THE NCS™
The National Community Survey™

Pearland, TX
Technical Appendices

2019

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

Contents

Appendix A: Complete Survey Responses

Responses excluding "don't know"

The following pages contain a complete set of responses to each question on the survey, excluding the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 1: Question 1

Please rate each of the following aspects of quality of life in Pearland:	Excellent		Good		Fair		Poor		Total	
Pearland as a place to live	42%	N=126	48%	N=145	9%	N=27	1%	N=2	100%	N=300
Your neighborhood as a place to live	42%	N=125	45%	N=135	12%	N=35	1%	N=3	100%	N=298
Pearland as a place to raise children	48%	N=129	45%	N=122	7%	N=18	1%	N=3	100%	N=271
Pearland as a place to work	24%	N=52	42%	N=91	27%	N=59	8%	N=17	100%	N=219
Pearland as a place to visit	15%	N=43	31%	N=88	37%	N=105	17%	N=47	100%	N=282
Pearland as a place to retire	26%	N=69	41%	N=107	25%	N=66	8%	N=21	100%	N=263
The overall quality of life in Pearland	27%	N=80	58%	N=173	15%	N=45	0%	N=1	100%	N=299

Table 2: Question 2

Please rate each of the following characteristics as they relate to Pearland as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Pearland	27%	N=83	57%	N=174	15%	N=44	1%	N=3	100%	N=304
Overall ease of getting to the places you usually have to visit	14%	N=42	40%	N=122	33%	N=100	13%	N=39	100%	N=303
Quality of overall natural environment in Pearland	21%	N=63	47%	N=141	26%	N=77	5%	N=16	100%	N=297
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	17%	N=51	40%	N=122	30%	N=91	12%	N=38	100%	N=301
Health and wellness opportunities in Pearland	21%	N=62	52%	N=152	25%	N=72	1%	N=4	100%	N=290
Overall opportunities for education and enrichment	30%	N=82	43%	N=119	26%	N=72	1%	N=4	100%	N=276
Overall economic health of Pearland	25%	N=70	53%	N=151	18%	N=51	4%	N=12	100%	N=283
Sense of community	17%	N=51	44%	N=129	32%	N=93	7%	N=20	100%	N=293
Overall image or reputation of Pearland	27%	N=80	51%	N=153	20%	N=59	2%	N=6	100%	N=298

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Pearland to someone who asks	48%	N=146	40%	N=121	7%	N=22	4%	N=12	100%	N=301
Remain in Pearland for the next five years	61%	N=177	25%	N=74	11%	N=31	3%	N=9	100%	N=291

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	63%	N=189	30%	N=90	4%	N=12	2%	N=6	0%	N=1	100%	N=298
In Pearland's downtown/commercial area during the day	41%	N=114	41%	N=115	9%	N=27	9%	N=26	0%	N=0	100%	N=282

Table 5: Question 5

Please rate each of the following characteristics as they relate to Pearland as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	0%	N=1	16%	N=47	41%	N=124	43%	N=131	100%	N=304
Ease of travel by car in Pearland	3%	N=9	29%	N=88	43%	N=130	25%	N=76	100%	N=302
Ease of travel by bicycle in Pearland	5%	N=8	20%	N=37	32%	N=60	43%	N=79	100%	N=185
Ease of walking in Pearland	7%	N=17	27%	N=66	36%	N=86	30%	N=73	100%	N=242
Availability of paths and walking trails	13%	N=34	35%	N=93	35%	N=94	17%	N=45	100%	N=266
Cleanliness of Pearland	23%	N=71	56%	N=168	19%	N=57	2%	N=5	100%	N=302
Overall appearance of Pearland	22%	N=67	52%	N=158	24%	N=73	1%	N=4	100%	N=303
Public places where people want to spend time	12%	N=34	44%	N=130	32%	N=94	12%	N=36	100%	N=294
Variety of housing options	18%	N=52	51%	N=146	25%	N=71	6%	N=17	100%	N=287
Availability of affordable quality housing	13%	N=36	48%	N=130	27%	N=74	12%	N=33	100%	N=273
Fitness opportunities (including exercise classes and paths or trails, etc.)	20%	N=58	42%	N=118	32%	N=90	6%	N=16	100%	N=282
Availability of affordable quality food	24%	N=72	47%	N=144	24%	N=72	5%	N=15	100%	N=303
Availability of affordable quality health care	24%	N=66	51%	N=140	22%	N=60	3%	N=9	100%	N=274

