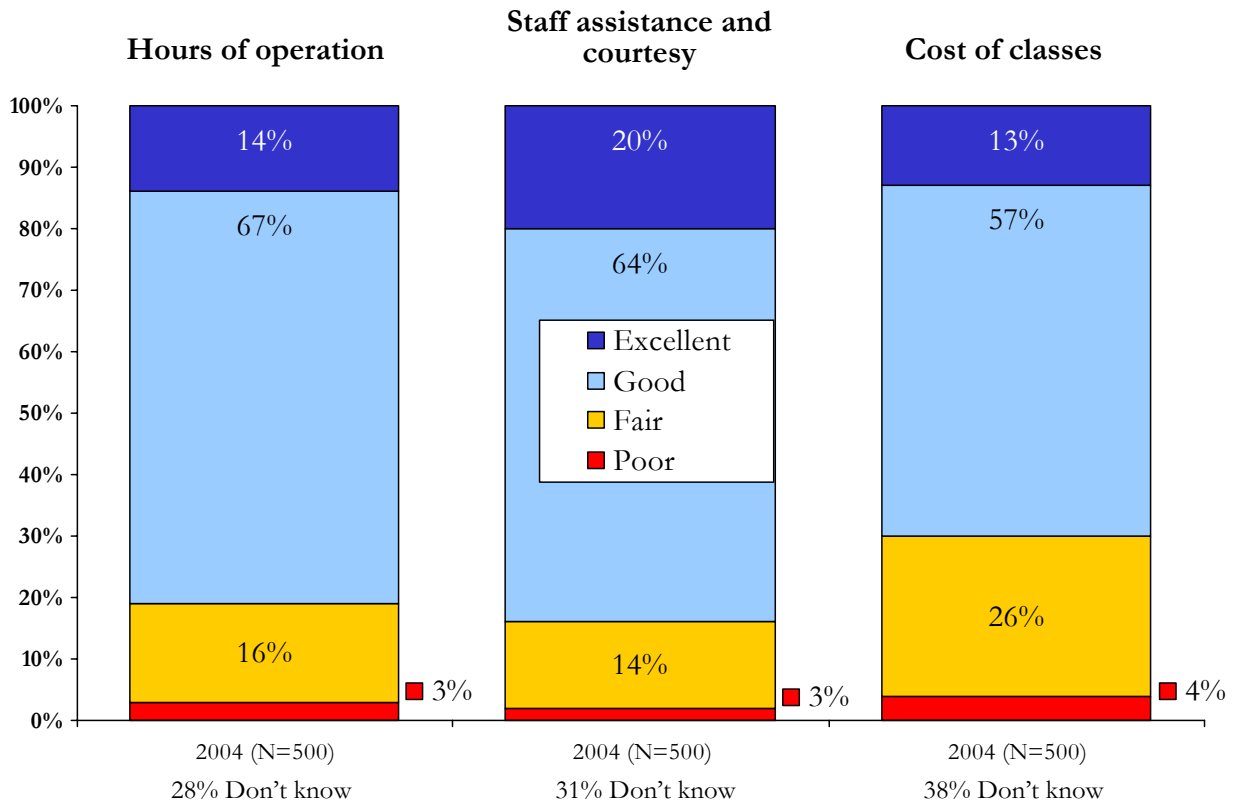


Rating of Leisure Youth and Adult Programs



- Factors are rated high with none having less than 70% of respondents rating them “Good” or “Excellent”
 - “Cost of classes” and “Availability of classes” are rated the lowest receiving 70% each
- A good percentage (at least 21%) report “Don’t know” when asked to rate different factors of youth and leisure programs

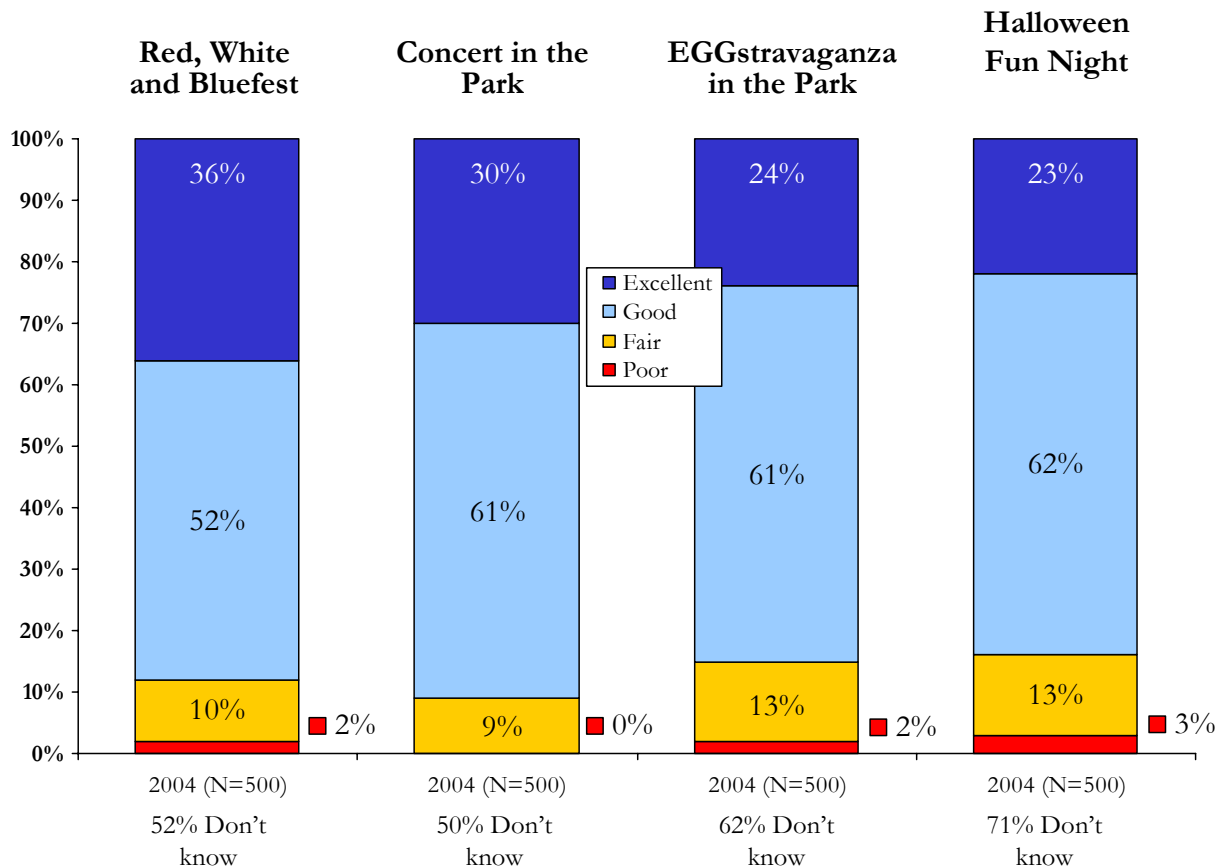
Rating of Leisure Youth and Adult Programs



