



Results for The Woodlands, TX 2026 Resident Survey June 25, 2026



Photo taken by Zach Thomas





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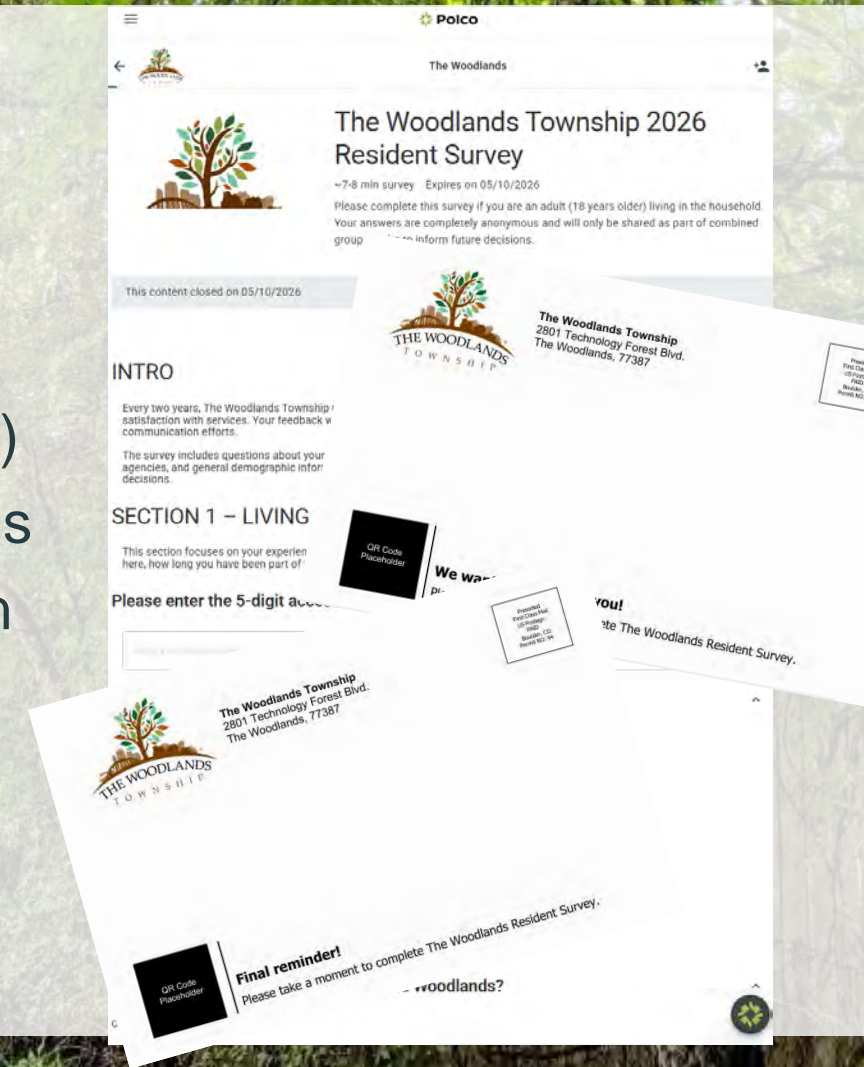
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Survey Methodology

- 7th iteration of The Woodlands Resident Survey
 - Previously conducted in 2012, 2014, 2016, 2018, 2022 & 2024.
- Survey conducted from April 15th to May 11th, 2026
- Sampling approach employed:
 - Multi-contact approach (Notification and reminder postcard)
 - Probability-based, mail-based sample of 10,000 households
 - Unique five-digit PINs to prevent duplicates & self-selection
 - 1,348 total valid responses received
 - 14% overall response rate
- 95% confidence interval with a +/- 3% margin of error
- Results statistically weighted to reflect The Woodlands





Overview of Survey Results



Photo taken by Grace Wu





Key Findings



Photo taken by Genna Prescott





Key Finding #1:

Natural amenities and quality of life drive resident satisfaction.

