THE NCS™
The National Community Survey™

Pearland, TX
Comparisons by Geographic Subgroups

2019

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

Summary

The National Community 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. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Pearland's Comparisons by Geographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by geographic subarea.

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to 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 participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.
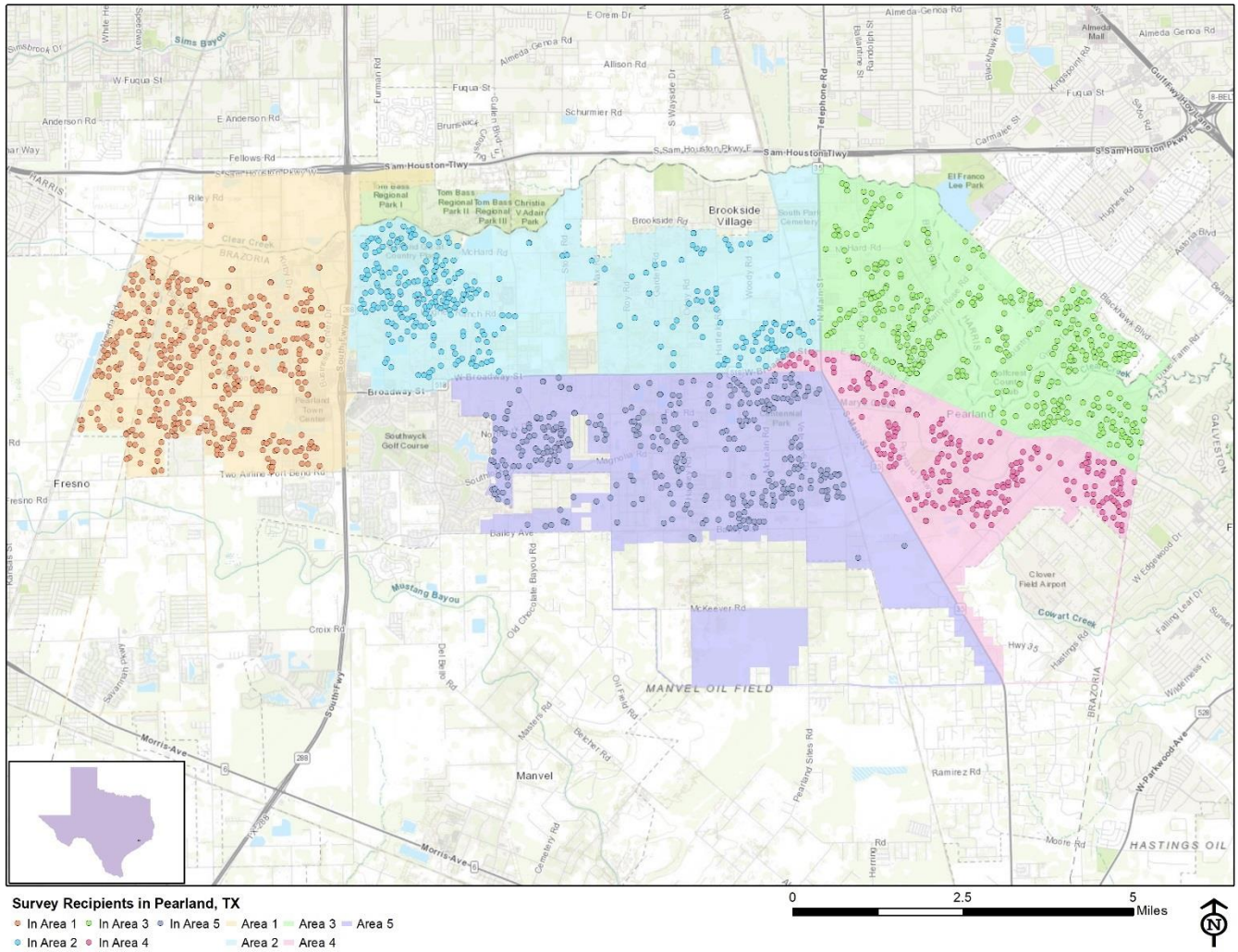
The subgroup comparison tables contain the crosstabulations of survey questions by geographic area. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent "real" differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The "Overall" column, which shows the ratings for all respondents, also has a column designation of "(A)", but no statistical tests were done for the overall rating. For each pair of subgroup ratings within a row (a single question item) that has a statistically significant difference, an uppercase letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no uppercase letter denotation in their column and that are also not referred to in any other column were not statistically different. For example, in Table 1 below, respondents in the West area (A), North area (B) and Northeast area (C) gave significantly lower ratings to overall quality of life than respondents in the Southeast area (D), as denoted by the "A B C" listed in the cell of the ratings for the Southeast area. The overall quality of life rating in the North area (B) also was significantly lower than that of the South area (E) (as indicated by the "E" in the rating for the South area).

