

2010 RESIDENT STUDY



Creative Consumer Research
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Objectives

Objectives

- The major objective of this research project is to obtain resident opinions on various issues related to living in The Woodlands Township, including:
 - Satisfaction with available services;
 - Issues of priority;
 - Satisfaction with delivery of services;
 - Use of existing community facilities and amenities;
 - Identifying any changes occurring since the 2008, 2005, 2004, and 2002 Residents Surveys where appropriate.





Methodology

Methodology

- CCR conducted 1,050 interviews with residents of The Woodlands Township
 - Alden Bridge N=158
 - Cochran's Crossing N=155
 - Grogan's Mill N=149
 - Panther Creek N=148
 - Sterling Ridge N=173
 - Indian Springs N=121
 - Harper's Landing N=66
 - College Park/Windsor Hill N=36
 - Creekside/Creekside Park N=27
 - Grogan's Forest N=10
 - East Shore N=4
 - Town Center N=3
 - Carlton Woods N=3
 - *For reporting purposes, Windsor Hill and College Park are grouped with Harper's Landing*



Methodology

- Requirements for participation:
 - Currently reside in one of pre-listed villages in The Woodlands Township
 - Head of household
 - Current resident of The Woodlands Township
 - Respondent/family/household members do not work in:
 - Market Research
 - Advertising
 - Public Relations
 - Respondent/family/household members have never served on/in an Association/Board or been employed by any of The Woodlands Township



Methodology

- Respondents were randomly called from a database of listed and unlisted households obtained by CCR
 - Respondents informed of the study sponsor
 - Given a telephone number to call with any questions
 - Interviewing dates: May 5 – May 28, 2010

Methodology

- CCR Responsibilities:
 - Design questionnaire
 - Conduct interviewing from CCR Houston call center
 - Validate surveys
 - Data processing and analysis
 - Report and presentation
 - Significance testing
 - 95% confidence level for responses of 50 or greater
 - Performed for current year (2010) versus previous year (2008) results only in comparison section

Methodology

- Marks of significance seen throughout the report are as follows unless otherwise noted:
 - “*”--Significantly greater than all others in category
 - “+”--Significantly different from 2008 results
 - “P”--Significantly different from Panther Creek
 - “G”--Significantly different from Grogan’s Mill
 - “C”--Significantly different from Cochran’s Crossing
 - “I”--Significantly different from Indian Springs
 - “A”--Significantly different from Alden Bridge
 - “S”--Significantly different from Sterling Ridge/Carlton Woods
 - “H”--Significantly different from Harper’s Landing/College Park
- Significance testing was not performed for other areas due to small base sizes



Respondent Profile

CHART
1 OF 2

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing/ College Park (N=102) | All Other (N=44) |
|---|-----------------------------|----------------------------|----------------------------------|-----------------------------|-----------------------------|---|------------------------------|--|---------------------|
| GENDER | | | | | | | | | |
| Male | 43% | 47% | 54% | 41% | 39% | 40% | 36% | 42% | 57% |
| Female | 57% | 53% | 46% | 59% | 61% | 60% | 64% | 58% | 43% |
| AVERAGE RESPONDENT AGE | 52 | 52 | 54 | 58 | 56 | 47 | 52 | 43 | 47 |
| AVERAGE HOUSEHOLD INCOME | \$128,380 | \$119,190 | \$135,700 | \$116,140 | \$117,180 | \$145,840 | \$135,930 | \$119,570 | \$134,540 |
| OWN CURRENT RESIDENCE | 95% | 94% | 97% | 95% | 90% | 95% | 99% | 95% | 98% |
| AVERAGE NUMBER OF YEARS LIVED IN THE WOODLANDS | | | | | | | | | |
| Mean | 10.66 | 8.98 | 12.41 | 17.24 | 14.18 | 5.71 | 11.18 | 6.23 | 4.77 |
| Median | 7.18 | 7.09 | 10.23 | 15.32 | 11.82 | 3.17 | 7.74 | 4.05 | 1.82 |
| AVERAGE NUMBER OF PEOPLE IN HOUSEHOLD | 3.06 | 3.03 | 3.03 | 2.51 | 2.75 | 3.57 | 3.24 | 3.40 | 2.93 |
| AVERAGE NUMBER OF CHILDREN IN HOUSEHOLD | 0.92 | 0.93 | 0.77 | 0.35 | 0.65 | 1.41 | 1.07 | 1.23 | 0.90 |
| AVERAGE NUMBER OF PEOPLE IN HOUSEHOLD WORKING IN THE WOODLANDS | 43% | 57% | 26% | 37% | 45% | 47% | 50% | 53% | 39% |



Respondent Profile (continued)

CHART
2 OF 2

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing/ College Park (N=102) | All Other (N=44) |
|-----------------------------------|-----------------------------|----------------------------|----------------------------------|-----------------------------|-----------------------------|---|------------------------------|--|---------------------|
| MARITAL STATUS | | | | | | | | | |
| Married | 86% | 83% | 90% | 81% | 76% | 94% | 84% | 89% | 86% |
| Single | 4% | 4% | 2% | 4% | 8% | 2% | 3% | 5% | 7% |
| Separated/Divorced | 5% | 7% | 5% | 6% | 5% | 2% | 3% | 4% | 5% |
| Widowed | 4% | 4% | 1% | 7% | 7% | 1% | 7% | 1% | 2% |
| HIGHEST LEVEL OF EDUCATION | | | | | | | | | |
| High school or less | 4% | 7% | 3% | 5% | 4% | 2% | 1% | 4% | 7% |
| Some college | 16% | 20% | 6% | 19% | 23% | 12% | 17% | 20% | 9% |
| Bachelor's degree | 41% | 45% | 44% | 44% | 29% | 44% | 37% | 46% | 43% |
| Some post graduate | 6% | 9% | 6% | 4% | 7% | 5% | 7% | 5% | 9% |
| Post graduate degree | 31% | 18% | 39% | 29% | 34% | 36% | 35% | 25% | 32% |



Total Sample Dialing Information

| Disposition | # Dialings | % of Total Dialings |
|---|---------------|---------------------|
| No Answer | 3,790 | 16.91 |
| Busy | 561 | 2.5 |
| Answering Machine | 8,962 | 39.98 |
| Wrong Number | 144 | 0.64 |
| Generic Call Back | 94 | 0.42 |
| Disconnect | 3,388 | 15.11 |
| Appointment Call Back | 868 | 3.87 |
| Initial Refusal | 2,297 | 10.25 |
| Terminate in Middle | 105 | 0.47 |
| Language Barrier | 71 | 0.32 |
| Fax/Modem/Business | 482 | 2.15 |
| Qualified Refusal | 112 | 0.5 |
| Call block/blocked number | 283 | 1.26 |
| Over quota | 13 | 0.06 |
| Complete | 1,050 | 4.68 |
| Terminate - Not male/female head of household | 20 | 0.09 |
| Terminate - Not Woodlands resident | 28 | 0.12 |
| Terminate - Do not live in a house | 10 | 0.04 |
| Terminate - Security screen | 121 | 0.54 |
| Terminate - Do not live in listed village | 18 | 0.08 |
| TOTAL DIALINGS | 22,417 | |

| Ratio of Total Dialings to completed surveys | |
|--|-------------|
| 2010 RATIO | 21:1 |
| 2008 RATIO | 21:1 |
| 2005 RATIO | 13:1 |
| 2004 RATIO | 16:1 |
| 2002 RATIO | 11:1 |
| 2000 RATIO | 10:1 |
| 1999 RATIO | 9:1 |

**For this study, it required 21 telephone dialings to get a completed interview with a resident*



Conclusions & Recommendations



Conclusions

- Overall, residents of The Woodlands Township continue to be pleased with living in The Township due to the overall aesthetics
 - The surrounding greenery, parks, and trees are the primary contributors toward residents' approval of their town
- They continue to rely on hometown publications such as The Woodlands Magazine, The Villager, and the Township website
- Residents welcome new forms of entertainment and development



Conclusions

- Recent developments such as the struggling economy and the recent transition from being designated as a collection of community associations to becoming a Township may be contributing to a slight shift in attitudes
 - Residents voice stronger concerns for:
 - Greater safety and security
 - Safety and security are the most important services The Township should provide according to residents
 - Less traffic congestion
 - More law enforcement



Recommendations

- In this period of change and adjustment, the challenge facing the new Township is how to evaluate and exceed residents' expectations
 - Safety/Crime: Residents perceive that crime is an issue and request increased law enforcement visibility and support of neighborhood watch programs.
 - Customer Service: Residents appear to have raised the bar in terms of what they expect from a government entity as opposed to an HOA. Recommendations may include quicker responses, more visibility in communities, or in the media to promote what The Township staff is doing to address the issues residents have brought to light.



Recommendations

- Contact: Continue to improve contact with The Township staff. Reinforce the methods residents can use to contact staff: face-to-face, phone, and email.
- Traffic: Traffic will remain an issue for any growing community. Since The Township is now a government agency, it should work with the County and other agencies to influence traffic signal patterns, construction and improve traffic flow throughout the community.
- Evaluation: Considering The Township is a new entity, it should consider using this research as a baseline going forward.



Research Findings 2010 Results



Community Services



Community Assessment Rate/Services

- Overall, residents are satisfied with most of the provided services
 - Seven of the 14 services rate a 4 or 5 on a 5-point scale by at least 70% of the residents
 - 89% rate the Township as good to excellent in terms of services provided
 - 56% rate value for the money of the tax rate as Excellent/Very good/Good
 - As in past studies, the best rated services are Parks and Open Spaces, Garbage Collection, and Pathways
 - The lowest rated services are Traffic Enforcement, Neighborhood Watch, and Deed Restriction Enforcement



Rating Community Services (1 = Poor; 5 = Excellent)

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing/ College Park (N=102) | All Other (N=44) |
|----------------------------------|-----------------------------|----------------------------|----------------------------------|--------------------------|-----------------------------|---|------------------------------|---|---------------------|
| Fire Services | 4.60 | 4.69 | 4.60 | 4.58 | 4.67 | 4.57 | 4.55 | 4.59 | 4.47 |
| Parks and Open Space | 4.51 | 4.56 | 4.61GH | 4.44 | 4.47 | 4.51 | 4.54 | 4.38 | 4.49 |
| Emergency Medical Services | 4.51 | 4.45 | 4.43 | 4.60 | 4.58 | 4.50 | 4.48 | 4.57 | 4.41 |
| Garbage Collection | 4.45 | 4.52 | 4.44 | 4.48 | 4.48 | 4.42 | 4.49 | 4.37 | 4.20 |
| Swimming Pools | 4.35 | 4.40 | 4.38 | 4.22 | 4.29 | 4.45 | 4.34 | 4.31 | 4.36 |
| Recreation Facilities | 4.38 | 4.46 | 4.29 | 4.38 | 4.36 | 4.39 | 4.35 | 4.39 | 4.43 |
| Pathways | 4.28 | 4.37 | 4.33 | 4.33 | 4.23 | 4.31 | 4.24 | 4.06ACSG | 4.18 |
| Recreation Programs | 4.27 | 4.28 | 4.20 | 4.30 | 4.24 | 4.33 | 4.23 | 4.35 | 4.18 |
| Recycling Collection | 4.17 | 4.18 | 4.12 | 4.29I | 4.16 | 4.12 | 4.03 | 4.24 | 4.23 |
| Streetscape Maintenance | 4.13 | 4.25P | 4.10 | 4.09 | 3.98 | 4.29PG | 4.13 | 4.11 | 3.93 |
| General Law Enforcement | 3.85 | 3.82 | 3.78 | 4.05PACS | 3.74 | 3.79 | 3.83 | 3.88 | 4.13 |
| Deed Restrictions Enforcement | 3.74 | 3.84P | 3.66 | 3.65 | 3.51 | 3.88P | 3.73 | 3.85P | 3.98 |
| Neighborhood Watch | 3.69 | 3.77 | 3.59 | 3.83 | 3.63 | 3.71 | 3.53 | 3.75 | 3.88 |
| Traffic Enforcement | 3.63 | 3.60 | 3.44 | 3.68 | 3.57 | 3.74C | 3.55 | 3.84C | 3.84 |



Rated Community Services a '4' or '5'

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing/ College Park (N=102) | All Other (N=44) |
|------------------------------|-----------------------------|----------------------------|----------------------------------|--------------------------|-----------------------------|---|------------------------------|--|---------------------|
| Parks and Open Space | 90% | 89% | 92% | 90% | 87% | 93% | 90% | 87% | 84% |
| Garbage Collection | 90% | 93% | 90% | 88% | 89% | 89% | 91% | 89% | 82% |
| Pathways | 82% | 87% | 86% | 85% | 78% | 84% | 81% | 68%SGCA | 75% |
| Street Maintenance | 79% | 83% | 79% | 78% | 75% | 86% | 76% | 77% | 69% |
| Recreation Facilities | 79% | 81% | 78% | 73% | 77% | 85% | 80% | 76% | 87% |
| Recycling Collection | 77% | 78% | 80% | 82% | 75% | 75% | 69%G | 79% | 77% |
| Fire Services | 73% | 75% | 76% | 77% | 74% | 73% | 71% | 69% | 63% |
| Recreation Programs | 68% | 66% | 66% | 57%S | 68% | 79% | 70% | 65% | 63% |
| Emergency Medical Services | 68% | 64% | 66% | 72% | 70% | 70% | 67% | 67% | 59% |
| General Law Enforcement | 65% | 63% | 63% | 75%PS | 62% | 61% | 62% | 63% | 77% |
| Swimming Pools | 62% | 64% | 62% | 47%ACGSIH | 54% | 68% | 70% | 70% | 66% |
| Deed Restriction Enforcement | 58% | 58% | 55% | 58% | 51% | 62% | 57% | 63% | 66% |
| Traffic Enforcement | 56% | 56% | 50% | 59% | 53% | 66% | 50% | 59% | 59% |
| Neighborhood Watch | 47% | 46% | 44% | 47% | 49% | 50% | 46% | 38% | 50% |



Q6. Closed-ended rating question

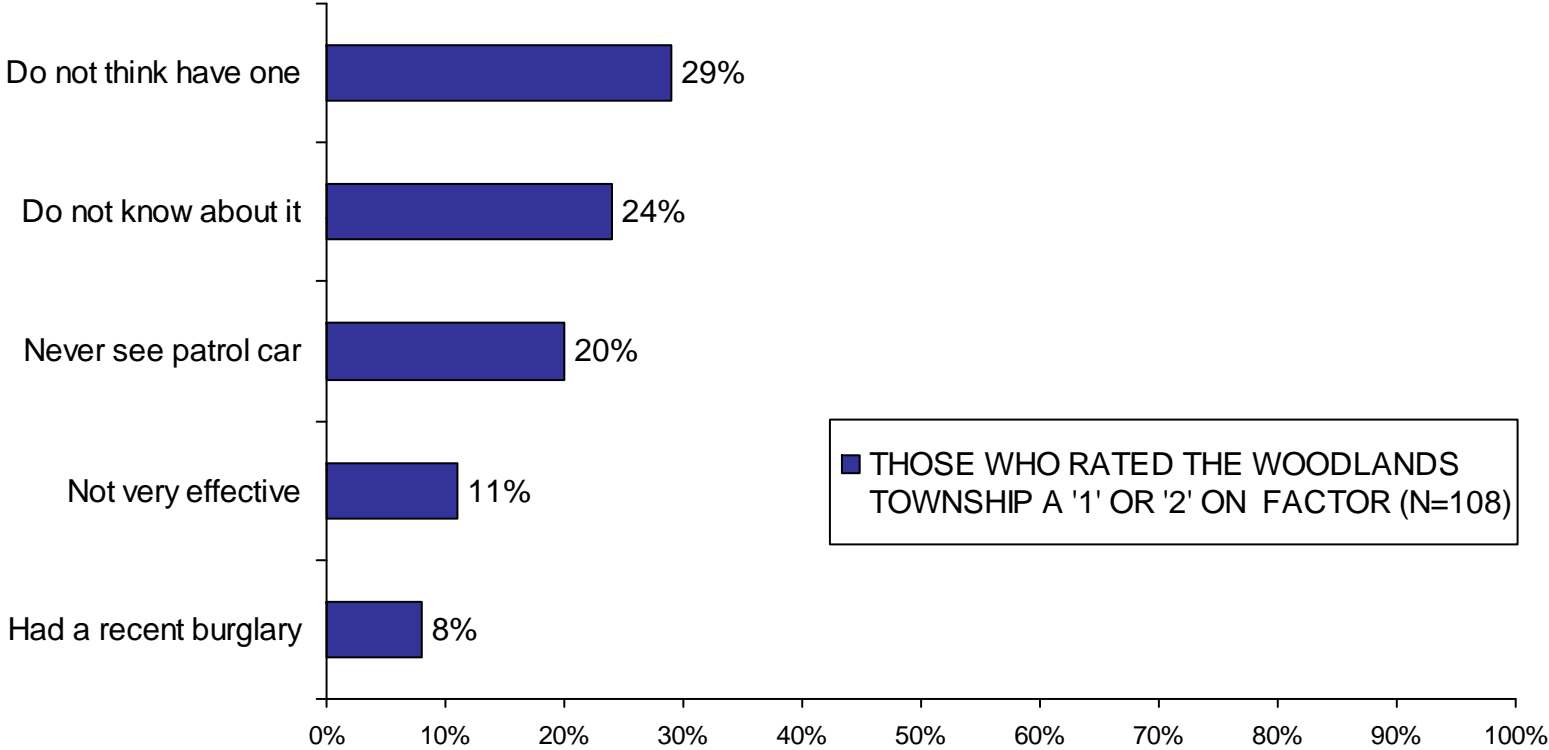
Rated Community Services a '1' or '2'

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing/ College Park (N=102) | All Other (N=44) |
|-------------------------------|-----------------------------|----------------------------|----------------------------------|-----------------------------|-----------------------------|---|------------------------------|--|---------------------|
| Traffic Enforcement | 14% | 13% | 18% | 14% | 15% | 13% | 14% | 12% | 10% |
| Deed Restrictions Enforcement | 12% | 8% | 14% | 14% | 19% | 9% | 12% | 7% | 4% |
| Neighborhood Watch | 10% | 8% | 11% | 8% | 13% | 12% | 17% | 6% | 2% |
| General Law Enforcement | 9% | 12% | 12% | 5% | 12% | 11% | 8% | 8% | 2% |
| Recycling Collection | 7% | 6% | 8% | 8% | 7% | 9% | 5% | 9% | 4% |
| Street Maintenance | 5% | 4% | 7% | 6% | 8% | 2% | 3% | 7% | 4% |
| Garbage Collection | 3% | 2% | 2% | 4% | 1% | 3% | 2% | 6% | 7% |
| Pathways | 4% | 2% | 2% | 4% | 7% | 1% | 6% | 5% | 5% |
| Recreation Facilities | 1% | 0% | 3% | 1% | 2% | 0% | 0% | 1% | 2% |
| Swimming Pools | 2% | 2% | 2% | 2% | 2% | 0% | 0% | 3% | 2% |
| Recreation Programs | 3% | 2% | 5% | 2% | 2% | 1% | 2% | 2% | 0% |
| Fire Services | 0% | 0% | 1% | 1% | 0% | 0% | 1% | 1% | 0% |
| Emergency Medical Services | 1% | 2% | 2% | 1% | 0% | 2% | 1% | 0% | 0% |
| Parks and Open Space | 1% | 1% | 2% | 1% | 1% | 1% | 0% | 4% | 2% |



