



**NEWS RELEASE**

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## **Township resident survey response deadline fast approaching**

THE WOODLANDS, TEXAS (July 22, 2022) – The Woodlands Township is currently conducting its biennial Resident Survey to gauge resident opinions and perceptions of services provided by The Woodlands Township.

Questionnaires were mailed to 7,700 randomly selected households on July 1, 2022, by Great Lakes Marketing Research, with data collection closing on **Friday, July 29, 2022**.

The Woodlands Township contracted with Great Lakes Marketing Research (GLM) to perform the survey during the month of July. Any surveys performed by other survey companies that may be in the community or that may take place after the end of July are not from The Woodlands Township governing body.

The survey packet includes a cover letter with directions on how to return the survey by mail, take the survey online or call a live operator. The survey does not contain any questions related to bank accounts or credit cards, and there are no phone calls initiated by the survey company to households. If you have received a packet, the Township encourages you to share your opinions by responding promptly to GLM.

The results will be used as a planning and budgeting tool during the 2023 budget workshops scheduled for later this summer.

The Woodlands Township has traditionally conducted a survey of The Woodlands residents approximately every two years. The purpose of this research is to obtain resident opinions on various services related to living in The Woodlands. The Township Resident Survey was scheduled to take place in 2020; however, it was postponed due to the COVID-19 pandemic.

“There is a need to benchmark Township services and amenities to the 2018 Residential Survey to make sure we are in tune with current perceptions and needs as well as aware of new issues that may have emerged,” said Monique Sharp, President / Chief Executive Officer. “The results of the survey will be useful in the development of the 2023 budget.”

The project was authorized at the Board’s May 25, 2022, Board of Directors meeting. The report is scheduled to be presented to the Board at its August 18, 2022, Board of Directors meeting.

For additional questions about the survey, please contact The Woodlands Township at 281-210-3800 or online at [www.thewoodlandstowship-tx.gov](http://www.thewoodlandstowship-tx.gov).