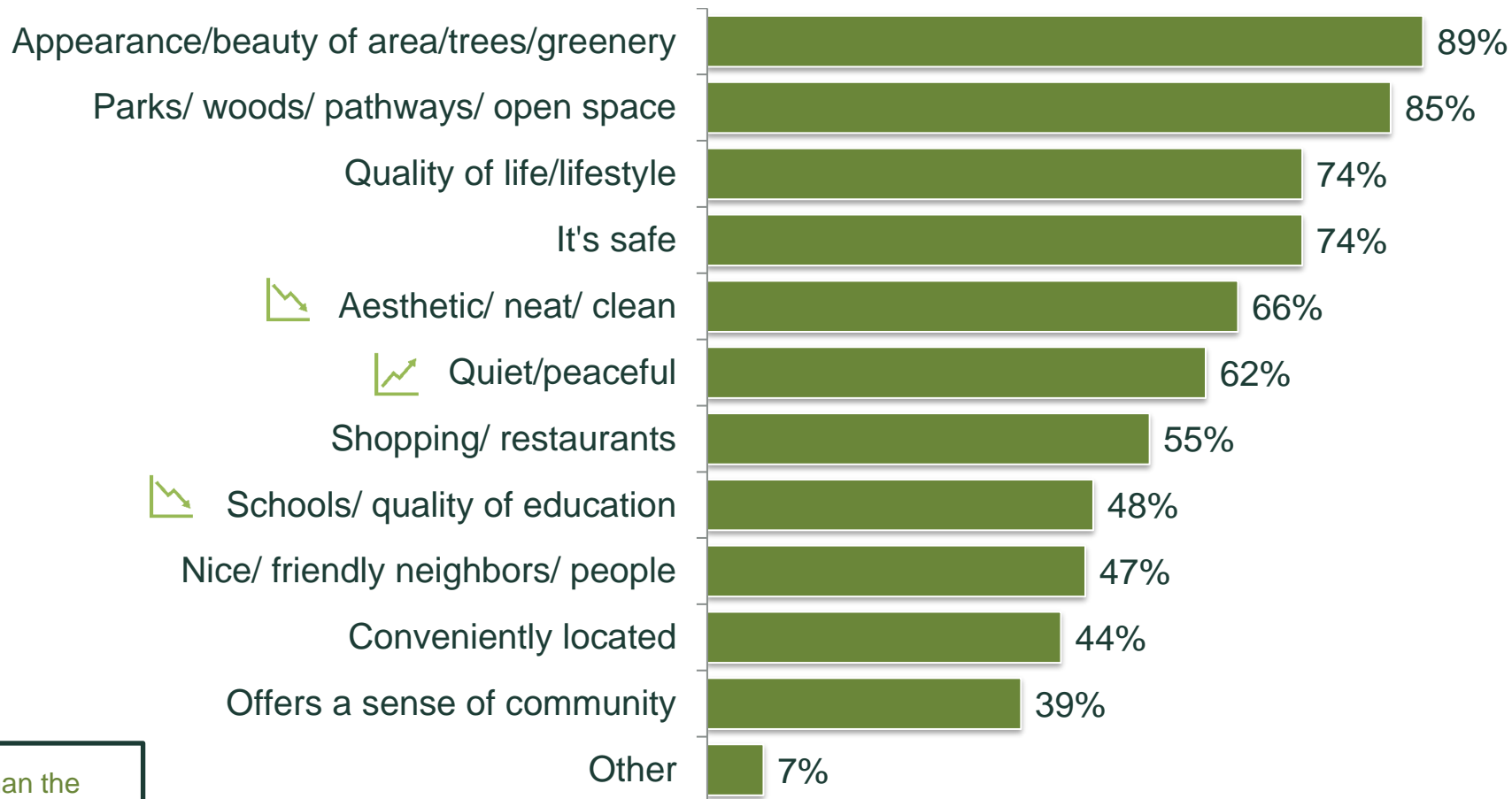
Photo taken by Kim Phillips



Best aspects of living in The Woodlands



What do you like best about living in The Woodlands? Check all that apply.

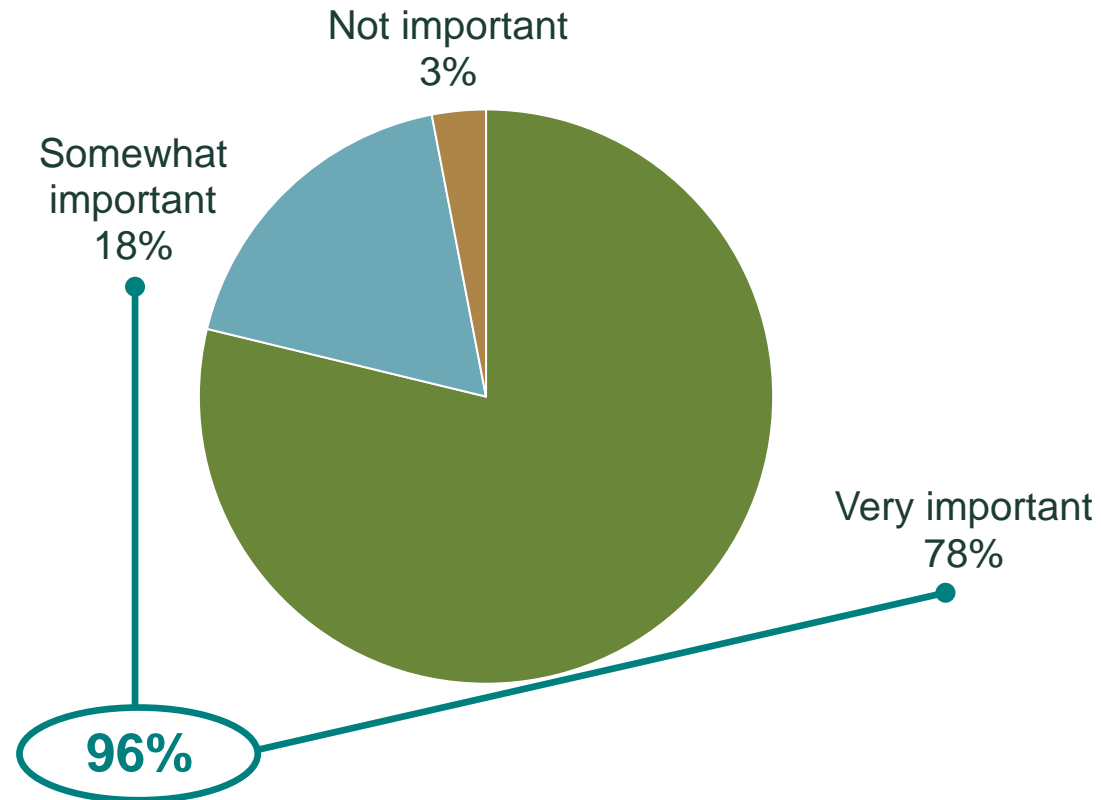


Higher/Lower than the 2024 survey iteration

Best aspects of living in The Woodlands



How important was preserving property values and maintaining the look and character of the community in your decision to live in The Woodlands?





Key Finding #2:

Township services continue to earn exceptional ratings.



