

2005 RESIDENTS STUDY

Prepared for
Community Associations of The Woodlands

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Agenda

2005 Residents Survey

- Objectives
- Methodology
- Respondent Profile
- Dialing Summary
- Research Findings
 - 2005 Results
 - Comparison to Previous Studies
- Conclusions and Recommendations

Objectives

- The major objective of this research project is to obtain resident opinions on various issues related to living in The Woodlands, including:
 - Satisfaction with available services;
 - Issues of priority;
 - Satisfaction with delivery of services;
 - Use of existing community facilities and amenities;
 - Identify any changes occurring since the 2004, 2002, 2001, 2000 and 1999 Residents Surveys where appropriate.

Methodology

- CCR conducted 941 interviews with residents of The Woodlands
 - Alden Bridge N=182
 - Cochran's Crossing N=180
 - Grogan's Mill N=143
 - Indian Springs N= 92
 - Panther Creek N=151
 - College Park N=118
 - Sterling Ridge N= 72
 - Carlton Woods N= 3

Methodology

- Requirements for participation:
 - Currently reside in one of pre-listed villages in The Woodlands
 - Head of household
 - Currently reside in a single family dwelling
 - Respondent/family/household members do not work in Market Research, Advertising, or Public Relations
 - Respondent/family/household members has never served on the Board or been employed by any of the Associations
- Interviewing dates: November 1, 2005 to December 10, 2005

Methodology

- Significance testing performed at the 95% confidence level for responses of 30 or greater
 - Marks of significance seen throughout the report are as follows unless otherwise noted:
 - “**”--Significantly greater than all others in category
 - “+”--Significantly different from 2004 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
 - “L”--Significantly different from College Park

Respondent Profile

CHART
1 OF 2

2005 Residents Survey

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/ Carlton Woods (N=75)	College Park (N=118)
GENDER								
Male	39%	41%	42%	38%	41%	30%	33%	47%
Female	61%	59%	58%	62%	59%	70%	67%	53%
AVERAGE RESPONDENT AGE								
	49	47	50	55	50	52	44	42
AVERAGE HOUSEHOLD INCOME								
	\$114,070	\$118,560	\$124,580	\$108,990	\$124,810	\$106,160	\$123,080	\$95,610
OWN CURRENT RESIDENCE								
	97%	98%	99%	93%	98%	95%	99%	97%
AVERAGE NUMBER OF YEARS LIVED IN THE WOODLANDS								
	9	7	10	14	9	11	5	4
AVERAGE NUMBER OF PEOPLE IN HOUSEHOLD								
	3	3	3	3	3	3	3	3
AVERAGE NUMBER OF CHILDREN IN HOUSEHOLD								
	2	2	2	2	2	2	2	2
AVERAGE AGE OF CHILDREN IN HOUSEHOLD								
	9	9	11	9	10	10	8	6

Q1./Q49-Q55.

Quotas set for gender and village

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Respondent Profile (continued)

CHART
2 OF 2

2005 Residents Survey

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/ Carlton Woods (N=75)	College Park (N=118)
MARITAL STATUS								
Married	88%	88%	92%	81%	90%	84%	93%	89%
Single	3%	4%	2%	5%	1%	3%	1%	2%
Separated/Divorced	5%	3%	3%	6%	4%	6%	1%	7%
Widowed	3%	3%	3%	6%	1%	5%	1%	1%
HIGHEST LEVEL OF EDUCATION								
High school or less	6%	5%	2%	10%	5%	6%	7%	6%
Some college	23%	23%	28%	24%	23%	23%	20%	22%
Bachelor's degree	33%	40%	33%	34%	30%	28%	24%	38%
Some post graduate	9%	9%	8%	8%	11%	9%	17%	7%
Post graduate degree	26%	21%	29%	23%	27%	32%	29%	25%

Q47./Q48.

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Total Sample Dialing Information

Disposition	
No Answer	1401
Busy	69
Answering Machine	4656
Wrong Number	552
Generic Call Back	582
Disconnect	1642
Appointment callback	82
Initial Refusal	1921
Language Barrier	27
Fax/Modem	204
Qualified Refusal	16
Over quota	159
Complete	941
Terminate--Not head of Household	10
Terminate--Resides in an apartment	56
Terminate--Employment screener	110
Terminate--Do not currently reside in designated Village	12
TOTAL DIALINGS	12440
2005 RATIO OF TOTAL DIALINGS TO COMPLETED SURVEYS	13:1
2004 RATIO OF TOTAL DIALINGS TO COMPLETED SURVEYS	16:1
2002 RATIO OF TOTAL DIALINGS TO COMPLETED SURVEYS	11:1
2000 RATIO OF TOTAL DIALINGS TO COMPLETED SURVEYS	10:1
1999 RATIO OF TOTAL DIALINGS TO COMPLETED SURVEYS	9:1

Research Findings 2005 Results

Community Services

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

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/ Carlton Woods (N=75)	College Park (N=118)
Parks and Open Space	4.50	4.52	4.49	4.44	4.49	4.56	4.68	4.38
Fire Services	4.49	4.48	4.48	4.57	4.48	4.50	4.64	4.30
Emergency Medical Services	4.41	4.36	4.44	4.47	4.30	4.41	4.55	4.35
Recreation Facilities	4.36	4.25	4.40	4.33	4.39	4.46	4.53	4.21
Swimming Pools	4.34	4.37	4.29	4.30	4.43	4.41	4.44	4.20
Pathways	4.34	4.48	4.32	4.21	4.45	4.38	4.42	4.11
Garbage Collection	4.29	4.25	4.29	4.36	4.32	4.32	4.23	4.27
Street Maintenance	4.19	4.22	4.26	4.02	4.39	4.16	4.32	4.06
Recreation Programs	4.18	4.17	4.20	4.12	4.21	4.28	4.26	4.03
Recycling Collection	4.15	4.20	4.10	4.15	4.10	4.20	3.92	4.27
General Law Enforcement	3.85	3.78	3.81	3.93	3.81	3.81	3.90	3.94
Deed Restrictions Enforcement	3.77	3.96	3.72	3.56	3.83	3.53	4.12	3.89
Neighborhood Watch	3.70	3.63	3.91	3.60	3.67	3.62	3.69	3.72
Traffic Enforcement	3.40	3.44	3.37	3.51	3.11	3.38	3.38	3.54

Rated Community Services a '4' or '5'

2005 Residents Survey

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/ Carlton Woods (N=75)	College Park (N=118)
Parks and Open Space	89%	92%	91%	85%	87%	91%	92%	84%
Garbage Collection	85%	85%	84%	86%	82%	88%	84%	83%
Pathways	84%	91%	87%	76%IA	91%	81%	88%	73%IA
Street Maintenance	83%	86%	84%	77%	91%GL	82%	85%	74%
Recreation Facilities	79%	78%	83%	74%	85%L	82%	86%	73%
Recycling Collection	77%	80%	73%	73%	73%	80%	69%L	87%
Fire Services	65%	60%	67%	68%	66%	64%	72%	60%
Swimming Pools	65%	68%	61%	57%	73%G	64%	72%	65%
Recreation Programs	65%	65%	67%	55%	71%GL	67%	75%	56%
General Law Enforcement	63%	53%CGIP	66%	71%	68%	62%	65%	64%
Deed Restriction Enforcement	57%	63%	57%	52%	63%	46%A	62%	63%
Emergency Medical Services	56%	53%	62%	61%	54%	55%	59%	49%
Traffic Enforcement	49%	51%	46%	51%	36%A	55%	44%	56%
Neighborhood Watch	46%	40%	57%A	46%	43%	43%	45%	44%

Q6. Closed-ended rating question

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Rated Community Services a '1' or '2'

2005 Residents Survey

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/ Carlton Woods (N=75)	College Park (N=118)
Traffic Enforcement	19%	17%	17%	15%	28%G	23%	20%	21%
Deed Restrictions	10%	6%	12%	17%	8%	15%	2%	7%
Neighborhood Watch	9%	8%	3%	13%	9%	10%	8%	10%
General Law Enforcement	8%	5%	7%	5%	9%	12%	10%	9%
Recycling Collection	6%	7%	8%	5%	5%	3%	11%	7%
Street Maintenance	5%	5%	3%	7%	3%	4%	0%	8%
Garbage Collection	4%	5%	3%	5%	4%	3%	8%	5%
Pathways	3%	1%	4%	4%	1%	2%	4%	10%
Recreation Programs	3%	3%	2%	1%	3%	2%	0%	7%
Swimming Pools	2%	1%	2%	2%	0%	0%	3%	5%
Recreation Facilities	2%	3%	1%	2%	2%	0%	1%	7%
Fire Services	1%	0%	1%	0%	0%	1%	1%	5%
Emergency Medical Services	1%	0%	1%	1%	1%	2%	0%	3%
Parks and Open Space	1%	0%	1%	1%	2%	1%	1%	3%

