



## 2022 Resident Survey

August 2022  
GLM 22080

**Conducted by:**



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# The Woodlands Township

## 2022 Resident Survey

**T**he Woodlands Township contracted with Great Lakes Marketing Research (GLM) to conduct research with residents to obtain opinions on various issues related to living in The Woodlands, including opinions about municipal services and issues of priority.

### Research Methodology

GLM started with a population list of residents. A random sample of approximately 7,600 households was selected to receive the community survey. The 4-page questionnaire booklet included instructions on how to return the survey by mail, take the survey online (by entering a URL in their browser or by using a QR Code), or call a live operator. (No residents chose to respond by phone.) These randomly selected households comprised the “random sample.” The Woodlands Township issued news releases and social media posts telling residents that this survey was occurring during the month of July.

The initial mailing was inserted into the mail stream on June 30, 2022. A total of 1,441 completed surveys were returned with 53% responding online and 47% responding by postal mail. About 180 survey packets were returned as undeliverable. The result was a 19% response rate.

The data were weighted to match the overall age breakdown of the Township residents (42% are 44 and under and 58% are 45 and over) based on the 2018 survey population age estimates. This process aligns the survey respondent sample with the population of the Township and allows for direct comparison to the 2018 survey data.

A similar version of this questionnaire was used in prior years. The data from this 2022 study are compared to the results of the 2018 study when the questions were asked in the same format. In both 2022 and 2018, all “don’t know” and “prefer not to answer” responses have been removed from the data sets. By doing so, the data represent those who had opinions on the questions.

To keep the random sample as pure as feasibly possible, a four-digit code was printed on the mailed paper survey. Only those with a paper survey who were given the option to take the survey online would be likely to input the correct four-digit code.

# Section I: Key Findings

## Key Findings

The findings of this 2022 survey are about the same as the findings from the 2018 survey. The most salient difference was that 33% of the residents said they get “very good” value for the money when asked to rate the services provided by the Township. This is an increase of 8 percentage points and reflects a steady increase in the value perception since the first study reported this statistic in 2014.

Residents like living in The Woodlands for a variety of reasons, with factors related to the beauty of the area and greenspaces topping the list. This year, even more residents say they like the parks, woods, and pathways, as well as the aesthetics of the community.

Satisfaction ratings for services, from maintaining pathways to garbage collection, were extremely high with about nine out of ten residents rating the services as “very good” or “good.” Across all services, at least 70% of the residents were satisfied—with the trend toward higher satisfaction levels this year relative to the 2018 study.

The majority of residents say that the covenants and deed restrictions are important and effective.

Most residents continue to learn about activities in their neighborhood through The Woodlands Community Magazine.

About half of the residents have communicated with a member of the Township staff over the past two years and those communications are rated as “very good” or “good” by at least 90% of the residents for most interactions. Since 2010, the percentage of residents interacting with Township staff has increased along with satisfaction levels with those interactions.

About half of the residents say the level of development in The Woodlands is just right. This is similar to the opinions shared in 2018.

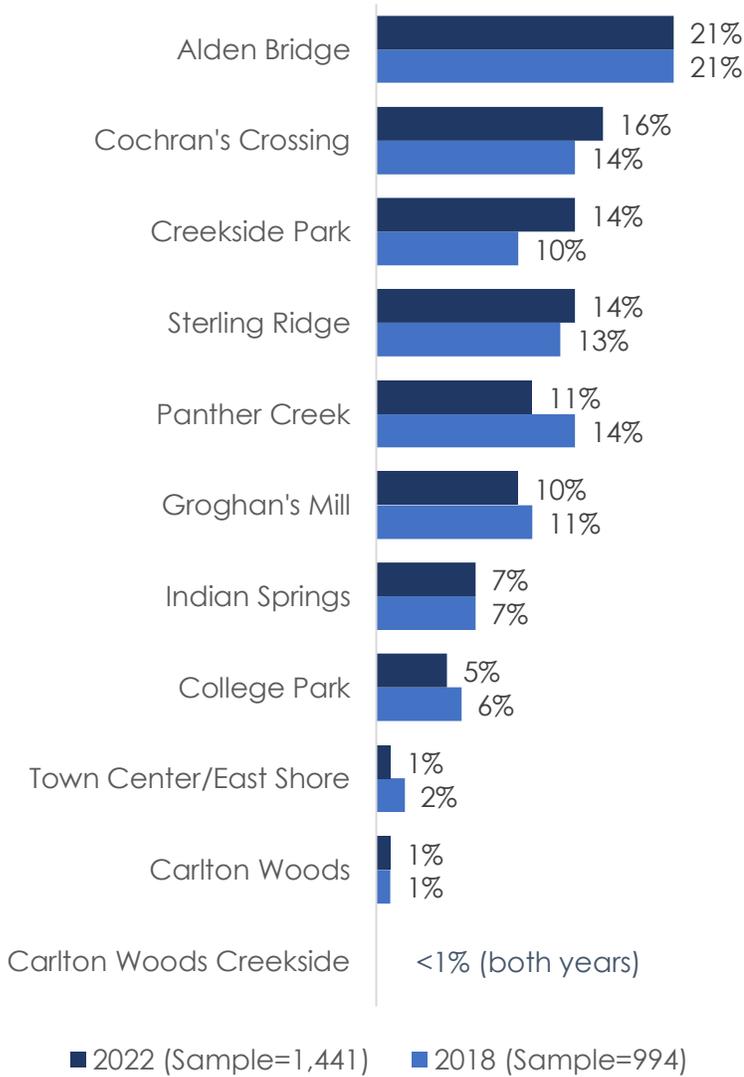
About one in three residents say they feel less safe now in The Woodlands than they did two years ago. This is consistent with the level of safety felt in 2018.

An interesting find in workplace trends is that 45% of the households in The Woodlands are home to at least one fully remote worker.