Photo taken by Perry Frank





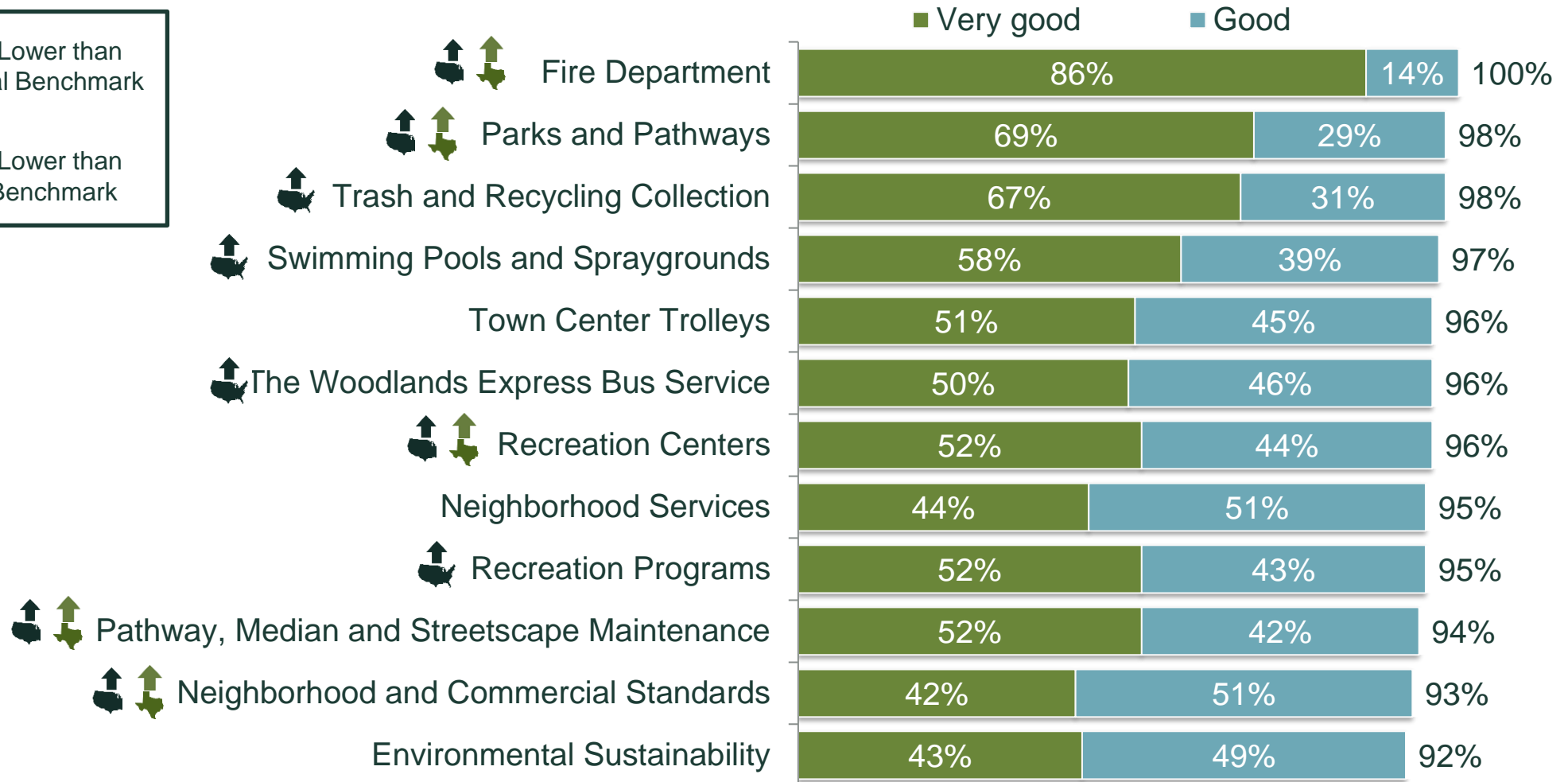
Quality assigned to Township services



How would you rate the following Township services in terms of quality:



 Higher/Lower than National Benchmark

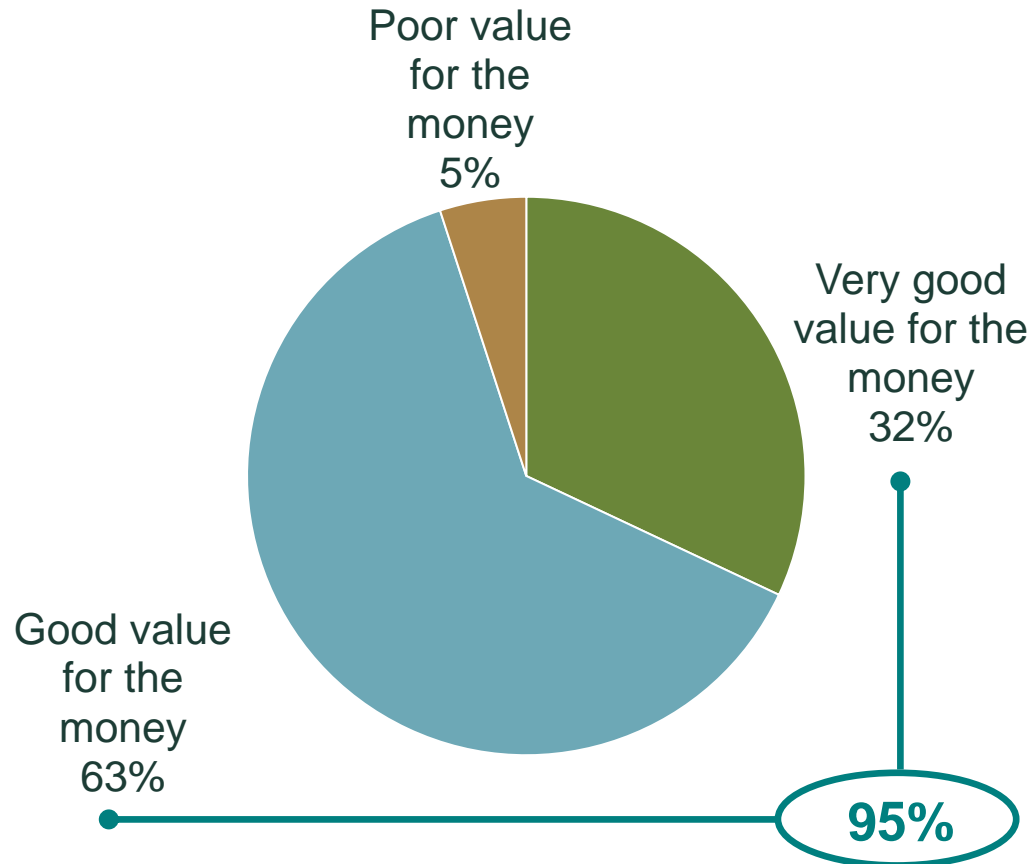


 Higher/Lower than Texas Benchmark



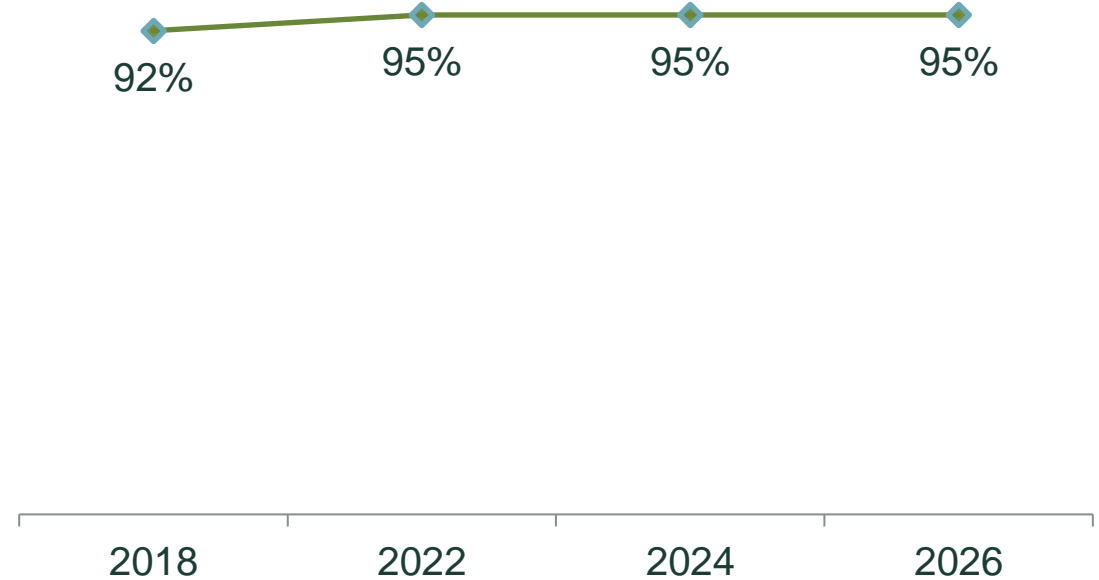
Value of the Township services



Value of Township services, 2026



Value of Township services, 2018-2026



Percent very good or good



Key Finding #3:

County services and public safety receive strong resident support.