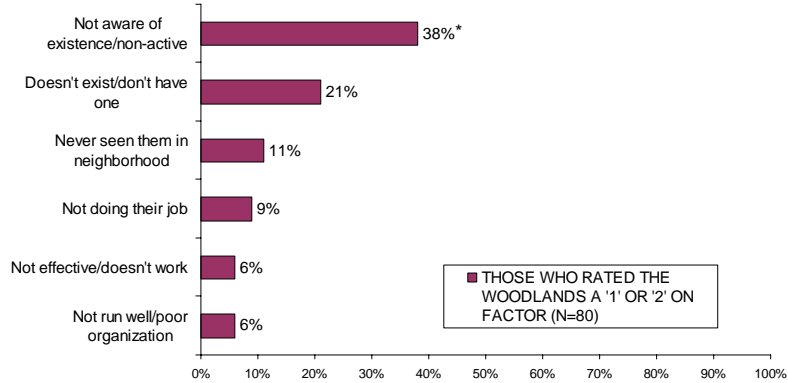
Q6. Closed-ended rating question

CCR

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Reasons Rated Neighborhood Watch as 'Poor'

2005 Residents Survey



*Significantly different than all but 'Doesn't exist/don't have one'

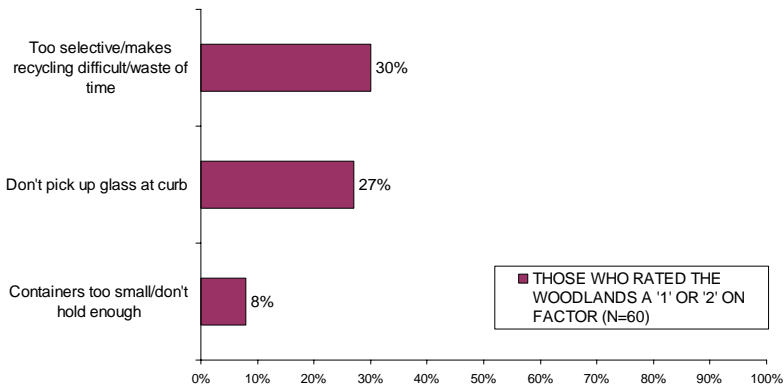
Q7. Open-ended question

CCR

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Reasons Rated Recycling Collection as 'Poor'

2005 Residents Survey



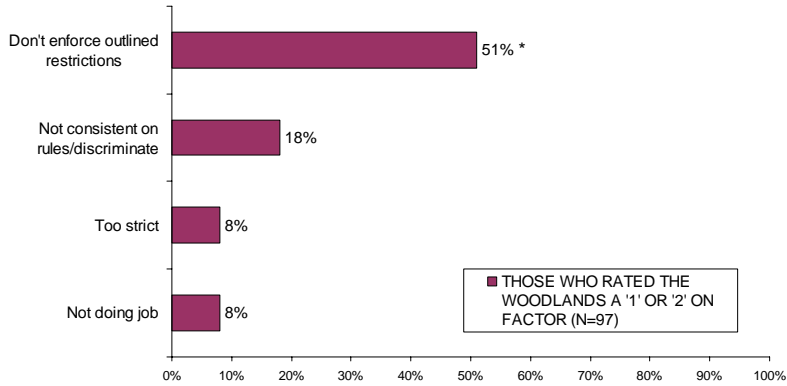
Q7. Open-ended question

CCR

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Reasons Rated Deed Restrictions Enforcement as 'Poor'

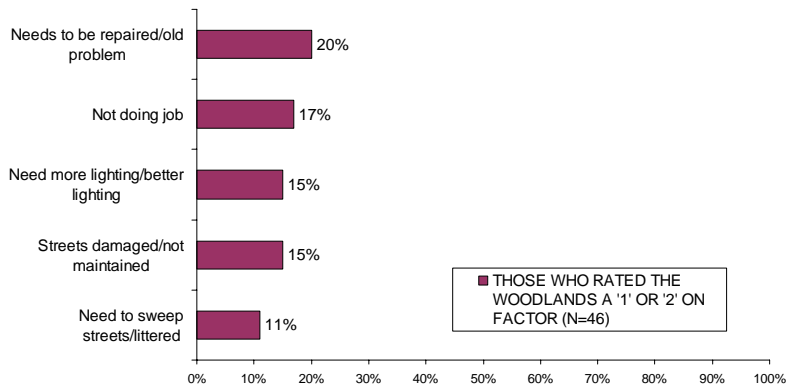
2005 Residents Survey



Q7. Open-ended question

Reasons Rated Street Maintenance as 'Poor'

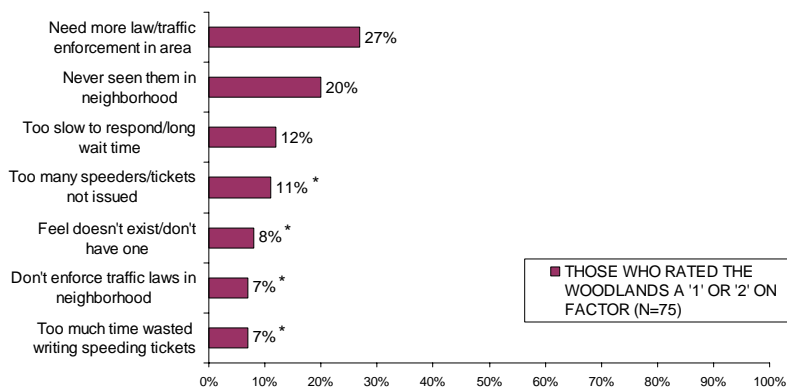
2005 Residents Survey



Q7. Open-ended question

Reasons Rated Law Enforcement as 'Poor'

2005 Residents Survey



*Significantly different than 'Need more law/traffic enforcement in area'

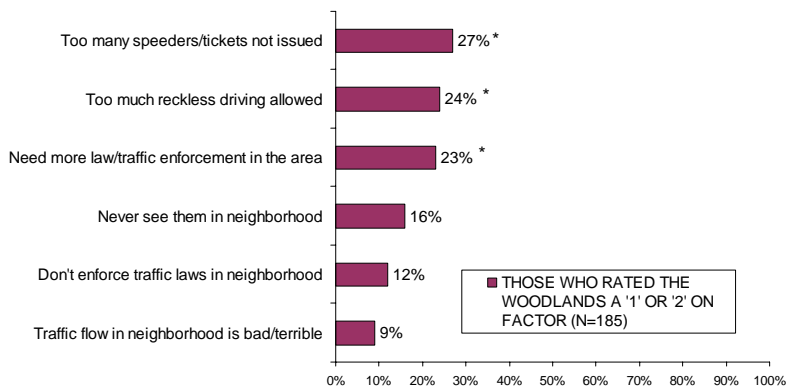
Q7. Open-ended question

CCR

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Reasons Rated Traffic Enforcement as 'Poor'

2005 Residents Survey



*Significantly different than 'Don't enforce traffic laws in neighborhood' and 'Traffic flow in neighborhood is bad/terrible'

Q12. Closed-ended question

CCR

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Satisfaction With Services Provided by Community Association

2005 Residents Survey

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/ Carlton Woods (N=75)	College Park (N=118)
Excellent	16%	18%	17%	11%	12%	16%	20%	16%
Very good	40%	38%	41%	43%	41%	43%	36%	32%
Good	30%	27%	30%	32%	34%	28%	25%	31%
Fair	9%	9%	6%	9%	8%	7%	16%	14%
Poor	3%	3%	3%	3%	2%	3%	1%	5%

56% Excellent/Very good

Q8. Closed-ended rating question

CCR

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Rating Assessment Rate Overall in Terms of Value for the Money

2005 Residents Survey

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/ Carlton Woods (N=75)	College Park (N=118)
Excellent	4%	3%	7%	2%	7%	3%	7%	4%
Very good	17%	14%	17%	19%	18%	17%	16%	19%
Good	36%	38%	35%	32%	34%	44%	39%	32%
Fair	31%	33%	33%	32%	29%	29%	31%	27%
Poor	9%	9%	4%	13%	10%	4%	4%	15%

Q9. Closed-ended rating question

CCR

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Likelihood to Use... Other Services/Programs Offered in Other Communities

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/ Carlton Woods (N=75)	College Park (N=118)
None/Nothing	91%	91%	92%	96%	93%	91%	87%	89%
Improve existing services	2%	0%	2%	1%	2%	2%	4%	3%