Table 1: Community Characteristics - General

	Geographic Area					Overall
Percent rating positively (e.g., excellent/good)	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
The overall quality of life in Pearland	82%	74%	81%	97% A B C	91% B	85%
Overall image or reputation of Pearland	71%	59%	82% B	89% A B	94% A B	78%
Pearland as a place to live	89%	88%	87%	95%	94%	90%
Your neighborhood as a place to live	93% B	74%	86%	97% B	85%	87%
Pearland as a place to raise children	89%	95%	93%	94%	94%	92%
Pearland as a place to retire	60%	65%	62%	64%	84% A B C D	67%
Overall appearance of Pearland	73% B	51%	80% B	80% B	87% B	75%

Figure 1: Location of Survey Recipients

Five geographic subareas were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 2: Geographic Areas

Area	Number of Completed Surveys
West - Shadow Creek Ranch	70
North - North of 518 between 288 and 35	53
Northeast - North of 518, East of 35	76
Southeast - South of 518, East of 35	46
South - South of 518 between 288 and 35	59

Findings

Notable differences between areas included the following:

- In general, residents who lived in the South or Southeast area of Pearland gave more positive ratings to the quality of life items than those who lived in other areas. Residents who lived in the South area of Pearland were more likely than those who lived in other areas to give positive marks to the city as a place to retire.
- Survey respondents who lived in the North area were less likely than others to positively rate the overall appearance of Pearland or their feelings of safety in their neighborhood during the day.
- Residents living in the South or Southeast areas of Pearland were more likely to give positive ratings to employment opportunities than were those in other areas. They were also had the highest proportion saying that they overall economic health of Pearland was excellent or good.
- Survey participants who lived in the South region were more likely than others to work in Pearland.
- Respondents who lived in the North area were less likely to use word of mouth as a source of City information than those who lived in other areas.
- Residents who lived in the Southeast region were more likely than their counterparts to give favorable marks to the services provided by Brazoria County.
- When evaluating changes in ratings by subarea over time, any differences in ratings should be interpreted with caution due to variable sample sizes in each subarea. A margin of error of plus or minus 10% is a good rule of thumb when looking for changes over time within subareas.

Table 2: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
The overall quality of life in Pearland	82%	74%	81%	97% A B C	91% B	85%
Overall image or reputation of Pearland	71%	59%	82% B	89% A B	94% A B	78%
Pearland as a place to live	89%	88%	87%	95%	94%	90%
Your neighborhood as a place to live	93% B	74%	86%	97% B	85%	87%
Pearland as a place to raise children	89%	95%	93%	94%	94%	92%
Pearland as a place to retire	60%	65%	62%	64%	84% A B C D	67%
Overall appearance of Pearland	73% B	51%	80% B	80% B	87% B	75%

Table 3: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Overall feeling of safety in Pearland	86% B	73%	90% B	82%	88% B	84%
In your neighborhood during the day	97% B	82%	94% B	96% B	94% B	93%
In Pearland's downtown/commercial area during the day	89% B C	67%	72%	82%	88% B C	81%