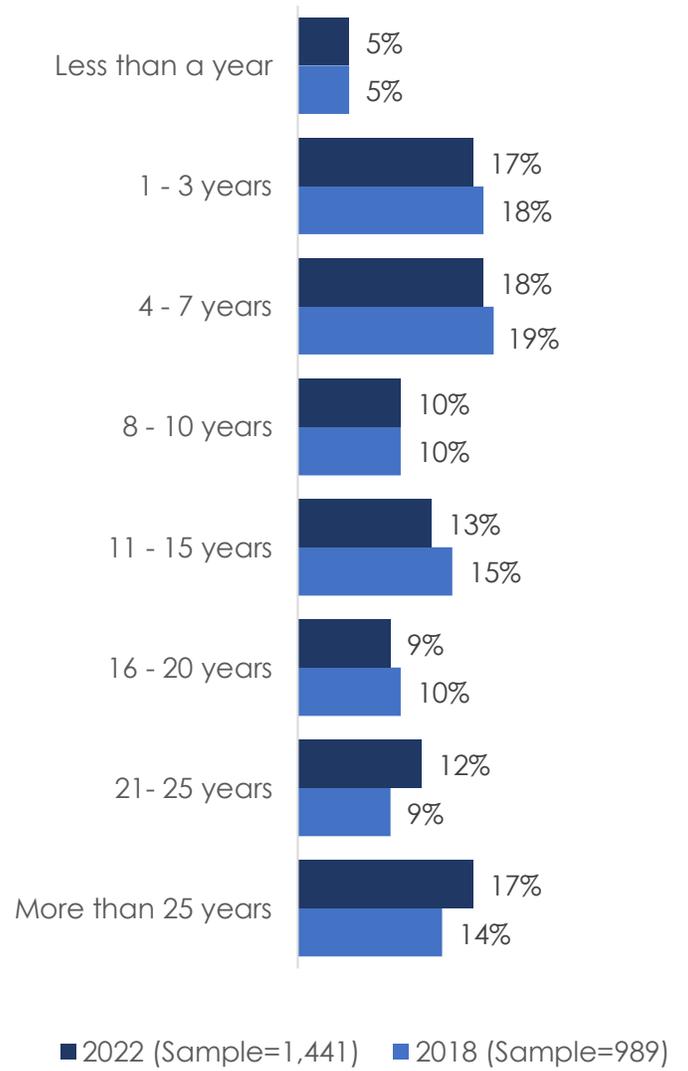
# Section II: Respondent Profile

The sample profile for 2022 and 2018 are within statistical tolerances or follow expected shifts in population trends. Please see Appendix I for additional demographic data.

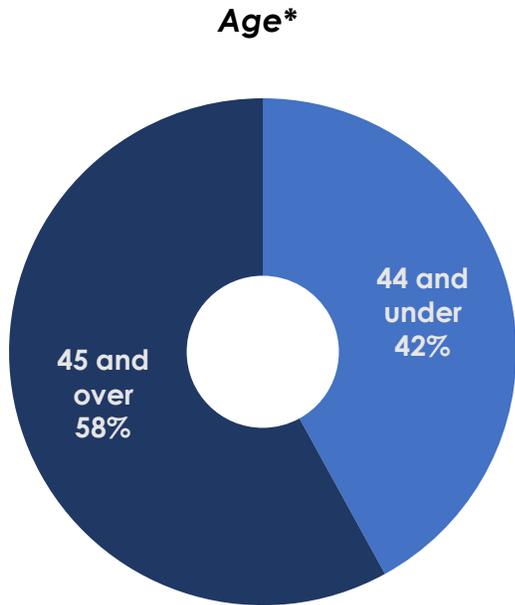
### Village Residence



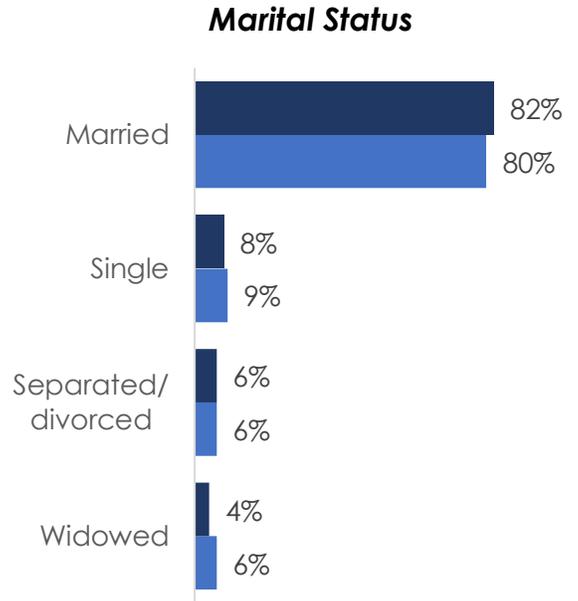
### Lived in The Woodlands



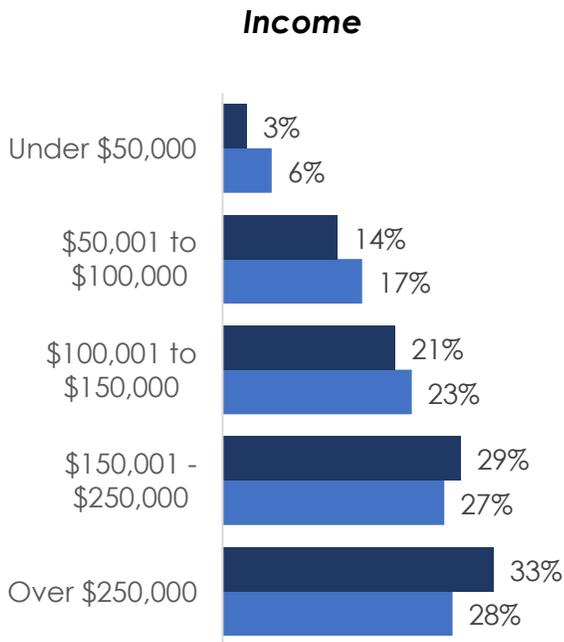
The percentage of renters is less this year (4%) relative to the 2018 sample (15%). This is the only noteworthy variance. The percentage of renters in 2016 was 13%. Please see Appendix I for additional trends related to renters.



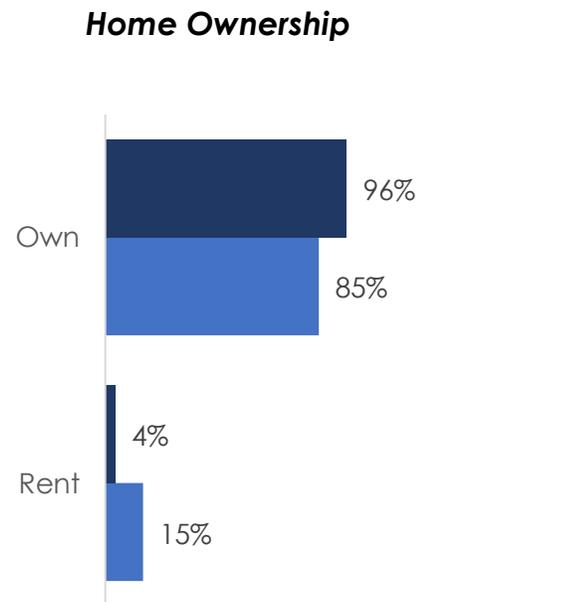
\*Weighted to match 2018 sample.