All other responses by fewer than 2%

Q10. Open-ended questions

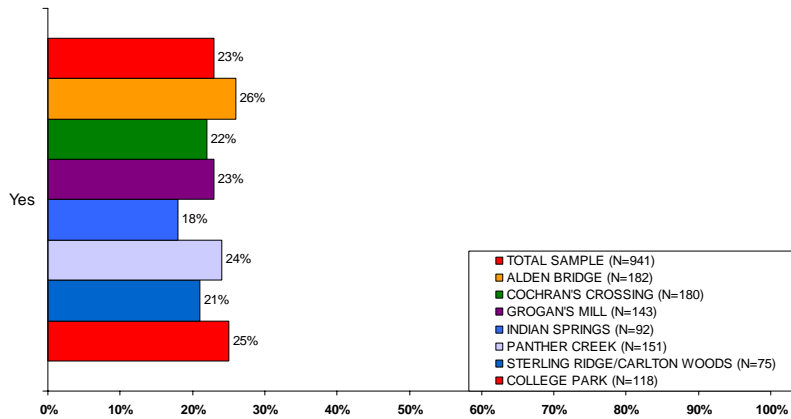
Willingness to Pay Higher Assessment Fee if Offer Programs/Service/Facilities Mentioned

Willingness to pay	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/ Carlton Woods (N=75)	College Park (N=118)
Very willing	3%	5%	4%	1%	1%	1%	1%	3%
Somewhat willing	4%	8%	4%	4%	1%	2%	3%	3%
Neither willing nor unwilling	1%	3%	2%	1%	0%	1%	0%	1%
Not very willing	1%	3%	1%	0%	0%	3%	1%	2%
Not at all willing	3%	6%	4%	1%	2%	3%	5%	1%
No services/facilities requested	81%	62%*	74%	85%	95%	88%	87%	90%
Don't know/unsure	7%	14%	11%	8%	1%A	1%A	3%	2%

Q11.

Law Enforcement/Safety

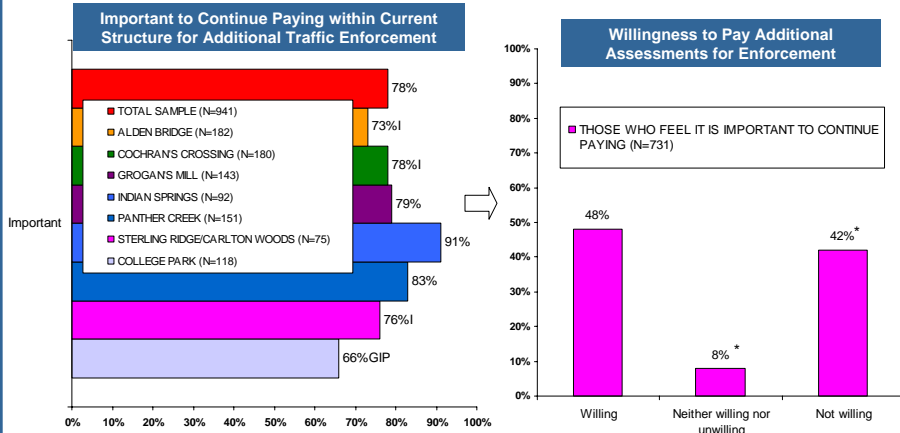
Has Traffic Enforcement Improved in Past Year?



Q12. Closed-ended

Should the Associations Continue Paying for Additional Enforcement

2005 Residents Survey



Q13./Q14. Closed-ended questions

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

2005 Residents Survey

	In neighborhood during day		In neighborhood at night		In community parks		On pathways	
	Mean Scores	% Rating Very Safe	Mean Scores	% Rating Very Safe	Mean Scores	% Rating Very Safe	Mean Scores	% Rating Very Safe
Total Sample (N=941)	4.62	67%	4.21	43%	4.17	38%	3.98	32%
Alden Bridge (N=182)	4.65	69%	4.24	42%	4.16	36%	4.06	34%
Cochran's Crossing (N=180)	4.59	67%	4.20	44%	4.19	40%	4.00	33%
Grogan's Mill (N=143)	4.52	62%	4.11	38%	4.01	31%	3.76	27%
Indian Springs (N=92)	4.70	73%	4.32	47%	4.29	43%	4.07	38%
Panther Creek (N=151)	4.56	64%	4.24	43%	4.11	33%	3.79	25%
Sterling Ridge/Carlton Woods (N=75)	4.67	72%	4.22	43%	4.26	44%	4.19	40%
College Park (N=118)	4.68	71%	4.20	46%	4.29	45%G	4.17	36%

Q15. Closed-ended rating question

Covenants/Deed Restrictions

Effectiveness of Enforcement of Deed Restrictions

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/ Carlton Woods (N=75)	College Park (N=118)
Very effective	44%	47%	52%GP	41%	43%	36%	49%	40%
Somewhat effective	41%	41%	34%	39%	39%	46%C	40%	46%
Neither effective nor ineffective	4%	4%	4%	4%	5%	5%	3%	6%
Not very effective	6%	2%	6%	10%	8%	8%	5%	3%
Not at all effective	2%	3%	2%	1%	2%	1%	0%	3%

85% Very/Somewhat effective

Q16. Closed-ended

Importance of Deed Restriction Enforcement

2005 Residents Survey

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/Carlton Woods (N=75)	College Park (N=118)
Very important	71%	74%	69%	71%	72%	74%	72%	68%
Somewhat important	24%	24%	26%	23%	26%	22%	24%	25%
Neither important nor unimportant	2%	1%	1%	2%	1%	2%	1%	4%
Not very important	1%	0%	3%	1%	0%	2%	0%	2%
Not at all important	1%	1%	1%	1%	0%	0%	0%	1%

95% Very/Somewhat important

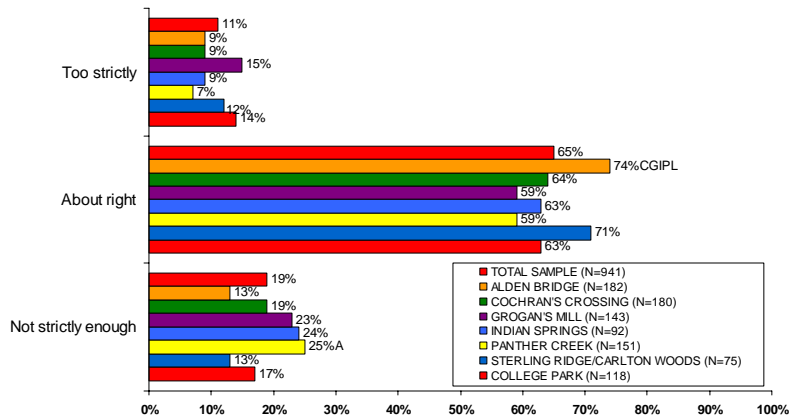
Q17. Closed-ended

CCR

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Feel That Deed Restrictions Are Enforced...

2005 Residents Survey

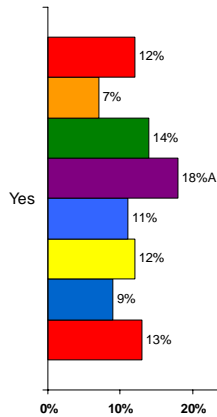


Q18. Closed-ended

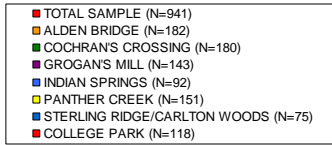
CCR

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Filed Complaint About Deed Restriction in Village

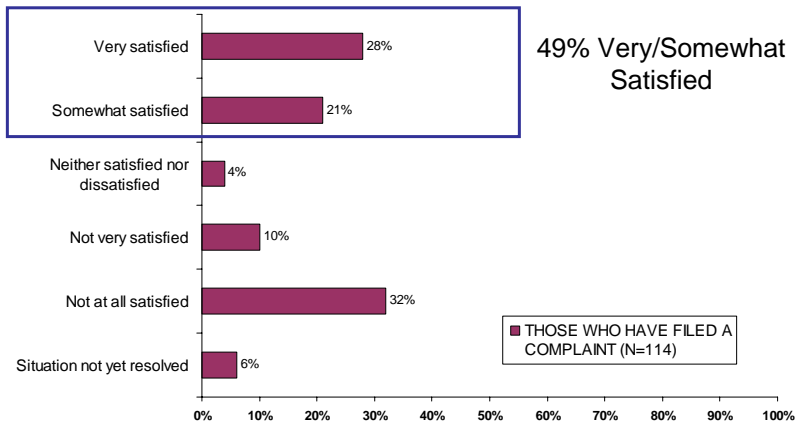


Significant differences		
	Filed a complaint	Didn't file a complaint
By who feel deed restriction enforcement is very effective		
	33%	46%
By those who feel it is important to enforce deed restrictions		
Very important	87%	69%
Somewhat important	12%	26%
Deed restrictions are enforced...		
Not strictly enough	53%	14%
About right	36%	69%