Table 6: Question 6

Please rate each of the following characteristics as they relate to Pearland as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	24%	N=40	46%	N=74	24%	N=39	6%	N=10	100%	N=163
K-12 education	39%	N=81	47%	N=97	9%	N=19	5%	N=10	100%	N=206
Adult educational opportunities	10%	N=16	38%	N=60	41%	N=65	12%	N=19	100%	N=160
Opportunities to attend cultural/arts/music activities	6%	N=14	26%	N=61	41%	N=97	26%	N=61	100%	N=233
Opportunities to participate in religious or spiritual events and activities	22%	N=51	51%	N=120	23%	N=54	3%	N=8	100%	N=233
Employment opportunities	12%	N=27	39%	N=85	35%	N=76	14%	N=30	100%	N=218
Shopping opportunities	24%	N=72	43%	N=128	28%	N=83	4%	N=13	100%	N=296
Cost of living in Pearland	11%	N=33	40%	N=117	37%	N=110	11%	N=32	100%	N=292
Overall quality of business and service establishments in Pearland	18%	N=51	52%	N=149	24%	N=69	6%	N=17	100%	N=285
Overall quality of new development in Pearland	22%	N=59	45%	N=124	27%	N=73	6%	N=17	100%	N=273
Opportunities to participate in social events and activities	11%	N=27	44%	N=106	35%	N=84	11%	N=27	100%	N=245
Opportunities to volunteer	13%	N=26	48%	N=94	31%	N=60	8%	N=17	100%	N=197
Opportunities to participate in community matters	10%	N=22	51%	N=108	28%	N=59	10%	N=21	100%	N=210
Openness and acceptance of the community toward people of diverse backgrounds	20%	N=52	46%	N=121	23%	N=59	11%	N=29	100%	N=261
Neighborliness of residents in Pearland	20%	N=56	46%	N=127	25%	N=69	10%	N=26	100%	N=278

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	24%	N=73	76%	N=227	100%	N=300
Made efforts to make your home more energy efficient	28%	N=84	72%	N=217	100%	N=300
Observed a code violation or other hazard in Pearland	54%	N=161	46%	N=137	100%	N=297
Household member was a victim of a crime in Pearland	89%	N=265	11%	N=33	100%	N=299
Reported a crime to the police in Pearland	77%	N=229	23%	N=67	100%	N=297
Stocked supplies in preparation for an emergency	36%	N=109	64%	N=191	100%	N=300
Campaigned or advocated for an issue, cause or candidate	75%	N=223	25%	N=75	100%	N=298

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Contacted the City of Pearland (in-person, phone, email or web) for help or information	62%	N=185	38%	N=113	100%	N=298
Contacted Pearland elected officials (in-person, phone, email or web) to express your opinion	84%	N=251	16%	N=48	100%	N=298

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Pearland?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used the City of Pearland Recreation Center & Natatorium or its services	4%	N=13	6%	N=19	20%	N=59	69%	N=207	100%	N=299
Visited a neighborhood park or City park	13%	N=39	21%	N=63	38%	N=114	28%	N=84	100%	N=300
Used Pearland public libraries or their services	6%	N=16	15%	N=44	30%	N=89	49%	N=147	100%	N=297
Participated in religious or spiritual activities in Pearland	8%	N=25	27%	N=80	12%	N=36	53%	N=159	100%	N=300
Attended a City-sponsored event	1%	N=3	5%	N=15	32%	N=95	62%	N=182	100%	N=294
Carpooled with other adults or children instead of driving alone	8%	N=25	9%	N=27	13%	N=40	69%	N=206	100%	N=298
Walked or biked instead of driving	10%	N=30	6%	N=19	14%	N=43	69%	N=208	100%	N=301
Volunteered your time to some group/activity in Pearland	3%	N=8	12%	N=35	14%	N=43	71%	N=213	100%	N=299
Talked to or visited with your immediate neighbors	36%	N=109	28%	N=84	20%	N=62	15%	N=46	100%	N=300
Done a favor for a neighbor	24%	N=73	18%	N=54	33%	N=99	25%	N=75	100%	N=300