■ 2022 (Sample=1,436) ■ 2018 (Sample=988)



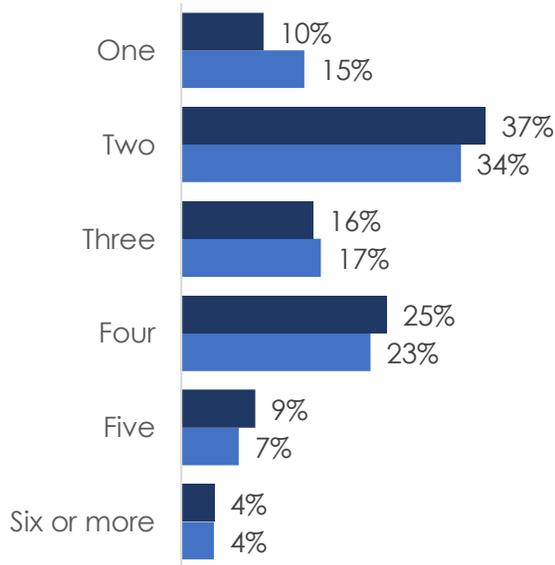
■ 2022 (Sample=1,214) ■ 2018 (Sample=890)



■ 2022 (Sample=1,426) ■ 2018 (Sample=989)

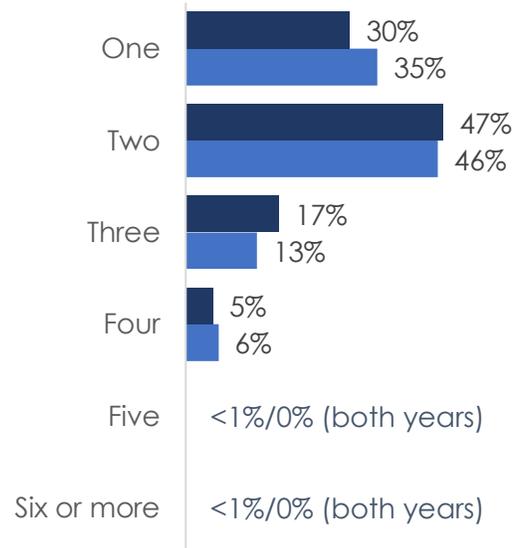
The household structure also indicates slightly more persons per household and slightly larger families. This trend has continued since 2016.

### Number of People Living in Home



■ 2022 (Sample=1,432) ■ 2018 (Sample=981)

### Number of Children Under 18 Living at Home



■ 2022 (Sample=652) ■ 2018 (Sample=471)

# **Section III:**

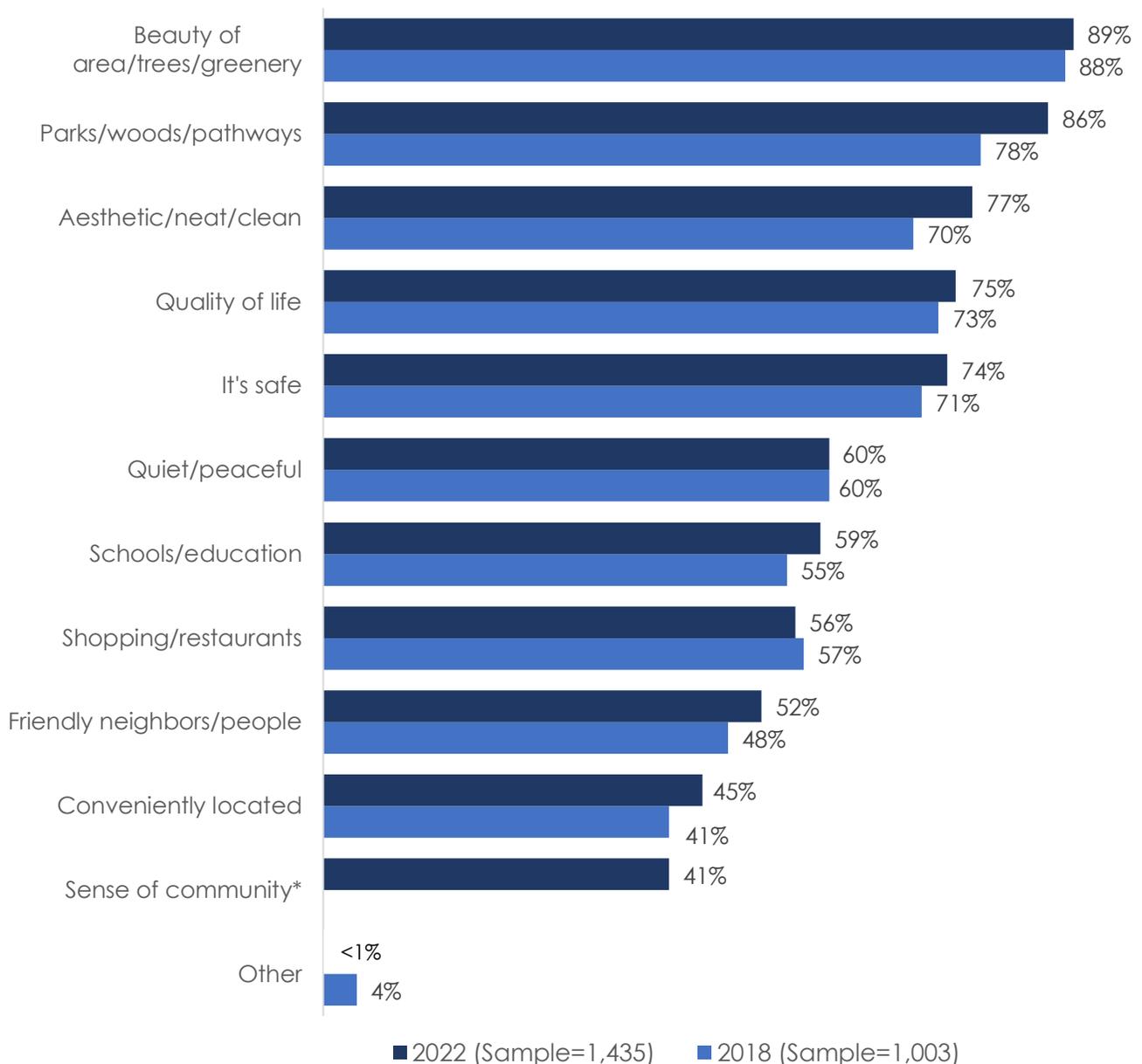
# **Trend Comparison**

**(2022 compared to 2018)**

Residents were provided a list of attributes that could be reasons to enjoy living in The Woodlands. They were able to check as many attributes as they found applicable. Topping the list are aspects related to the beauty of the area and outdoor spaces. At least three out of four specifically list the quality of life and safety offered by The Woodlands.

Among residents with children, 80% say they like living in The Woodlands because of the schools/education and the safety.