Reasons Rated Neighborhood Watch as 'Poor'

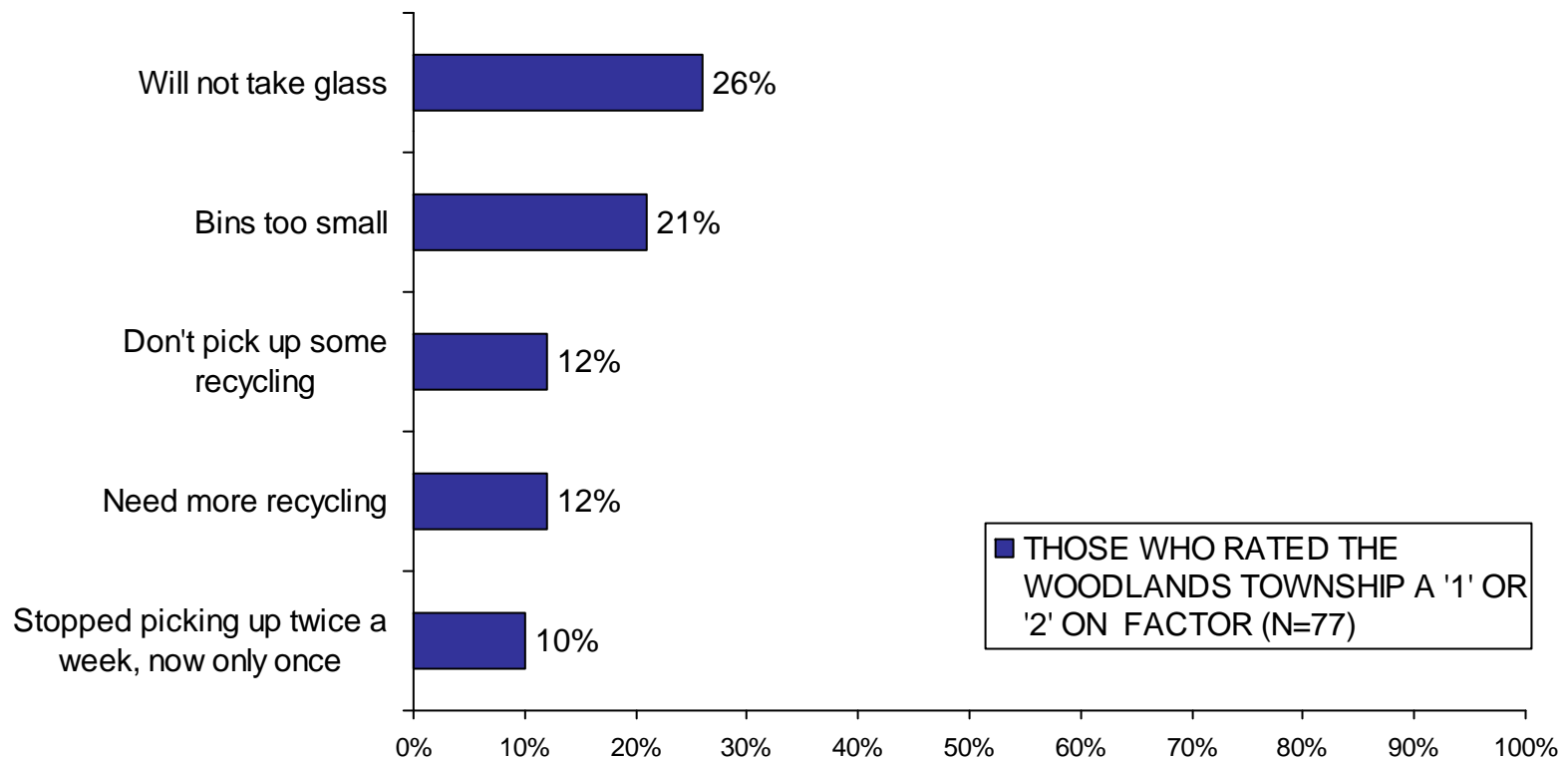
2010 Resident Survey



Q7. Open-ended question

Reasons Rated Recycling Collection as 'Poor'

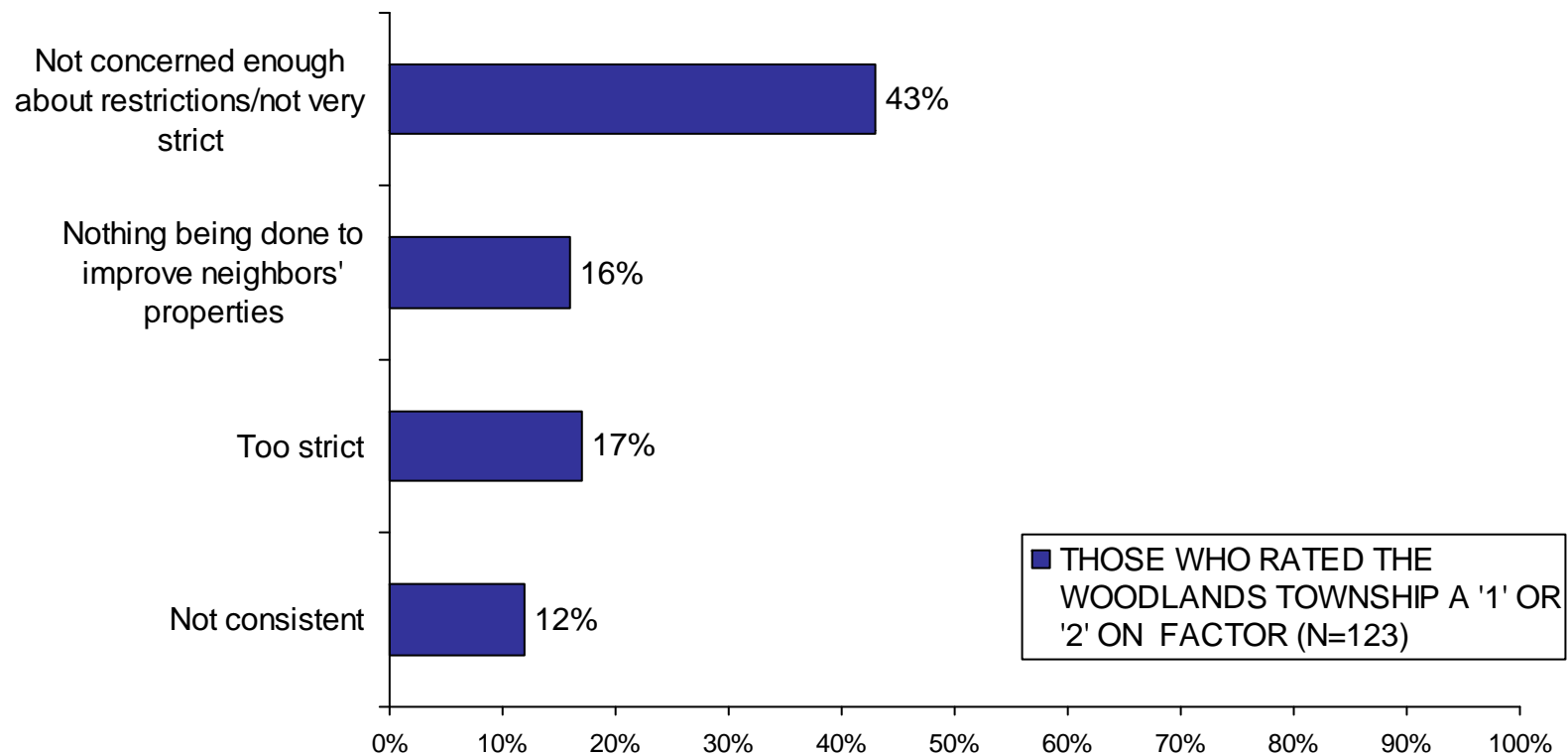
2010 Resident Survey



Q7. Open-ended question

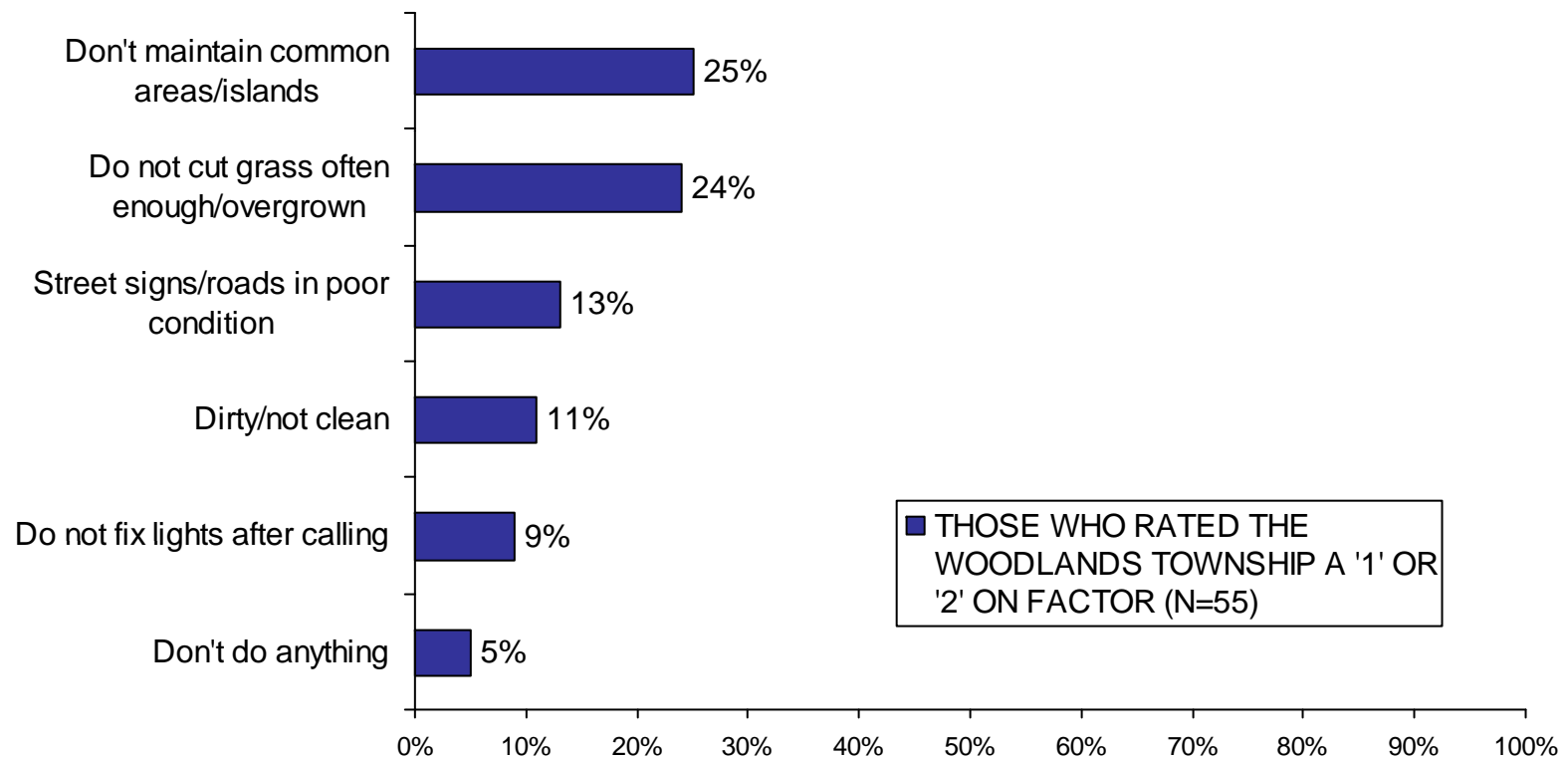
Reasons Rated Deed Restrictions Enforcement as 'Poor'

2010 Resident Survey



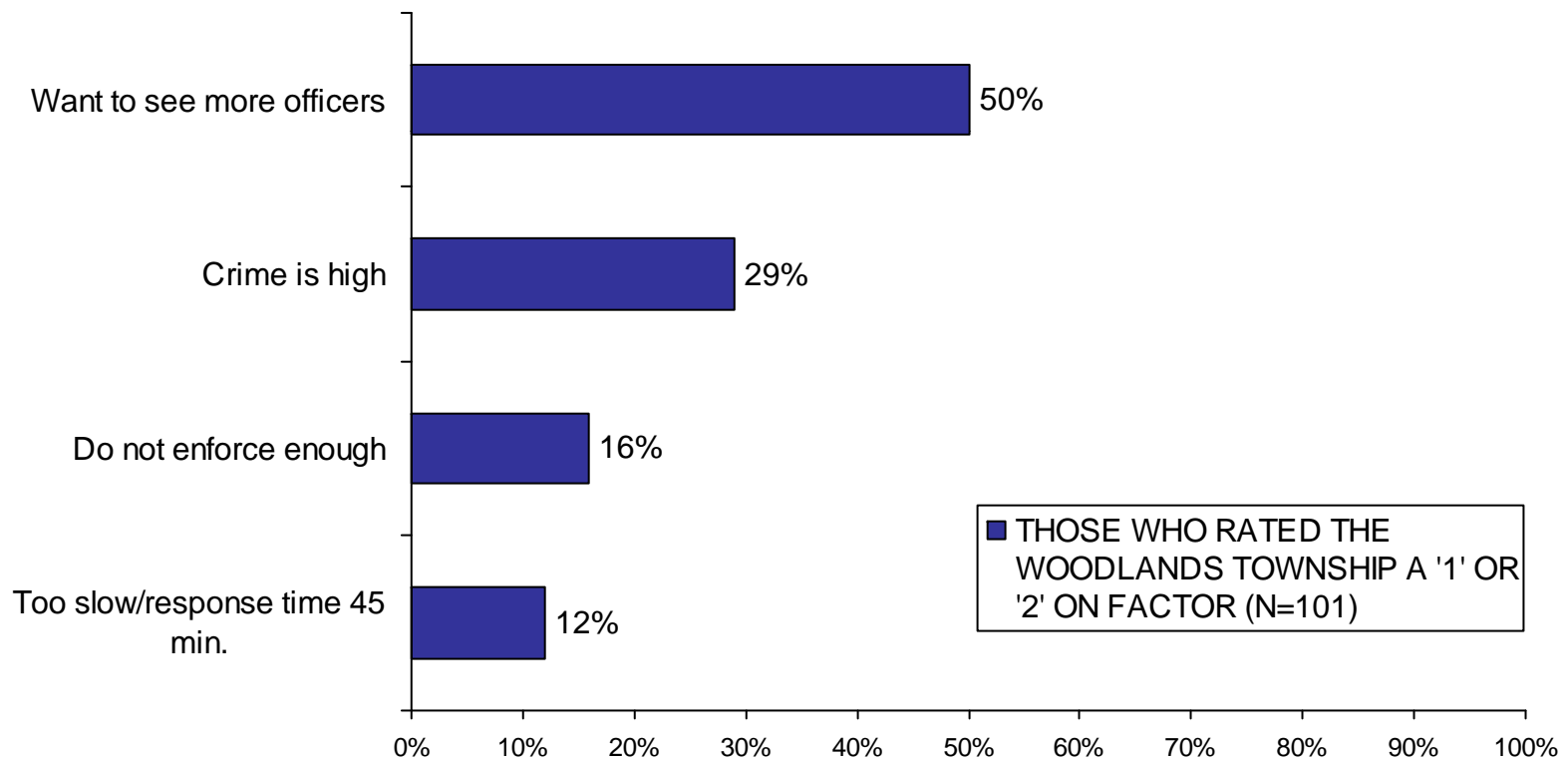
Q7. Open-ended question

Reasons Rated Street Maintenance as 'Poor'



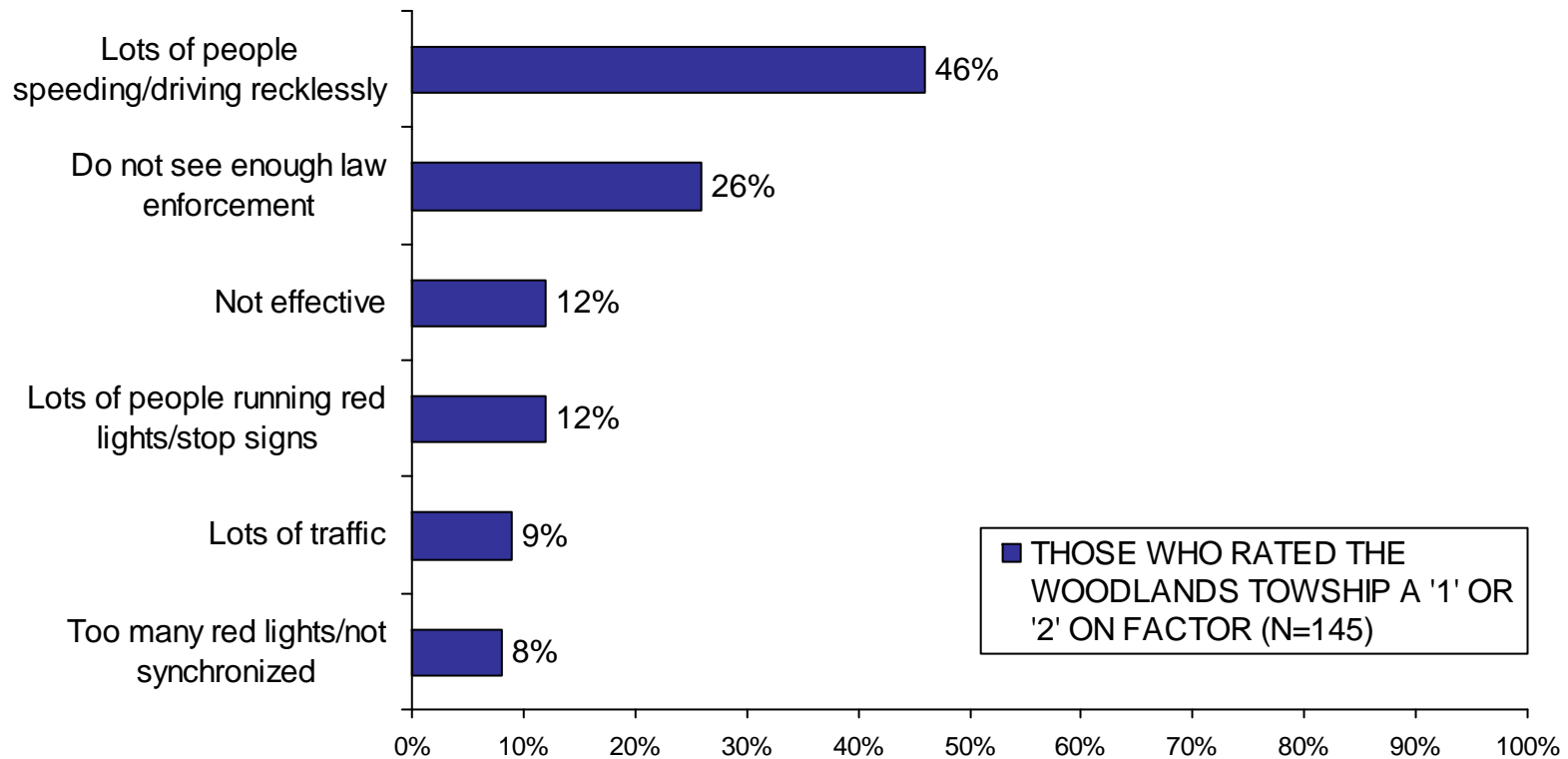
Q7. Open-ended question

Reasons Rated Law Enforcement as 'Poor'