Table 4: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Overall ease of getting to the places you usually have to visit	42%	52%	70% A E	72% A E	49%	54%
Traffic flow on major streets	12%	12%	27% A B E	24%	10%	16%
Ease of travel by car in Pearland	18%	22%	45% A B	53% A B	35% A	32%

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Ease of travel by bicycle in Pearland	31% C	17%	13%	38% C	26%	25%
Ease of walking in Pearland	39% B	16%	40% B	35%	36% B	34%
Availability of paths and walking trails	59% B	24%	44% B	48% B	54% B	48%

Table 5: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Quality of overall natural environment in Pearland	58%	54%	82% A B	71%	80% A B	69%
Cleanliness of Pearland	87% B	60%	75%	80% B	85% B	79%

Table 6: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	55%	44%	60%	58%	69% B	57%
Public places where people want to spend time	58%	44%	51%	62%	63%	56%
Variety of housing options	68%	67%	55%	79% C	80% C	69%
Availability of affordable quality housing	67% B	47%	54%	66%	65%	61%
Overall quality of new development in Pearland	72% B	50%	66%	73% B	69%	67%

Table 7: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Overall economic health of Pearland	73%	75%	68%	86% C	91% A C	78%
Pearland as a place to work	56%	51%	71%	72%	78% A B	66%
Pearland as a place to visit	43%	39%	48%	49%	54%	46%
Employment opportunities	48%	41%	32%	74% A B C	66% B C	51%
Shopping opportunities	58%	59%	67%	73%	85% A B C	67%
Cost of living in Pearland	54%	38%	41%	68% B C	56%	51%
Overall quality of business and service establishments in Pearland	66%	67%	62%	82% C	78%	70%

Table 8: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Health and wellness opportunities in Pearland	72%	64%	73%	79%	82% B	74%
Fitness opportunities (including exercise classes and paths or trails, etc.)	72% B C	34%	53% B	78% B C	70% B	62%
Availability of affordable quality food	65%	64%	69%	92% A B C	75%	71%
Availability of affordable quality health care	88% B C	64%	54%	86% B C	75% C	75%

Table 9: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Overall opportunities for education and enrichment	71%	59%	66%	78% B	87% A B C	73%
Availability of affordable quality child care/preschool	74%	61%	64%	76%	74%	70%
K-12 education	90%	79%	78%	89%	92%	86%

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Adult educational opportunities	38%	32%	36%	63% A B C	67% A B C	48%
Opportunities to attend cultural/arts/music activities	30%	26%	29%	48%	33%	32%
Opportunities to participate in religious or spiritual events and activities	66%	84%	64%	91% A C	76%	73%

Table 10: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Opportunities to participate in social events and activities	47%	58%	40%	79% A C	61% C	55%
Opportunities to volunteer	53%	61%	47%	72% C	77% A C	61%
Opportunities to participate in community matters	53%	64%	53%	71%	73% A	62%
Openness and acceptance of the community toward people of diverse backgrounds	61%	46%	63%	81% A B	82% A B C	66%
Neighborliness of residents in Pearland	62%	51%	61%	77% B	79% A B	66%

Table 11: Governance - General

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
The City of Pearland	79% B	58%	80% B	90% B	73%	76%
The value of services for the taxes paid to Pearland	47%	46%	42%	70% A B C	62% C	52%
The overall direction that the City of Pearland is taking	55%	46%	65%	69% B	66% B	60%
The job Pearland government does at welcoming citizen involvement	56%	61% C	40%	66% C	61% C	56%
Overall confidence in Pearland government	51%	51%	68%	71% A	65%	60%