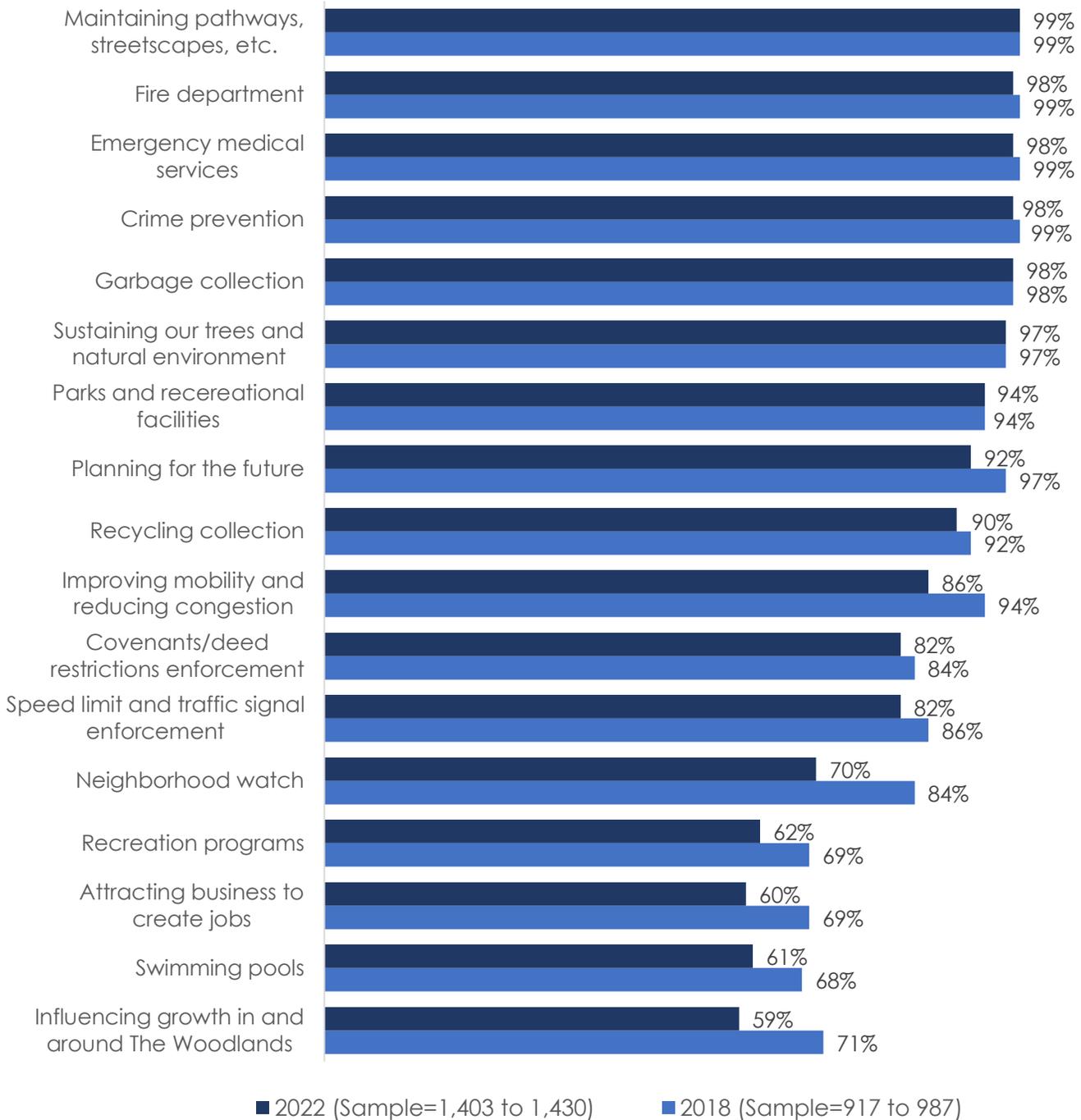
**What do you like best about living in The Woodlands?**



\*Not asked in 2018

The most important services to residents are maintaining the outdoor spaces, and health and safety services. Neighborhood Watch had the largest decrease in importance since 2018 (down 14 percentage points).

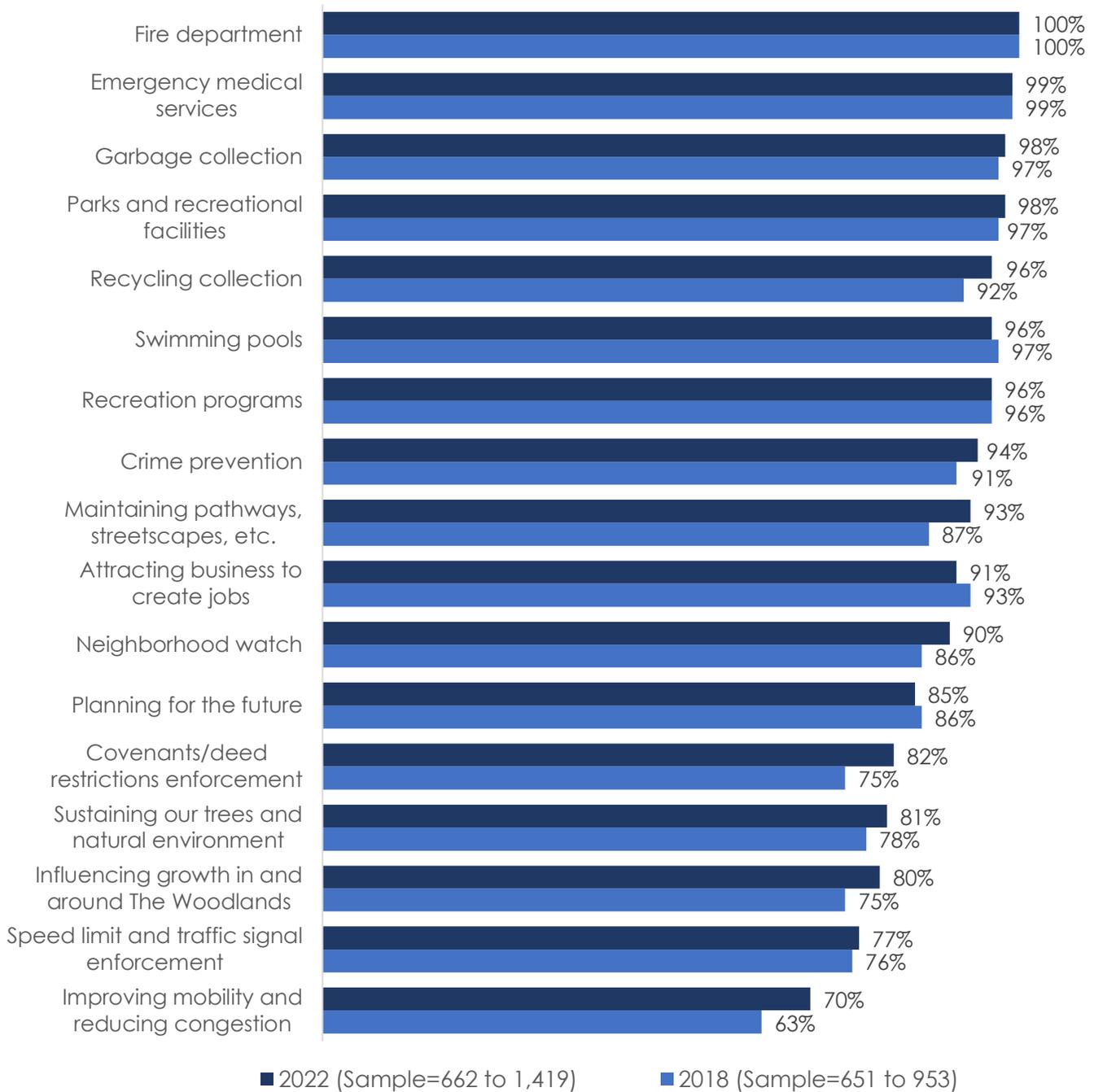
**How would you rate the following service (in terms of importance)?\***



\*Data shown are those who felt it was "important."  
 "Not important" was the other response option.