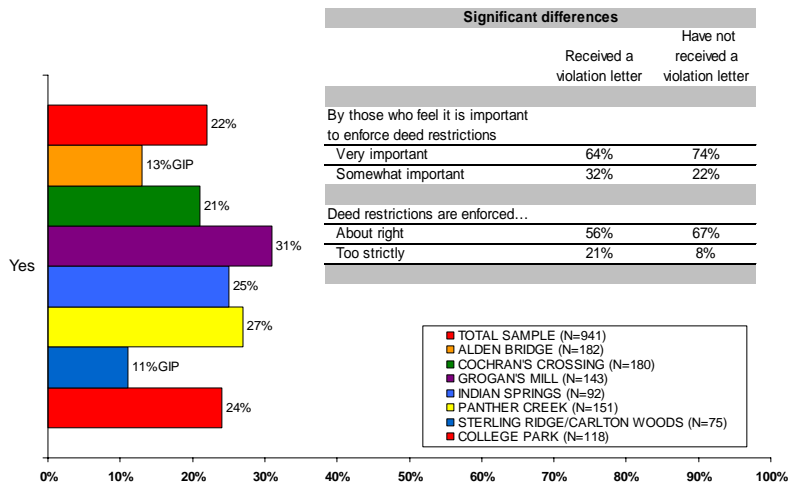
Q19. Closed-ended question

Satisfaction with Association's Response to Complaint Filed



Q20. Closed-ended question

Received Letter About Deed Restriction Violation on Property

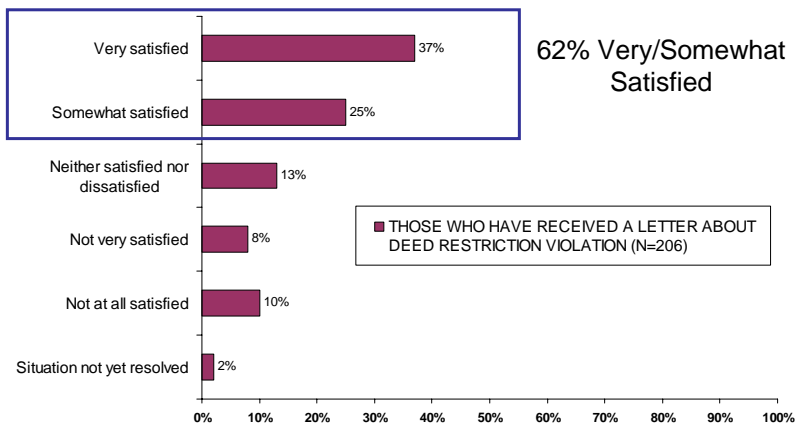


Significant differences

	Received a violation letter	Have not received a violation letter
By those who feel it is important to enforce deed restrictions		
Very important	64%	74%
Somewhat important	32%	22%
Deed restrictions are enforced...		
About right	56%	67%
Too strictly	21%	8%

Q21. Closed-ended

Satisfaction with Association's Response to and Resolution of Situation



Q22. Closed-ended

Communications

How Primarily Learn About Activities in Community

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/ Carlton Woods (N=75)	College Park (N=118)
The Villager	45%CGIP	40%	57%	51%	53%	54%	36%CGIP	18%*
The Woodlands Community Magazine	21%	21%	17%	15%	13%	23%	15%	42%*
Neighbors/friends/word-of-mouth	14%	16%	13%	15%	14%	9%	20%	14%
Don't know/unsure	3%	4%	3%	1%	3%	2%	4%	4%
E-neighbor or Internet newsletter	5%	3%	2%	4%	4%	3%	14%	10%
Newspaper (unspecified)	2%	5%	1%	2%	2%	2%	1%	2%

Q23. Closed-ended question

The Woodlands Community Magazine

2005 Residents Survey

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/ Carlton Woods (N=75)	College Park (N=118)
Receives/Reads The Woodlands Community Magazine	96%	98%	98%	96%	93%	96%	88%	96%
Typically Reads...	(N=901)	(N=178)	(N=176)	(N=137)	(N=86)	(N=145)	(N=66)	(N=113)
All of magazine	22%	22%	18%	24%	23%	26%	21%	19%
Most of magazine	33%	31%	28%	35%	24%	37%	39%	42% ICA
Some of magazine	37%	39%	43%	33%	43%	32%	33%	35%
None of magazine	7%	8%	10%	8%	7%	6%	6%	4%
Magazine effectiveness								
Very effective	37%	39%	34%	35%	36%	39%	33%	41%
Somewhat effective	44%	43%	43%	47%	47%	39%	45%	46%
Neither effective nor ineffective	7%	9%	6%	6%	2%	8%	5%	8%
Not very effective	8%	4%	11%	5%	9%	12%	9%	4%
Not at all effective	2%	2%	3%	4%	3%	1%	3%	1%

Q24./Q25./Q26. Closed-ended questions

CCR

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Articles/Information Would Like to See in Magazine

Base: Those who receive/read The Woodlands Community Magazine

2005 Residents Survey

	TOTAL SAMPLE (N=901)	Alden Bridge (N=178)	Cochran's Crossing (N=176)	Grogan's Mill (N=137)	Indian Springs (N=86)	Panther Creek (N=145)	Sterling Ridge/ Carlton Woods (N=66)	College Park (N=113)
Don't know/no input	65%	64%	66%	65%	62%	64%	73%	66%
Events/activities in the community	14%	13%	14%	11%	14%	12%	14%	19%
New programs available	6%	8%	6%	4%	5%	4%	6%	6%
Future development plans	5%	3%	7%	5%	2%	5%	5%	4%
Human interest stories	4%	2%	2%	7%	6%	4%	5%	3%
Crime rate statistics	2%	2%	3%	4%	2%	2%	0%	1%

Q27. Closed-ended question

CCR

40

Internet Access

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/ Carlton Woods (N=75)	College Park (N=118)
HAVE ACCESS, EITHER AT HOME OR AT WORK	94% (N=882)	93% (N=169)	95% (N=171)	91% (N=130)	95% (N=87)	93% (N=140)	93% (N=70)	97% (N=115)
Average number of times access Internet in a week for personal use	6.58	6.24	6.77	6.31	7.11	6.48	7.04	6.52
Have visited the Community Associations' web site	52%	54%	53%	48%	52%	55%	43%	55%

Q28/29/30. Closed-ended questions/Q31. Open ended question

Internet Access

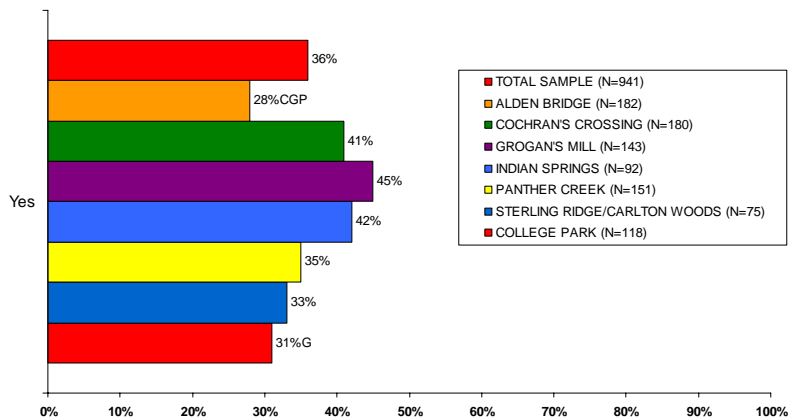
Type of information typically access on Community Associations' web site

	TOTAL SAMPLE (N=459)	Alden Bridge (N=91)	Cochran's Crossing (N=91)	Grogan's Mill (N=62)	Indian Springs (N=45)	Panther Creek (N=77)	Sterling Ridge/ Carlton Woods (N=30)	College Park (N=63)
Those who have visited the Association web site								
Events/activities in the community	38%	41%	36%	37%	42%	38%	40%	37%
Programs in the community	19%	24%	22%	15%	20%	10%	13%	22%
Deed restrictions/covenants	13%	14%	9%	19%	13%	12%	13%	11%
Pool opening dates/time	8%	4%	8%	6%	2%	9%	13%	13%
Special holiday events	5%	4%	5%	3%	0%	8%	13%	6%
Meetings	4%	1%	4%	8%	4%	4%	0%	3%
Associations phone numbers/services	4%	3%	7%	3%	4%	4%	3%	5%
Services	4%	2%	8%	0%	4%	8%	0%	2%
Agendas	3%	4%	4%	2%	7%	3%	0%	2%

Q31. Closed-ended questions

Communication with Association Staff

In Past 5 Years, Have Had Personal Communication With Member of Association Staff