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Generally acting in the best interest of the community	48%	61%	75% A	76% A	58%	61%
Being honest	64%	63%	63%	73%	66%	65%
Treating all residents fairly	58%	58%	63%	78%	60%	62%
Overall customer service by Pearland employees (police, receptionists, planners, etc.)	83%	82%	75%	88%	76%	80%
The Federal Government	56%	38%	51%	49%	59% B	52%
The County of Brazoria, Texas	59%	55%	56%	87% A B C E	66%	63%
The State of Texas	51%	53%	58%	84% A B C	74% A B	62%
Municipal Utility District	56%	52%	55%	70%	72%	60%

Table 12: Governance - Safety

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Police services	90%	81%	81%	96% C	85%	86%
Fire services	94%	97%	93%	93%	89%	93%
Ambulance or emergency medical services	84%	89%	86%	92%	85%	86%
Crime prevention	71%	71%	71%	87%	73%	73%
Fire prevention and education	77%	81%	78%	78%	72%	77%
Animal control	75% B	53%	68%	69%	69%	68%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	72%	56%	73%	81% B	66%	69%

Table 13: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Traffic enforcement	52%	48%	68% B	67%	79% A B	62%
Street repair	55% B	30%	57% B	64% B E	41%	50%
Street cleaning	73% B	52%	63%	69%	63%	65%
Street lighting	76% B E	52%	65%	76% B	58%	66%
Sidewalk maintenance	64% B D	42%	51%	39%	55%	52%
Traffic signal timing	38%	29%	51% B	57% A B	49% B	44%

Table 14: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Garbage collection	82%	74%	79%	92% B	83%	82%
Recycling	78%	76%	88%	80%	85%	81%
Yard waste pick-up	88% B	69%	85% B	82%	75%	80%
Drinking water	68%	68%	62%	68%	53%	64%
Preservation of natural areas such as open space, farmlands and greenbelts	65% B	45%	62%	52%	58%	58%
Pearland open space	60%	50%	50%	54%	65%	57%

Table 15: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Storm drainage	82%	70%	67%	75%	69%	73%
Sewer services	84%	76%	79%	92%	81%	82%
Power (electric and/or gas) utility	88% C	77%	73%	88%	76%	81%

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Utility billing and meter reading	80%	69%	68%	84%	80%	77%
Land use, planning and zoning	46%	53%	52%	58%	69% A	55%
Code enforcement (weeds, abandoned buildings, etc.)	66%	50%	72% B	79% B	68%	67%
Cable television	80%	65%	65%	64%	76%	72%

Table 16: Governance - Economy

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Economic development	79%	70%	66%	76%	69%	73%

Table 17: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
City parks	82%	67%	78%	91% B	78%	79%
Recreation programs or classes	58%	70%	59%	81%	75%	67%
Recreation centers or facilities	66%	58%	70%	80%	79% B	71%

Table 18: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Public library services	76%	83%	81%	91%	75%	80%
City-sponsored special events	78% C E	72%	57%	80%	58%	69%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Sense of community	58%	50%	57%	73% B	71% B	61%
Recommend living in Pearland to someone who asks	88%	91%	85%	95%	88%	89%
Remain in Pearland for the next five years	81%	93%	86%	95% A	83%	86%
Contacted the City of Pearland (in-person, phone, email or web) for help or information	40%	36%	29%	52% C	37%	38%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Was NOT the victim of a crime	90%	90%	93%	86%	84%	89%
Did NOT report a crime	86% B E	62%	86% B E	77%	68%	77%
Stocked supplies in preparation for an emergency	59%	73%	68%	71%	56%	64%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Walked or biked instead of driving	41% B E	25%	28%	29%	24%	31%
Carpooled with other adults or children instead of driving alone	21%	42% A	40% A	25%	31%	31%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Recycle at home	69%	92% A	85% A	88% A	90% A	83%