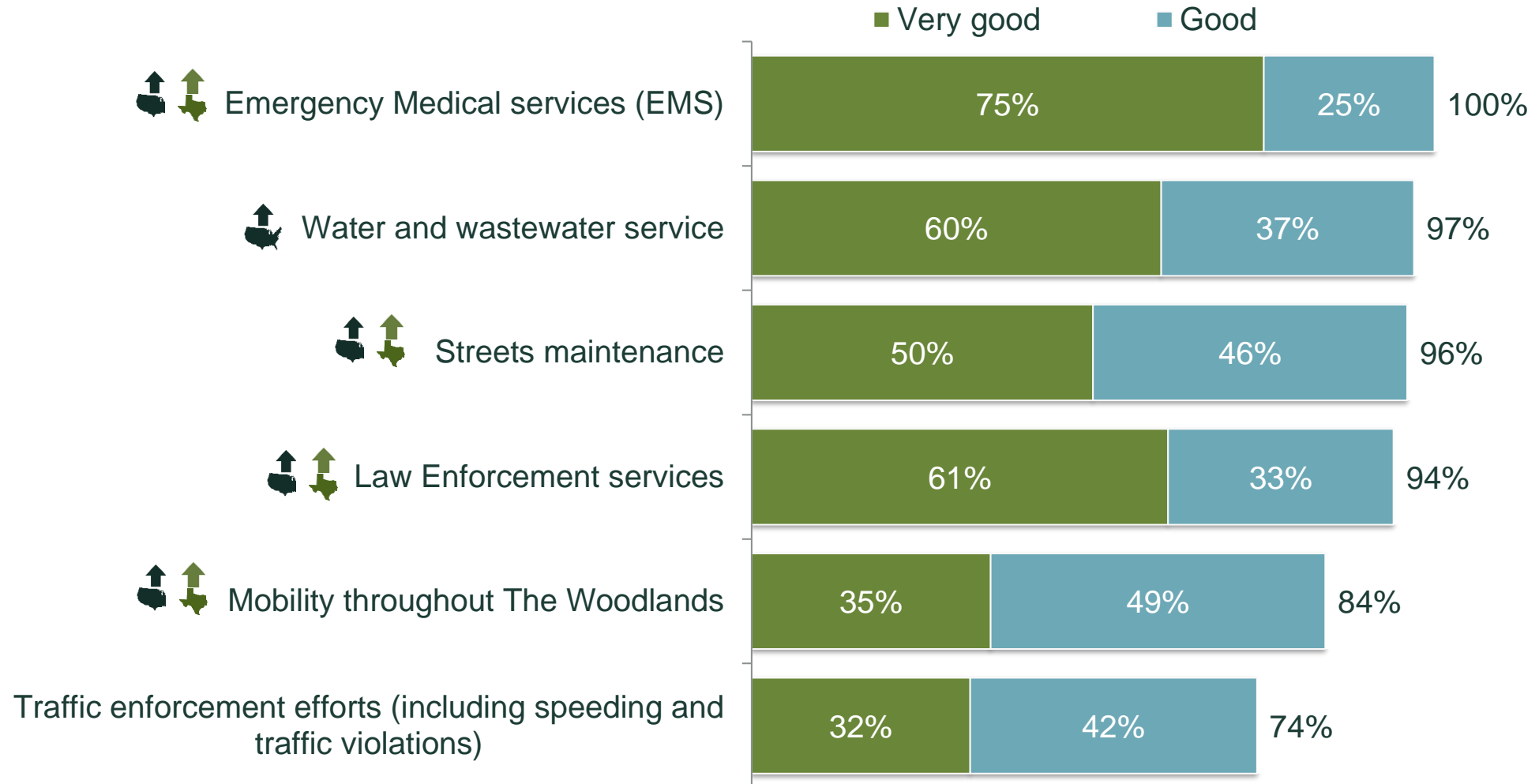
Photo taken by Perry Frank



Quality assigned to County services



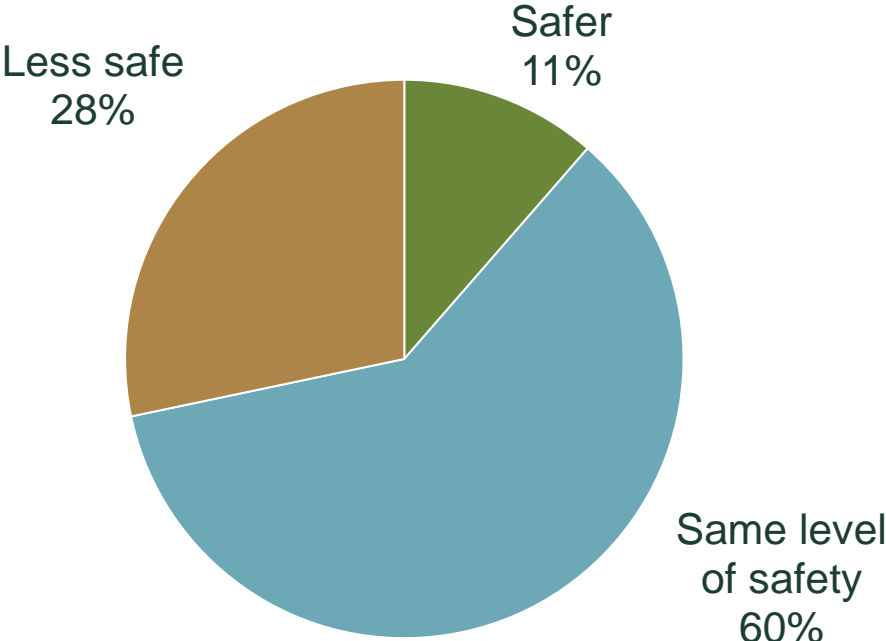
How would you rate the following county services in terms of quality:



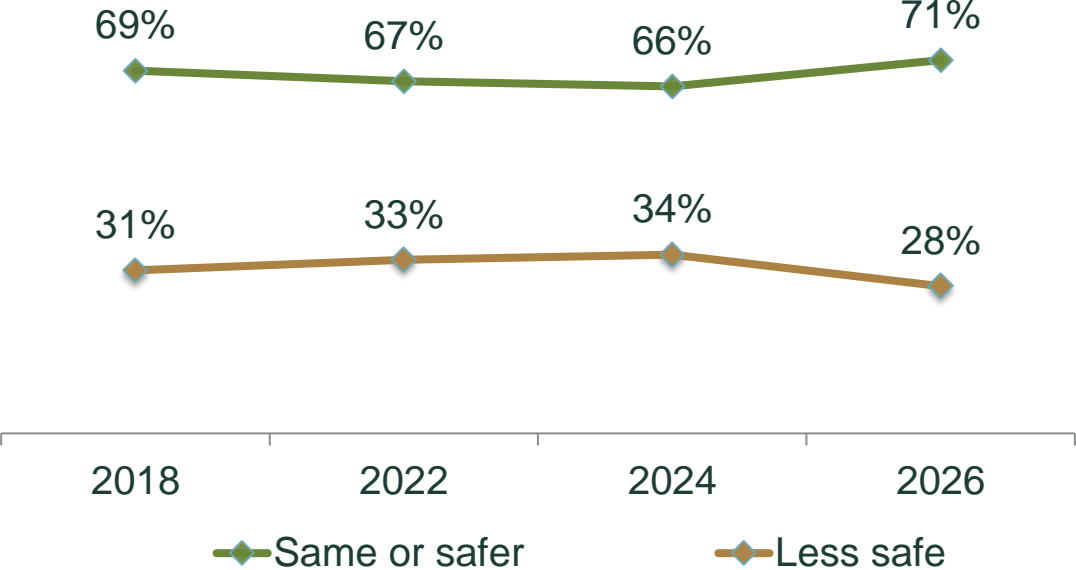
Sense of safety



Sense of safety, 2026



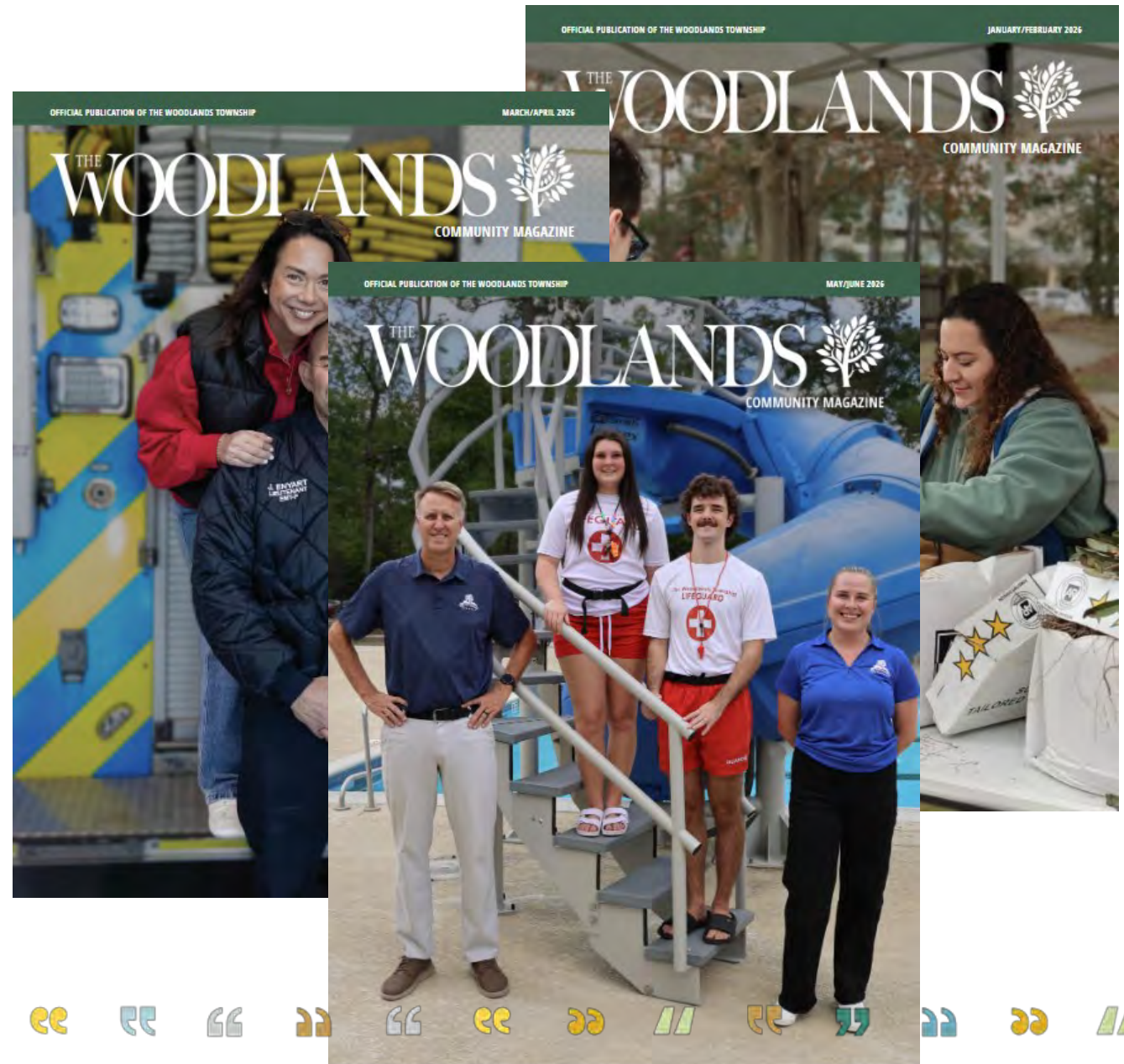
Sense of safety, 2018-2026





Key Finding #4:

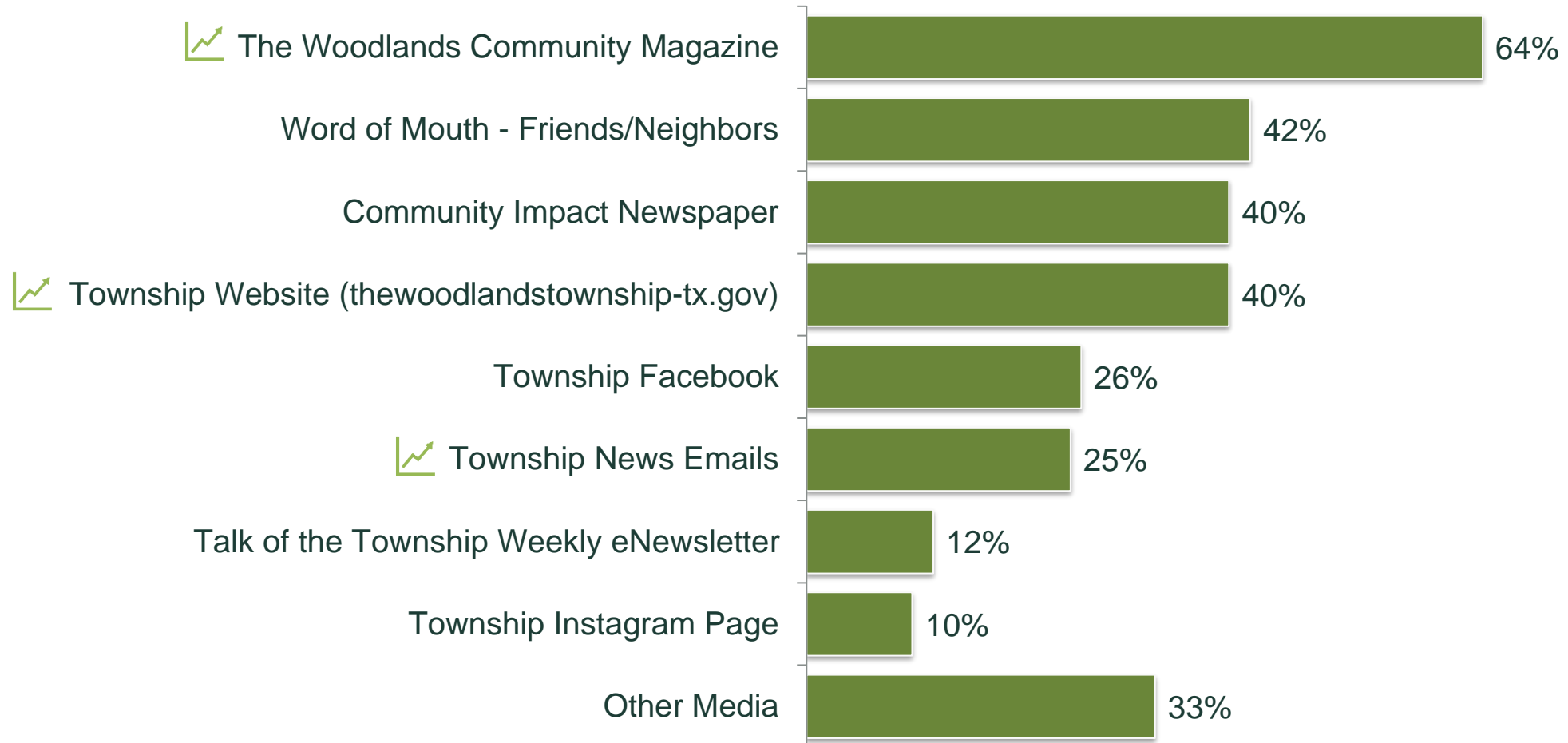
**Township
communication
efforts reach
residents effectively.**