Leisure Youth and Adult Programs: *Significant Demographic Trends*

- Personal Safety
 - Caucasians (Excellent: 24%) give higher ratings than Asians (16%) or Other ethnicities (13%)
 - Those living in East Sugar Land (Excellent: 23%) give higher ratings than those living in West Sugar Land (16%)
- Variety of Programs
 - Caucasians (Good: 61%; Excellent: 22%) give higher ratings than Asians (Good: 46%; Excellent: 12%) or Other ethnicities (Good: 48%; Excellent: 18%)
 - Those who often vote (Excellent: 21%) give higher ratings than those who never vote (11%)
- Hours of Operation
 - Caucasians (Excellent: 18%) give higher ratings than Asians (7%) or Other ethnicities (12%)
- Staff Assistance/Courtesy
 - Those who always vote (Good: 45%; Excellent: 16%) give higher ratings than those who never vote (Good: 40%; Excellent: 11%)
- Cost of Classes
 - Those living in East Sugar Land (Good: 39%; Excellent: 9%) give higher ratings than those living in West Sugar Land (Good: 29%; Excellent: 6%)

Ratings of Special Events



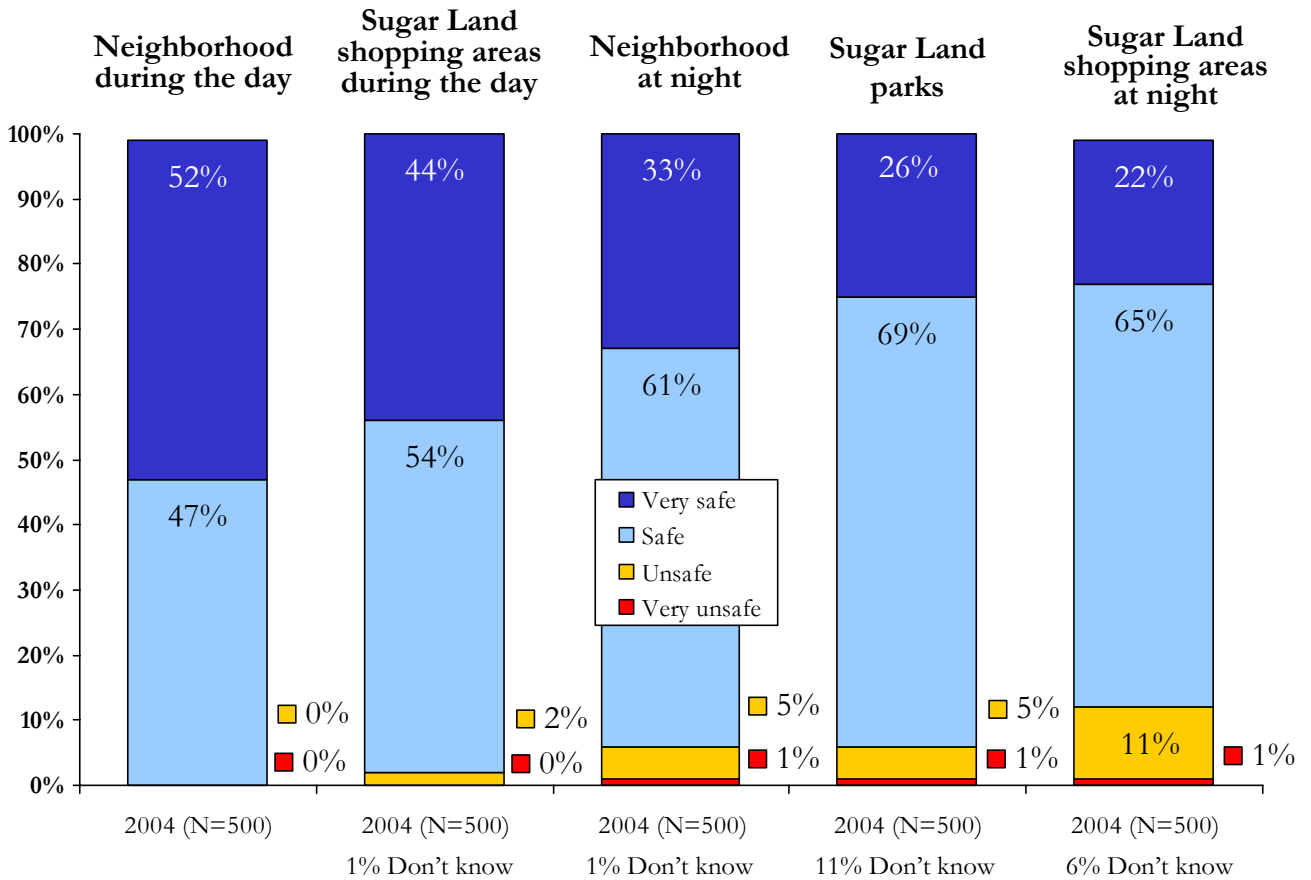
- Red, White, and Bluefest, EGGstravaganza in the Park, and Halloween Fun Night all receive around 85% “Good” or “Excellent” ratings

Significant Demographic Trends

- Red, White, and Bluefest
 - Females (Excellent: 44%) give higher ratings than males (27%)
 - Those living in East Sugar Land (Excellent: 43%) give higher ratings than those living in West Sugar Land (21%)

Police Department

Rating of Safety



- All areas surveyed receive above 85% safe ratings

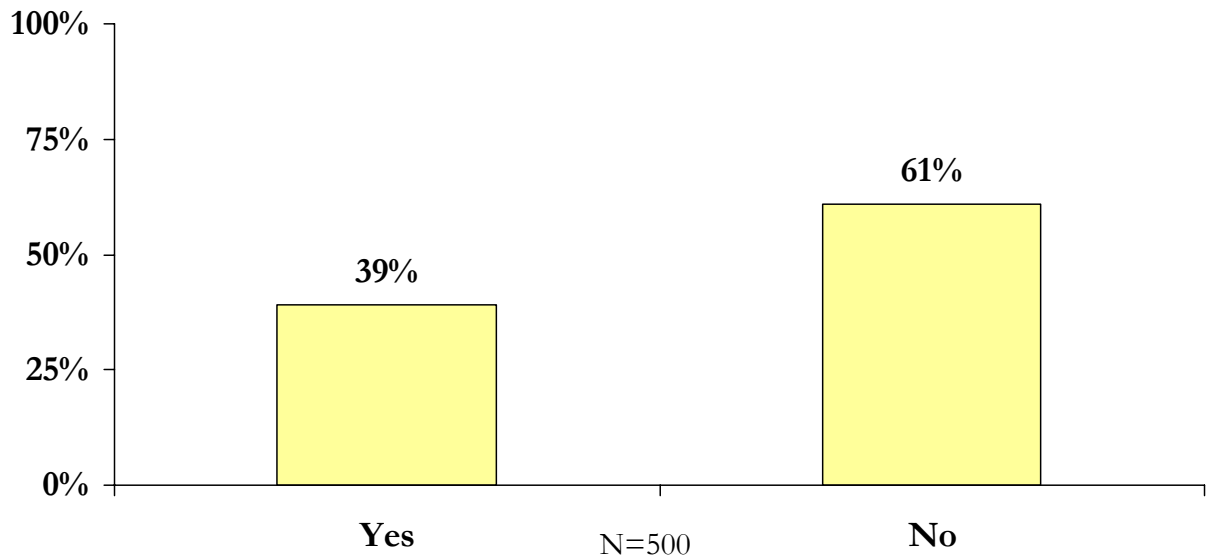


Safety:

Significant Demographic Trends

- Neighborhood During the Day
 - Caucasians (Very safe: 60%) feel safer than Asians (39%) or Other ethnicities (41%)
- Neighborhood At Night
 - Caucasians (Very safe: 40%) feel safer than Asians (22%) or Other ethnicities (20%)
 - Those making more than \$100,000 (Very safe: 38%) feel safer than those making less than \$50,000 (23%)
 - Those who own their residence (Very safe: 34%) feel safer than those who rent (19%)
- Shopping During the Day
 - Those who make \$50,000 a year or less (Very safe: 33%) feel less safe than others (\$50,000 - \$100,000: 45%; more than \$100,000: 51%)
 - 18 to 35 year olds (Very safe: 52%) feel safer at shopping areas during the day than all other age categories (36-45: 46%; 46-60: 40%; 61+: 37%)
 - Those living in West Sugar Land (Very safe: 35%) feel less safe than those living in East Sugar Land (49%)
- Shopping at Night
 - Females (Safe: 62%; Very safe: 21%) feel less safe than males (Safe: 69%; Very safe: 24%)
 - Those making \$100,000 (Very safe: 27%) feel safer than those making less than \$100,000 (\$50,000 to \$100,000: 21%; <\$50,000: 19%)
 - Those living in West Sugar Land (Very safe: 18%) feel less safe than those living in East Sugar Land (25%)
- Sugar Land Parks
 - Caucasians (Very safe: 30%) feel safer than Asians (20%) or Other ethnicities (18%)

Contact With Police Services in Past Two Years



- 39% of respondents report having contact with police services in the past two years

Contact with Police:

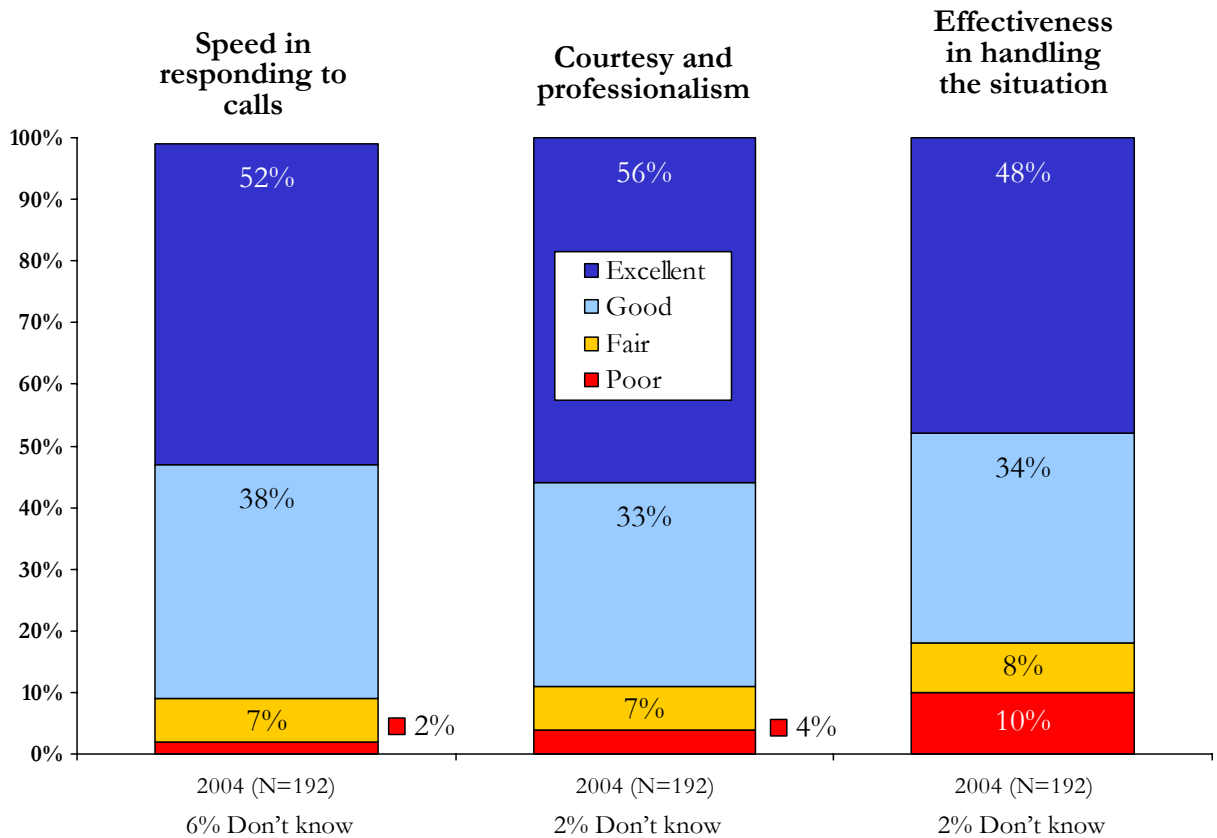
Significant Demographic Trends

	Yes	No
Ethnicity		
White	44%	<u>56%</u>
Asian	<u>23%</u>	77%
Other	37%	63%
Income		
\$50,000 or less	<u>26%</u>	74%
\$50,000 - \$100,000	42%	<u>58%</u>
Over \$100,000	41%	<u>59%</u>
Children under 18		
Yes	44%	<u>56%</u>
No	<u>33%</u>	67%
Residency		
3 months - 5 years	<u>27%</u>	73%
6 - 10 years	47%	<u>53%</u>
10+ years	41%	<u>59%</u>
Education		
High school or less	<u>25%</u>	75%
Some college	36%	64%
College graduate	42%	<u>58%</u>
Graduate school	47%	<u>53%</u>
Voting Frequency		
Never	<u>27%</u>	73%
Seldom	38%	62%
Often	40%	60%
Always	44%	<u>56%</u>

- Caucasians have more contact with police than Asians
- Those who always vote have more contact than those who never vote
- All of the following demographic groups have more contact than their counterparts:
 - Those making \$50,000 or more, those with children under 18 in the house, those living in Sugar Land more than six years, and those with more than a high school education



