THE NCS™
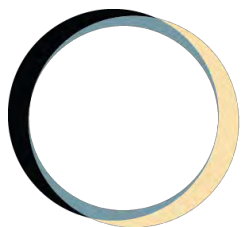## The National Citizen Survey™

Pearland, TX
Comparisons by Geographic Subgroups

2017

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by area (North, North East, South, South East and West).

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as "excellent" or "good," or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between geographic areas are due to chance; or in other words, a greater than 95% probability that the differences observed are "real." Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (733 completed surveys). For each geographic area (North, North East, South, South East and West), the margin of error rises to approximately plus or minus 15 percentage points since sample sizes were approximately 65 for the North, 64 for the North East, 63 for the South, 44 for the South East and 42 for the West. Notable differences between City subareas included the following:

- Within the pillar of Community Characteristics, respondents living in the South and West areas of the City tended to give more positive ratings to the ease of walking in Pearland and the availability of paths and walking trails than residents in other areas. Variety of housing options received lower ratings from respondents in the North East than from respondents in other City areas. Within Economy, participants from the South East tended to give somewhat lower ratings than their counterparts to the overall economic health of Pearland, while residents from the South were much more likely than residents of other areas to give excellent or good ratings to employment opportunities in Pearland. Respondents in the South of the City also awarded higher marks to opportunities to participate in religious or spiritual events and activities in Pearland than residents of other City areas.
- Respondents from the South East were less likely to give excellent or good ratings to the overall direction that the City of Pearland is taking than residents of other areas of the City. Within Mobility, residents of the North East area tended to give lower ratings to street repair, but gave significantly higher ratings to traffic signal timing than respondents from other areas of the City. Garbage collection services were given higher ratings by respondents from the North East and South areas of the City. Respondents from the South also tended to give higher ratings to land use, planning and zoning than residents from other areas. Public library services received less positive ratings from residents of the West area of the City.
- Within the pillar of Participation, residents from the North East and South gave higher ratings to the sense of community in Pearland than residents of several other areas of the City. Respondents from the West area of the City reported higher rates of walking or biking instead of driving than their counterparts in other City subareas. Residents from the North and South East regions of the City were less likely than their counterparts to work within the city limits of Pearland.
- Some interesting differences between city subareas emerged when residents were asked about the sources they use to get information about the City of Pearland. Residents in the West were more likely to say that the local government cable channel was a major or minor source of information than participants from other areas. However, respondents from the West were less likely to indicate that the City water bill insert was a source of information. Residents from the South area of Pearland were more likely than their counterparts to indicate that City communications via social media were a major or minor source of information.
- Respondents from the North East were significantly more likely to support a property tax increase to fund drainage improvements than residents from other areas of Pearland.
- The leadership provided by the City's elected officials received somewhat less positive ratings from residents of the West area of the City.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Pearland Area					Overall
	North	North East	South	South East	West	
The overall quality of life in Pearland	91%	94%	92%	89%	91%	88%
Overall image or reputation of Pearland	80%	87%	92%	77%	80%	82%
Pearland as a place to live	93%	91%	94%	93%	94%	91%
Your neighborhood as a place to live	77%	92%	84%	92%	98%	91%
Pearland as a place to raise children	92%	93%	93%	92%	95%	90%
Pearland as a place to retire	80%	77%	65%	53%	62%	65%
Overall appearance of Pearland	74%	80%	92%	80%	87%	79%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Pearland Area					Overall
	North	North East	South	South East	West	
Overall feeling of safety in Pearland	89%	86%	82%	81%	91%	85%
In your neighborhood during the day	88%	94%	99%	89%	95%	95%
In Pearland's downtown/commercial area during the day	93%	90%	84%	84%	95%	86%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Pearland Area					Overall
	North	North East	South	South East	West	
Overall ease of getting to the places you usually have to visit	56%	61%	50%	58%	52%	52%
Traffic flow on major streets	26%	26%	20%	24%	11%	24%
Ease of travel by car in Pearland	32%	44%	38%	42%	27%	38%
Ease of travel by bicycle in Pearland	24%	35%	36%	23%	19%	27%
Ease of walking in Pearland	24%	28%	49%	30%	53%	40%
Availability of paths and walking trails	29%	42%	68%	37%	51%	45%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Pearland Area					Overall
	North	North East	South	South East	West	
Quality of overall natural environment in Pearland	75%	73%	74%	53%	76%	68%
Cleanliness of Pearland	83%	81%	90%	85%	92%	84%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Pearland Area					Overall
	North	North East	South	South East	West	
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	55%	69%	81%	47%	63%	56%
Public places where people want to spend time	60%	56%	77%	54%	73%	66%
Variety of housing options	72%	48%	71%	74%	82%	72%
Availability of affordable quality housing	70%	57%	47%	50%	52%	55%
Overall quality of new development in Pearland	67%	84%	91%	79%	85%	78%