Top Sources of information about Township news



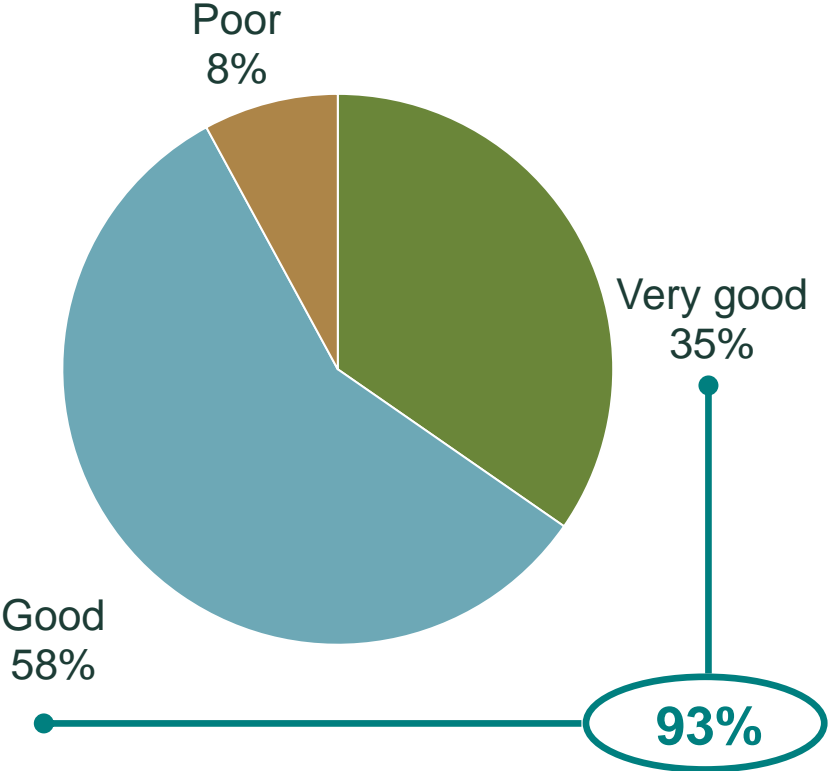
How do you primarily learn about activities, Township news, and other important information in The Woodlands, including your neighborhood or village? (Select all that apply)



Satisfaction with Township Communication Services



How would you rate the quality of communication services provided by The Woodlands Township?





Key Finding #5:

Future growth and development emerge as key community considerations.