Satisfaction with these services is “very good” or “good” for the vast majority of residents. Satisfaction is the same or higher relative to the 2018 study.

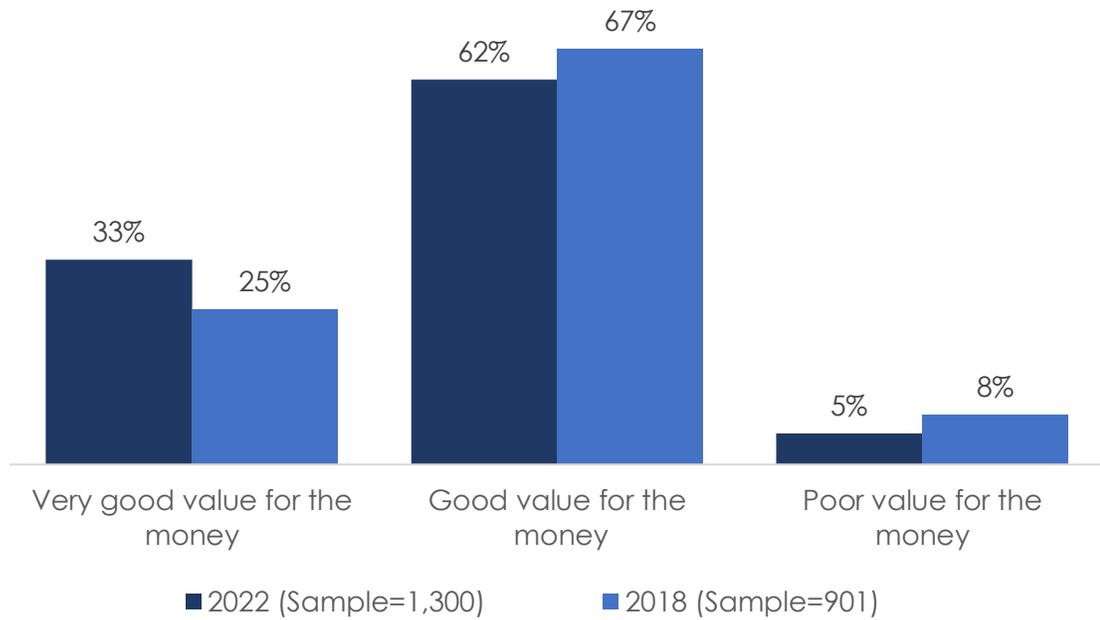
**How would you rate your satisfaction with each service?\***



\*Data shown are those who felt it is "very good" or "good."  
 "Poor" and "don't know" were the other response choices.

Residents are more likely to say they get a “very good” value for their money this year relative to 2018. Please see Appendix I for additional data on those who say they get a “very good” value for their money.

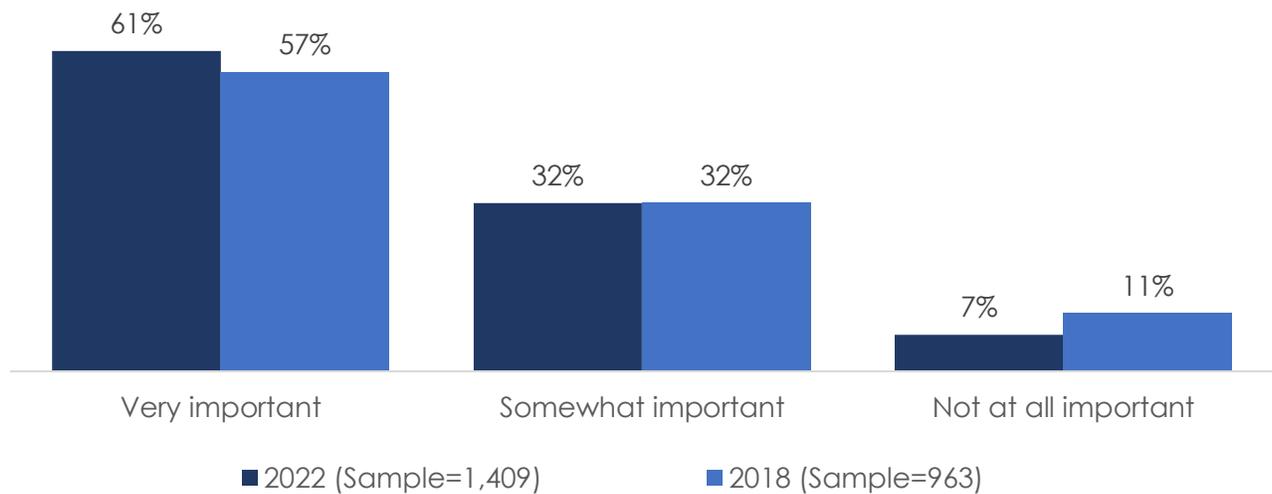
**How would you rate the services of the Township today in terms of value for the money?**



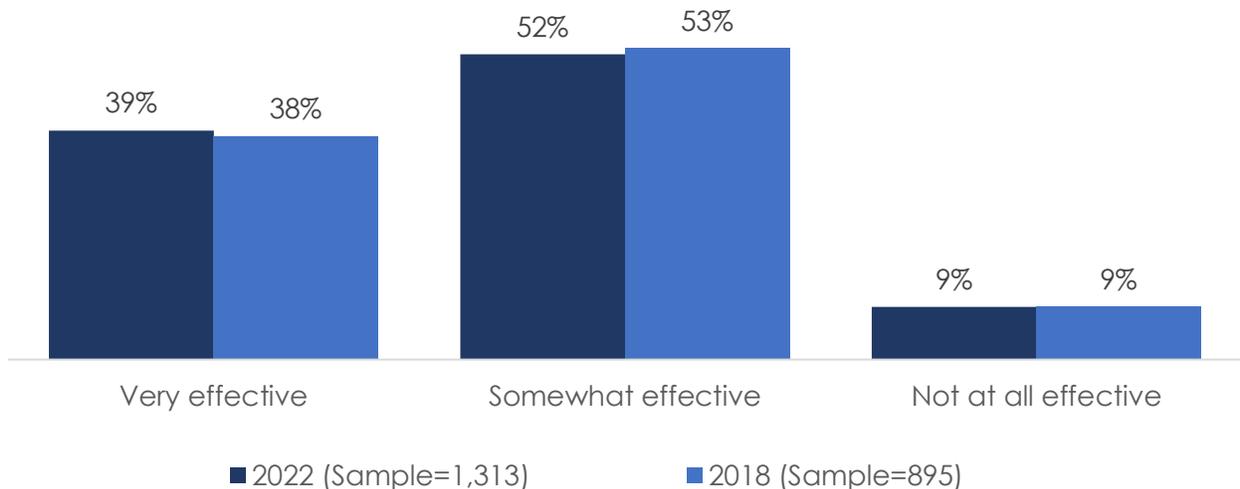
Almost all (91%) of those who feel the purpose of the covenants and deed restrictions enforcement was “very important” to their decision to live in The Woodlands say the enforcement of the standards is “effective.”

Residents who are 55 and older are more likely to feel the enforcement is “important” than those under the age of 45.