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=0	3%	N=8	17%	N=52	80%	N=242	100%	N=302
Watched (online or on television) a local public meeting	1%	N=2	1%	N=4	12%	N=37	86%	N=259	100%	N=301

Table 10: Question 10

Please rate the quality of each of the following services in Pearland:	Excellent		Good		Fair		Poor		Total	
Police services	41%	N=113	45%	N=126	11%	N=30	3%	N=8	100%	N=276
Fire services	48%	N=115	45%	N=106	5%	N=13	2%	N=4	100%	N=237
Ambulance or emergency medical services	45%	N=101	41%	N=92	11%	N=24	3%	N=7	100%	N=223
Crime prevention	23%	N=57	50%	N=125	19%	N=47	8%	N=19	100%	N=248
Fire prevention and education	24%	N=48	53%	N=103	18%	N=35	5%	N=10	100%	N=197
Traffic enforcement	20%	N=52	42%	N=109	23%	N=60	16%	N=40	100%	N=261
Street repair	12%	N=36	38%	N=110	31%	N=92	19%	N=55	100%	N=293
Street cleaning	18%	N=51	47%	N=133	26%	N=74	9%	N=24	100%	N=282
Street lighting	19%	N=57	47%	N=138	27%	N=79	7%	N=20	100%	N=294
Sidewalk maintenance	10%	N=29	42%	N=121	29%	N=82	19%	N=54	100%	N=285
Traffic signal timing	9%	N=27	35%	N=102	32%	N=96	24%	N=70	100%	N=294
Garbage collection	39%	N=114	42%	N=121	15%	N=44	3%	N=9	100%	N=288
Recycling	38%	N=103	43%	N=117	13%	N=36	5%	N=14	100%	N=270
Yard waste pick-up	35%	N=89	45%	N=115	16%	N=40	4%	N=10	100%	N=253
Storm drainage	25%	N=66	49%	N=131	23%	N=61	4%	N=11	100%	N=270
Drinking water	18%	N=53	45%	N=129	26%	N=74	11%	N=31	100%	N=287

Please rate the quality of each of the following services in Pearland:	Excellent		Good		Fair		Poor		Total	
Sewer services	25%	N=68	57%	N=155	15%	N=41	3%	N=7	100%	N=271
Power (electric and/or gas) utility	27%	N=75	54%	N=152	17%	N=47	3%	N=8	100%	N=281
Utility billing and meter reading	22%	N=60	55%	N=150	16%	N=45	7%	N=18	100%	N=274
City parks	24%	N=63	55%	N=142	17%	N=43	4%	N=11	100%	N=260
Recreation programs or classes	15%	N=26	53%	N=94	28%	N=49	5%	N=8	100%	N=177
Recreation centers or facilities	21%	N=42	50%	N=100	26%	N=51	3%	N=7	100%	N=200
Land use, planning and zoning	9%	N=20	46%	N=105	28%	N=63	18%	N=41	100%	N=229
Code enforcement (weeds, abandoned buildings, etc.)	14%	N=30	53%	N=116	22%	N=48	12%	N=25	100%	N=220
Animal control	16%	N=36	52%	N=117	24%	N=55	8%	N=17	100%	N=225
Economic development	18%	N=41	55%	N=130	24%	N=56	4%	N=8	100%	N=235
Public library services	27%	N=59	53%	N=118	17%	N=39	3%	N=6	100%	N=221
Cable television	17%	N=41	54%	N=130	21%	N=51	7%	N=18	100%	N=240
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	19%	N=45	50%	N=115	28%	N=65	3%	N=6	100%	N=231
Preservation of natural areas such as open space, farmlands and greenbelts	16%	N=38	42%	N=98	24%	N=56	19%	N=44	100%	N=235
Pearland open space	14%	N=34	43%	N=101	28%	N=67	15%	N=35	100%	N=237
City-sponsored special events	21%	N=41	48%	N=97	25%	N=49	6%	N=13	100%	N=200
Overall customer service by Pearland employees (police, receptionists, planners, etc.)	30%	N=71	50%	N=117	18%	N=42	2%	N=4	100%	N=234