Table 6: Community Characteristics - Economy

	Pearland Area					
Percent rating positively (e.g., excellent/good, very/somewhat safe)	North	North East	South	South East	West	Overall
Overall economic health of Pearland	88%	85%	94%	66%	89%	84%
Pearland as a place to work	61%	65%	75%	66%	64%	62%
Pearland as a place to visit	62%	62%	49%	70%	57%	54%
Employment opportunities	50%	44%	76%	32%	52%	53%
Shopping opportunities	75%	83%	79%	60%	80%	77%
Cost of living in Pearland	58%	67%	52%	53%	66%	57%
Overall quality of business and service establishments in Pearland	74%	83%	88%	65%	79%	78%

Table 7: Community Characteristics - Recreation and Wellness

	Pearland Area					
Percent rating positively (e.g., excellent/good, very/somewhat safe)	North	North East	South	South East	West	Overall
Health and wellness opportunities in Pearland	87%	85%	91%	73%	85%	80%
Fitness opportunities (including exercise classes and paths or trails, etc.)	59%	59%	78%	53%	75%	69%
Availability of affordable quality food	79%	73%	86%	77%	81%	78%
Availability of affordable quality health care	82%	80%	78%	79%	88%	81%

Table 8: Community Characteristics - Education and Enrichment

	Pearland Area					
Percent rating positively (e.g., excellent/good, very/somewhat safe)	North	North East	South	South East	West	Overall
Overall opportunities for education and enrichment	84%	79%	88%	66%	65%	77%
Availability of affordable quality child care/preschool	72%	84%	65%	82%	79%	73%
K-12 education	84%	89%	93%	83%	88%	87%
Adult educational opportunities	66%	47%	52%	52%	61%	61%
Opportunities to attend cultural/arts/music activities	49%	38%	55%	52%	53%	44%
Opportunities to participate in religious or spiritual events and activities	70%	71%	94%	68%	65%	78%

Table 9: Community Characteristics - Community Engagement

	Pearland Area					
Percent rating positively (e.g., excellent/good, very/somewhat safe)	North	North East	South	South East	West	Overall
Opportunities to participate in social events and activities	52%	75%	71%	42%	58%	60%
Opportunities to volunteer	70%	77%	84%	63%	59%	69%
Opportunities to participate in community matters	49%	68%	66%	55%	55%	64%
Openness and acceptance of the community toward people of diverse backgrounds	74%	80%	80%	66%	67%	72%
Neighborliness of residents in Pearland	54%	81%	69%	54%	60%	65%

Table 10: Governance - General

	Pearland Area					
Percent rating positively (e.g., excellent/good)	North	North East	South	South East	West	Overall
The City of Pearland	72%	85%	95%	77%	83%	80%
The value of services for the taxes paid to Pearland	57%	56%	52%	41%	49%	50%
The overall direction that the City of Pearland is taking	64%	75%	89%	50%	63%	64%