***The primary purpose of the covenants and deed restrictions is to maintain the property values and aesthetics of The Woodlands. How important was this when you decided to live in The Woodlands?***

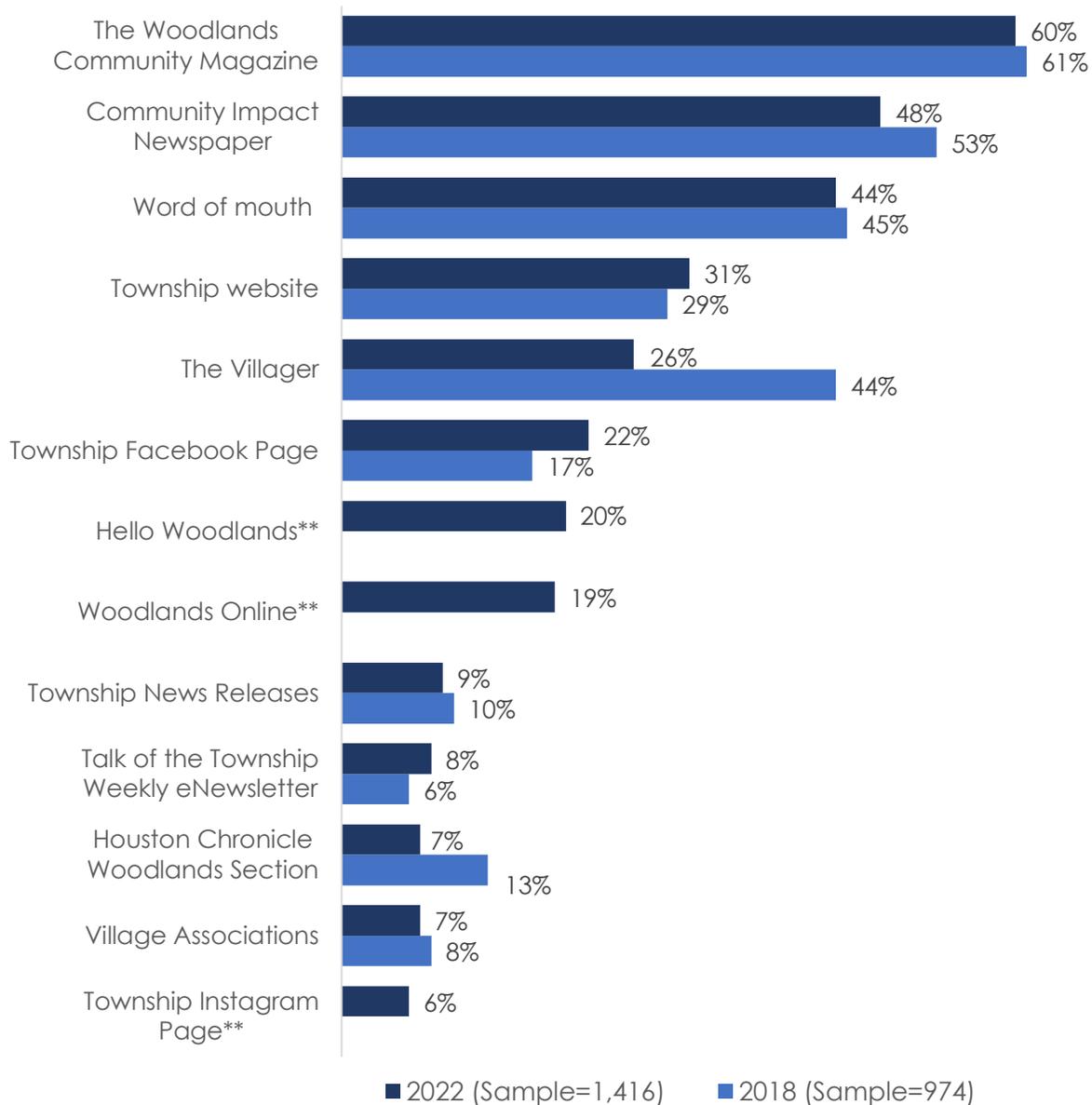


***The primary purpose of the covenants and deed restrictions is to maintain the property values and aesthetics of The Woodlands. How effective do you feel the enforcement of these standards has been in achieving this purpose?***



Residents are most likely to hear about activities in their neighborhood or village through traditional outlets such as The Woodlands Community Magazine, Community Impact Newspaper, and word of mouth. About one-third of residents use the Township website, the online source used most often.

**How do you primarily learn or hear about activities in your neighborhood or village?\***

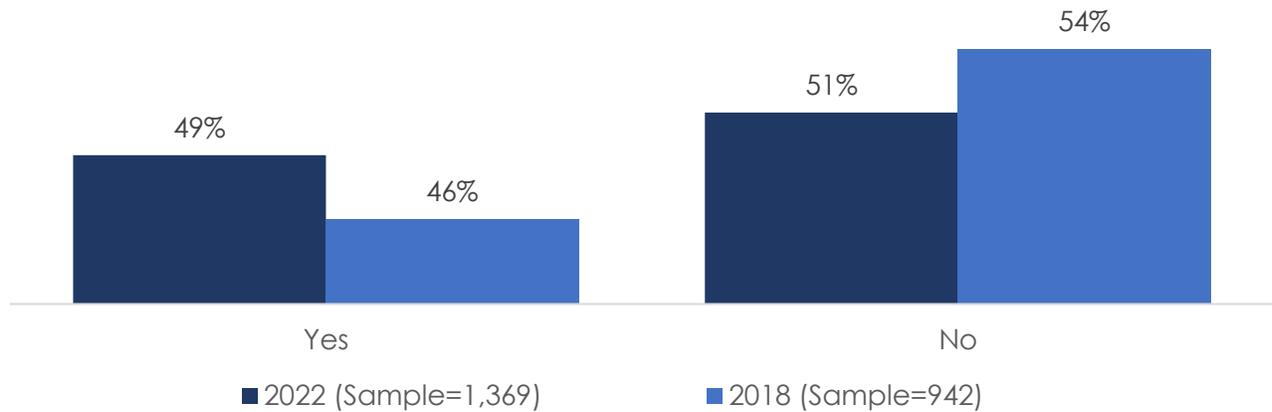


\*All sources 5% or less in 2022 are not shown.