Ratings of Performance of the Sugar Land Police Department

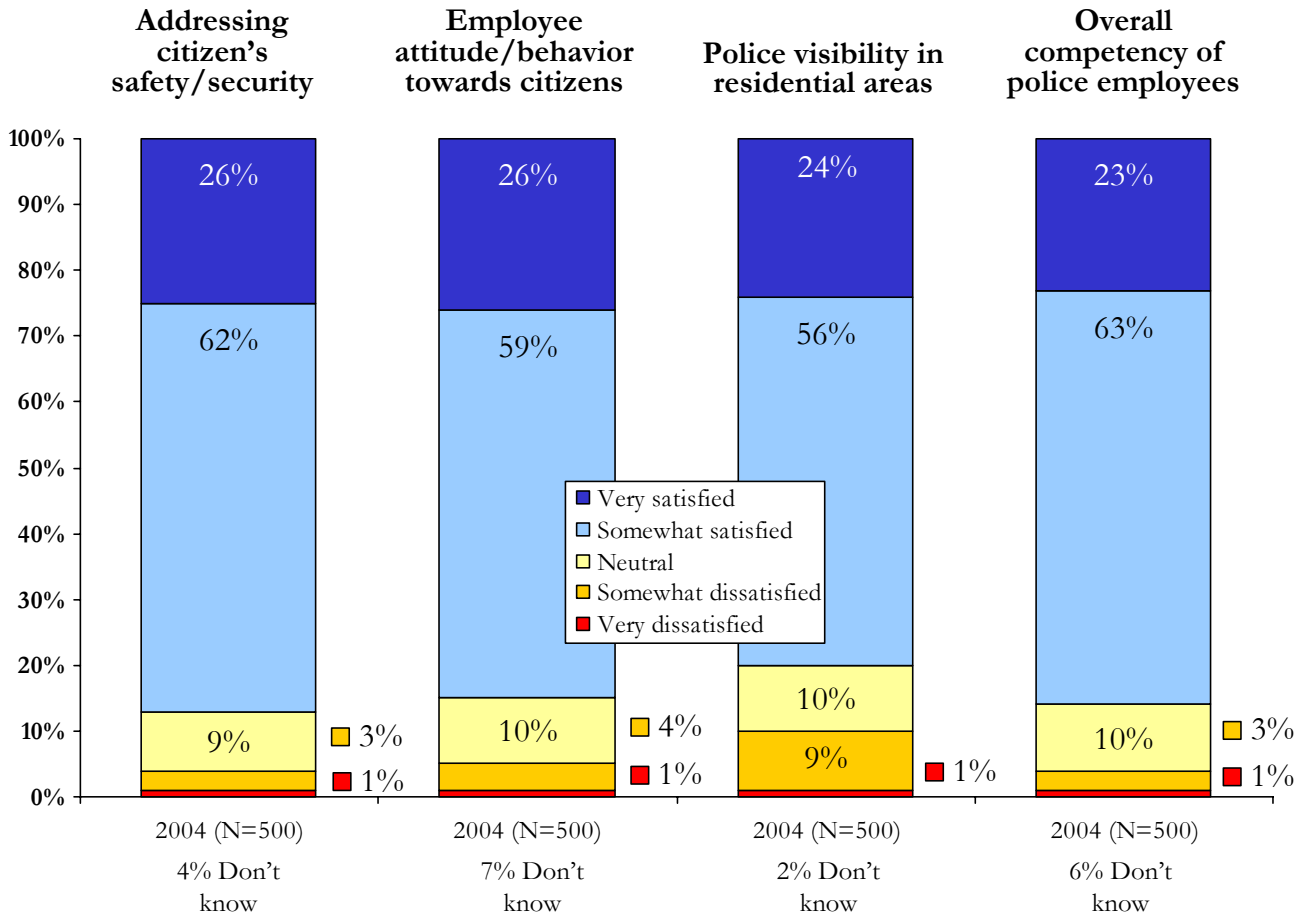


- More than 80% of respondents give police performance “Good” or “Excellent” or ratings for “Speed in responding to calls,” “Courtesy and professionalism,” and “Effectiveness in handling the situation”

Significant Demographic Trends

- Speed in Responding to Calls
 - Females (Excellent: 57%) give higher ratings than males (47%)