Q35. Closed-ended question

Departments Contacted

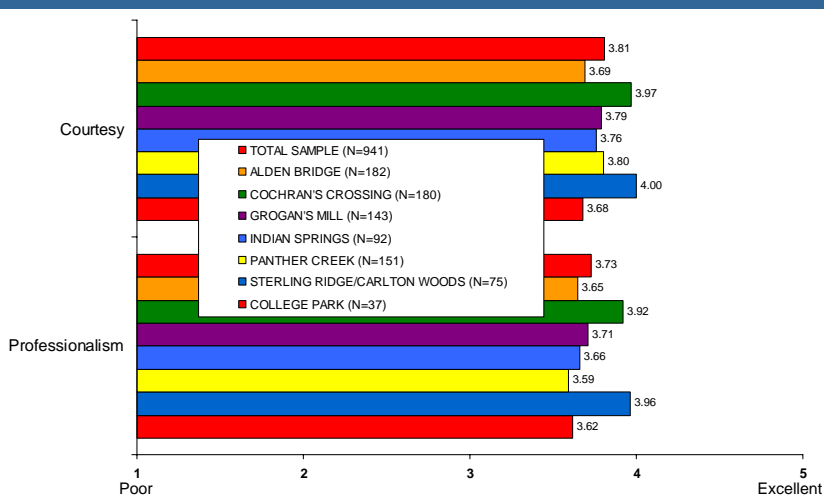
2005 Residents Survey

THOSE WHO HAD COMMUNICATED WITH A MEMBER OF THE ASSOCIATION STAFF	TOTAL SAMPLE (N=343)	Alden Bridge (N=51)	Cochran's Crossing (N=74)	Grogan's Mill (N=64)	Indian Springs (N=39)	Panther Creek (N=53)	Sterling Ridge/ Carlton Woods (N=25)	College Park (N=37)
Deed Restrictions/Residential Design Review/RDRC Committee	42%	41%	43%	41%	49%	38%	44%	38%
Maintenance	15%	14%	16%	11%	8%	21%	24%	11%
Recreation	12%	14%	14%	8%	5%	15%	16%	16%
Don't know/don't remember	11%	14%	8%	14%	15%	6%	16%	11%
Committee (RDRC)/Covenants	10%	4%	12%	12%	13%	11%	0%	11%
Administration	10%	12%	14%	9%	13%	4%	8%	14%

Q36. Closed-ended question

Rating Association Staff Based on Communication (1 = Poor; 5 = Excellent)

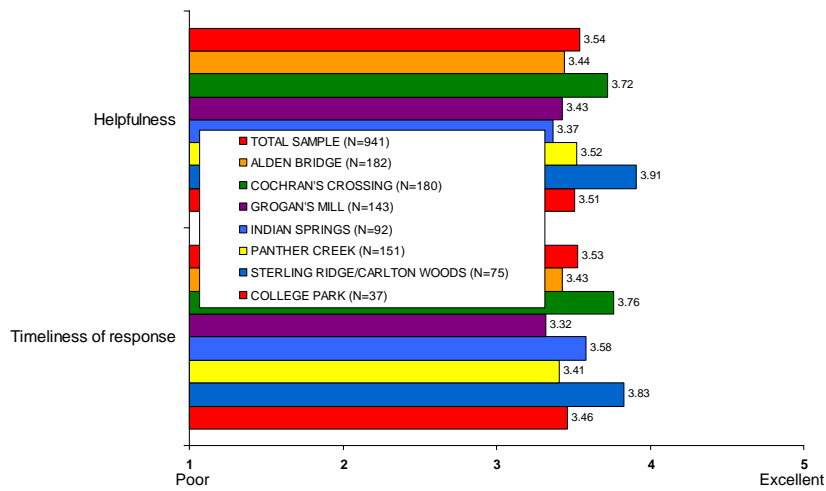
2005 Residents Survey



Q37. Closed-ended rating question

Rating Association Staff Based on Communication (1 = Poor; 5 = Excellent)

2005 Residents Survey



Q37. Closed-ended rating question

2005 Residents Survey

Local Governance

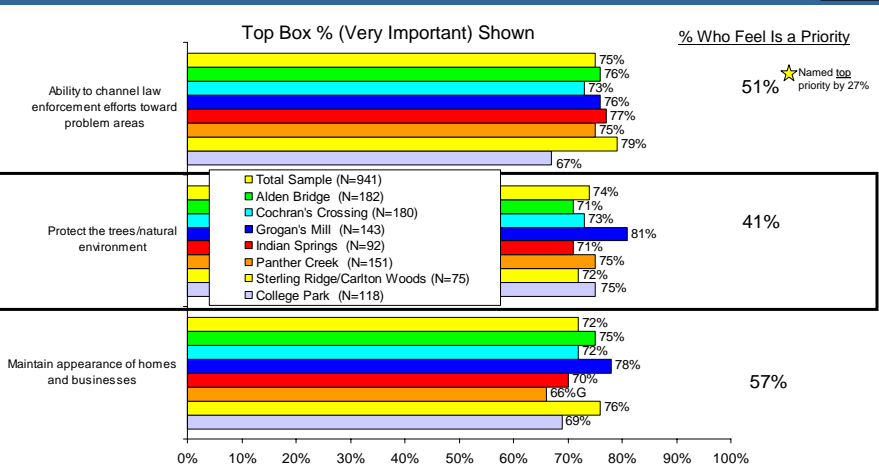
Most Important for Association to Provide

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/Carlton Woods (N=75)	College Park (N=118)
Safety/security	26%	33%	31%	23%	23%	26%	23%	17%AC
Satisfied/keep up good work	8%	11%	8%	8%	4%	9%	7%	8%
Deed restriction/covenant enforced	6%	7%	4%	6%	9%	6%	12%	4%
Information/growth/construction/community	5%	4%	3%	7%	7%	5%	3%	7%

Q38. Open-ended question

Rating Importance of Local Leadership Involvement (1 = Not at all important; 5 = Very important)

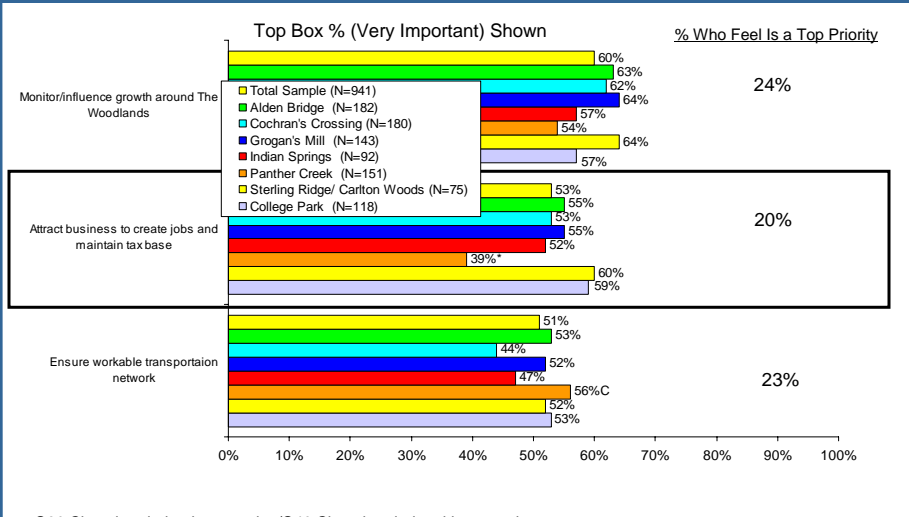
CHART
1 OF 2



Q39 Closed-ended rating question/Q40. Closed-ended ranking question

Rating Importance of Local Leadership Involvement (1 = Not at all important; 5 = Very important)

CHART
2 OF 2



Q39 Closed-ended rating question/Q40. Closed-ended ranking question

Rating Understanding of Entities (1 = Never heard of it/have no understanding; 5 = Very familiar/have very thorough understanding)

CHART
1 OF 3

	Conroe Independent School District (CISD)		Woodlands Community Association (WCA)		The Woodlands Association (TWA)		Municipal Utility District (MUD)	
	Mean Scores	% Rating Very Familiar	Mean Scores	% Rating Very Familiar	Mean Scores	% Rating Very Familiar	Mean Scores	% Rating Very Familiar
Total Sample (N=941)	4.12	50%	3.69	29%	3.64	28%	3.66	31%
Alden Bridge (N=182)	3.99	45%	3.41 ^{CGPS}	20%	3.40*	22%	3.63	29%
Cochran's Crossing (N=180)	4.31 ^{AGL}	59% ^{AL}	3.82	32% ^A	3.68	31%	3.88 ^{ISL}	34%
Grogan's Mill (N=143)	3.99	47% ^C	3.82	34% ^A	3.92 ^{PSL}	36% ^{AL}	3.79 ^{ISL}	38%
Indian Springs (N=92)	4.10	47% ^C	3.67	28%	3.79	30%	3.49	30%
Panther Creek (N=151)	4.29	55% ^L	3.91 ^{ILS}	32%	3.63	28%	3.65	28%
Sterling Ridge/Carlton Woods (N=75)	4.14	53%	3.71	31%	3.61	31%	3.41	33%
College Park (N=118)	3.96	42%	3.50	24%	3.55	23%	3.50	26%