Q7. Open-ended question

Reasons Rated Traffic Enforcement as 'Poor'



Q7. Closed-ended question

Rating Services Provided by the Woodlands Township

89% Excellent/Very Good/Good

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing/ College Park (N=102) | All Other (N=44) |
|-----------|-----------------------------|----------------------------|----------------------------------|-----------------------------|-----------------------------|---|------------------------------|--|---------------------|
| Excellent | 25% | 27% | 21% | 23% | 22% | 32%CI | 20% | 27% | 25% |
| Very good | 40% | 44% | 45%GP | 33% | 34% | 39% | 45%G | 35% | 48% |
| Good | 24% | 20% | 21% | 27% | 28% | 23% | 27% | 24% | 20% |
| Fair | 6% | 6% | 8%I | 10%I | 5% | 5% | 2% | 8% | 2% |
| Poor | 3% | 1% | 3% | 1% | 5% | 2% | 3% | 2% | 5% |

Rating Tax Rate Overall in Terms of Value for the Money

56% Excellent/Very Good/Good

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing/ College Park (N=102) | All Other (N=44) |
|-----------|-----------------------------|----------------------------|----------------------------------|-----------------------------|-----------------------------|---|------------------------------|--|------------------------|
| Excellent | 4% | 2% | 6% ^S | 7% ^{ASI} | 4% | 2% | 2% | 6% | 5% |
| Very good | 16% | 20% | 14% | 13% | 16% | 18% | 17% | 18% | 14% |
| Good | 36% | 37% ^P | 41% ^P | 33% | 24% | 42% ^P | 39% | 30% | 39% |
| Fair | 33% | 30% | 27% | 38% | 35% | 32% | 34% | 33% | 36% |
| Poor | 8% | 8% | 8% | 7% | 13% ^S | 6% | 7% | 7% | 7% |

Law Enforcement/Safety



Traffic Concerns

- 39% feel traffic enforcement has improved in the past year
 - 94% of residents feel it is somewhat to very important for The Township to continue paying for the additional enforcement

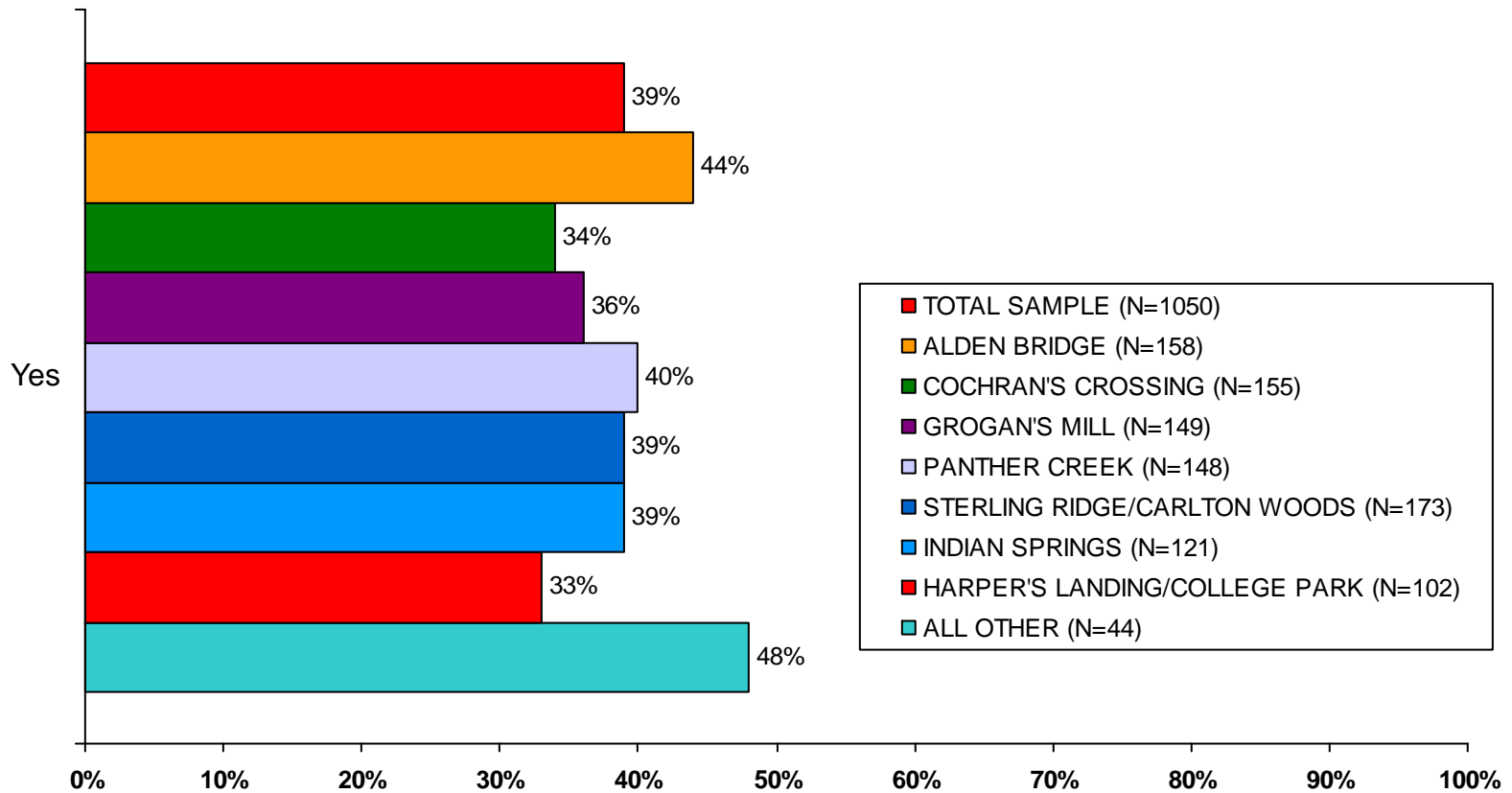


Safety Issues

- The Woodlands residents feel less safe in some areas
 - They rate safety highest in their neighborhoods during the day and at Market Street, and lowest at the Woodlands Mall and on pathways
 - Compared to other village residents, Panther Creek and Grogan's Mill residents feel less safe in many areas

Has Law Enforcement Visibility Improved in Past Year?

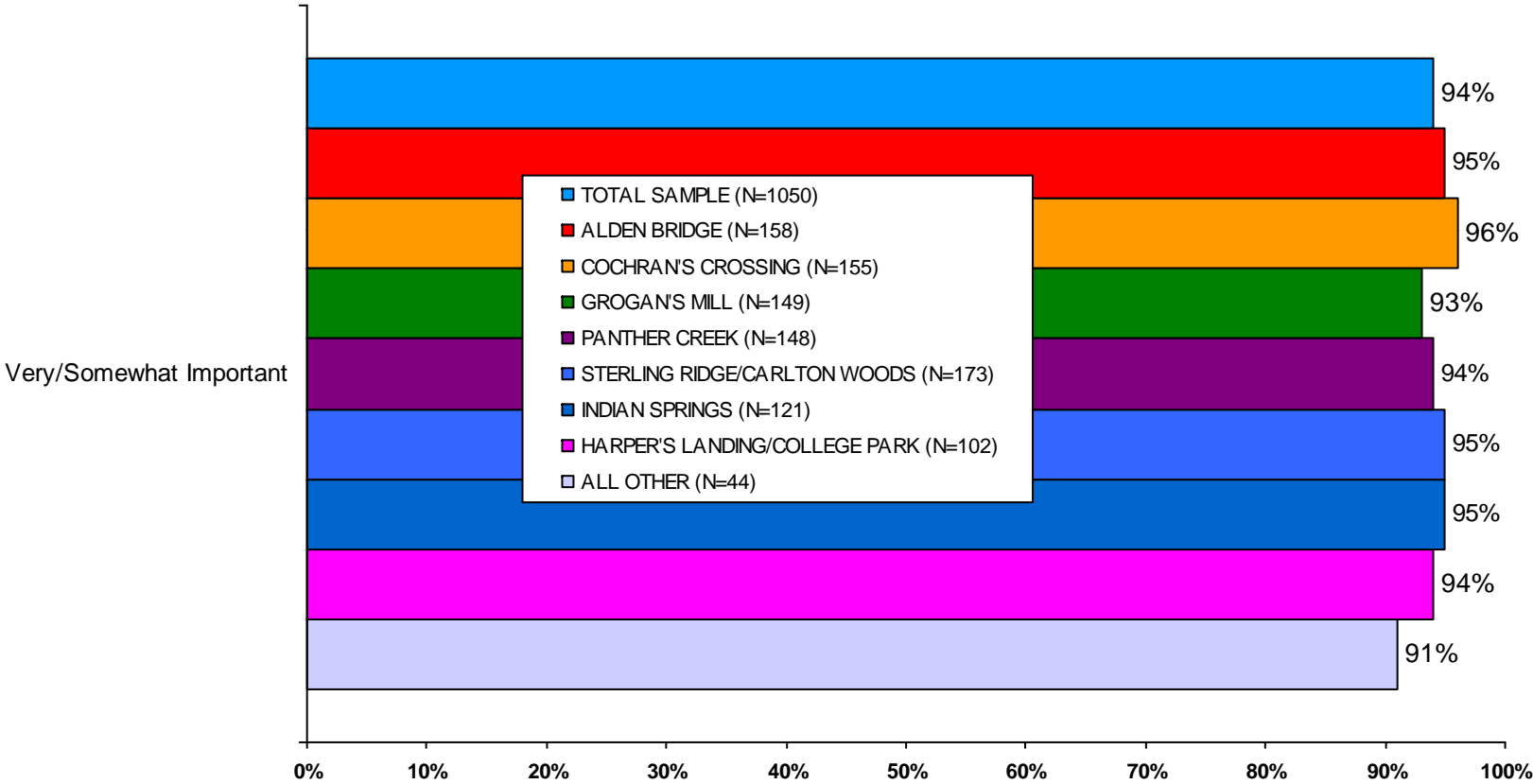
2010 Resident Survey



Q10. Closed-ended

Important to Continue Paying for Enhanced Law Enforcement

2010 Resident Survey



Q11. Closed-ended question



Rating Safety Level

(1 = Do not feel safe at all; 5 = Feel very safe)

| | In neighborhood during day | At Market Street | At Village shopping center | While driving on roads | In community parks | In neighborhood at night | At Woodlands Mall | On pathways |
|--|----------------------------|------------------|----------------------------|------------------------|--------------------|--------------------------|-------------------|-------------|
| Total Sample (N=1050) | 4.40 | 4.35 | 4.12 | 4.17 | 3.93 | 3.88 | 3.60 | 3.52 |
| Alden Bridge (N=158) | 4.45P | 4.42 | 4.22P | 4.11 | 4.03P | 3.92P | 3.59 | 3.61P |
| Cochran's Crossing (N=155) | 4.46P | 4.25 | 4.09 | 4.16 | 3.86 | 4.01P | 3.53 | 3.44 |
| Grogan's Mill (N=149) | 4.47P | 4.43P | 4.13 | 4.18 | 3.85 | 3.94P | 3.82SIACP | 3.67PCSI |
| Panther Creek (N=148) | 4.21 | 4.24 | 4.01 | 4.12 | 3.71 | 3.64 | 3.52 | 3.21 |
| Sterling Ridge/Carlton Woods (N=173) | 4.35 | 4.27 | 4.09 | 4.27 | 3.98 | 3.83 | 3.48 | 3.47P |
| Indian Springs (N=121) | 4.37 | 4.29 | 4.13 | 4.14 | 3.87 | 3.79 | 3.47 | 3.43 |
| Harper's Landing/College Park (N=102) | 4.46P | 4.57CPSI | 4.10 | 4.19 | 4.12PCGI | 3.93P | 3.75SI | 3.74PCSI |
| All Other (N=44) | 4.52 | 4.50 | 4.20 | 4.23 | 4.32 | 4.20 | 3.86 | 3.82 |



Covenants/Deed Restrictions



Deed Restrictions

- Overall, residents are satisfied with the enforcement of deed restrictions
 - 95% feel deed restriction enforcement is somewhat to very important
 - 85% indicate that the enforcement of deed restrictions is very or somewhat effective
 - 62% feel that the level of deed restriction enforcement is “about right”
 - Few feel it is too strictly enforced
 - Grogan’s Mill, Cochran’s Crossing, and Panther’s Creek residents tend to feel deed restrictions are not enforced strictly enough



Effectiveness of Enforcement of Deed Restrictions

85% Very/Somewhat Effective

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|-----------------------------------|-----------------------|----------------------|----------------------------|-----------------------|-----------------------|---------------------------------------|------------------------|--|------------------|
| Very effective | 42% | 39% | 44%P | 40% | 32% | 51%AP | 45%P | 45%P | 48% |
| Somewhat effective | 43% | 44% | 43% | 41% | 50%H | 40% | 42% | 35% | 43% |
| Neither effective nor ineffective | 6% | 8% | 5% | 5% | 7% | 4% | 3% | 9% | 7% |
| Not very effective | 4% | 6% | 3% | 7%S | 7%S | 2% | 5% | 4% | 0% |
| Not at all effective | 2% | 1% | 3% | 2% | 2% | 1% | 2% | 3% | 0% |

Importance of Deed Restriction Enforcement

95% Very/Somewhat Important

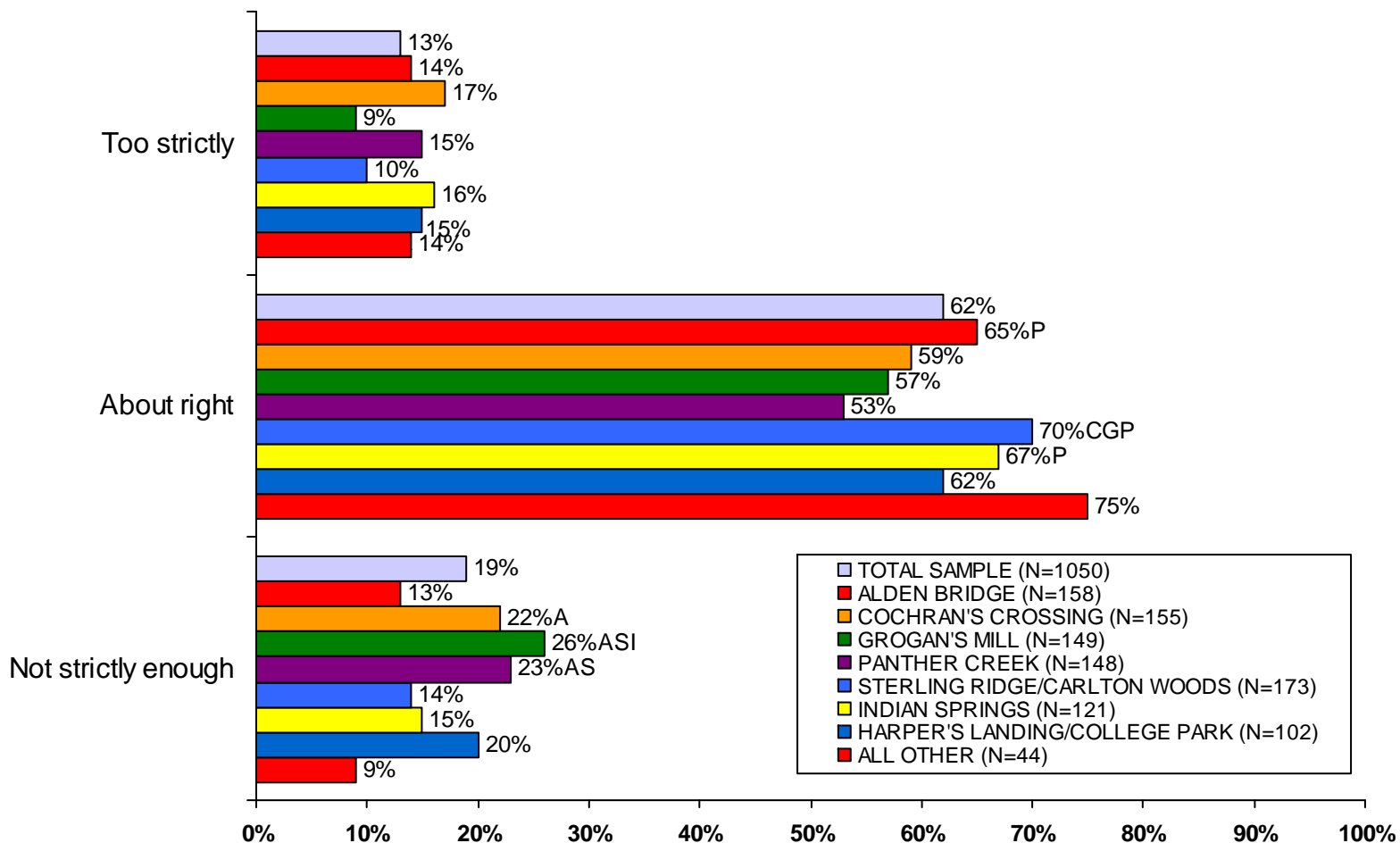
2010 Resident Survey

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|-----------------------------------|-----------------------|----------------------|----------------------------|-----------------------|-----------------------|---------------------------------------|------------------------|---------------------------------------|------------------|
| Very important | 68% | 63% | 70% | 66% | 61% | 76%APIH | 65% | 65% | 80% |
| Somewhat important | 27% | 32%S | 25% | 26% | 31%S | 20% | 30% | 27% | 16% |
| Neither important nor unimportant | 3% | 2% | 2% | 3% | 3% | 3% | 2% | 5% | 2% |
| Not very important | 1% | 3% | 1% | 3% | 1% | 0% | 1% | 0% | 0% |
| Not at all important | 1% | 0% | 1% | 0% | 1% | 0% | 2% | 1% | 0% |



Q14. Closed-ended

Feel That Deed Restrictions Are Enforced...