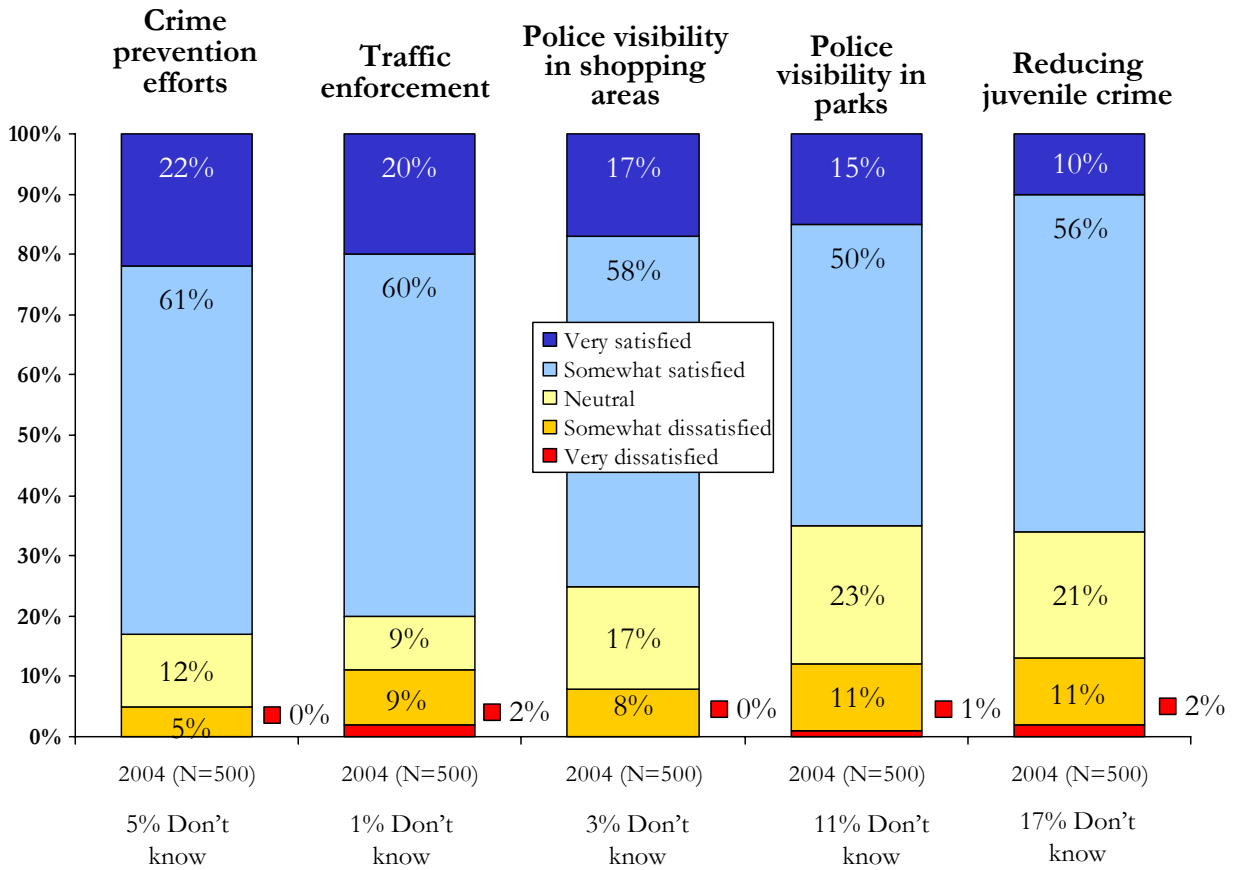
Satisfaction With Police Services



- Most factors, other than police visibility in shopping areas and parks and reducing juvenile crime, receive 80% or more satisfied ratings



Satisfaction With Police Services



Satisfaction with Police:

Significant Demographic Trends

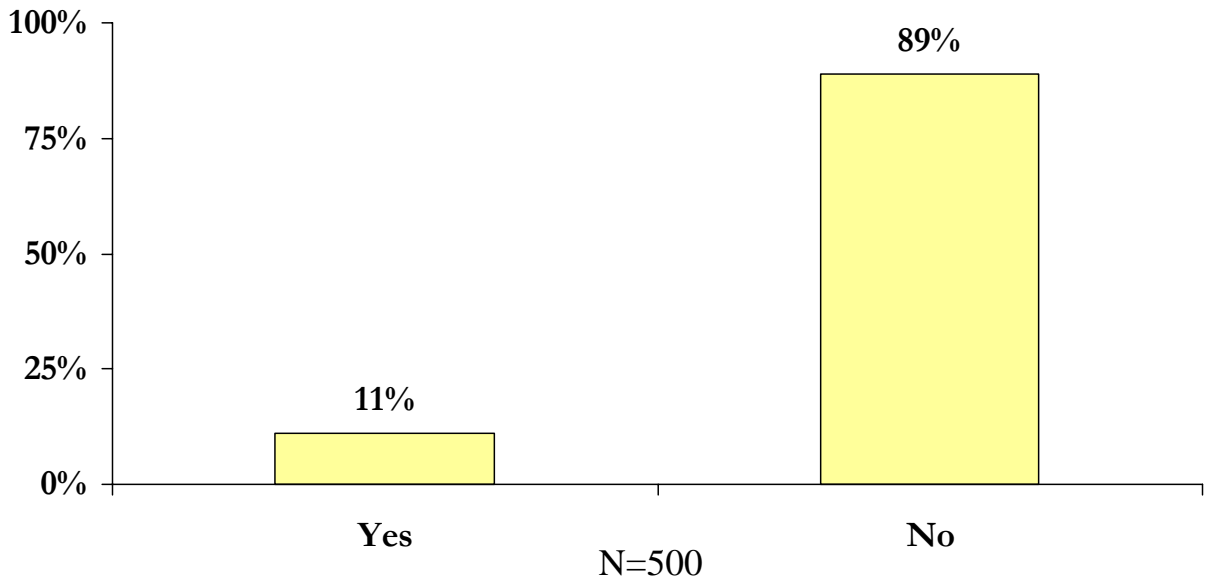
- Addressing Citizen's Safety/Security
 - Caucasians (Very satisfied: 32%) give higher ratings than Asians (11%) and Other ethnicities (20%)
- Employee Attitude/Behavior Towards Citizens
 - Caucasians (Very satisfied: 35%) give higher ratings than Asians (9%) and Other ethnicities (13%)
 - 18 to 35 year olds (Very satisfied: 19%) give lower ratings than those over 60 years of age (29%)
 - Those with a High School education or less (Very satisfied: 18%) give lower ratings than those attending graduate school (32%)
 - Those who never vote (Very satisfied: 16%) give lower ratings than more frequent voters (Seldom: 26%; Often: 30%; Always: 29%)
- Police Visibility in Residential Areas
 - Caucasians (Very satisfied: 32%) give higher ratings than Asians (8%) and Other ethnicities (14%)
 - Those who never vote (Very satisfied: 18%) give lower ratings than those who often (29%) or always (27%) vote
- Overall Competency of Police Employees
 - Caucasians (Very satisfied: 30%) give higher ratings than Asians (8%) and other ethnicities (16%)
 - 18 to 35 year olds (Satisfied: 56%; Very satisfied: 19%) give lower ratings than those 36 to 45 years of age (Satisfied: 68%; Very satisfied: 23%)
 - Those who never vote (Very satisfied: 10%) give lower ratings than more frequent voters (Seldom: 30%; Often: 27%; Always: 25%)
- Crime Prevention Efforts
 - Caucasians (Very satisfied: 26%) give higher ratings than Asians (11%)
- Traffic Enforcement
 - Females (Very satisfied: 23%) give higher ratings than males (17%)

Satisfaction with Police: *Significant Demographic Trends*

- Police Visibility in Shopping Areas
 - Those over the age of 60 (Very satisfied: 23%) give higher ratings than those age 46 to 60 (15%)
- Police Visibility in Parks
 - Those over the age of 60 (Very satisfied: 21%) give higher ratings than those 35 to 60 years of age (14%)
 - Those with a High School education or less (Very satisfied: 25%) give higher ratings than those attending graduate school (8%)
- Reducing Juvenile Crime
 - 18 to 35 year olds (Satisfied: 69%; Very satisfied: 9%) give higher ratings than those in older age categories (36-45: Satisfied: 50%; Very Satisfied: 10%; 46-60: Satisfied: 54%, Very Satisfied: 10%; 61+: Satisfied: 52%, Very Satisfied: 13%)

Fire Department

Used Sugar Land Fire Department in the Past Two Years




- 11% of respondents report having contacted the Fire Department
- Of the 11% who contacted the Fire Department, over 90% rate all factors “*Good*” or “*Excellent*” (Handling of a medical call, Response time to EMS call, Response time to fire call, Handling of a non-emergency call, and Handling of a fire call)
- All respondents were asked their satisfaction with different factors of the Fire Department which all received 78% or more satisfied ratings