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Made efforts to make your home more energy efficient	66%	69%	73%	88% A	73%	72%
Made efforts to conserve water	77%	62%	66%	86% B C	88% B C	76%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
NOT under housing cost stress	74% B C	57%	57%	70%	63%	65%
Did NOT observe a code violation	59%	48%	59%	52%	48%	54%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Purchase goods or services from a business located in Pearland	97%	96%	100% E	100%	94%	97%
Economy will have positive impact on income	49%	39%	36%	43%	39%	42%
Work in Pearland	17%	20%	20%	26%	47% A B C D	25%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Used the City of Pearland Recreation Center & Natatorium or its services	28%	23%	31%	35%	37%	31%
Visited a neighborhood park or City park	73%	59%	69%	82% B	76%	72%
Eat at least 5 portions of fruits and vegetables a day	85%	76%	79%	71%	82%	80%
Participate in moderate or vigorous physical activity	82% B	59%	77% B	83% B	87% B	78%

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Reported being in "very good" or "excellent" health	79% B E	47%	70% B	63%	61%	66%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Used Pearland public libraries or their services	55% B	33%	50%	67% B E	47%	51%
Participated in religious or spiritual activities in Pearland	37%	38%	53% A	64% A B	53%	47%
Attended a City-sponsored event	34%	32%	24%	60% A B C	49% C	38%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Campaigned or advocated for an issue, cause or candidate	23%	27%	19%	31%	29%	25%
Contacted Pearland elected officials (in-person, phone, email or web) to express your opinion	17%	11%	15%	16%	19%	16%
Volunteered your time to some group/activity in Pearland	31%	21%	21%	36%	34%	29%
Talked to or visited with your immediate neighbors	75%	80%	88% A	89% A	97% A B	85%
Done a favor for a neighbor	68%	70%	78%	86% A	79%	75%
Attended a local public meeting	24% B	9%	22%	23%	19%	20%
Watched (online or on television) a local public meeting	17% C	17%	5%	20% C	12%	14%
Read or watch local news (via television, paper, computer, etc.)	85%	82%	75%	83%	89% C	83%
Vote in local elections	85%	72%	77%	90% B	91% B C	83%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
Overall feeling of safety in Pearland	88%	100% A	98% A	96%	92%	94%
Overall ease of getting to the places you usually have to visit	92%	85%	88%	82%	93%	89%
Quality of overall natural environment in Pearland	74%	90% A	84%	82%	89% A	83%
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	78%	86%	85%	80%	80%	81%
Health and wellness opportunities in Pearland	58%	79% A	71%	66%	76% A	69%
Overall opportunities for education and enrichment	74%	83%	77%	71%	85%	78%
Overall economic health of Pearland	95%	89%	88%	90%	91%	91%
Sense of community	71%	78%	79%	73%	86% A	77%

Table 29: Sources of City 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").	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
	(A)	(B)	(C)	(D)	(E)	(A)
City website (pearlandtx.gov)	89%	83%	92%	88%	95%	90%
Local newspapers	79%	74%	74%	75%	82%	77%
Other local media (radio or local television stations)	71%	81%	76%	82%	75%	76%
The local government cable channel (Comcast Ch. 16/U-verse Ch.99)	34%	51% D	58% A D	25%	50% A D	44%
City water bill insert	66%	68%	66%	82%	76%	71%
Other city publications (Pearland in Motion, Pearland Connect or others)	68%	57%	75%	64%	82% B	70%
City Council meetings or other public meetings	59%	52%	59%	49%	67%	58%
Talking with City officials	54%	48%	57%	42%	61%	54%
City communications via social media (i.e. Facebook, Twitter, Instagram or Youtube)	80%	66%	67%	72%	81%	74%
City of Pearland e-mail blasts	65%	69%	59%	62%	68%	65%
Word-of-mouth	78% B	51%	73% B	86% B	72% B	73%

Table 30: Leadership by City Elected Officials

	Geographic Area					Overall
	West - Shadow Creek Ranch	North - North of 518 between 288 and 35	Northeast - North of 518, East of 35	Southeast - South of 518, East of 35	South - South of 518 between 288 and 35	
Percent "excellent" or "good"	(A)	(B)	(C)	(D)	(E)	(A)
Please rate the leadership provided by the City's elected officials.	64%	66%	61%	75%	77%	68%