Q15. Closed-ended



Deed Restrictions

- Few (17%) have filed a complaint about deed restrictions
 - 48% of the 178 who filed a complaint are satisfied with the response to their filed complaint
 - However, 28% are not at all satisfied with how their complaint was handled
- 28% say they received a letter about a violation
 - 62% of these 298 who received a letter about a violation are satisfied with the response to or resolution of the situation

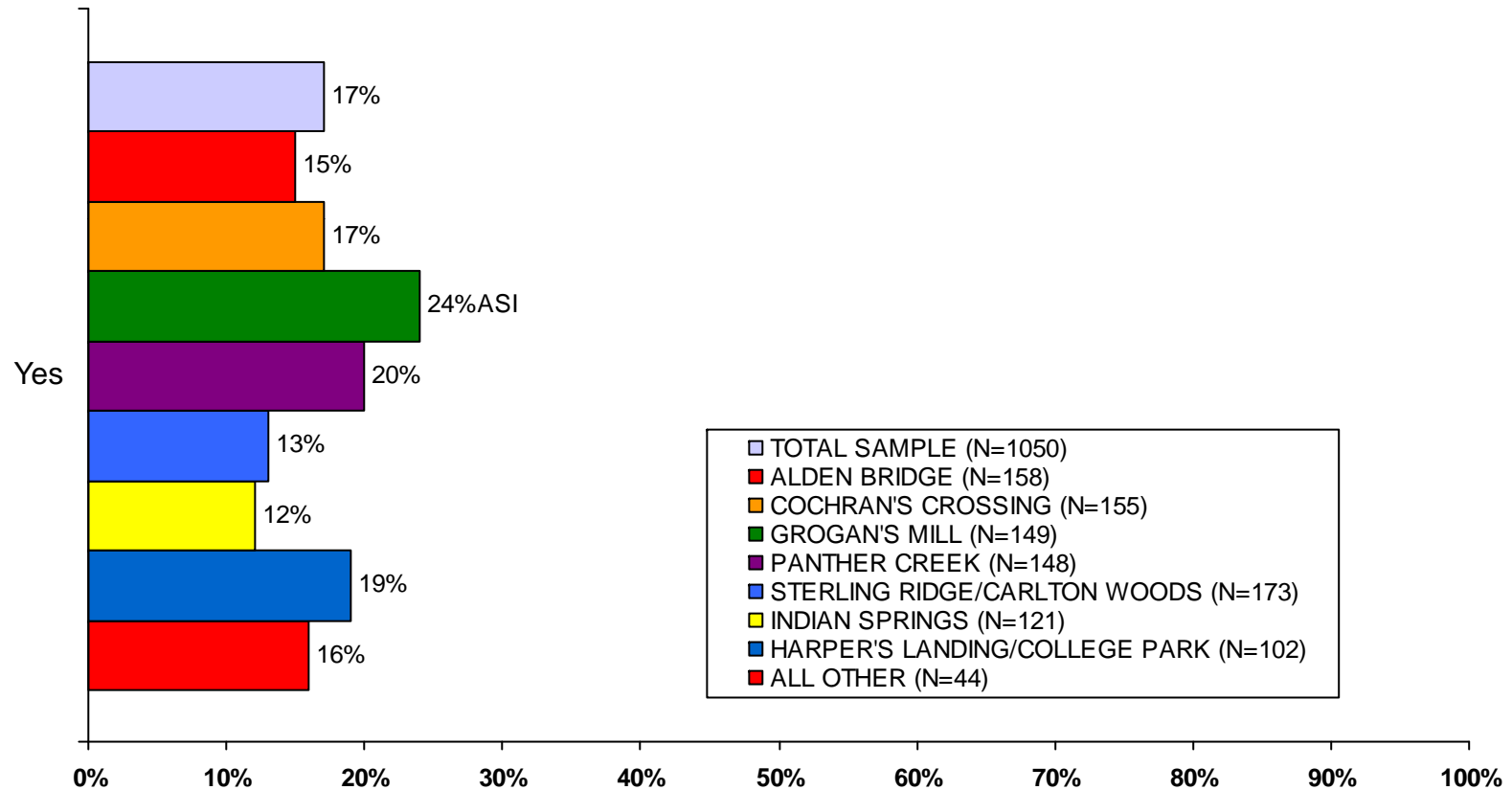


Deed Restrictions

- 39% applied to make property improvements through the RDRC
 - Harper's Landing and Indian Springs residents make fewest applications compared to other areas
 - 79%, of those who applied are somewhat/very satisfied with the Townships' response to this application

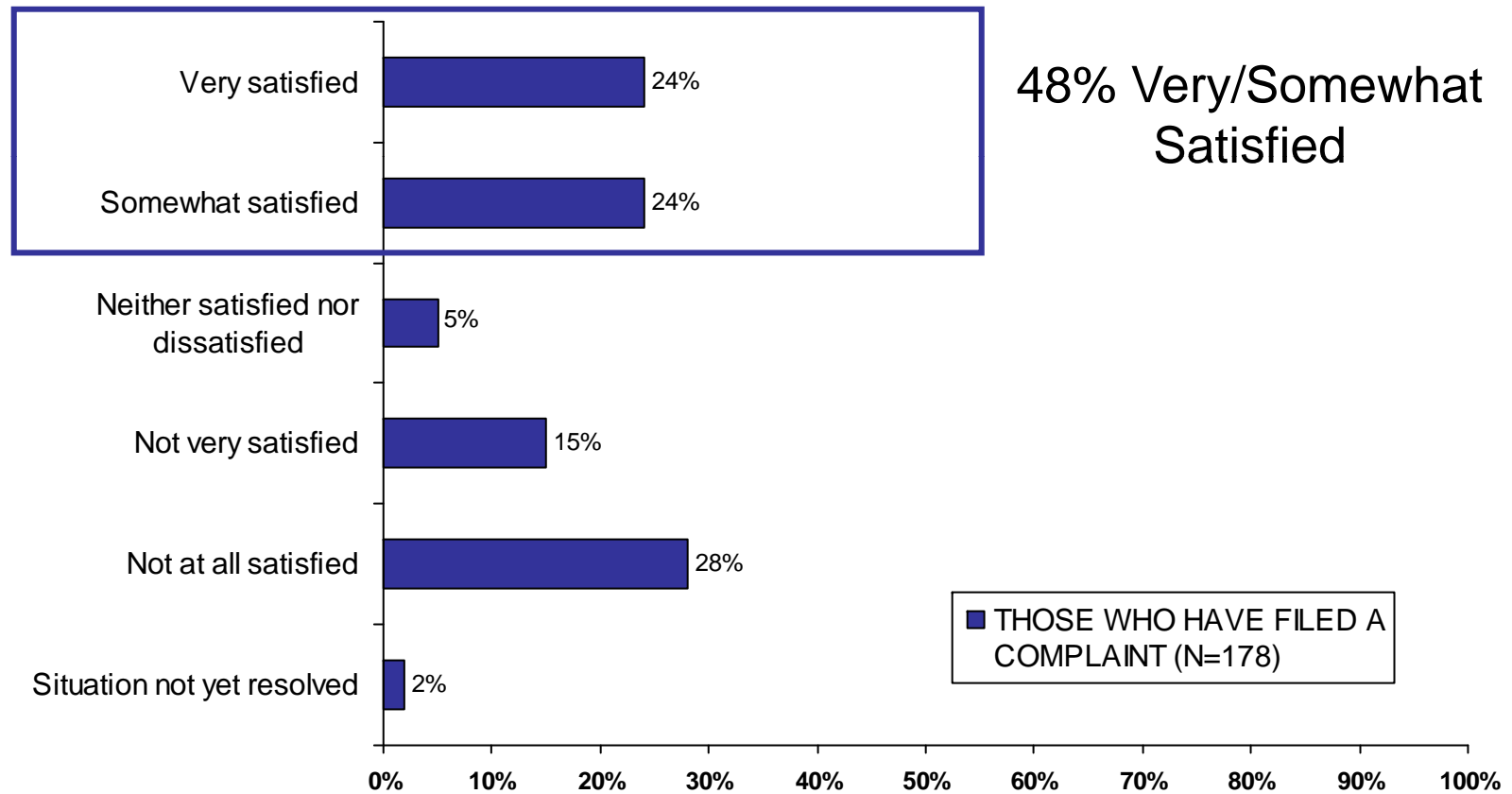
Filed Complaint About Deed Restriction in Village

2010 Resident Survey



Q16. Closed-ended question

Satisfaction with Response to Complaint Filed

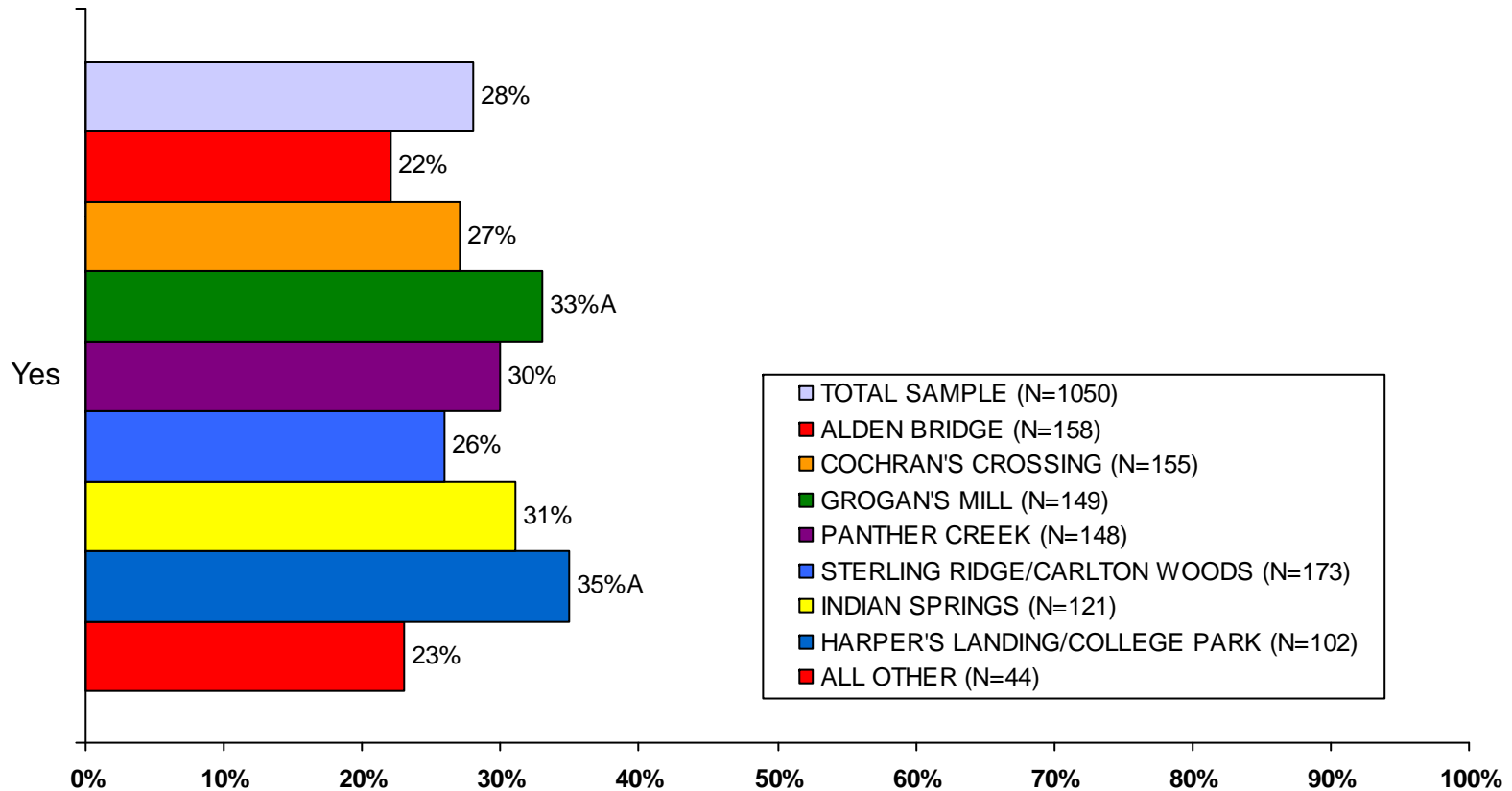


Q17. Closed-ended question



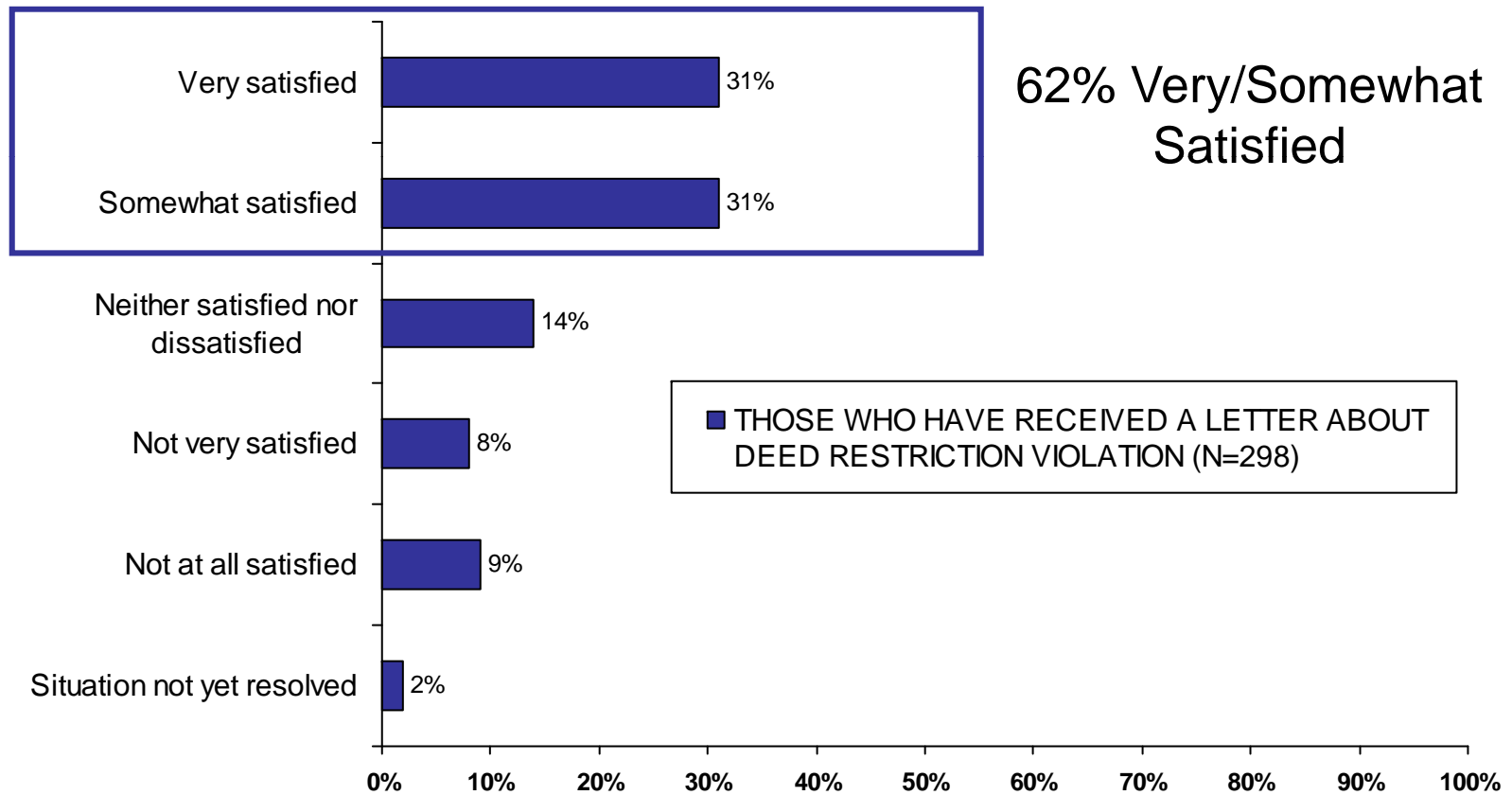
Received Letter About Deed Restriction Violation on Property