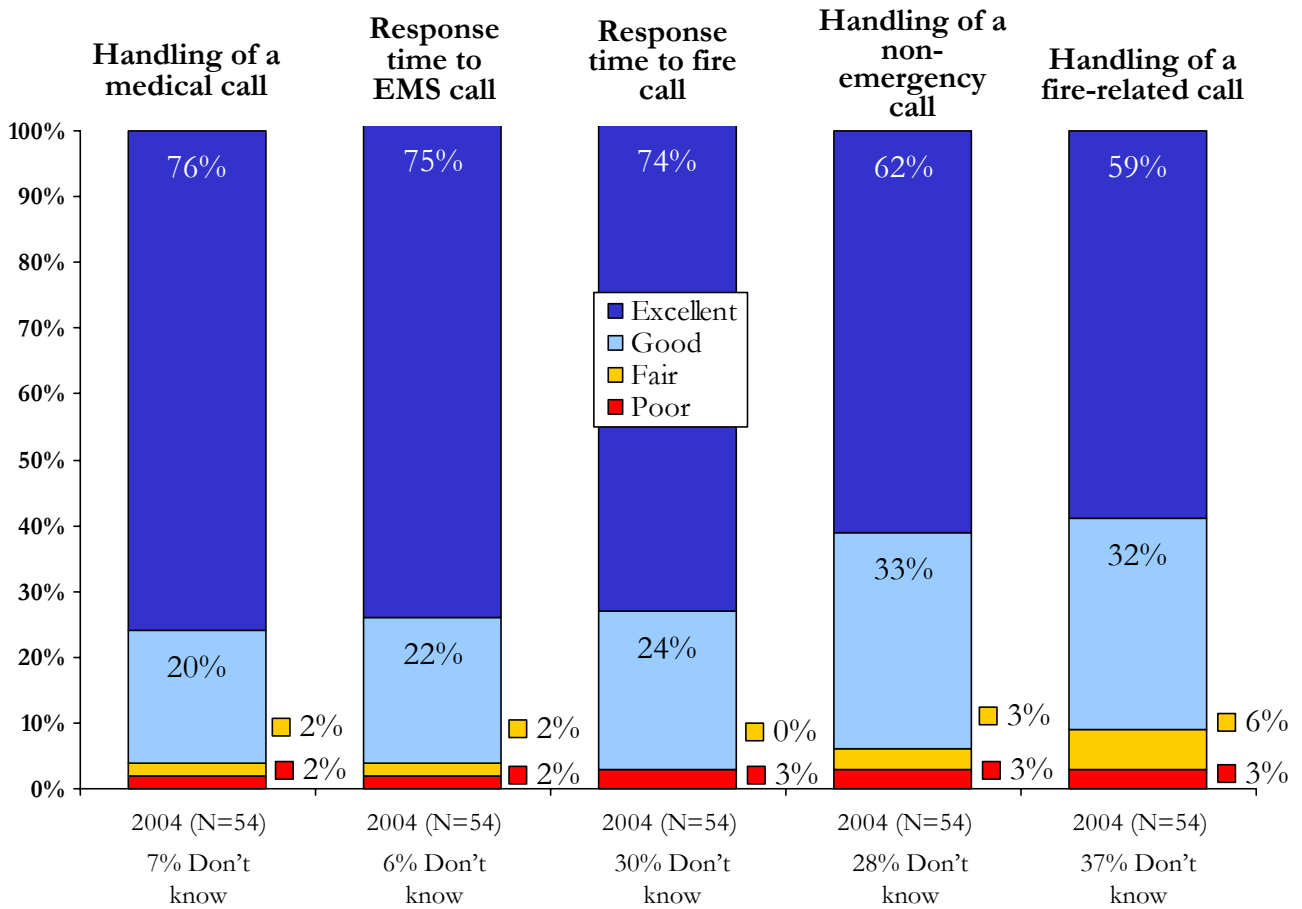
Used Sugar Land Fire Department: *Demographic Trend*

	Yes	No
Age		
18-35	13%	87%
36-45	11%	89%
46-60	<u>7%</u>	93%
61+	17%	83%
Ethnicity		
White	<u>10%</u>	90%
Asian	<u>8%</u>	92%
Other	18%	82%

- Those over the age of 60 have contacted the Fire Department more often than those 46 to 60 years of age
- Other ethnicities have had more contact than Caucasians and Asians

 = significantly greater than those **bold & underlined** within the same column, not row

Rating of Fire Department Performance



- Of the 11% who contacted the Fire Department, over 90% rate all factors “Good” or “Excellent” (Handling of a medical call, Response time to EMS call, Response time to fire call, Handling of a non-emergency call, and Handling of a fire call)



Performance of Fire Department:

Significant Demographic Trends

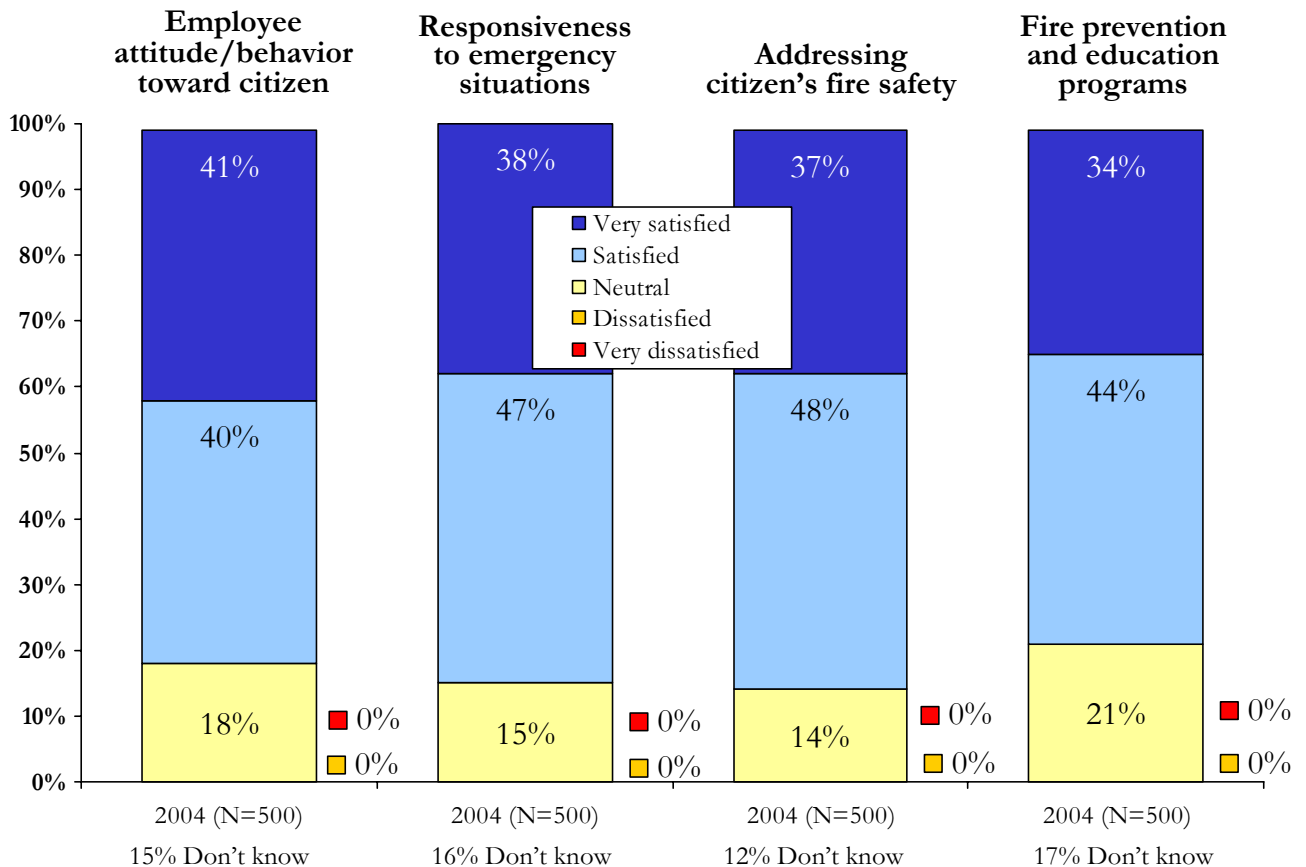
- Addressing Citizen's Fire Safety
 - Asians (Very satisfied: 14%) give lower ratings than Caucasians (44%) and Other ethnicities(41%)
 - Those who never vote (Very satisfied: 22%) give lower ratings than those who often (43%) or always (45%) vote
- Employee Attitude/Behavior Towards Citizens
 - Caucasians (Very satisfied: 51%)give higher ratings than Asians (14%)and Other ethnicities (38%)
 - Females (Very satisfied: 46%) give higher ratings than males (36%)
 - Those who never vote (Very satisfied: 22%) give lower ratings than those who always vote (49%)
- Responsiveness to Emergency Situations
 - Asians (Very satisfied: 18%) give lower ratings than Caucasians(44%) and Other ethnicities (39%)
 - Those who never vote (Very satisfied: 25%) give lower ratings than those who often (41%) or always (44%) vote
- Fire Prevention and Education Programs
 - Asians (Very satisfied: 14%) give lower ratings than Caucasians (42%) and Other ethnicities (31%)
 - Females (Very satisfied: 40%) give higher ratings than males (28%)
 - Those who do not have children under the age of 18 (Satisfied: 46%; Very satisfied: 37%) give more neutral ratings than those with children under 18 (Satisfied: 42%; Very satisfied: 31%)
 - Those who never vote (Very satisfied: 15%) give lower ratings than those who vote often (45%) or always (39%)
- Effectiveness
 - Asians (Very satisfied: 15%) give lower ratings than Caucasians (40%) and Other ethnicities(29%)
 - Those who never vote (Very satisfied: 18%) give lower ratings than those who vote often (44%)or always (38%)