Q42. Closed-ended rating question

Rating Understanding of Entities (1 = Never heard of it/have no understanding; 5 = Very familiar/have very thorough understanding)

2005 Residents Survey

	Community Associations of The Woodlands		Montgomery County Sheriff's Office (MCSO)		Your Village Association		The Woodlands Development Company	
	Mean Scores	% Rating Very Familiar	Mean Scores	% Rating Very Familiar	Mean Scores	% Rating Very Familiar	Mean Scores	% Rating Very Familiar
Total Sample (N=941)	3.57	27%	3.52	26%	3.47	24%	3.14	19%
Alden Bridge (N=182)	3.40	20%	3.28CIP	19%	3.32	19%	2.90CGI	12%
Cochran's Crossing (N=180)	3.68	29%	3.66	29%A	3.56	26%	3.30	22%A
Grogan's Mill (N=143)	3.68	34%A	3.51	28%	3.57	29%	3.27	24%A
Indian Springs (N=92)	3.51	24%	3.59	30%	3.58	23%	3.20	16%
Panther Creek (N=151)	3.69A	29%	3.65	26%	3.49	23%	3.24	21%
Sterling Ridge/Carlton Woods (N=75)	3.44	27%	3.47	33%	3.41	24%	3.15	20%
College Park (N=118)	3.50	25%	3.53	24%	3.40	25%	2.88CGIP	16%

CHART
2 OF 3

Q42. Closed-ended rating question

CCR

53

Rating Understanding of Entities (1 = Never heard of it/have no understanding; 5 = Very familiar/have very thorough understanding)

2005 Residents Survey

	Residential Design Review Committee (RDRC)		Town Center Improvement District (TCID)		San Jacinto River Authority (SJRA)		Joint Powers Agency (JPA)		The Woodlands Commercial Owners Association (WCOA)	
	Mean Scores	% Rating Very Familiar	Mean Scores	% Rating Very Familiar	Mean Scores	% Rating Very Familiar	Mean Scores	% Rating Very Familiar	Mean Scores	% Rating Very Familiar
Total Sample (N=941)	3.24	23%	2.78	15%	2.29	7%	2.03	6%	1.92	4%
Alden Bridge (N=182)	2.92CGIP	14%	2.64GP	11%	2.18	4%	1.69CGIF	2%	1.87	3%
Cochran's Crossing (N=180)	3.34GS	24%A	2.88	13%	2.28	7%	2.31	7%	1.99	5%
Grogan's Mill (N=143)	3.64	31%AAL	3.01	22%A	2.61ALS	11%	2.31	8%	2.01	6%
Indian Springs (N=92)	3.51	28%AAL	2.73	17%	2.37	11%	2.10	10%	2.08	10%
Panther Creek (N=151)	3.50	31%AAL	2.94	16%	2.37	10%	2.07	6%	1.86	3%
Sterling Ridge/Carlton Woods (N=75)	2.90CGIP	20%	2.38CGP	16%	2.05	5%	1.79CGI	1%	1.88	1%
College Park (N=118)	2.74CGIP	13%	2.63GP	10%	2.08	4%	1.78CGIF	4%	1.78	3%

CHART
3 OF 3

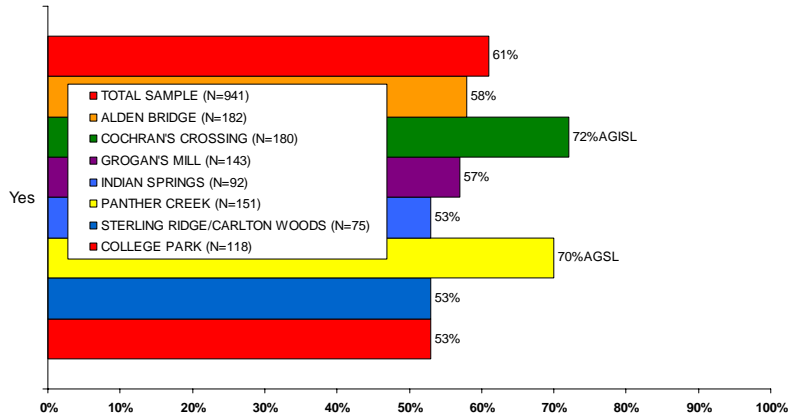
Q42. Closed-ended rating question

CCR

54

Is The Woodlands Development Company Separate and Distinct from Others Rated?

2005 Residents Survey



Q43. Closed-ended question

2005 Residents Survey

The Community

Aspects Liked About Living In The Woodlands

2005 Residents Survey

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/ Carlton Woods (N=75)	College Park (N=118)
Appearance/beauty of area/tree/greenery	32%	33%	30%	38%	30%	31%	32%	26%
Safe	13%	13%	19%	8%	13%	9%	20%	9%
Parks/woods/parkways/open spaces	12%	14%	13%	13%	9%	13%	9%	8%
Conveniently located to everything	11%	11%	9%	8%	10%	13%	7%	17%
Appearance/aesthetics/neat/clean	11%	9%	13%	10%	16%	9%	16%	10%
Schools/quality education	8%	10%	11%	3%	3%	7%	11%	8%
Shopping/restaurants/entertainment	7%	5%	7%	8%	7%	7%	5%	8%
Nice/friendly neighbors/people	6%	6%	7%	5%	0%	7%	7%	8%
Quiet/peaceful	6%	5%	4%	10%	3%	7%	7%	5%
Amenities	6%	3%	4%	6%	3%	5%	9%	12%
Feels like small town/close to city/rural	5%	5%	3%	5%	7%	6%	4%	6%

CCR

Q44. Open-ended question

57

Suggestions to Improve The Woodlands

2005 Residents Survey

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/ Carlton Woods (N=75)	College Park (N=118)
None/nothing	28%	25%	23%	31%	29%	25%	32%	39%CP
Traffic control	15%	14%	21%	12%	13%	13%	15%	12%
Slow over-population/too crowded	10%	12%	14%	9%	13%	8%	8%	7%
Stop cutting down trees	7%	6%	6%	12%	4%	11%	3%	3%
Better law enforcement/lower crime	6%	5%	8%	6%	10%	6%	12%	2%
Slow construction/commercial businesses	4%	5%	6%	3%	2%	5%	1%	3%
Preserve beauty of Woodlands/greenlands/wildlife	4%	1%	5%	6%	4%	4%	4%	4%

CCR

Q45. Open-ended question

58

Most Important Issues Facing The Woodlands Residents

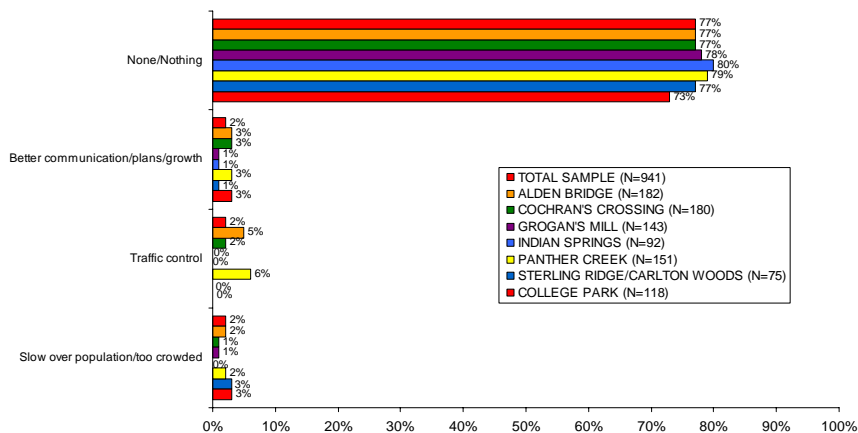
2005 Residents Survey

	TOTAL SAMPLE (N=941)	Alden Bridge (N=182)	Cochran's Crossing (N=180)	Grogan's Mill (N=143)	Indian Springs (N=92)	Panther Creek (N=151)	Sterling Ridge/ Carlton Woods (N=75)	College Park (N=118)
Traffic control/flow/congestion	19%	21%	20%	16%	34%*	15%	16%	14%
New construction/growth/over development	18%	20%	16%	17%	15%	19%	19%	19%
Annexation--opposed to	11%	8%	12%	10%	11%	13%	11%	14%
None/nothing	8%	10%	5%	4%	7%	7%	12%	12%
Law enforcement/crime/safety	6%	5%	9%	9%	5%	5%	7%	4%
Taxes too high	6%	5%	9%	9%	8%	1%	7%	7%
Safety/security	6%	6%	7%	6%	7%	7%	7%	7%