2010 Resident Survey



Q18. Closed-ended

Satisfaction with Response to Resolution of Situation

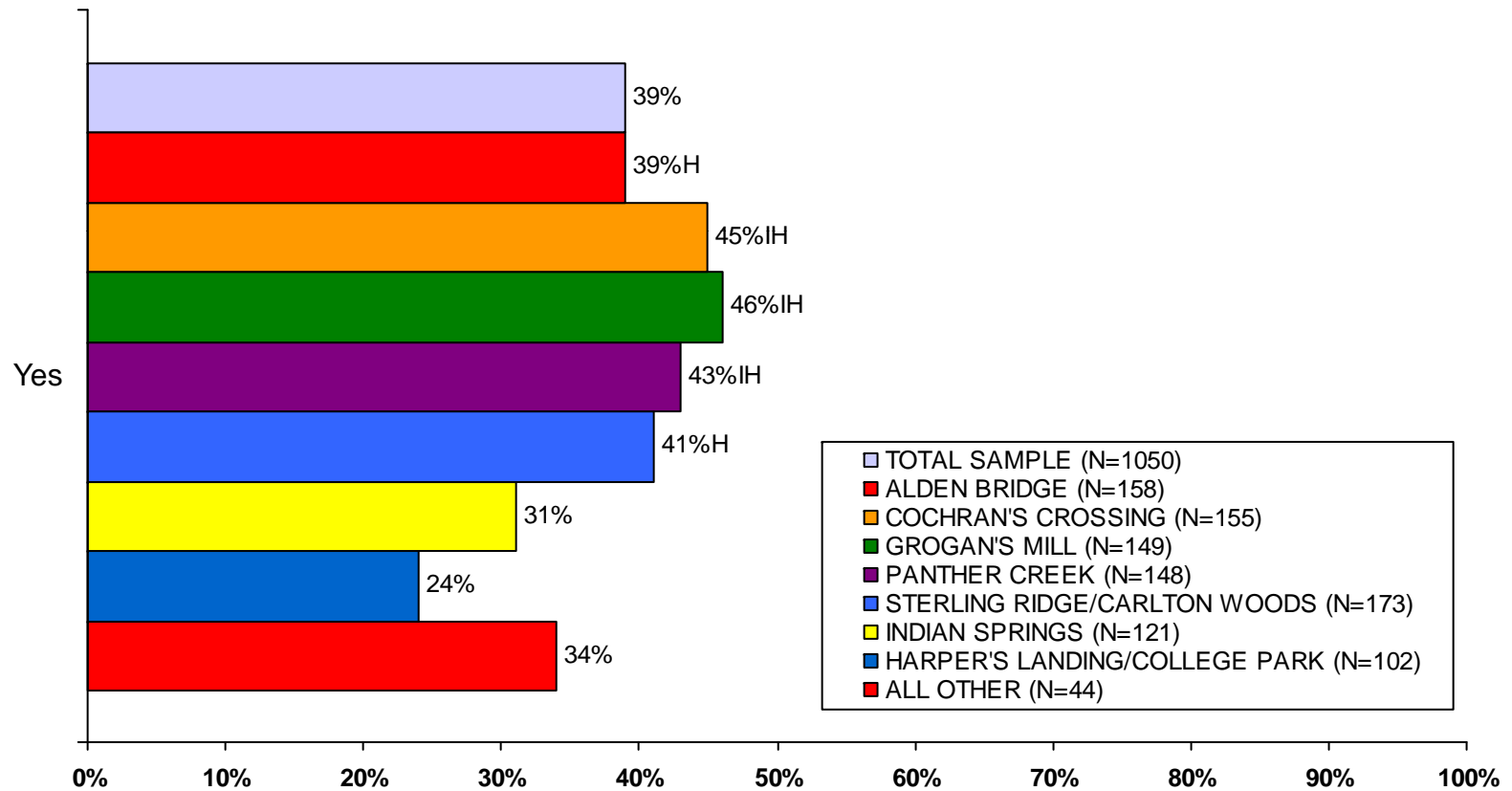


Q19. Closed-ended



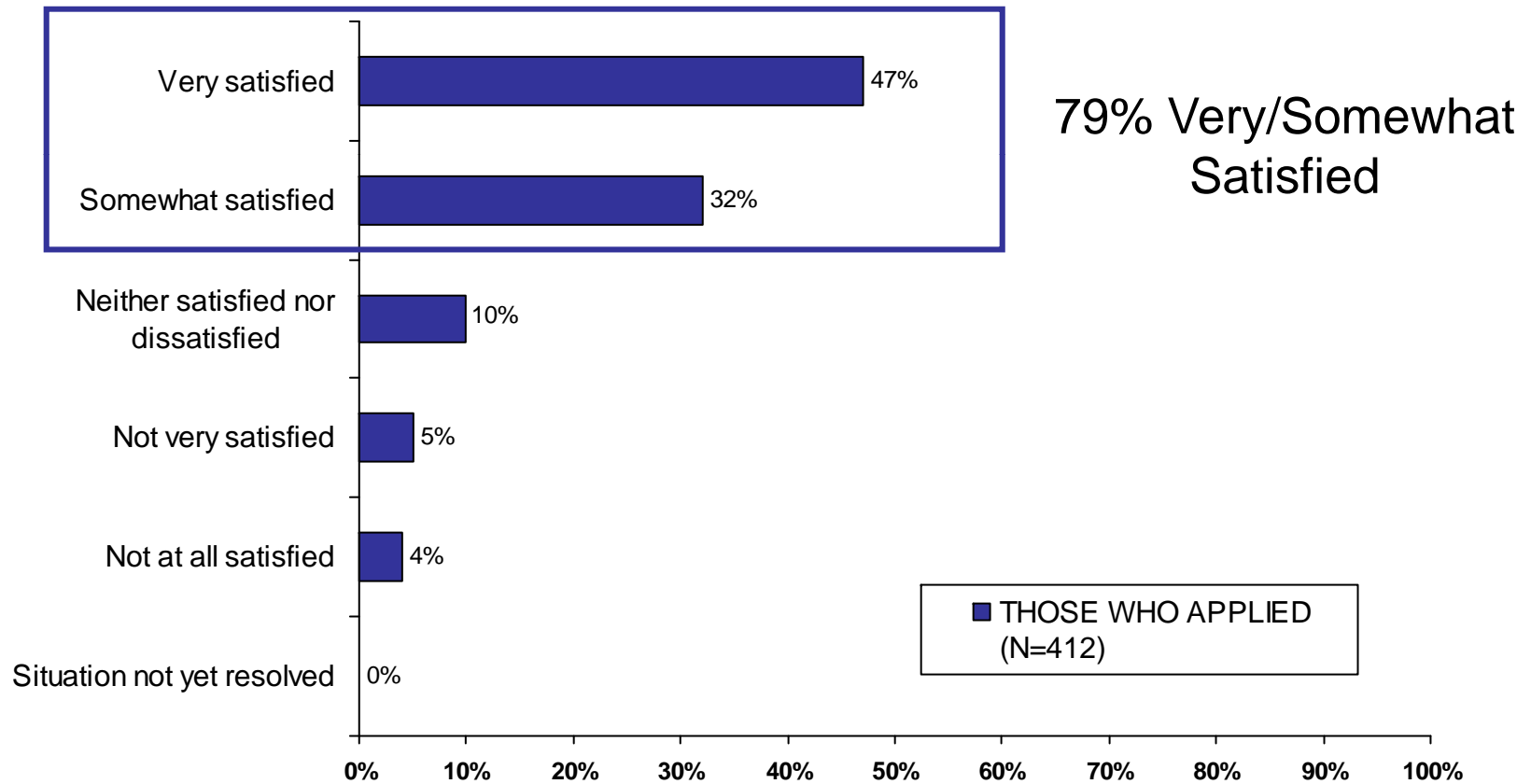
Applied for Property Improvement Through RDRC

2010 Resident Survey



Q20. Closed-ended question

Satisfaction with Response to Application



Q21. Closed-ended question





Communications

Methods of Communication

- The Woodlands Township residents mostly rely on community-based forms of communication via print and the Internet to learn about community activities
 - 33% report using The Villager
 - 27% The Woodlands Magazine
 - 16% use Township website, E-neighbor or Internet newsletter



How Primarily Learn About Activities in Community

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing/ College Park (N=102) | All Other (N=44) |
|-----------------------------------|-----------------------|----------------------|----------------------------|-----------------------|-----------------------|---------------------------------------|------------------------|--|------------------|
| The Villager | 33% | 32%H | 47%ASH | 38%SH | 43%ASH | 23% | 38% | 14% | 16% |
| The Woodlands Community Magazine | 27% | 23% | 21% | 22% | 24% | 32%CI | 18% | 49%* | 39% |
| Neighbors/friends/word-of-mouth | 13% | 9% | 10% | 17%AP | 8% | 16%P | 14% | 13% | 25% |
| Internet | 6% | 10%CPI | 4% | 7% | 3% | 8% | 3% | 4% | 9% |
| Email | 8% | 4% | 5% | 5% | 5% | 15%ACGP | 10% | 9% | 11% |
| Houston Chronicle This Week | 5% | 8%H | 8%H | 5% | 4% | 4% | 3% | 2% | 9% |
| E-neighbor or Internet newsletter | 4% | 5% | 1% | 4%C | 3% | 5%S | 4% | 2% | 5% |
| Township website | 6% | 8% | 5% | 3% | 7% | 4% | 7% | 7% | 5% |



The Woodlands Community Magazine

- On an aided basis, 92% recall receiving The Woodlands Community Magazine of those who reported receiving or using it for community information:
 - 55% read all or most of the contents
 - 82% indicate that the magazine is an effective information source



The Woodlands Community Magazine

| Base: Those who do not hear about community information through magazine | TOTAL SAMPLE (N=768) | Alden Bridge (N=121) | Cochran's Crossing (N=122) | Grogan's Mill (N=116) | Panther Creek (N=113) | Sterling Ridge/ Carlton Woods (N=118) | Indian Springs (N=99) | Harper's Landing/ College Park (N=52) | All Other (N=27) |
|---|----------------------|----------------------|----------------------------|-----------------------|-----------------------|---------------------------------------|------------------------|---------------------------------------|------------------|
| Receives/Uses The Woodlands Community Magazine | 92% | 92% | 93% | 89% | 88% | 94% | 95% | 90% | 89% |
| Base: Those who report receiving the magazine or hearing about community information through it | TOTAL SAMPLE (N=986) | Alden Bridge (N=148) | Cochran's Crossing (N=147) | Grogan's Mill (N=136) | Panther Creek (N=135) | Sterling Ridge/ Carlton Woods (N=166) | Indian Springs (N=116) | Harper's Landing/ College Park (N=97) | All Other (N=41) |
| Typically Reads... | | | | | | | | | |
| All of magazine | 20% | 21% | 17% | 18% | 21% | 22% | 17% | 25% | 22% |
| Most of magazine | 30% | 31%P | 35%P | 36%PI | 16% | 29%P | 24% | 33%P | 39% |
| Some of magazine | 41% | 34% | 37% | 35% | 54%ACGH | 44% | 51%ACGH | 34% | 37% |
| None of magazine | 9% | 14%S | 12%S | 9% | 8% | 5% | 8% | 7% | 2% |
| Magazine effectiveness | | | | | | | | | |
| Very effective | 36% | 41%C | 28% | 40%C | 33% | 37% | 32% | 44%C | 39% |
| Somewhat effective | 46% | 36% | 48% | 41% | 48%A | 49%A | 53%A | 44% | 56% |
| Neither effective nor ineffective | 7% | 6% | 10% | 7% | 8% | 8% | 4% | 4% | 0% |
| Not very effective | 6% | 8% | 5% | 6% | 5% | 5% | 6% | 4% | 2% |
| Not at all effective | 4% | 5% | 7%SH | 3% | 5%S | 1% | 3% | 1% | 0% |



Communication with Staff



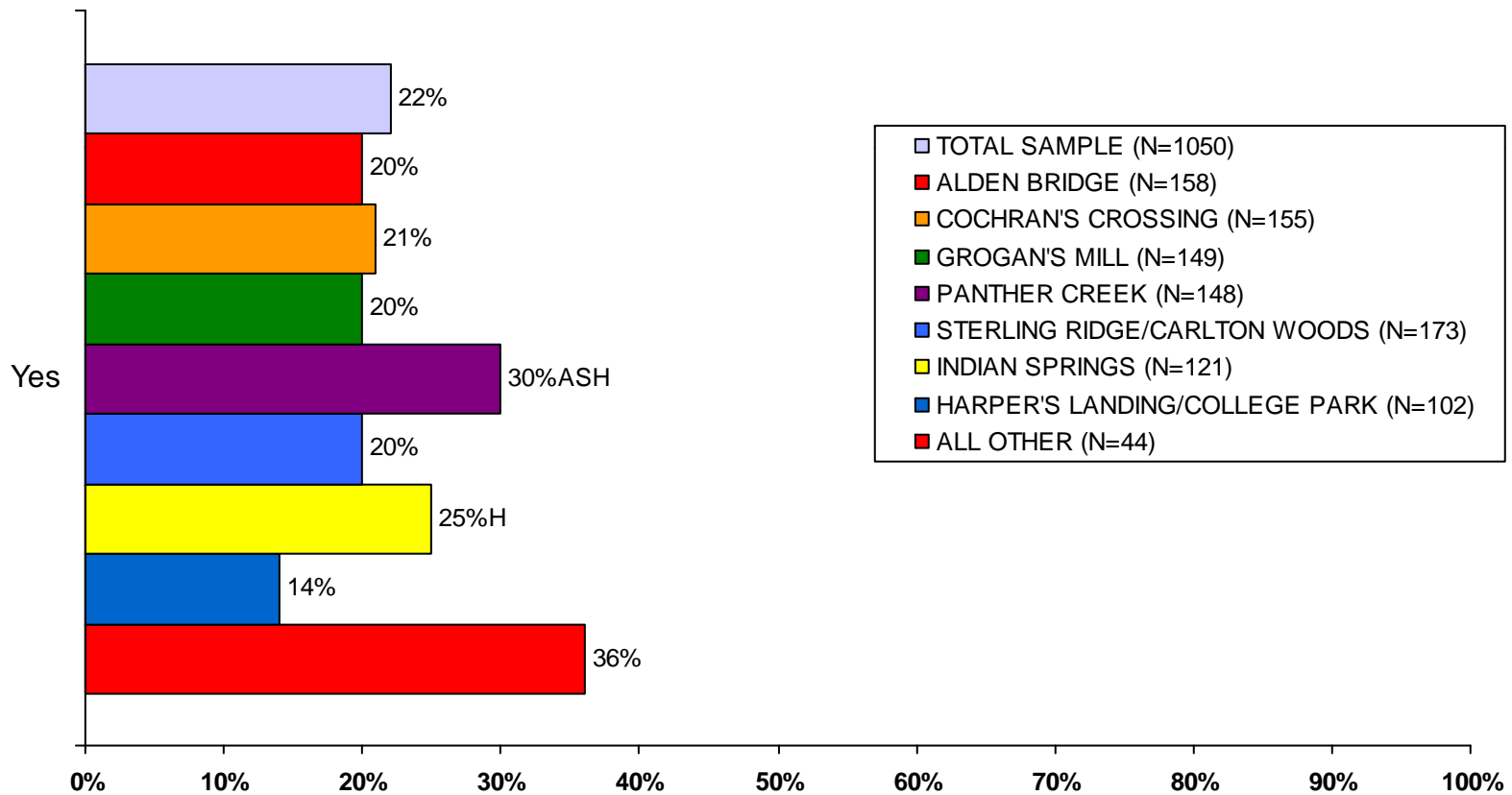
Township Staff

- The Staff provides quality service to homeowners
 - In the past 2 years, 22% contacted a Staff Member. Although the Staff rates well on all aspects on a 5-point scale with a 5 being 'Excellent', there is room for improvement:
 - Courtesy: 3.85
 - Professionalism: 3.78
 - Helpfulness: 3.56
 - Timeliness of response: 3.47
 - Most contact the Deed Restrictions/Residential Design Review Committee
 - Most (61%) contact the Staff member by telephone, but many also initiate contact through email or in-person



In Past 2 Years, Have Had Personal Communication with Member of Township's Staff

2010 Resident Survey



Q26. Closed-ended question

Departments Contacted

| THOSE WHO HAD COMMUNICATED WITH A MEMBER OF THE STAFF | TOTAL SAMPLE (N=232) | Alden Bridge (N=31) | Cochran's Crossing (N=32) | Grogan's Mill (N=30) | Panther Creek (N=44) | Sterling Ridge/ Carlton Woods (N=35) | Indian Springs (N=30) | Harper's Landing/ College Park (N=14) | All Other (N=16) |
|--|----------------------|---------------------|---------------------------|----------------------|----------------------|--------------------------------------|-----------------------|---------------------------------------|------------------|
| Deed Restrictions/Residential Design Review/RDRC Committee | 34% | 13% | 50% | 30% | 39% | 40% | 27% | 50% | 19% |
| Parks/Recreation | 16% | 19% | 28% | 0% | 14% | 20% | 13% | 14% | 25% |
| Administration | 16% | 26% | 16% | 20% | 16% | 9% | 13% | 7% | 13% |
| Parks/Maintenance | 9% | 16% | 13% | 0% | 5% | 23% | 3% | 7% | 6% |
| Neighborhood Services | 16% | 13% | 3% | 17% | 23% | 29% | 13% | 7% | 19% |
| Don't know/don't remember | 0% | 10% | 9% | 27% | 16% | 11% | 23% | 14% | 19% |

Note: low base sizes, no significance testing performed



How Communicated

| THOSE WHO HAD COMMUNICATED WITH A MEMBER OF THE STAFF | TOTAL SAMPLE (N=232) | Alden Bridge (N=31) | Cochran's Crossing (N=32) | Grogan's Mill (N=30) | Panther Creek (N=44) | Sterling Ridge/ Carlton Woods (N=35) | Indian Springs (N=30) | Harper's Landing/ College Park (N=14) | All Other (N=16) |
|---|----------------------|---------------------|---------------------------|----------------------|----------------------|--------------------------------------|-----------------------|---------------------------------------|------------------|
| By phone | 61% | 55% | 56% | 57% | 73% | 60% | 63% | 71% | 50% |
| In person | 48% | 35% | 59% | 53% | 48% | 51% | 43% | 43% | 50% |
| Via e-mail | 28% | 32% | 16% | 33% | 25% | 40% | 20% | 36% | 19% |
| On the website | 9% | 6% | 9% | 3% | 7% | 23% | 3% | 7% | 6% |
| Don't remember/refused | 3% | 3% | 0% | 0% | 0% | 3% | 7% | 0% | 13% |

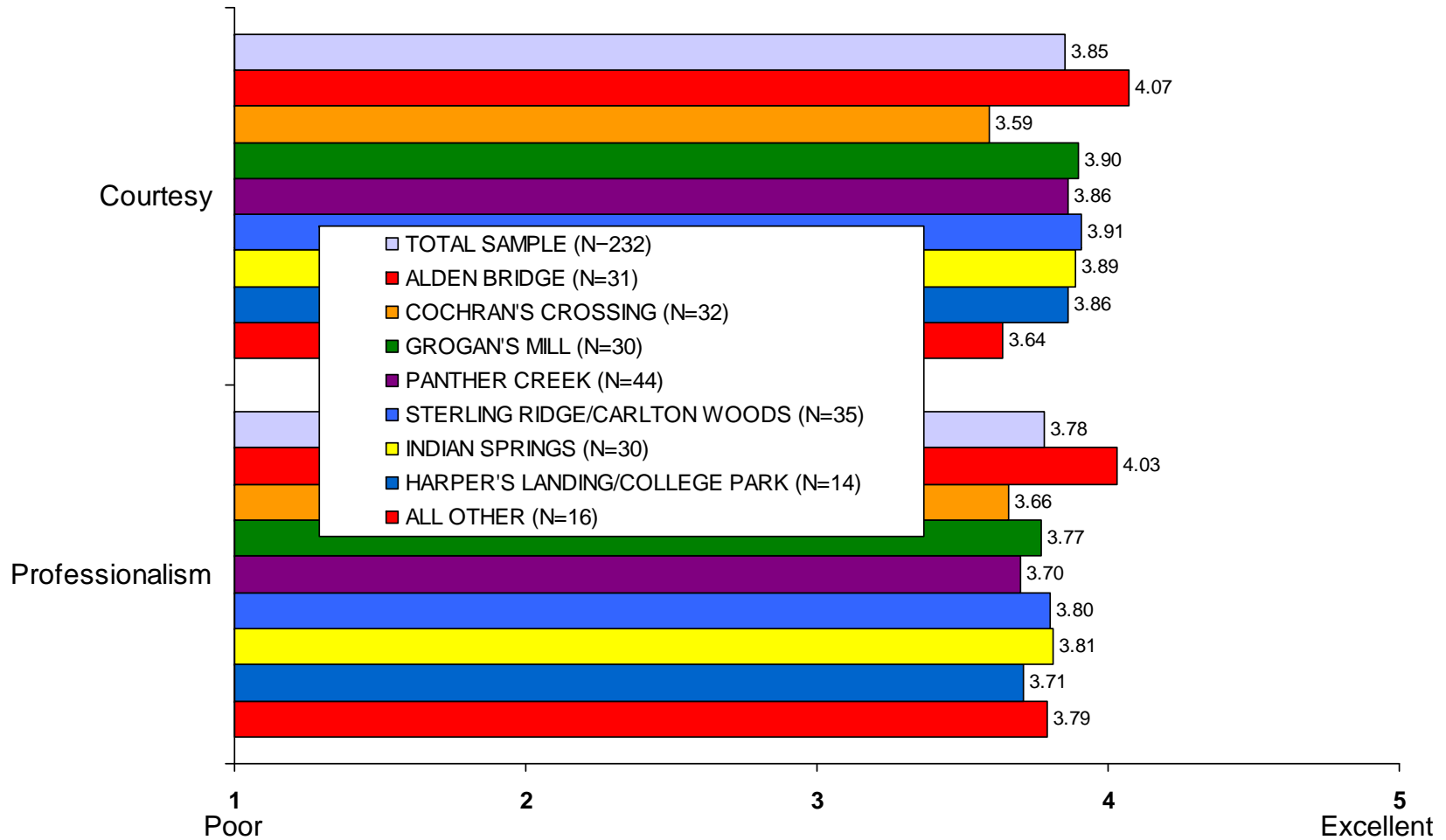
Note: low base sizes, no significance testing performed