Performance of Fire Department:

Significant Demographic Trends

- Overall Competency of Agency Employees
 - Asians (Very satisfied: 14%) give lower ratings than Caucasians (39%) and Other ethnicities (24%)
 - Those who never vote (Very satisfied: 22%) give lower ratings than those who vote often (35%) or always (36%)
- Responsiveness to Non-emergency Situations
 - Asians (Very satisfied: 8%) give lower ratings than Caucasians (38%) and Other ethnicities (21%)
 - Those who never vote (Very satisfied: 12%) give lower ratings than those who vote often (37%) or always (34%)

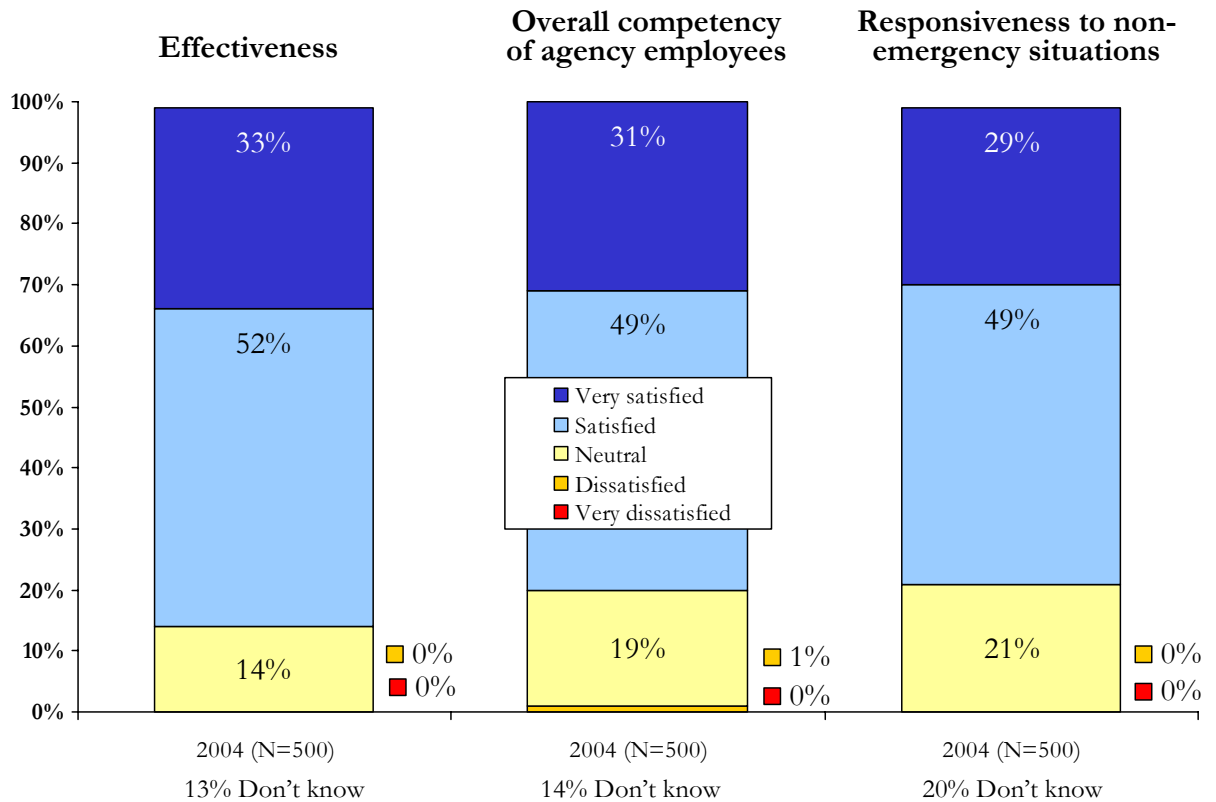
Satisfaction With Sugar Land Fire Department