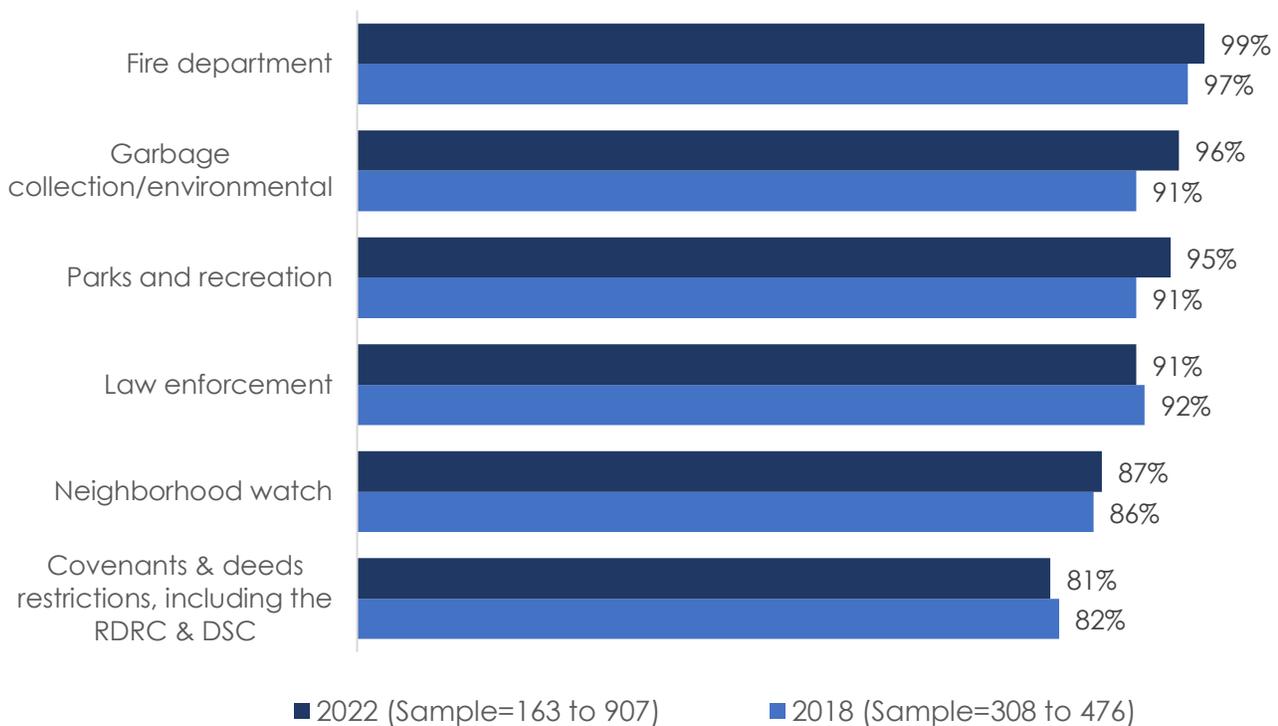
\*\*Was not offered in 2018

Communication with Township staff slightly increased since 2018. Overall communications with the fire department, garbage collections, parks and recreation, and law enforcement were rated 90% or higher as “very good” or “good.”

**Over the last two years, have you communicated with a member of the Township staff?**



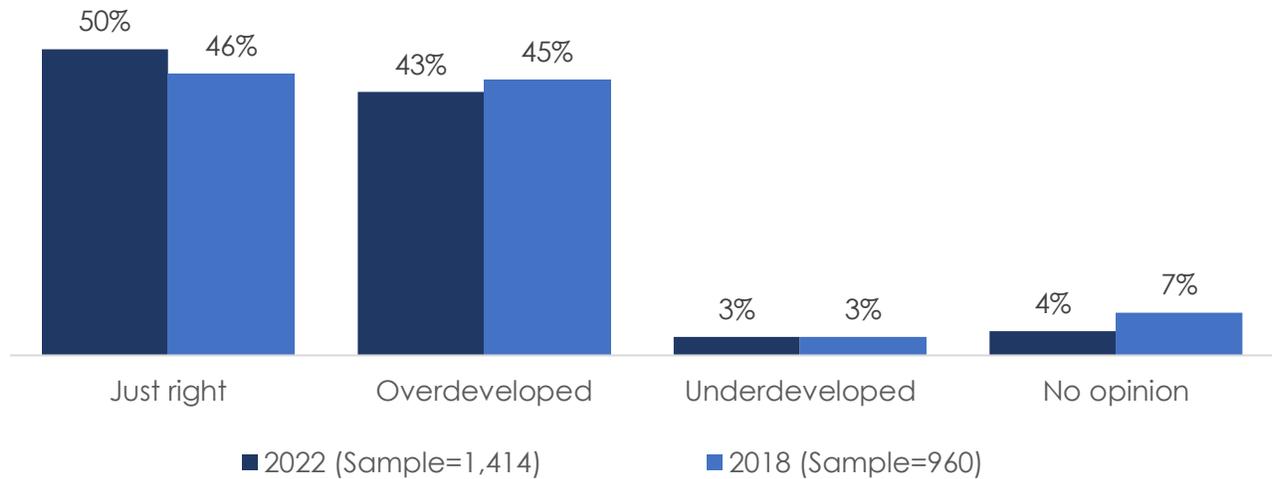
**THOSE WHO COMMUNICATED WITH TOWNSHIP STAFF: How would you rate your overall communications with the Township?\***



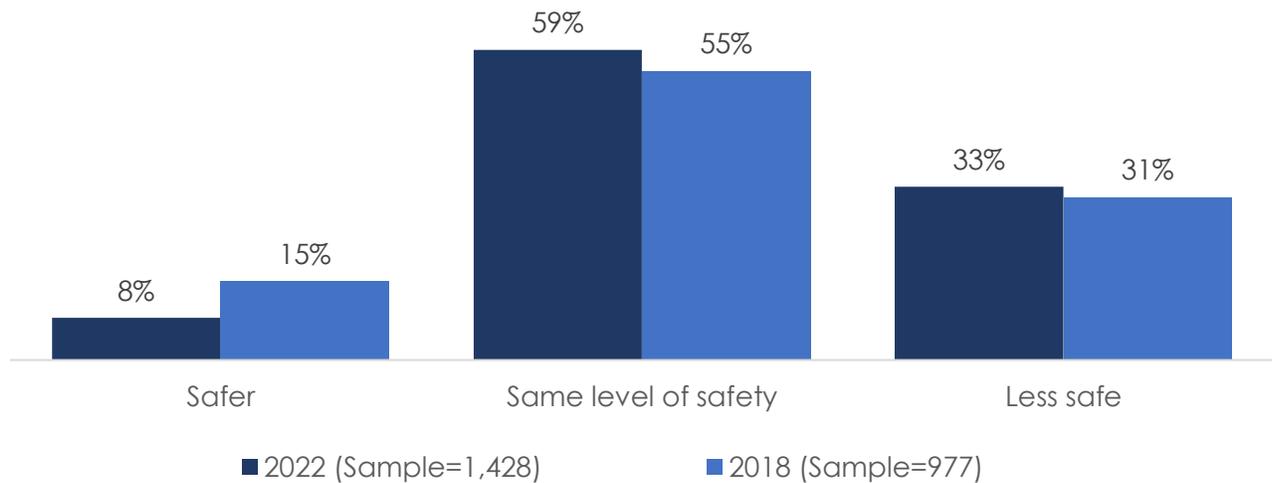
\*Data shown are those who felt it is "very good" or "good." "Poor" and "don't know" were the other response choices.

Opinions about the development within The Woodlands continue to be split among its residents. About half feel the development is “just right” and just under half feel The Woodlands is “overdeveloped.”