Q28. Closed-ended question

Rating Staff Based on Communication

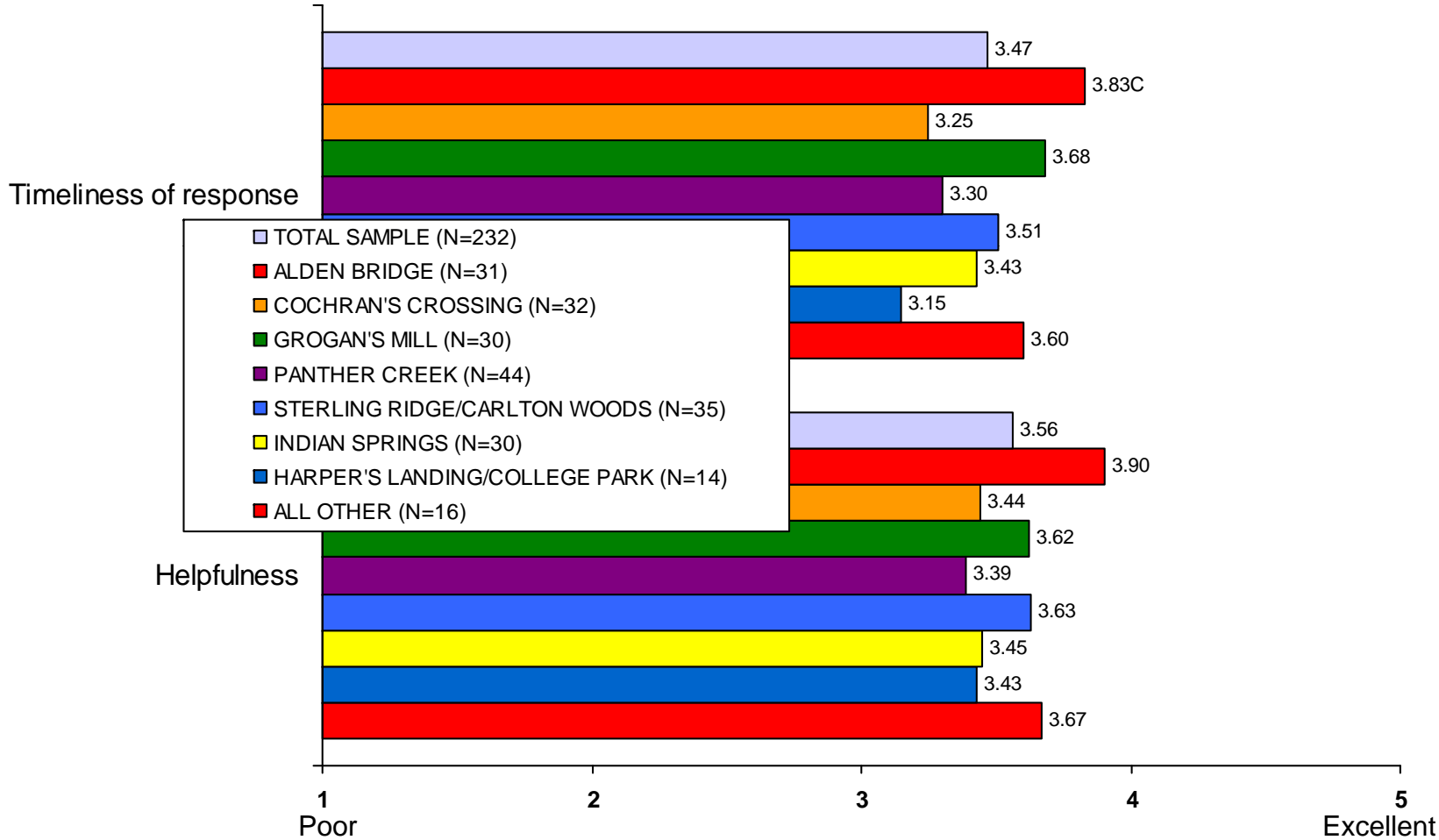
(1 = Poor; 5 = Excellent)



Q29. Closed-ended rating question

Rating Staff Based on Communication

(1 = Poor; 5 = Excellent)



Q29. Closed-ended rating question



Local Governance

Involvement

- Safety followed by security are the most important services for The Township to provide
- About half (51%) are satisfied with the current level of input and influence they have in the local government
 - 34% are neither satisfied nor dissatisfied with the amount of input they have with their new government



Most Important for The Township to Provide

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing/ College Park (N=102) | All Other (N=44) |
|---|-----------------------------|----------------------------|----------------------------------|-----------------------------|-----------------------------|---|------------------------------|--|---------------------|
| Safety | 54% | 48% | 55% | 53% | 53% | 55% | 61%AH | 45% | 64% |
| Security | 30% | 28% | 30% | 30% | 32% | 29% | 24% | 25% | 45% |
| Emergency and fire services | 11% | 11% | 8% | 14% | 12% | 10% | 11% | 7% | 9% |
| Clean environment/neighborhood | 10% | 12% | 8% | 9% | 7% | 12% | 15%PH | 5% | 14% |
| Waste management and garbage pick-up | 10% | 10% | 8% | 5% | 9% | 13%G | 9% | 12% | 11% |
| Maintaining parks and recreation | 10% | 5% | 12%H | 10% | 9% | 14%A | 11% | 7% | 20% |
| Traffic control/flow | 8% | 9% | 12%H | 5% | 7% | 8% | 5% | 3% | 16% |
| Deed restriction enforcement | 8% | 7% | 8% | 11% | 9% | 5% | 11% | 7% | 7% |
| Maintain value of homes/property | 8% | 9% | 10% | 7% | 7% | 9% | 6% | 12% | 5% |
| Maintain appearance of homes and businesses | 7% | 8% | 8% | 9% | 7% | 5% | 4% | 10% | 11% |



Satisfaction with Amount of Influence in Local Decision Making

51% Very/Somewhat Satisfied

2010 Resident Survey

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing/ College Park (N=102) | All Other (N=44) |
|---------------------------------------|-----------------------------|----------------------------|----------------------------------|-----------------------------|-----------------------------|---|------------------------------|--|---------------------|
| Very satisfied | 14% | 15% | 13% | 17% | 13% | 11% | 10% | 19% | 9% |
| Somewhat satisfied | 37% | 37% | 35% | 37% | 35% | 39% ^H | 39% | 26% | 52% |
| Neither satisfied nor dissatisfied | 34% | 37% | 32% | 28% | 31% | 36% | 39% | 39% | 25% |
| Not very satisfied | 5% | 2% | 8% ^{AS} | 8% ^{ASI} | 7% ^A | 3% | 2% | 4% | 2% |
| Not at all satisfied | 4% | 3% | 6% | 3% | 6% | 2% | 7% | 6% | 0% |



Q31. Closed-ended

Development

- The Woodlands Township residents welcome economic development
 - A majority (81%) say continued economic development is important
 - Forty-seven percent state new corporations in The Township creates more benefits than burdens for the area
 - In addition, 34% state new corporations are great for the area's economy



Importance of Continued Economic Development

81% Very/Somewhat Important

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing/ College Park (N=102) | All Other (N=44) |
|-----------------------------------|-----------------------|----------------------|----------------------------|-----------------------|-----------------------|---------------------------------------|------------------------|--|------------------|
| Very important | 49% | 51% | 51% | 44% | 45% | 54% | 45% | 46% | 70% |
| Somewhat important | 32% | 28% | 35% | 32% | 36% | 32% | 31% | 34% | 20% |
| Neither important nor unimportant | 6% | 8% | 6% | 5% | 5% | 3% | 4% | 11% ^S | 9% |
| Not very important | 7% | 6% | 3% | 11% ^{CS} | 9% ^C | 4% | 12% ^{CS} | 6% | 0% |
| Not at all important | 4% | 4% | 4% | 5% | 3% | 5% | 7% | 2% | 0% |

Opinion of New Corporations in The Woodlands

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing/ College Park (N=102) | All Other (N=44) |
|------------------------------------|-----------------------------|----------------------------|----------------------------------|-----------------------------|-----------------------------|---|------------------------------|--|---------------------|
| Great for the economy | 34% | 37% | 32% | 35% | 30% | 38% | 31% | 39% | 32% |
| Creates more burdens than benefits | 12% | 11% | 10% | 15% | 13% | 8% | 20%CSG | 10% | 5% |
| Creates more benefits than burdens | 47% | 44% | 51% | 46% | 47% | 53% | 40% | 42% | 61% |
| No opinion/don't know | 6% | 7%S | 7%S | 5% | 10%S | 2% | 9%S | 9%S | 2% |



Q33. Closed-ended question

Entertainment

- A majority (88%) rate the variety of entertainment in The Woodlands as good to excellent
 - Although most could not mention a desired store or entertainment venue, some residents suggested a theater, Whole Foods, or Nordstrom's



Rate Variety of Entertainment

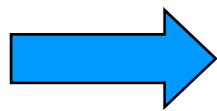
63% Very good/Excellent

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing /College Park (N=102) | All Other (N=44) |
|-----------|-----------------------|----------------------|----------------------------|-----------------------|-----------------------|---------------------------------------|------------------------|--|------------------|
| Excellent | 27% | 29% | 26% | 30% | 25% | 29% | 23% | 25% | 27% |
| Very good | 36% | 35% | 34% | 32% | 41% | 34% | 36% | 41% | 25% |
| Good | 25% | 22% | 23% | 32%A | 24% | 25% | 24% | 23% | 36% |
| Fair | 9% | 9% | 14%GP | 4% | 6% | 10%G | 12%G | 8% | 11% |
| Poor | 2% | 3% | 2% | 1% | 2% | 2% | 2% | 1% | 0% |

11% each would like to add a Whole Foods and Nordstrom's

Other Entertainment Venues Would Like in The Woodlands

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing/ College Park (N=102) | All Other (N=44) |
|--------------------------------|-----------------------------|----------------------------|----------------------------------|-----------------------------|-----------------------------|---|------------------------------|--|---------------------|
| Theater | 15% | 12% | 17%H | 14% | 18%H | 16% | 20%H | 8% | 9% |
| Sports complex/arena/stadium | 5% | 6%G | 6%G | 1% | 4% | 5% | 6%G | 8%G | 9% |
| Museum | 5% | 6% | 6% | 3% | 4% | 6% | 4% | 5% | 2% |
| Orchestra/Opera House | 3% | 3% | 2% | 1% | 3% | 2% | 5% | 2% | 9% |
| Ice skating rink/rollerskating | 3% | 4% | 2% | 1% | 2% | 6%CG | 2% | 2% | 2% |
| Don't know | 58% | 58% | 53% | 66% | 62% | 57% | 55% | 61% | 55% |



2% of Total Sample mentioned each of the following as well:

- IMAX
- Amusement/Water Park
- Teen activities/dance
- Band venues/live music



The Community



Aspects Residents Like about The Woodlands

- The Woodlands residents continue to name the environment/aesthetics as the most beloved aspect of living in The Woodlands
 - This includes greenery, plants, trees, and overall beauty of the area
 - Even though residents mention beauty as a well-liked aspect, they mentioned having everything they want (shopping, restaurants, quality schools) much less



General Areas of Concern

- Areas which residents suggest improvements include:
 - Better law enforcement
 - Traffic control
- Four in ten name better law enforcement as the most important issue facing them

Aspects Liked about Living in The Woodlands

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing/ College Park (N=102) | All Other (N=44) |
|---|-----------------------|----------------------|----------------------------|-----------------------|-----------------------|---------------------------------------|------------------------|--|------------------|
| Appearance/beauty of area/tree/greenery | 39% | 37% | 43%H | 41%H | 38% | 39% | 50%AH | 28% | 23% |
| Conveniently located to everything | 24% | 21% | 25% | 24% | 29% | 22% | 20% | 25% | 32% |
| Safe | 20% | 22% | 21% | 18% | 20% | 18% | 24% | 18% | 25% |
| Parks/woods/parkways/open spaces | 22% | 18% | 27% | 19% | 25% | 27% | 24% | 9%* | 16% |
| Nice/friendly neighbors/people | 15% | 16% | 13% | 17% | 14% | 18% | 11% | 18% | 11% |
| Family atmosphere | 14% | 16% | 10% | 13% | 10% | 17% | 10% | 19% | 20% |
| Appearance/aesthetics/neat/clean | 15% | 16% | 15% | 16% | 15% | 13% | 14% | 14% | 25% |
| Quiet/peaceful | 12% | 13% | 11% | 12% | 9% | 13% | 13% | 8% | 23% |
| Quality of life/lifestyle | 10% | 13% | 12% | 9% | 8% | 9% | 12% | 6% | 14% |
| Has everything you need | 11% | 9% | 8% | 13% | 9% | 9% | 17%C | 18%ACPS | 14% |
| Schools/quality of education | 11% | 15%G | 8% | 6% | 14%G | 13%G | 15%G | 12% | 9% |
| Shopping/restaurants/entertainment | 10% | 11%I | 8% | 9% | 16%IH | 14%IH | 4% | 5% | 7% |



What Would Add/Remove to Improve The Woodlands

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing/ College Park (N=102) | All Other (N=44) |
|---|-----------------------|----------------------|----------------------------|-----------------------|-----------------------|---------------------------------------|------------------------|--|------------------|
| Traffic control | 21% | 22% | 26% | 17% | 22% | 18% | 27% | 18% | 27% |
| Better law enforcement/lower crime | 11% | 16%G | 11%G | 4% | 9% | 14%G | 13%G | 11%G | 14% |
| Slow construction/commercial businesses | 7% | 9%H | 8% | 7% | 10%H | 5% | 8% | 3% | 5% |
| Stop cutting down trees | 6% | 4% | 6% | 10%AH | 8% | 5% | 8% | 3% | 7% |
| Slow over-population/too crowded | 4% | 4% | 1% | 7%C | 3% | 3% | 12%ACPSH | 2% | 2% |
| Don't know | 37% | 34% | 32% | 38% | 45%CI | 40%I | 28% | 50%ACI | 30% |



Q38. Open-ended question

Most Important Issues Facing The Woodlands Residents

| | TOTAL SAMPLE (N=1050) | Alden Bridge (N=158) | Cochran's Crossing (N=155) | Grogan's Mill (N=149) | Panther Creek (N=148) | Sterling Ridge/ Carlton Woods (N=173) | Indian Springs (N=121) | Harper's Landing/ College Park (N=102) | All Other (N=44) |
|--|-----------------------|----------------------|----------------------------|-----------------------|-----------------------|---------------------------------------|------------------------|--|------------------|
| Law enforcement/crime/safety | 40% | 45%G | 41% | 32% | 43%G | 45%G | 45%G | 33% | 27% |
| Traffic control/flow/congestion | 18% | 15% | 21% | 20% | 18% | 16% | 21% | 13% | 23% |
| Taxes too high | 16% | 20%C | 10% | 17% | 16% | 24%CH | 15% | 13% | 11% |
| New construction/growth/over development | 10% | 11%H | 12%H | 12%H | 11%H | 8% | 11% | 4% | 9% |
| Don't know | 14% | 13% | 12% | 13% | 18%S | 8% | 12% | 23%ACGSI | 23% |



Q39. Open-ended question

Research Findings - Comparison to Previous Waves



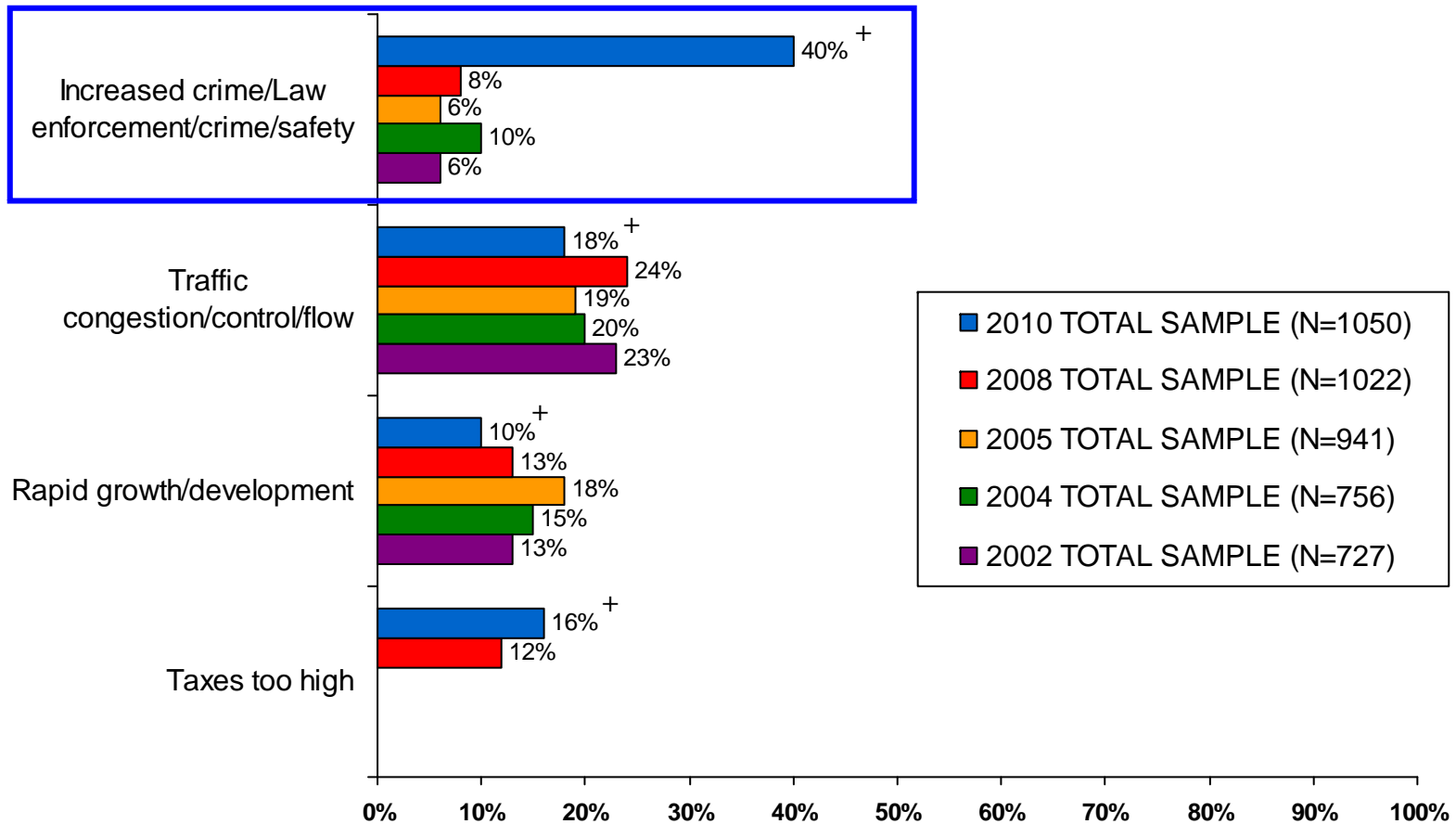
Changes Since Previous Years

- **Most Important Issues**
 - Increased crime/law enforcement, safety concerns rose in 2010 (40%) from 2008 (8%)
 - Although still a top tier concern, traffic flow and congestion concerns fell in 2010 (18%) from 2008 (23%)
- **Satisfaction**
 - 2010 satisfaction with services ratings remained similar to 2008