Q46. Open-ended question

Suggestions for Improving The Woodlands

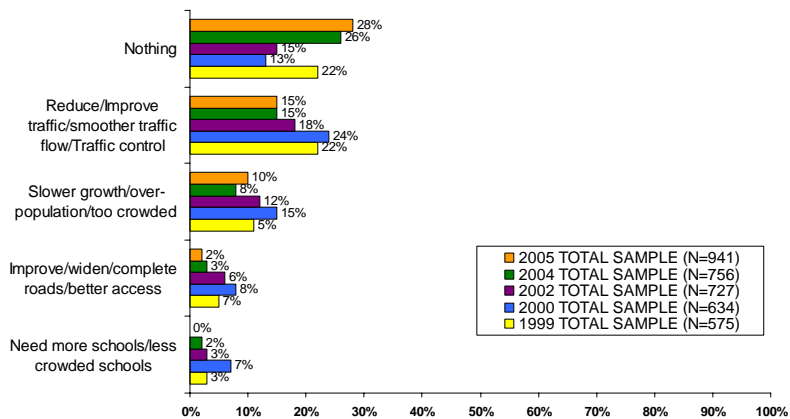
2005 Residents Survey



Q56. Open-ended question

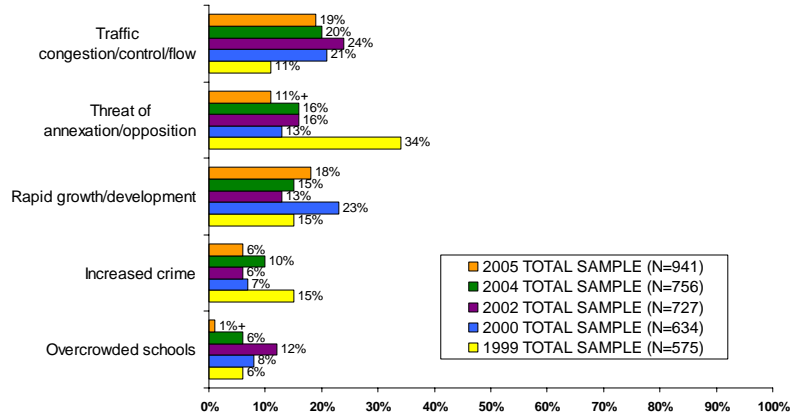
Research Findings - Comparison to Previous Studies

Changes/Suggestions for Improving The Woodlands



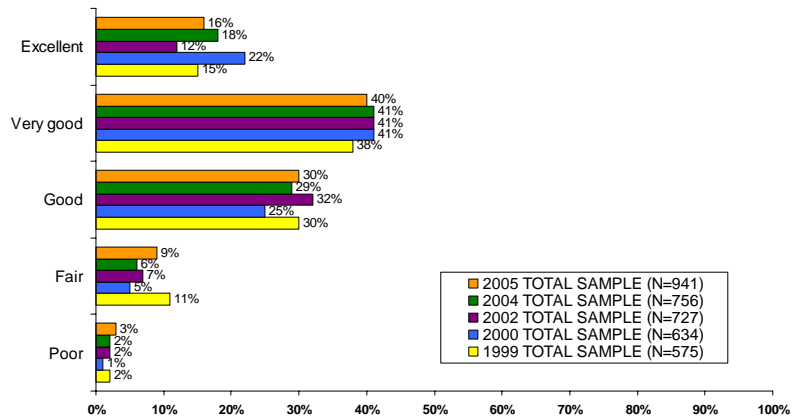
Q45. Open-ended question

Most Important Issues Facing The Woodlands Residents



Q46. Open-ended question

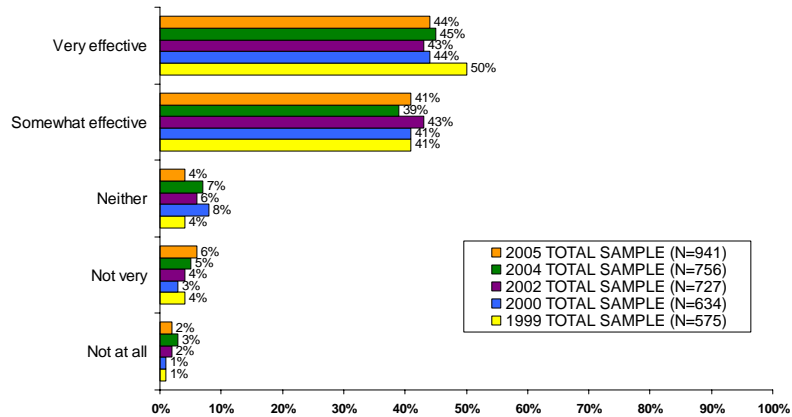
Satisfaction with Services Provided by Community Association



Q8. Closed-ended rating question

Effectiveness of Enforcement of Deed Restrictions

2005 Residents Survey



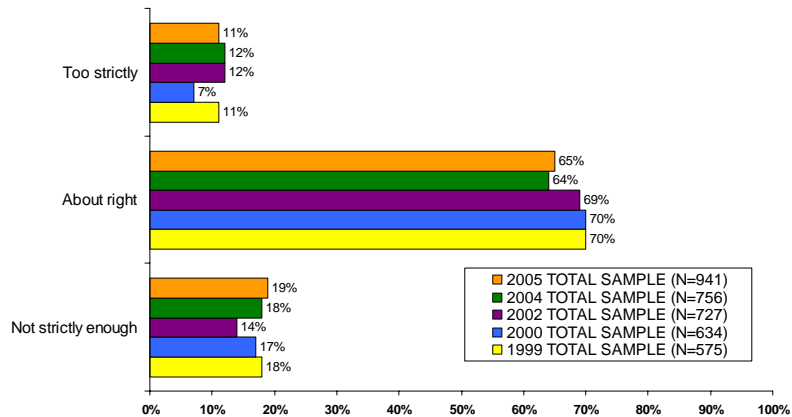
Q16. Closed-ended

CCR

65

Feel That Deed Restrictions Are Enforced...