**Which of the following best describes your opinion of the level of development in The Woodlands?**

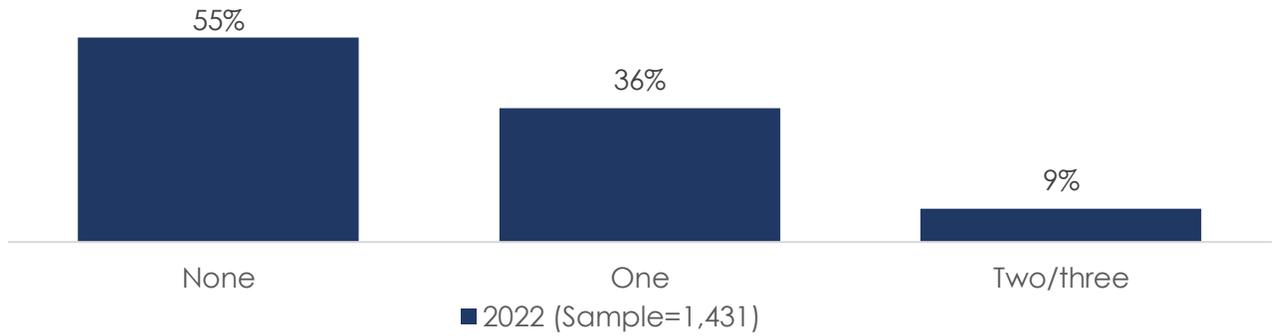


**How would you describe how safe or unsafe you feel in The Woodlands as compared to how you felt two years ago? Do you feel:**



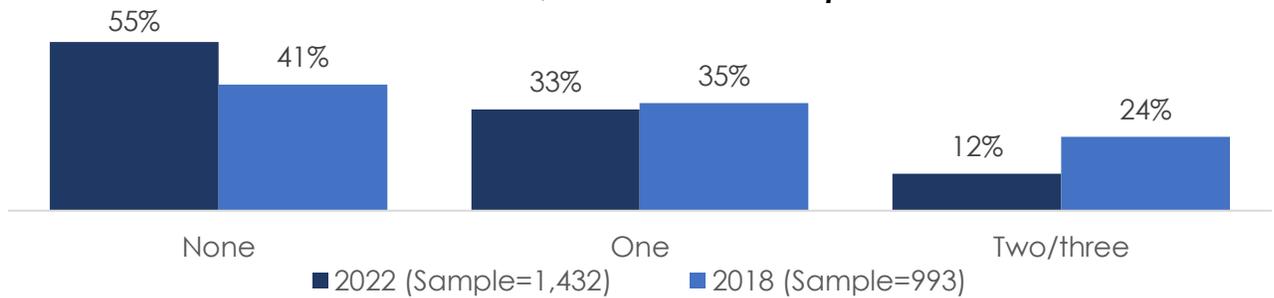
An interesting pattern in workplace trends is that 45% of the households have at least one fully remote worker.

**How many members of your household work from home (fully remote)?\***

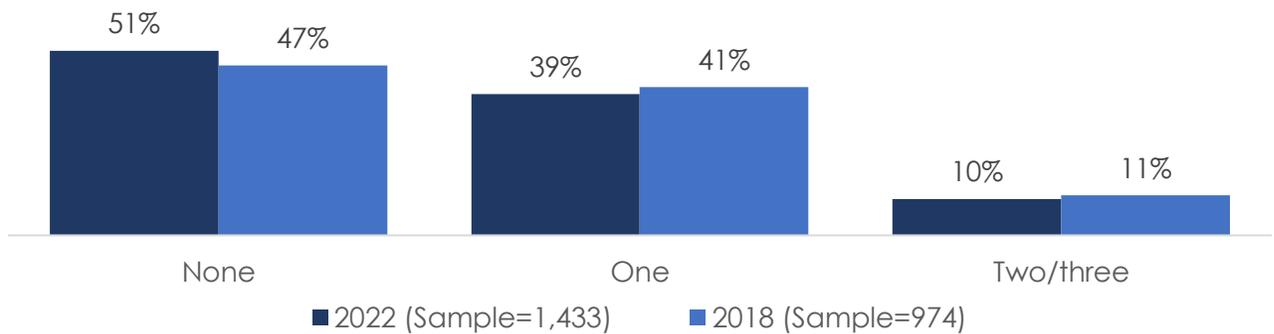


\*Question was not asked in 2018.

**How many members of your household work in The Woodlands, either full-time or part-time?**



**How many members of your household work outside The Woodlands, either full-time or part-time?**



# Appendix I

## **Renters Compared to Homeowners**

The majority of renters have lived in The Woodlands for less than eight years and do not communicate with the Township staff as often as owners.

Residents living in Panther Creek are more likely to rent (21%) relative to those living in other villages.

Renters like living in The Woodlands because it is quiet and peaceful.

The following services are not as important to renters compared to homeowners:

- Influencing growth in and around The Woodlands
- Maintaining medians, pathways, streetscapes, parks, and other common areas
- Covenants/deed restrictions enforcement

## **Demographic Comparisons**

Those under the age of 45 like living in The Woodlands because of the school system whereas residents 65 and older are more likely to credit shopping and restaurant choices.

Older residents (65 and older) want their neighborhoods to feel safe and have rules enforced. They feel this can be accomplished by having a Neighborhood Watch program, covenants/deed restrictions enforced, and speed limit and traffic signal enforcement.

Having covenants and deed restrictions was important to most residents when they decided to live in The Woodlands. Nearly all (96%) of those who have lived in The Woodlands for more than 20 years felt it was important compared to 90% of residents who have lived in The Woodlands for seven years or less.

Young residents are more likely to be working remotely from home full-time. About two-thirds (64%) of those under 35 have at least one person working remotely full-time from home compared to 22% who are 65 and older.

## **Township Services are “Very Good” Value for the Money Compared to “Poor” Value for the Money**

Those who say the Township services are a “very good” value are more likely to say these Township services are “important” compared to those who say that Township services are a “poor” value for the money:

- EMS
- Parks and recreational facilities
- Swimming pools
- Recreation programs
- Maintaining medians, pathways, streetscapes, etc.
- Crime prevention
- Influencing growth in and around The Woodlands
- Sustaining our trees and natural environment
- Attracting business to create jobs
- Planning for the future

Believing that Township services are a “very good” value correlates with a higher satisfaction level for these services. The most notable correlations are for:

- Neighborhood watch
- Covenants/deed restriction enforcement
- Crime prevention
- Speed light and traffic signal enforcement
- Influencing growth in and around The Woodlands
- Improving mobility and reducing congestion
- Sustaining our trees and natural environment
- Planning for the future

Those who rate the Township services as a “very good” value feel the enforcement of the covenant and deeds restrictions to maintain property values and aesthetics in The Woodlands is more effective compared to those who feel the Township’s services are a “poor” value (97% compared to 46%). More positive communication with the covenant and deeds department (91% compared to 39%) occurs among those who rate the Township services as a “very good” value.

Those who say the Township services are a “very good” value are more likely to say the development in The Woodlands is “just right” and that they feel as safe and/or safer in The Woodlands than two years ago.