Most Important Issues Facing The Woodlands Residents

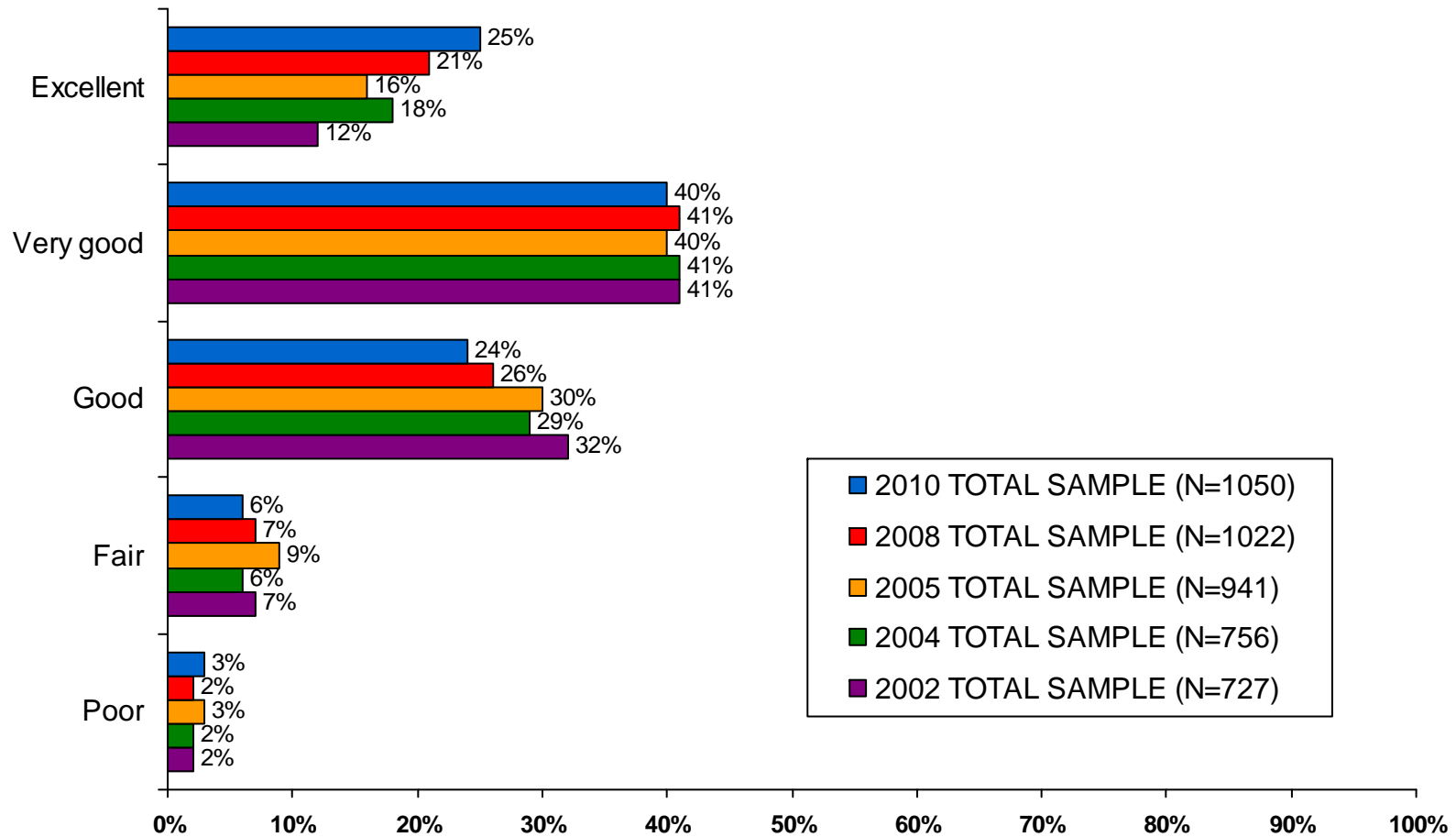
2010 Resident Survey



Q46./Q39 Open-ended question



Satisfaction with Services Provided by Township



Q8. Closed-ended rating question



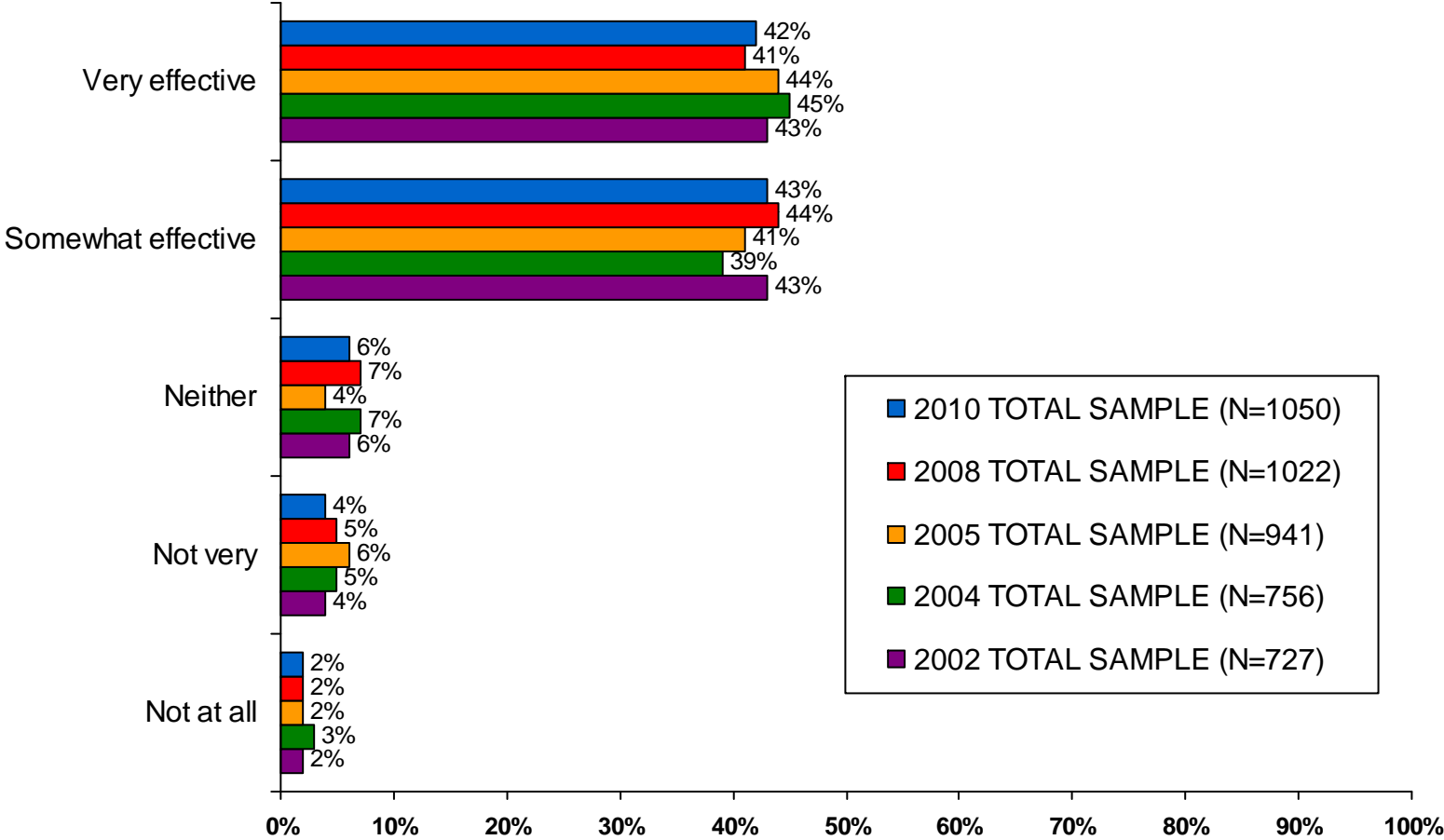
Changes Since Previous Waves

- Deed Restrictions
 - Consistent with previous waves, residents continue to perceive that deed restriction enforcement is effective
 - A majority of (62%) residents continue to state that deed restrictions are enforced about right
 - Of those who contacted The Township staff to complain, 24% were very satisfied with the response compared to 20% in the previous wave
 - Similar to the previous wave, 28% are not at all satisfied this wave compared to 29% in the previous wave



Effectiveness of Enforcement of Deed Restrictions

2010 Resident Survey

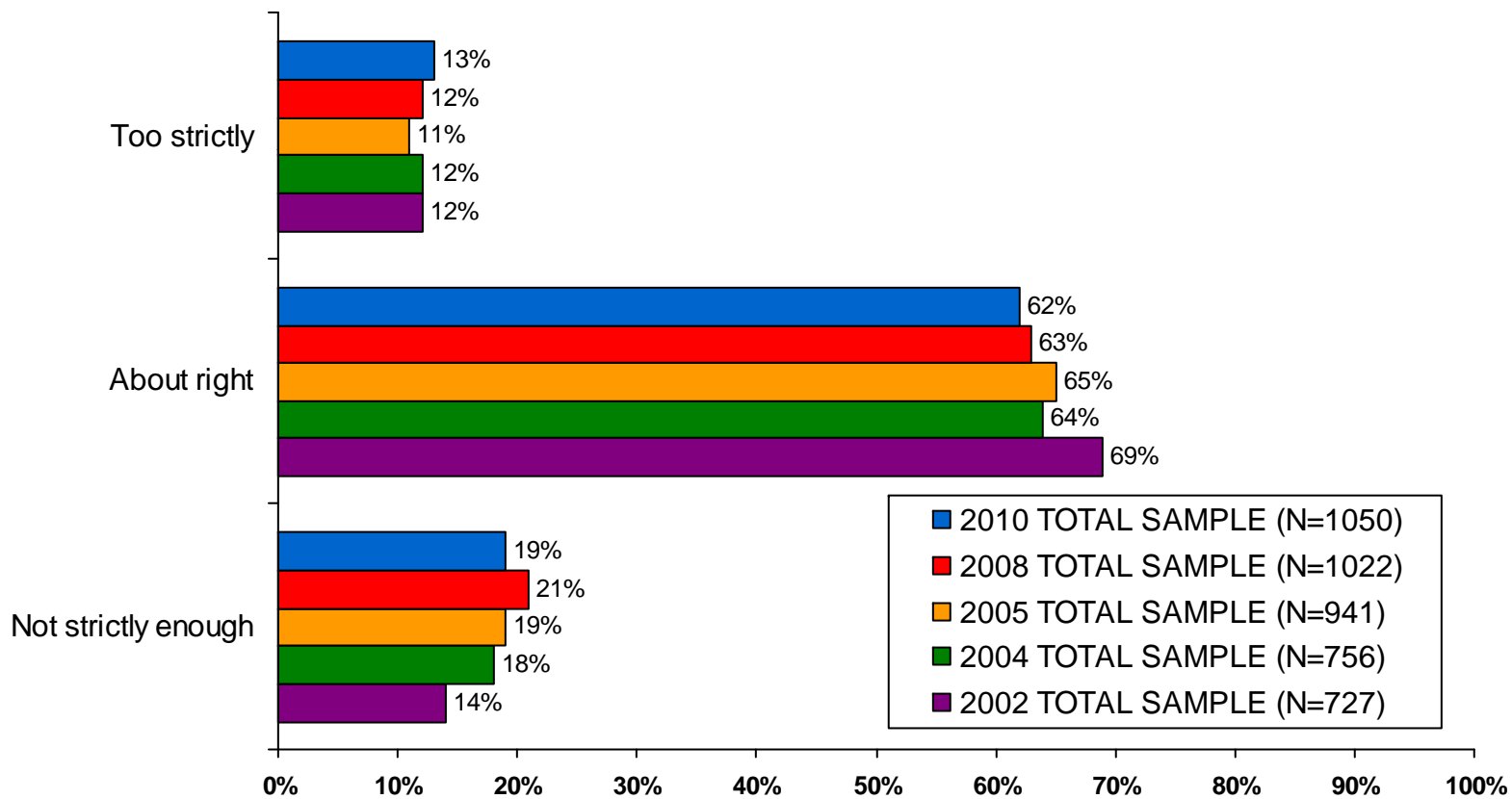


Q16./Q13. Closed-ended



Feel That Deed Restrictions Are Enforced...

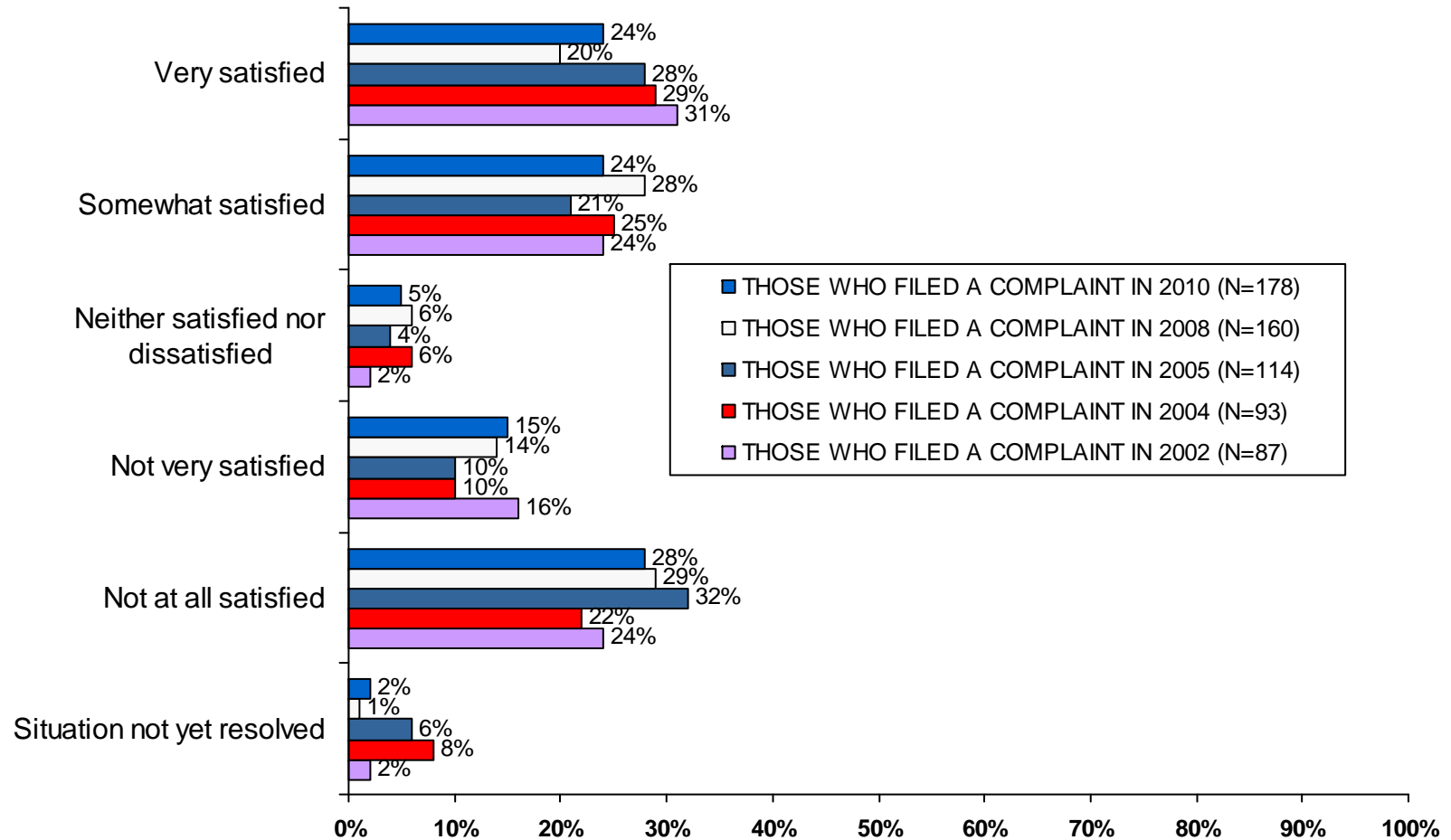
2010 Resident Survey



Q18./Q15. Closed-ended



Satisfaction with Response to Complaint Filed



Q20./Q17. Closed-ended

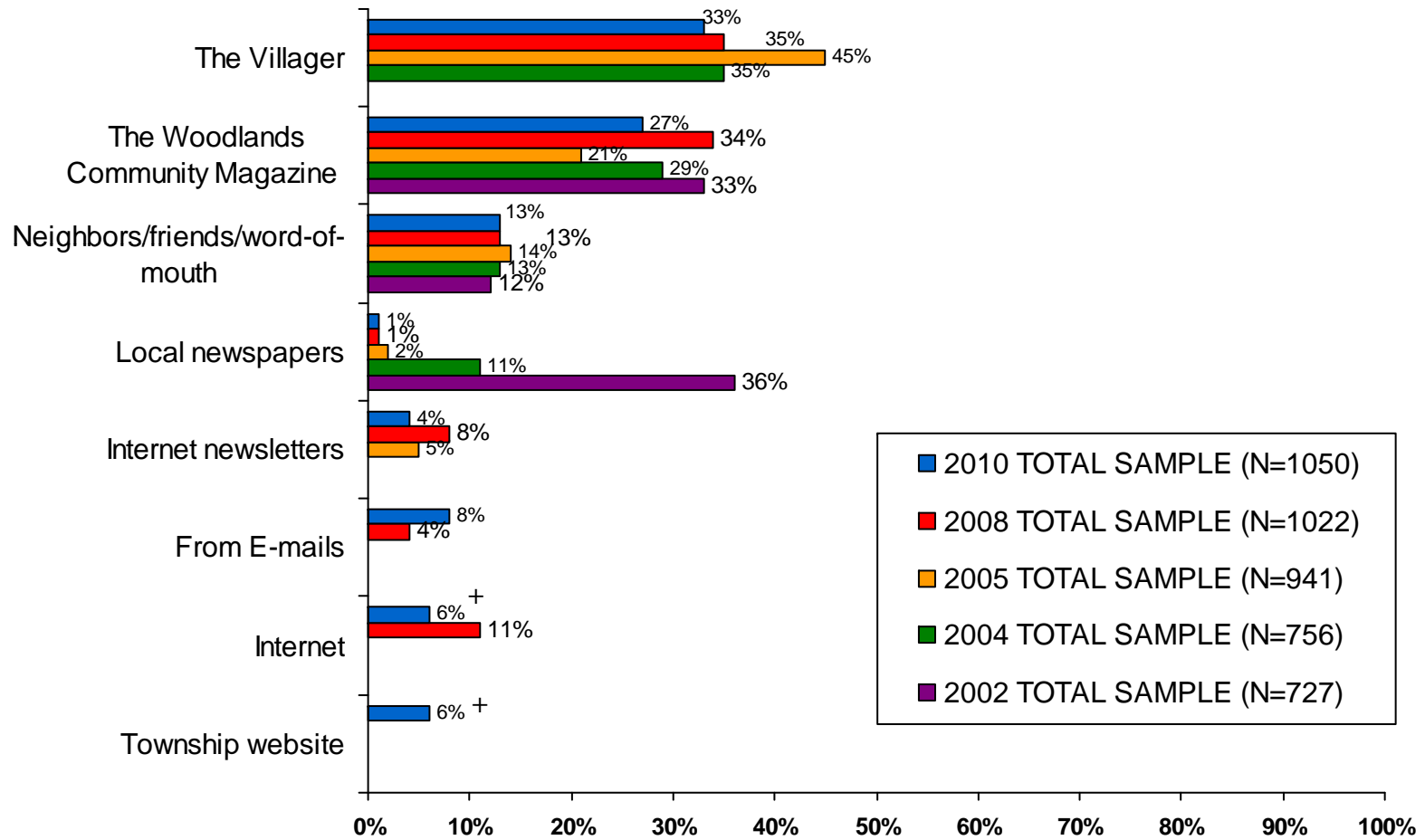


Changes Since Previous Studies

- **Communication**
 - Use of The Villager and The Woodlands Community Magazine as sources of community activities remained consistent with 2008
 - Most continue to report receiving The Woodlands Community Magazine
 - Of those receiving the magazine, 91% read at least some of it
 - Fewer compared to 2008, said they read all of it
 - Fewer report contacting The Township Staff in this wave; continuing the declining trend from 2005
 - Overall ratings for Staff shifted downward, although the shifts are not significant decreases
 - More contacted the RDRC in 2010 compared to 2008