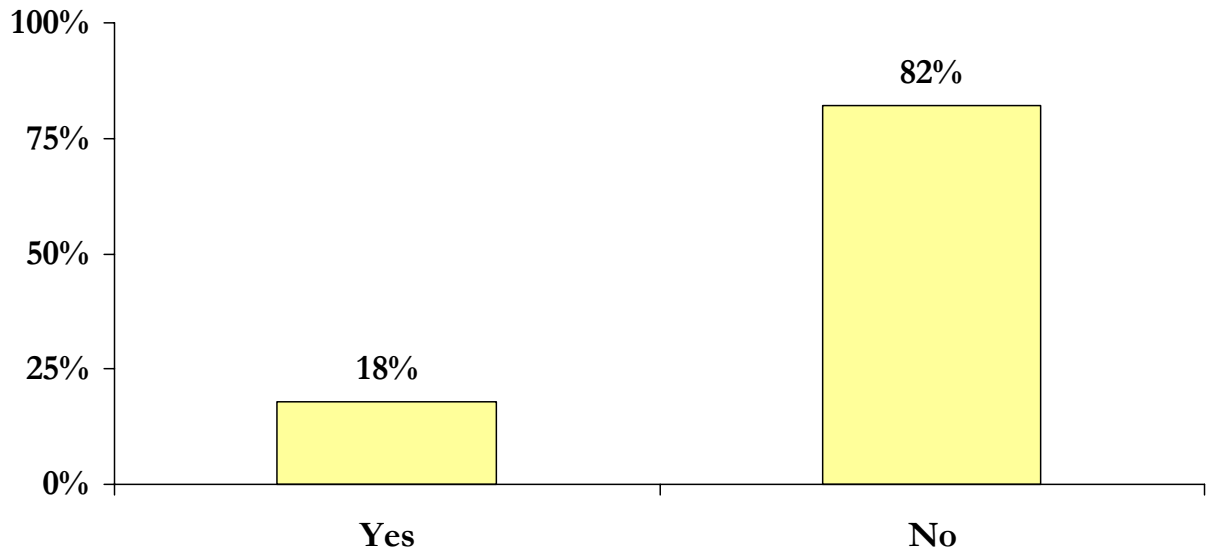
- All respondents were asked their satisfaction with different factors of the Fire Department which all received 78% or more satisfied ratings
 - The only factor receiving significantly lower scores in 2004 is “Overall competency of agency employees” which receives significantly less “*Very satisfied*” ratings and significantly more “*Neutral*” and “*Satisfied*” ratings



Satisfaction With Sugar Land Fire Department



Participation in Fire Department Prevention Education Program, Event, or Tour



- Only one-fifth participated in program, event, or tour

N=500




Participation in Program, Event, or Tour:

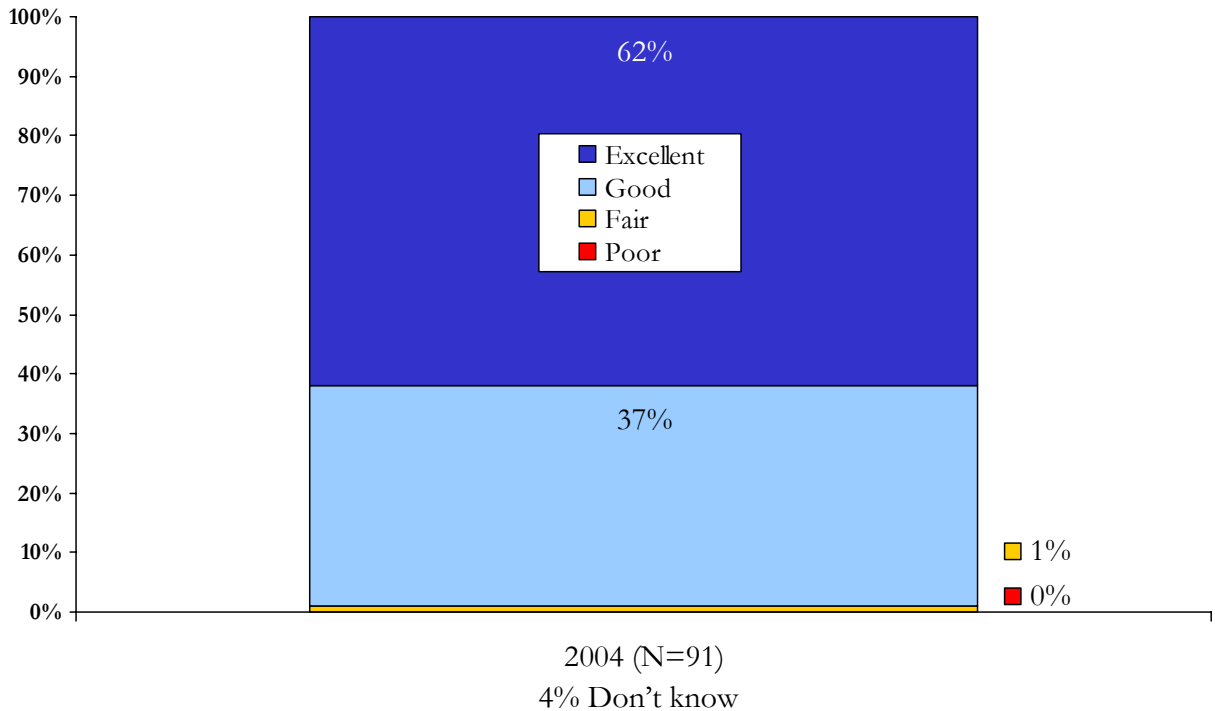
Demographic Trends

	Yes	No
Age		
18-35	<u>11%</u>	89%
36-45	26%	<u>74%</u>
46-60	18%	82%
61+	14%	86%
Ethnicity		
White	21%	<u>79%</u>
Asian	<u>10%</u>	90%
Other	<u>16%</u>	84%
Children under 18		
Yes	27%	<u>73%</u>
No	<u>8%</u>	92%
Voting Frequency		
Never	<u>8%</u>	92%
Seldom	19%	<u>81%</u>
Often	27%	<u>73%</u>
Always	18%	<u>82%</u>

- 36 to 45 year olds participate more than 18 to 35 year olds
- Caucasians participate more than Asians or Other ethnicities
- Those with children under 18 in the house participate more than those without children under 18
- Those who never vote participate less than those who vote at all

 = significantly greater than those **bold & underlined** within the same column, not row

Rating of Prevention Education Program, Event, or Tour



- Of this 18% that participated, 99% gave an or “*Good*” (37%) or “*Excellent*” (62%) rating

Base = Those who participated in program,
event, or tour

Open-ends

Top Responses From Open-ends

What recommendations/suggestions do you have for the City of Sugar Land Police Department?

No comment/suggestions	39%
Satisfied/they are doing a good job	15%
More visibility in neighborhoods	9%
More visibility overall	7%
Enforce traffic violations	6%

What recommendations/suggestions do you have for the City of Sugar Land Fire Department?

No comment/suggestions	69%
Satisfied/they are doing a good job	18%

What other comments, recommendations, or suggestions do you have for the City of Sugar Land?

Positive comments

Satisfied/they are doing a good job	14%
Sugar Land is a great place to live	6%

Negative comments

Better traffic control	7%
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Other mentions by fewer than 5% of respondents