



SPACE City Panel

Understanding Greater Houston, One Question at a Time

Ask Greater Houston Residents. Understand What Matters.

The SPACE City Panel provides a timely, reliable way to understand what our region is thinking. Through regular surveys of residents across the Greater Houston area, the panel tracks public opinion and experiences on the issues shaping our region, from the cost of living and energy to transportation, technology, politics, resilience and the future of our communities.

A Pulse on Greater Houston



6,000+ Residents

A large panel of Greater Houston residents, giving your organization access to diverse, engaged voices from our community.



The Greater Houston area is changing quickly. The SPACE City Panel helps capture those changes as they happen.



Quarterly Surveys

Quarterly waves allow you to add questions to a regular survey of our panelists, maximizing the speed and affordability of your organization's research and data needs.



A Wide Range of Topics

From everyday experiences to emerging issues facing the region, the state and the nation, our panelists share insights on what matters most.



Custom Surveys

Custom surveys provide ultimate flexibility in sample, survey length, and overall survey design, allowing your organization to maximize the depth and nuance of public opinion and attitudes.



Representative of Our Region

Reflects the diversity of Greater Houston in terms of age, race and ethnicity, income, education, and other relevant demographics.

What Do Residents Think?

Get insight into the issues and experiences that matter to Greater Houston residents. Recent survey questions track metrics such as:

- **Economic Pressure:** How rising costs affect household spending and the ability to keep up with inflation.
- **Energy & Utilities:** How energy and utility costs impact household finances and energy burdens.
- **Mobility & Infrastructure:** How transportation options, road conditions, and public transit affect residents' daily lives.
- **Emerging Technology:** What residents think about data centers and technologies being developed near homes.
- **Community Greenspace:** How residents view access to parks, green spaces, and recreational areas in their communities.
- **Climate Resilience:** How prepared are residents for extreme weather, including hurricanes, flooding, and severe storms.
- **Civic Priorities:** What policies and political matter most to voters, their families and their communities.
- **Longitudinal Trends:** How residents' attitudes, priorities, and opinions change and evolve over time.

Methodology

The SPACE City Panel is a representative sample of Greater Houston residents aged 18 and older, recruited using a probability-based, address-based sampling approach. Selected households receive a communication inviting them to join the panel. Respondents who join the SPACE City Panel complete an introductory survey asking about their background, characteristics, and interests. Panel members then participate in quarterly surveys covering a range of issues affecting Greater Houston residents. Panelists are also available for custom surveys designed to respond to researchers, businesses and organizations.

Demographics

Greater Houston's regional diversity is reflected in these core demographic variables included in the panel:

- Age
- Sex
- Race and ethnicity
- Income
- Education
- Employment status
- Household composition & Type
- Geographic location

Deliverables

Custom deliverables and pricing are available based on your organization's research needs.

Quarterly Surveys	Custom Surveys
• Data file (Excel, CSV, STATA, SPSS, or SAS) including weights • Demographic profile variables: age, race/ethnicity, sex, education, income, and region	• Data file (Excel, CSV, STATA, SPSS, or SAS) including weights, standard demographic variables, and codebook • Survey methodology and transparency report

Collaborate

Share Your Questions: Residents, researchers and community organizations can also suggest topics or questions to panelists. Your input helps ensure we ask the questions that matter most.

Reports: Explore the latest findings from the SPACE City Panel at: uh.edu/hobby/research/space-city-panel.

Interested in learning more or purchasing a survey?
Contact the Hobby School of Public Affairs at hobbycpp@central.uh.edu.