Percent rating positively (e.g., excellent/good)	Pearland Area					Overall
	North	North East	South	South East	West	
The job Pearland government does at welcoming citizen involvement	54%	52%	64%	50%	50%	56%
Overall confidence in Pearland government	57%	58%	75%	73%	56%	62%
Generally acting in the best interest of the community	61%	70%	83%	76%	63%	64%
Being honest	73%	76%	77%	61%	68%	67%
Treating all residents fairly	72%	77%	76%	73%	72%	68%
Overall customer service by Pearland employees (police, receptionists, planners, etc.)	71%	80%	88%	75%	64%	80%
The Federal Government	41%	37%	51%	40%	63%	45%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Pearland Area					Overall
	North	North East	South	South East	West	
Police services	90%	98%	96%	88%	76%	91%
Fire services	99%	98%	97%	85%	90%	95%
Ambulance or emergency medical services	98%	98%	95%	80%	86%	94%
Crime prevention	81%	80%	80%	88%	76%	81%
Fire prevention and education	71%	72%	77%	84%	72%	82%
Animal control	64%	72%	76%	61%	66%	72%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	79%	67%	72%	61%	48%	73%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Pearland Area					Overall
	North	North East	South	South East	West	
Traffic enforcement	70%	62%	77%	71%	44%	69%
Street repair	58%	39%	72%	60%	69%	58%
Street cleaning	70%	75%	76%	75%	81%	74%
Street lighting	56%	71%	61%	50%	66%	64%
Sidewalk maintenance	40%	50%	52%	58%	54%	51%
Traffic signal timing	40%	66%	48%	43%	38%	47%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Pearland Area					Overall
	North	North East	South	South East	West	
Garbage collection	66%	93%	94%	72%	77%	82%
Recycling	75%	94%	90%	77%	82%	85%
Yard waste pick-up	78%	92%	72%	66%	81%	81%
Drinking water	57%	57%	79%	65%	67%	69%
Preservation of natural areas such as open space, farmlands and greenbelts	55%	59%	60%	52%	53%	58%
Pearland open space	48%	57%	57%	38%	47%	53%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Pearland Area					Overall
	North	North East	South	South East	West	
Storm drainage	68%	81%	90%	80%	78%	82%
Sewer services	72%	82%	88%	87%	77%	84%
Power (electric and/or gas) utility	80%	88%	92%	84%	70%	83%
Utility billing and meter reading	79%	76%	75%	82%	66%	77%
Land use, planning and zoning	61%	61%	82%	61%	51%	58%
Code enforcement (weeds, abandoned buildings, etc.)	59%	61%	73%	62%	56%	61%
Cable television	73%	70%	76%	55%	55%	67%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Pearland Area					Overall
	North	North East	South	South East	West	
Economic development	75%	76%	86%	74%	63%	71%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Pearland Area					Overall
	North	North East	South	South East	West	
City parks	62%	66%	94%	81%	67%	76%
Recreation programs or classes	67%	61%	92%	82%	53%	73%
Recreation centers or facilities	67%	81%	89%	76%	60%	80%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Pearland Area					Overall
	North	North East	South	South East	West	
Public library services	80%	91%	77%	87%	55%	84%
City-sponsored special events	65%	84%	83%	57%	56%	71%

Table 18: Participation- General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Pearland Area					Overall
	North	North East	South	South East	West	
Sense of community	65%	74%	76%	45%	56%	67%
Recommend living in Pearland to someone who asks	88%	89%	98%	95%	87%	89%
Remain in Pearland for the next five years	85%	94%	92%	88%	79%	89%
Contacted the City of Pearland (in-person, phone, email or web) for help or information	40%	29%	53%	42%	33%	43%

Table 19: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Pearland Area					Overall
	North	North East	South	South East	West	
Was NOT the victim of a crime	99%	88%	92%	91%	88%	90%
Did NOT report a crime	86%	84%	87%	83%	91%	83%
Stocked supplies in preparation for an emergency	33%	44%	53%	40%	31%	44%

Table 20: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Pearland Area					Overall
	North	North East	South	South East	West	
Walked or biked instead of driving	45%	27%	42%	25%	57%	34%
Carpooled with other adults or children instead of driving alone	43%	24%	46%	17%	30%	34%

Table 21: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Pearland Area					Overall
	North	North East	South	South East	West	
Recycle at home	95%	78%	87%	96%	69%	86%
Made efforts to make your home more energy efficient	68%	80%	79%	86%	83%	76%
Made efforts to conserve water	74%	92%	82%	71%	74%	78%

Table 22: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Pearland Area					Overall
	North	North East	South	South East	West	
NOT under housing cost stress	78%	66%	73%	66%	72%	73%
Did NOT observe a code violation	52%	48%	59%	53%	70%	55%

Table 23: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Pearland Area					Overall
	North	North East	South	South East	West	
Purchase goods or services from a business located in Pearland	100%	97%	100%	97%	100%	98%
Economy will have positive impact on income	40%	46%	17%	39%	42%	42%
Work in Pearland	10%	26%	32%	11%	30%	30%

Table 24: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Pearland Area					Overall
	North	North East	South	South East	West	
Used the City of Pearland Recreation Center & Natatorium or its services	43%	28%	50%	44%	25%	39%
Visited a neighborhood park or City park	79%	69%	92%	88%	75%	80%
Eat at least 5 portions of fruits and vegetables a day	84%	88%	89%	70%	93%	83%
Participate in moderate or vigorous physical activity	87%	89%	83%	92%	96%	86%
Reported being in "very good" or "excellent" health	59%	77%	74%	73%	75%	71%