2005 Residents Survey



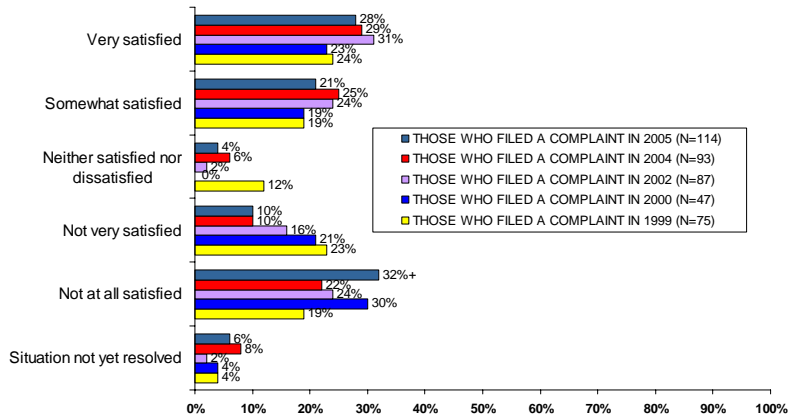
Q18. Closed-ended

CCR

66

Satisfaction with Association's Response to Complaint Filed

2005 Residents Survey



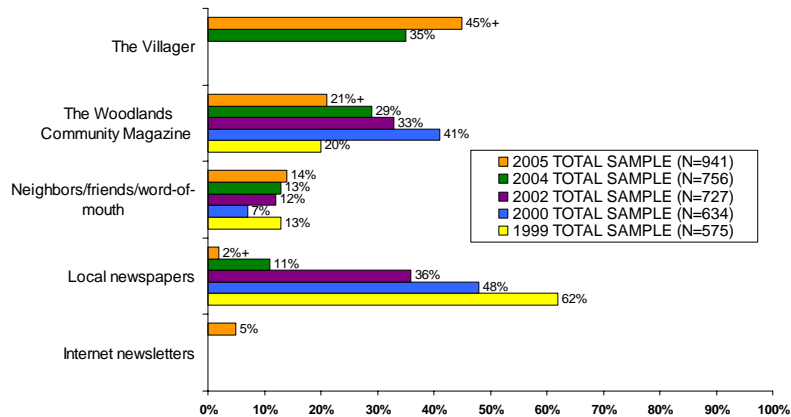
Q20. Closed-ended

CCR

67

How Primarily Learn About Activities in Community

2005 Residents Survey



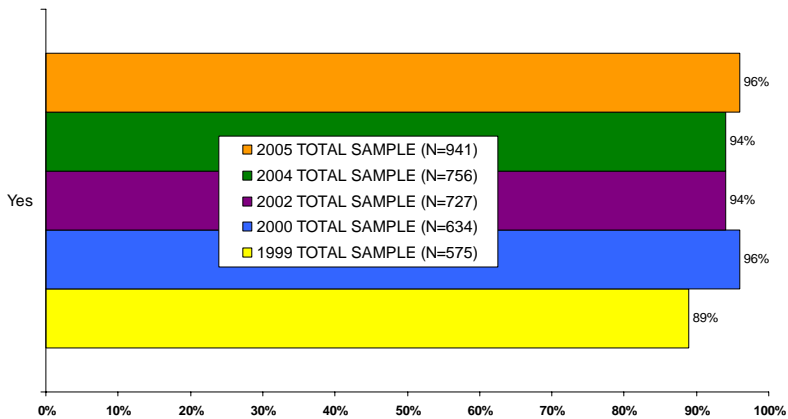
Q23. Closed-ended question

CCR

68

Receive The Woodlands Community Magazine

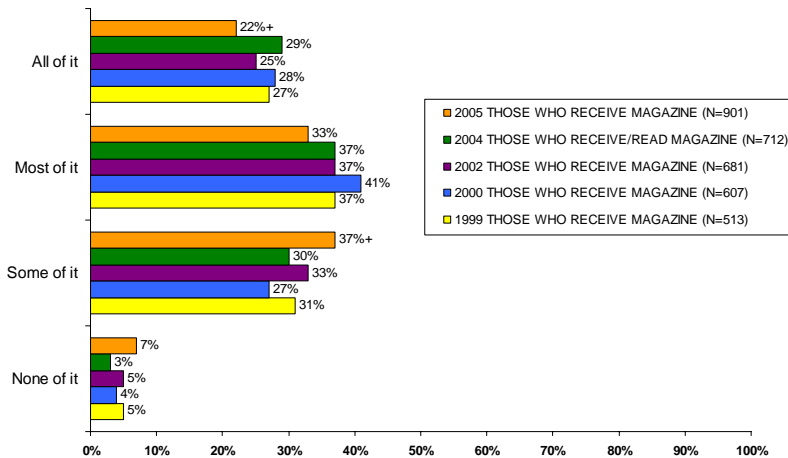
2005 Residents Survey



Q24. Closed-ended question

When Receive Magazine, Typically Read...

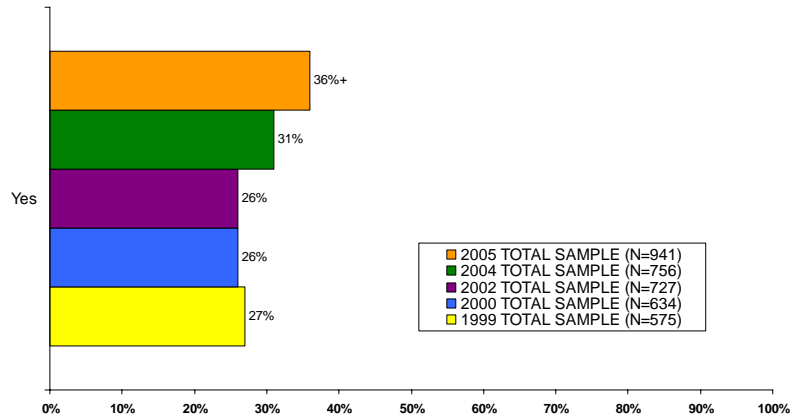
2005 Residents Survey



Q25. Closed-ended question

In Past 5 Years, Have Had Personal Communication With Member of Association Staff

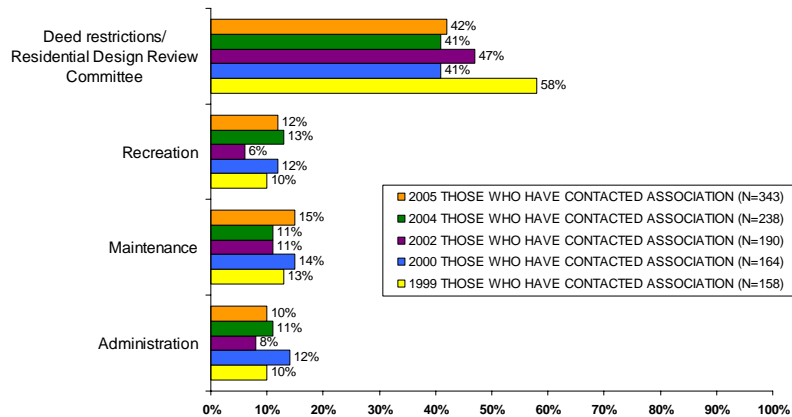
2005 Residents Survey



Q35. Closed-ended question

Departments Contacted

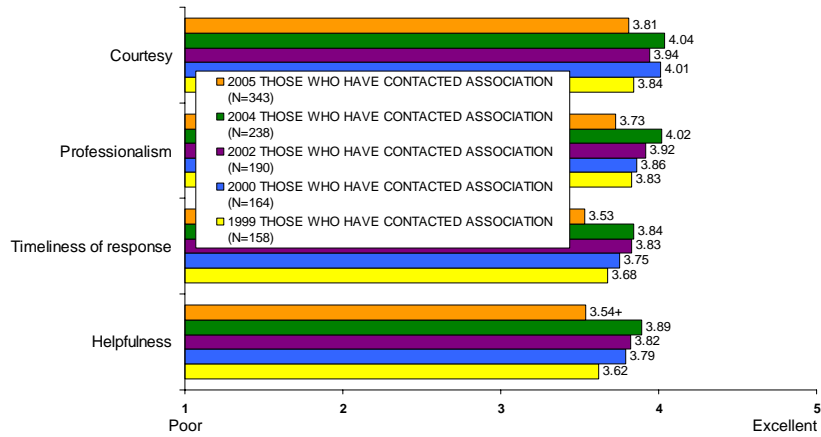
2005 Residents Survey



Q36. Closed-ended question

Rating Association Staff Based on Communication (1 = Poor; 5 = Excellent)

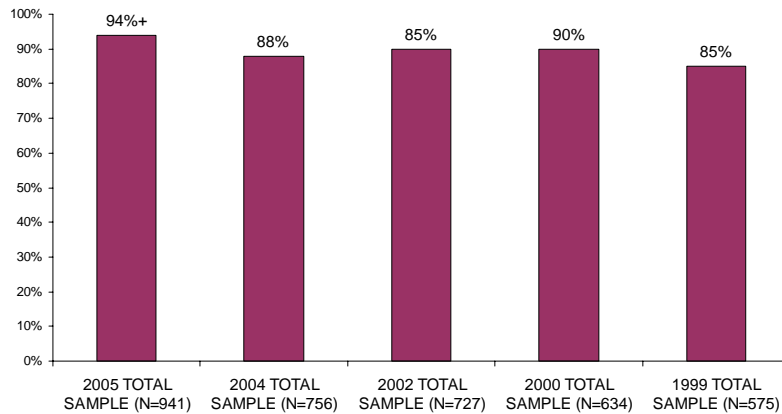
2005 Residents Survey



Q37. Closed-ended rating question

Internet Access

2005 Residents Survey



Q28. Closed-ended question

Conclusions & Recommendations

Conclusions

- In general, The Woodlands residents enjoy living in The Woodlands
 - They are pleased with the community in terms of maintenance, beauty, amenities, and location
 - Most feel there are no new services the Associations need to provide
 - Deed restriction enforcement is important and effective
 - However, the primary area where residents would like to see improvement include traffic enforcement and congestion
 - Many associate increased traffic with more development

Conclusions

- Residents, in general, welcome communication regarding community progress
 - Most have access to the Internet
 - Dependence on the Internet as an information source is increasing
 - Most receive the Woodlands Community Magazine and a majority read it, however overall readership has decreased from previous years
 - Use of the Villager newspaper has increased since 2004
 - About one-third have contacted an Association staff member
 - Residents are favorable towards the staff and rate them well

Conclusions

- In general, the villages are very similar in opinions. There are only a few differences:
 - Traffic congestion seems more of a concern in Indian Springs than in some other communities
 - Cochran's Crossing seems most pleased with the Neighborhood Watch program
 - College Park residents seem concerned with the swimming pools, pathways, recreational facilities, and safety in their community
 - Sterling Ridge and Carlton Woods rate Recycling Collection lower than other communities
 - Deed Restriction Enforcement should be examined more in Grogan Mill's and Panther Creek communities

Recommendations

- Although residents are pleased with their Associations, efforts should be focused in key areas:
 - Traffic congestion: Focus efforts of local leadership and law enforcement on alleviating traffic congestion, particularly for Indian Springs residents. Communicating these efforts is essential.
 - Development: Address concerns about over development and excessive tree removal by communicating future development plans/improvements with residents
 - Safety: Re-examine the effectiveness of neighborhood watch programs and further aid these efforts through increased communications to increase a stronger sense of safety
 - Contact: Continue to improve residents' contact with Association staff. Be proactive and set customer service standards like problem resolution within a 48-hour period