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Pearland	24%	N=69	51%	N=145	22%	N=61	3%	N=8	100%	N=283
The Federal Government	11%	N=30	40%	N=106	37%	N=97	12%	N=30	100%	N=263
The County of Brazoria, Texas	14%	N=32	49%	N=110	32%	N=72	5%	N=11	100%	N=226
The State of Texas	15%	N=35	47%	N=106	32%	N=73	5%	N=12	100%	N=226
Municipal Utility District	19%	N=37	42%	N=84	29%	N=59	11%	N=21	100%	N=201

Table 12: Question 12

Please rate the following categories of Pearland government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Pearland	12%	N=33	40%	N=108	30%	N=80	18%	N=49	100%	N=270
The overall direction that the City of Pearland is taking	12%	N=32	48%	N=130	30%	N=82	10%	N=28	100%	N=272
The job Pearland government does at welcoming citizen involvement	12%	N=26	44%	N=99	28%	N=63	16%	N=35	100%	N=223
Overall confidence in Pearland government	16%	N=42	44%	N=119	29%	N=78	11%	N=29	100%	N=268
Generally acting in the best interest of the community	15%	N=39	45%	N=117	29%	N=75	10%	N=25	100%	N=256
Being honest	13%	N=29	52%	N=115	28%	N=62	7%	N=16	100%	N=221
Treating all residents fairly	14%	N=32	48%	N=109	33%	N=75	5%	N=12	100%	N=229

Table 13: Question 13

Please rate how important, if at all, you think it is for the Pearland community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Pearland	68%	N=204	26%	N=77	5%	N=15	1%	N=4	100%	N=300
Overall ease of getting to the places you usually have to visit	48%	N=144	41%	N=122	11%	N=32	0%	N=1	100%	N=300
Quality of overall natural environment in Pearland	37%	N=110	46%	N=139	16%	N=49	1%	N=3	100%	N=301
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	38%	N=115	43%	N=130	17%	N=52	1%	N=4	100%	N=300
Health and wellness opportunities in Pearland	32%	N=94	37%	N=110	26%	N=77	6%	N=16	100%	N=297
Overall opportunities for education and enrichment	42%	N=125	36%	N=109	20%	N=59	3%	N=8	100%	N=300
Overall economic health of Pearland	52%	N=157	39%	N=117	8%	N=25	0%	N=1	100%	N=300
Sense of community	31%	N=92	46%	N=138	20%	N=61	3%	N=8	100%	N=299

Table 14: Question 14

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.	Major source		Minor source		Not a source		Total	
City website (pearlandtx.gov)	59%	N=173	31%	N=92	10%	N=31	100%	N=296
Local newspapers	26%	N=78	51%	N=152	23%	N=67	100%	N=297
Other local media (radio or local television stations)	28%	N=82	48%	N=143	24%	N=72	100%	N=297
The local government cable channel (Comcast Ch. 16/U-verse Ch.99)	9%	N=28	34%	N=99	56%	N=164	100%	N=291
City water bill insert	23%	N=67	48%	N=140	29%	N=87	100%	N=294
Other city publications (Pearland in Motion, Pearland Connect or others)	28%	N=81	42%	N=122	30%	N=87	100%	N=290
City Council meetings or other public meetings	21%	N=63	37%	N=109	42%	N=124	100%	N=296
Talking with City officials	18%	N=53	36%	N=105	46%	N=136	100%	N=294
City communications via social media (i.e. Facebook, Twitter, Instagram or Youtube)	38%	N=113	36%	N=106	26%	N=75	100%	N=294
City of Pearland e-mail blasts	24%	N=70	40%	N=117	35%	N=103	100%	N=290
Word-of-mouth	27%	N=79	46%	N=135	27%	N=81	100%	N=295