Table 25: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Pearland Area					Overall
	North	North East	South	South East	West	
Used Pearland public libraries or their services	67%	70%	52%	58%	44%	55%
Participated in religious or spiritual activities in Pearland	63%	68%	69%	67%	16%	50%
Attended a City-sponsored event	56%	43%	68%	39%	49%	52%

Table 26: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	North	North East	South	South East	West	Overall
Campaigned or advocated for an issue, cause or candidate	27%	34%	18%	17%	20%	27%
Contacted Pearland elected officials (in-person, phone, email or web) to express your opinion	10%	17%	6%	10%	4%	16%
Volunteered your time to some group/activity in Pearland	48%	37%	43%	24%	12%	36%
Talked to or visited with your immediate neighbors	96%	99%	82%	82%	86%	90%
Done a favor for a neighbor	90%	85%	72%	74%	75%	79%
Attended a local public meeting	24%	26%	12%	28%	24%	26%
Watched (online or on television) a local public meeting	26%	13%	22%	14%	19%	18%
Read or watch local news (via television, paper, computer, etc.)	89%	75%	90%	84%	89%	89%
Vote in local elections	90%	97%	90%	88%	93%	91%

Table 27: Community Focus Areas

Percent rating positively (e.g., essential/very important)	North	North East	South	South East	West	Overall
Overall feeling of safety in Pearland	98%	99%	95%	92%	90%	96%
Overall ease of getting to the places you usually have to visit	95%	92%	99%	92%	97%	95%
Quality of overall natural environment in Pearland	94%	85%	83%	83%	73%	83%
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	88%	86%	63%	60%	72%	80%
Health and wellness opportunities in Pearland	83%	72%	65%	69%	60%	69%
Overall opportunities for education and enrichment	76%	84%	78%	76%	77%	81%
Overall economic health of Pearland	94%	94%	91%	94%	89%	92%
Sense of community	86%	80%	70%	68%	71%	79%

Table 28: Sources of information

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services. (Percent rating as "Major source" or "Minor source").	North	North East	South	South East	West	Overall
City website (pearlandtx.gov)	93%	93%	96%	91%	90%	93%
Local newspapers	87%	77%	79%	70%	80%	77%
Other local media (radio or local television stations)	71%	73%	69%	58%	72%	70%
The local government cable channel (Comcast Ch. 16/U-verse Ch.99)	48%	46%	37%	32%	61%	40%
City water bill insert	88%	63%	77%	77%	61%	66%
Other city publications (Pearland in Motion, Pearland Connect or others)	76%	71%	77%	69%	90%	79%
City Council meetings or other public meetings	58%	66%	56%	43%	51%	55%
Talking with City officials	50%	62%	46%	44%	47%	49%
City communications via social media (i.e. Facebook, Twitter, Instagram or Youtube)	53%	62%	82%	66%	69%	79%
City of Pearland e-mail blasts	68%	62%	67%	66%	63%	70%
Word-of-mouth	73%	77%	79%	59%	68%	77%

Table 29: Support for tax increase to fund facilities/services

Please indicate to what extent you would support or oppose a property tax increase for each of the following to fund new facilities or services. (Percent rating as "Strongly support" or "Somewhat support").	Pearland Area					Overall
	North	North East	South	South East	West	
Libraries	54%	48%	63%	41%	65%	58%
Public safety/fire rescue services	72%	90%	79%	65%	73%	79%
Animal shelter	59%	62%	69%	51%	52%	61%
Outdoor trails	64%	57%	70%	68%	75%	69%
Parks & Recreation facilities	70%	63%	76%	62%	75%	72%
Roadway improvements	73%	91%	83%	79%	82%	87%
Drainage improvements	70%	94%	80%	64%	69%	81%

Table 30: Opinion on leadership of City elected officials

	Pearland Area					Overall
	North	North East	South	South East	West	
Please rate the leadership provided by the City's elected officials.	94%	97%	99%	91%	82%	92%

Table 31: Quality of Services

Overall, how would you rate the quality of the services provided by each of the following?	Pearland Area					Overall
	North	North East	South	South East	West	
The County of Brazoria, Texas	61%	65%	61%	69%	57%	66%
The State of Texas	64%	52%	62%	55%	42%	62%
Municipal Utility District	65%	68%	61%	75%	46%	60%