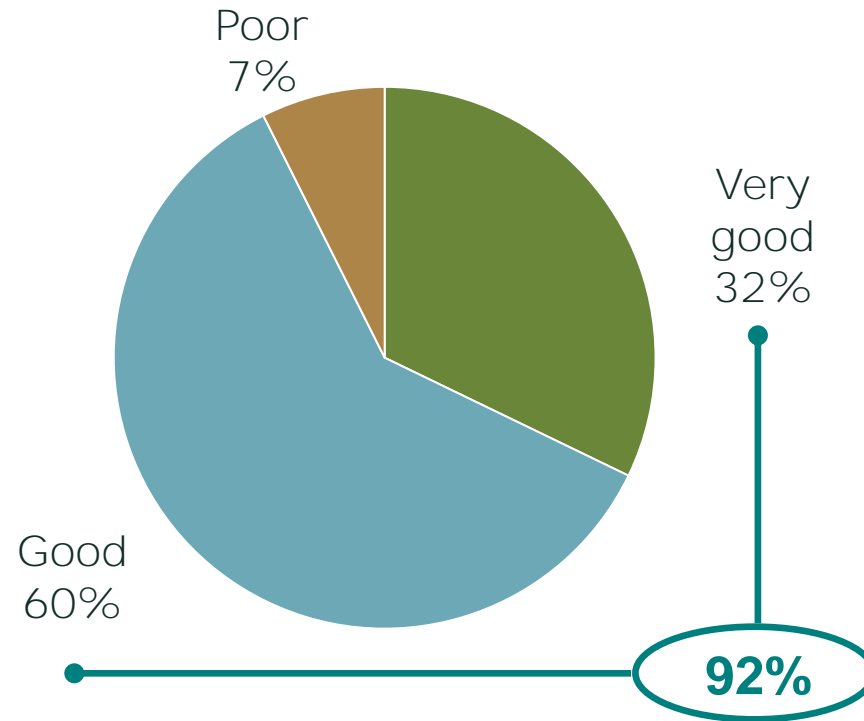
Photo taken by Kevin Dierschke



Economic development in The Woodlands



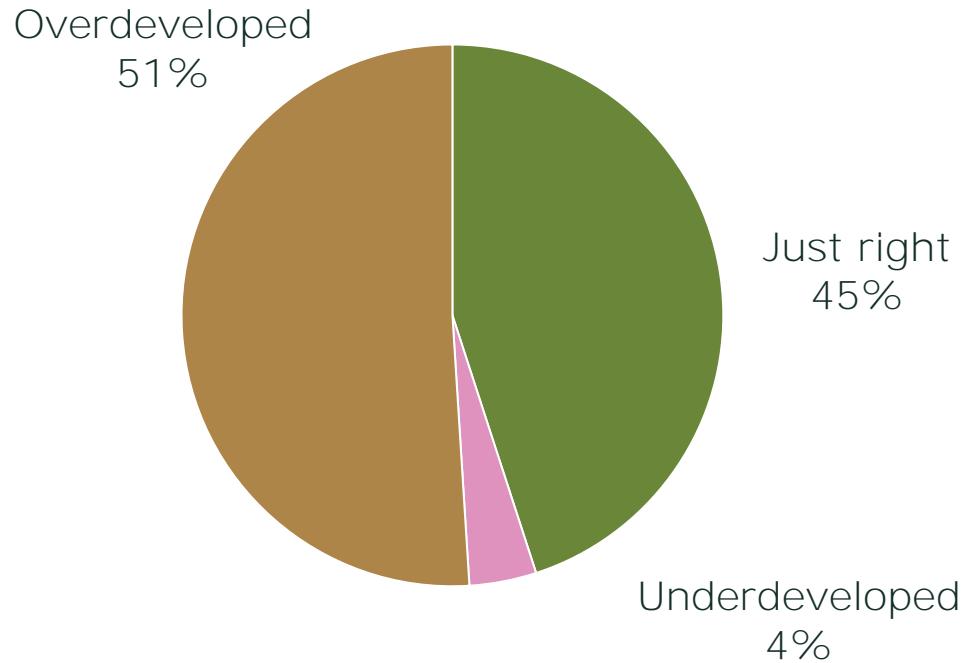
How would you rate economic development in The Woodlands?



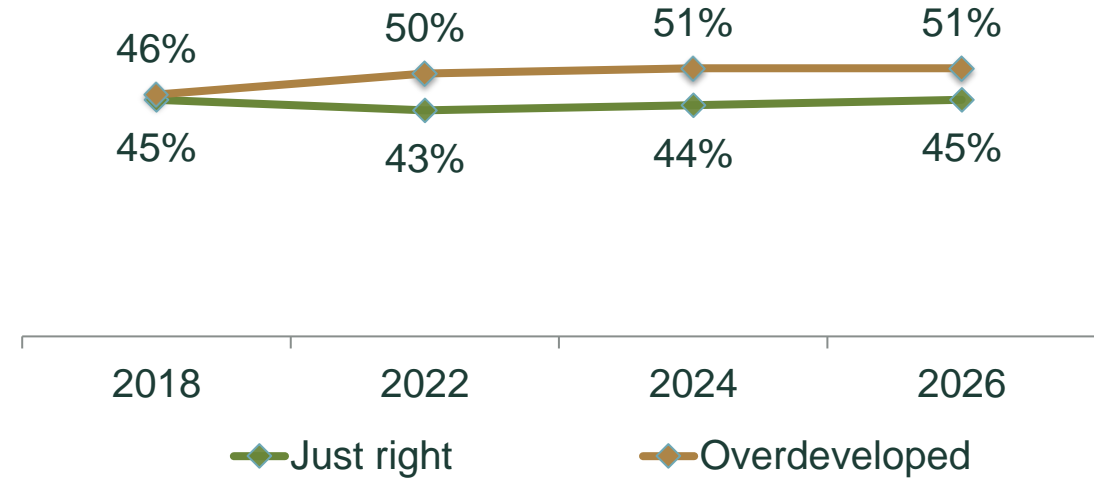
Level of development in The Woodlands



Level of development, 2026



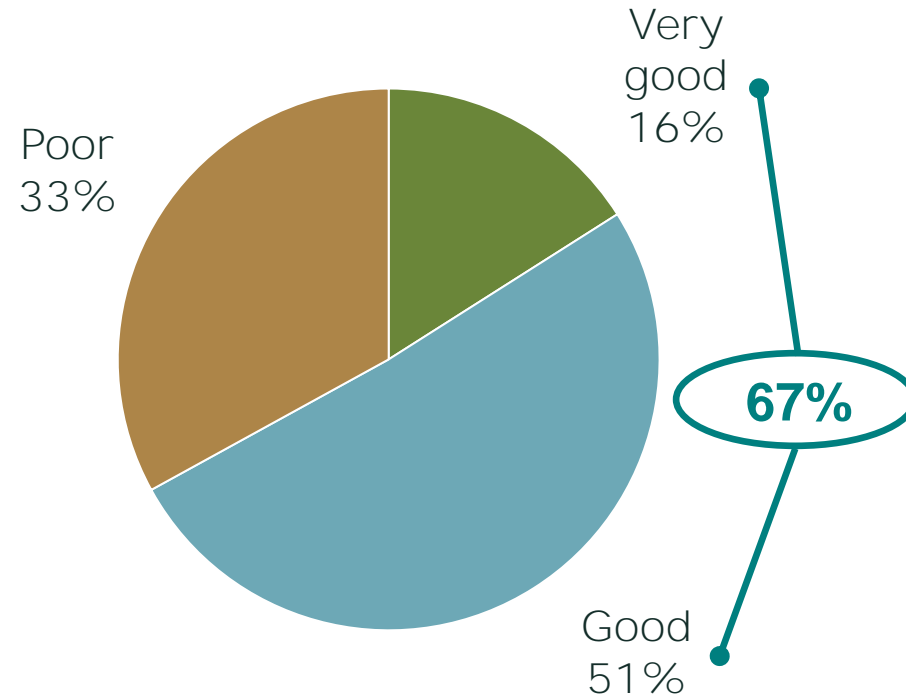
Level of development, 2018-2026



Efforts to plan for future growth and development



How would you rate efforts to plan for future growth and development in The Woodlands?





Summary of Key Findings

- ❖ Natural amenities and quality of life drive resident satisfaction.
- ❖ Township services continue to earn exceptional ratings.
- ❖ County services and public safety receive strong resident support.
- ❖ Township communication efforts reach residents effectively.
- ❖ Future growth and development emerge as key community considerations.



Thank you!

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NRC