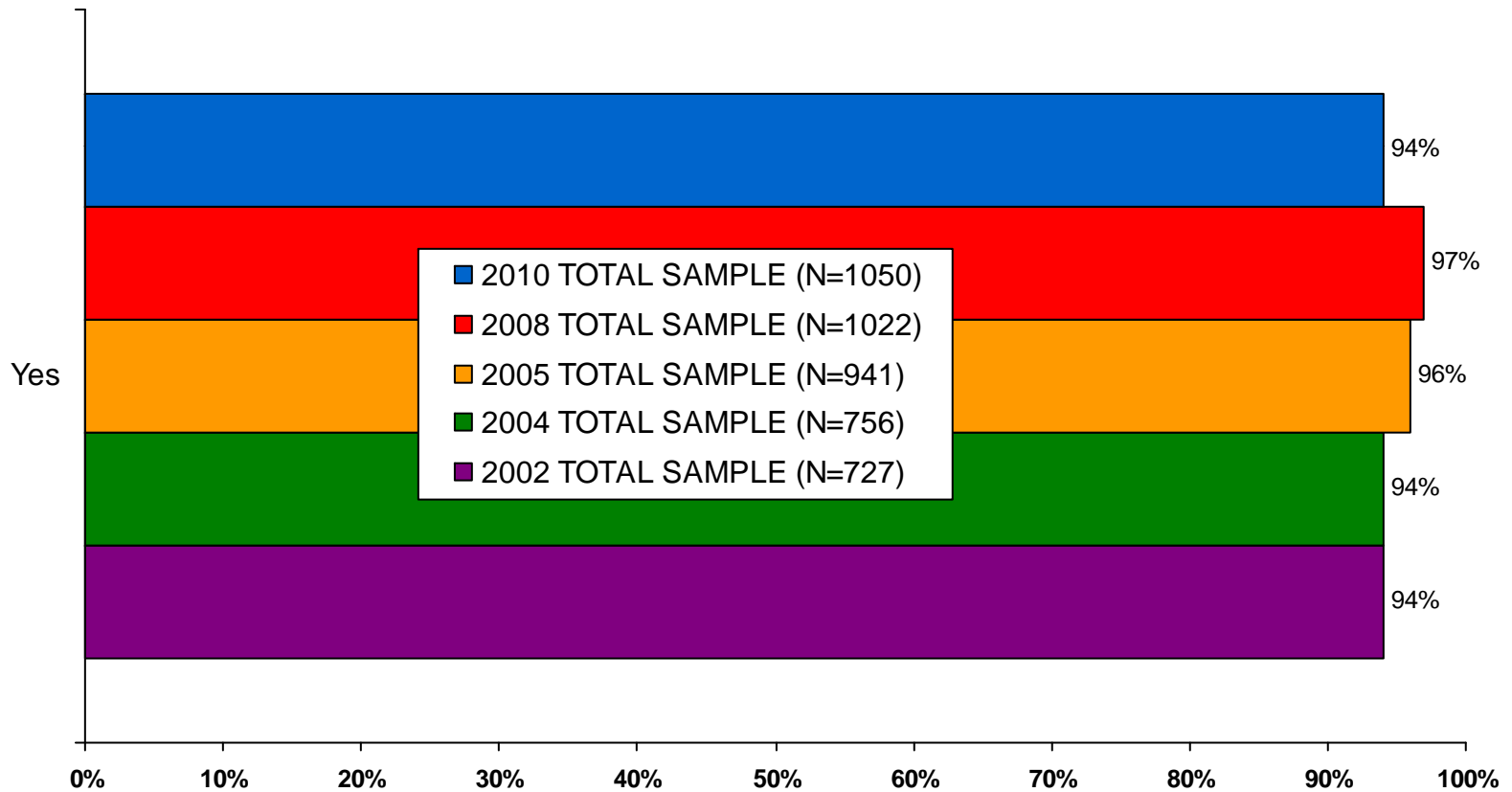


How Primarily Learn About Activities in Community



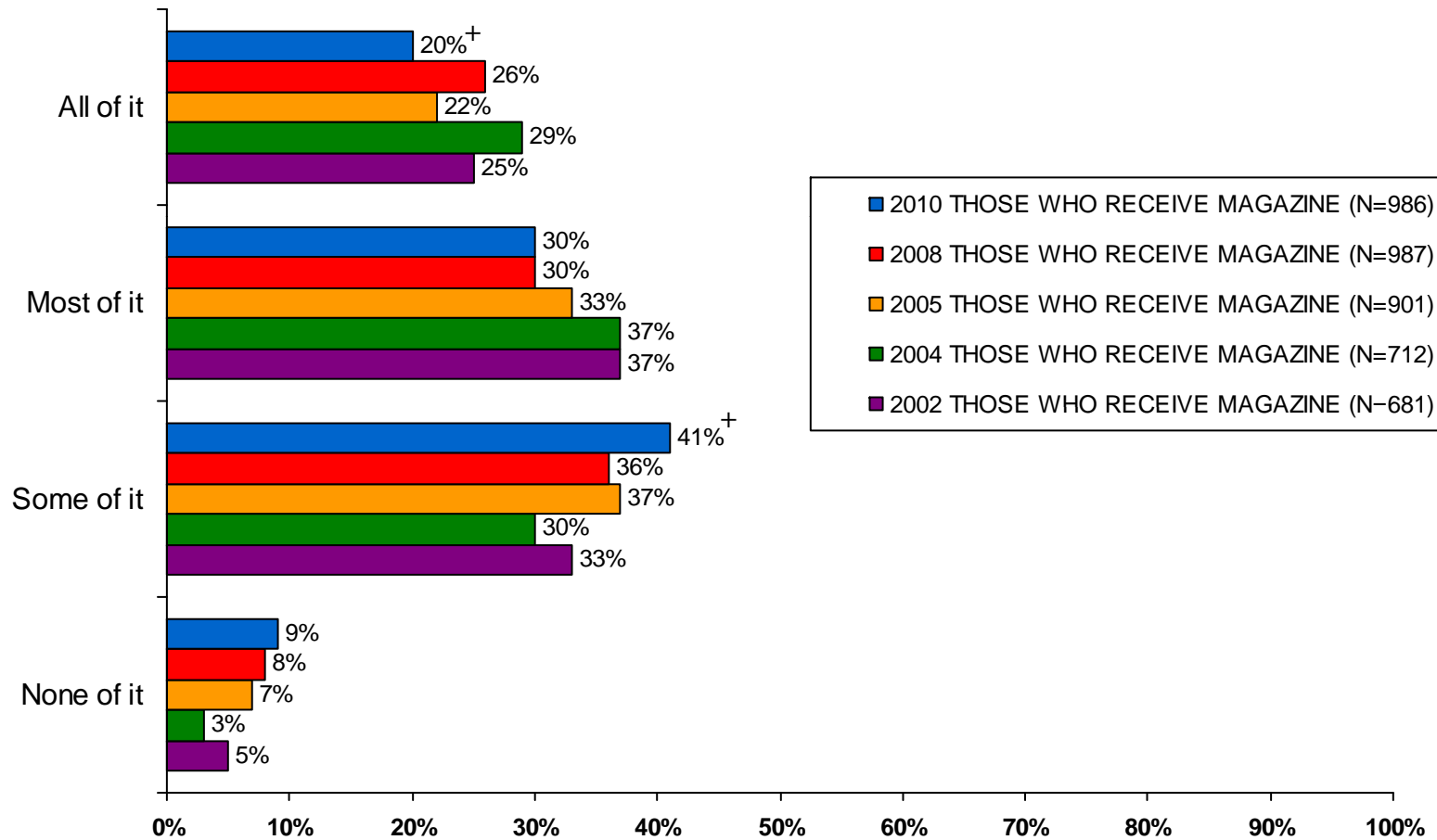
Receive The Woodlands Community Magazine

2010 Resident Survey



Q24./Q23. Closed-ended question

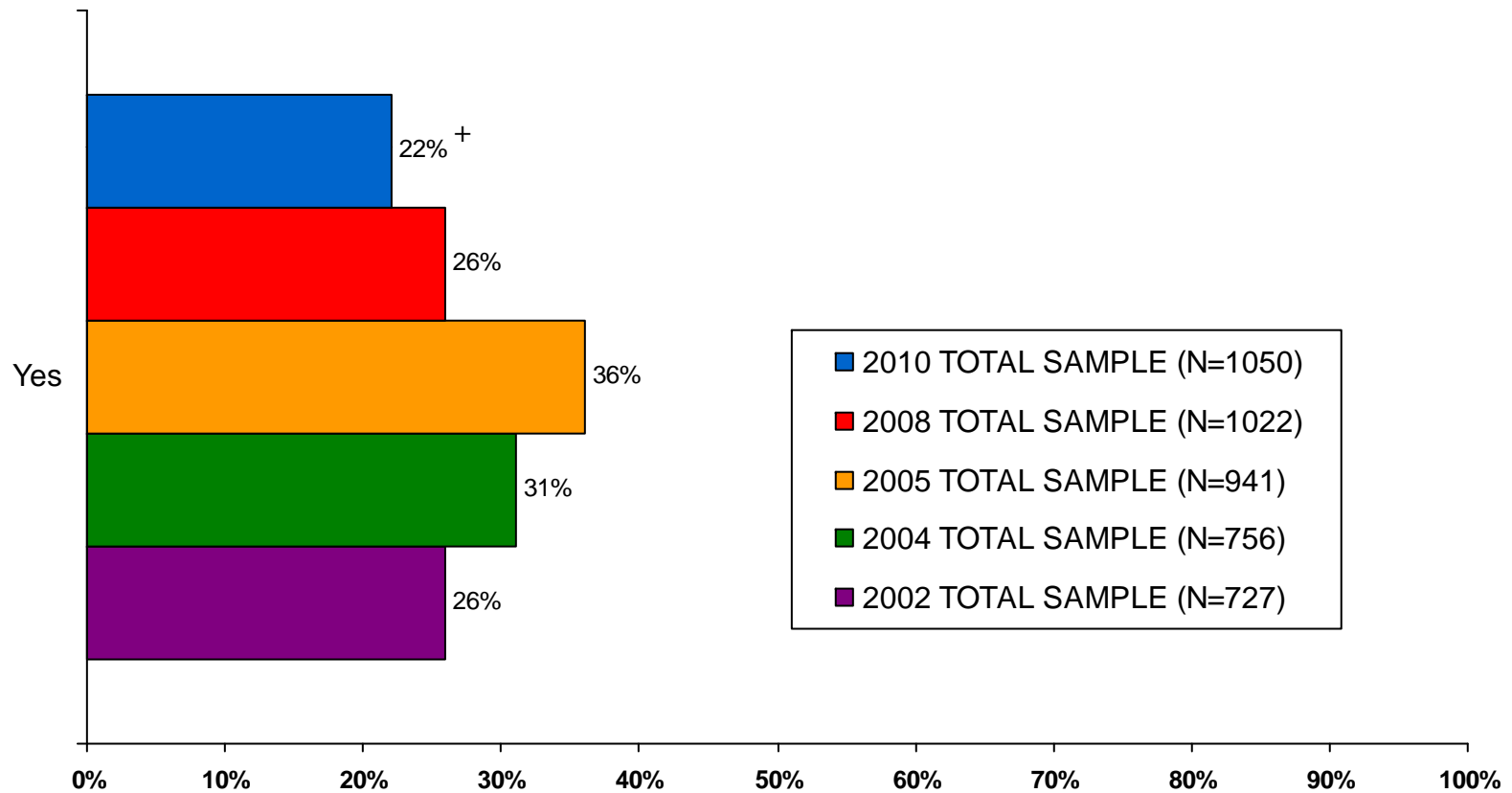
When Receive Magazine, Typically Read...



Q25./Q24 Closed-ended question

In Past 2 Years, Have Had Personal Communication With Member of the Staff

2010 Resident Survey

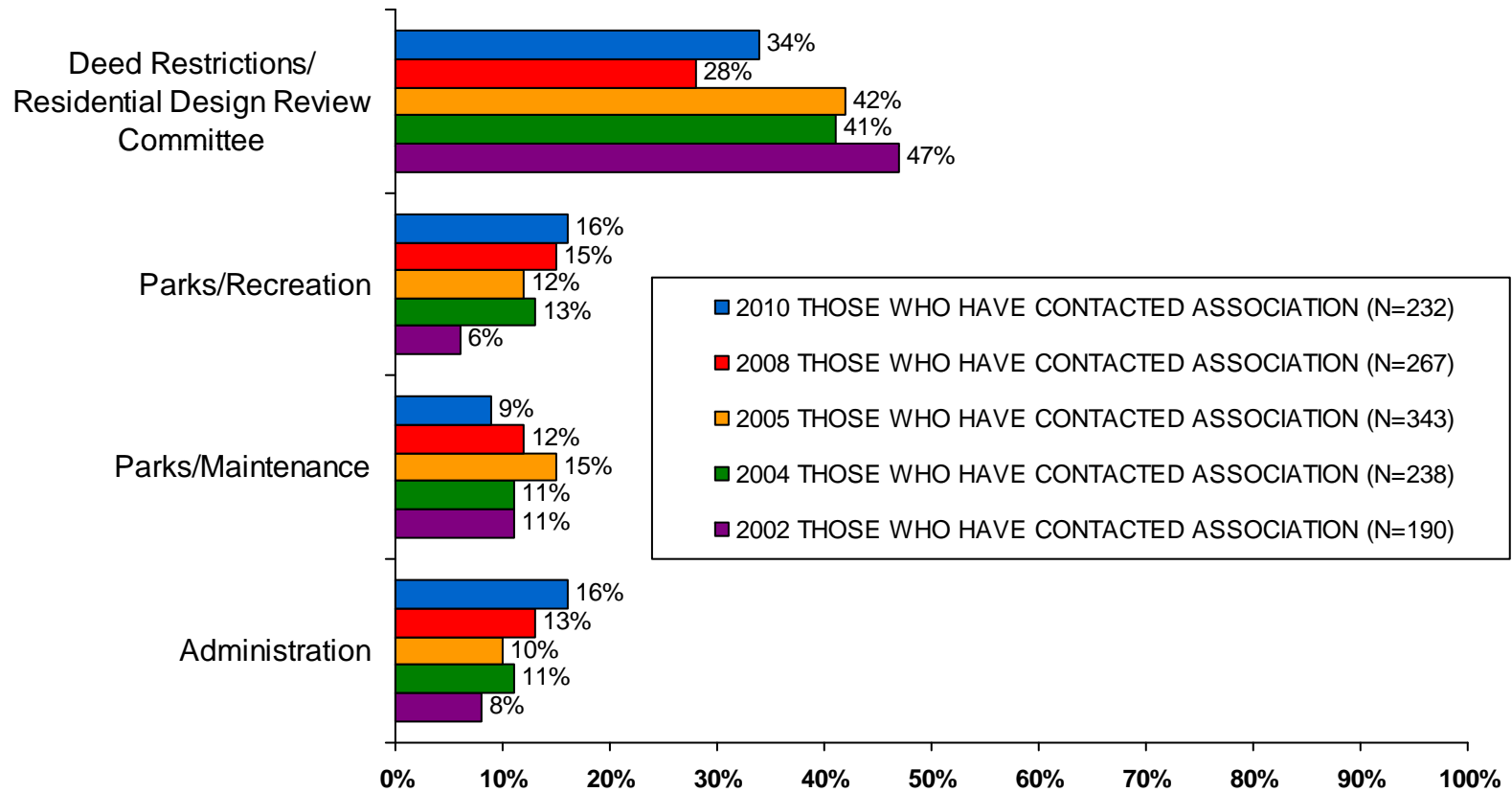


*Note: Previous waves stated past 5 years



Q35./Q26. Closed-ended question

Departments Contacted

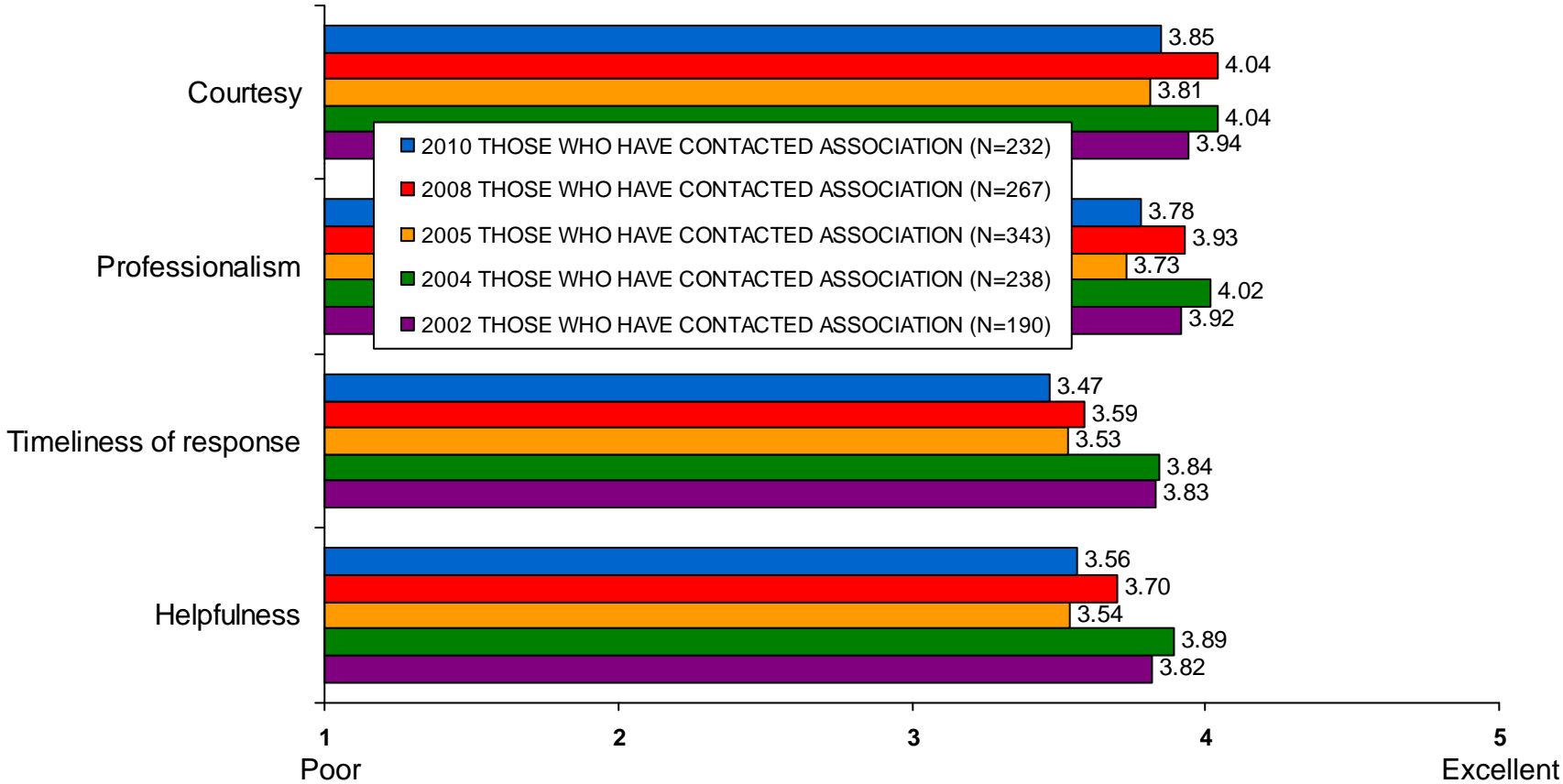


Q36./Q27. Closed-ended question

Rating Staff Based on Communication

(1 = Poor; 5 = Excellent)

2010 Resident Survey



Q37./Q29. Closed-ended rating question



Questionnaire