Table 15: Question 15

Please rate the leadership provided by the City's elected officials.	Percent	Number
Excellent	17%	N=43
Good	51%	N=126
Fair	23%	N=56
Poor	9%	N=22
Total	100%	N=246

Table 16: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	13%	N=38	5%	N=14	6%	N=19	14%	N=41	63%	N=186	100%	N=297
Purchase goods or services from a business located in Pearland	1%	N=2	2%	N=6	15%	N=46	43%	N=127	39%	N=114	100%	N=295
Eat at least 5 portions of fruits and vegetables a day	3%	N=7	18%	N=52	35%	N=101	28%	N=83	17%	N=49	100%	N=293
Participate in moderate or vigorous physical activity	3%	N=8	19%	N=56	24%	N=71	32%	N=95	22%	N=64	100%	N=293
Read or watch local news (via television, paper, computer, etc.)	4%	N=12	13%	N=37	19%	N=55	27%	N=78	37%	N=108	100%	N=290

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Vote in local elections	9%	N=27	8%	N=23	12%	N=35	26%	N=77	45%	N=133	100%	N=295

Table 17: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	23%	N=69
Very good	43%	N=128
Good	29%	N=85
Fair	5%	N=13
Poor	1%	N=2
Total	100%	N=296

Table 18: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	16%	N=47
Somewhat positive	26%	N=76
Neutral	47%	N=139
Somewhat negative	9%	N=27
Very negative	1%	N=3
Total	100%	N=294

Table 19: Question D4

What is your employment status?	Percent	Number
Working full time for pay	73%	N=216
Working part time for pay	6%	N=18
Unemployed, looking for paid work	2%	N=6
Unemployed, not looking for paid work	5%	N=16
Fully retired	14%	N=41
Total	100%	N=297

Table 20: Question D5

Do you work inside the boundaries of Pearland?	Percent	Number
Yes, outside the home	20%	N=59
Yes, from home	5%	N=15
No	75%	N=217
Total	100%	N=291

Table 21: Question D6

How many years have you lived in Pearland?	Percent	Number
Less than 2 years	14%	N=41
2 to 5 years	24%	N=71
6 to 10 years	21%	N=62
11 to 20 years	22%	N=65
More than 20 years	20%	N=60
Total	100%	N=298

Table 22: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	82%	N=247
Building with two or more homes (duplex, townhome, apartment or condominium)	16%	N=47
Mobile home	0%	N=1
Other	2%	N=5
Total	100%	N=300

Table 23: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	19%	N=57
Owned	81%	N=242
Total	100%	N=299

Table 24: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	1%	N=4
$300 to $599 per month	3%	N=10
$600 to $999 per month	7%	N=21
$1,000 to $1,499 per month	24%	N=69
$1,500 to $2,499 per month	36%	N=103
$2,500 or more per month	27%	N=77
Total	100%	N=283

Table 25: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	57%	N=170
Yes	43%	N=127
Total	100%	N=297

Table 26: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	79%	N=232
Yes	21%	N=63
Total	100%	N=295

Table 27: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	3%	N=9
$25,000 to $49,999	16%	N=44
$50,000 to $99,999	29%	N=79
$100,000 to $149,999	22%	N=60
$150,000 or more	31%	N=86
Total	100%	N=278

Table 28: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	84%	N=242
Yes, I consider myself to be Spanish, Hispanic or Latino	16%	N=45
Total	100%	N=287

Table 29: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=8
Asian, Asian Indian or Pacific Islander	15%	N=42
Black or African American	11%	N=32
White	67%	N=192
Other	8%	N=23

Total may exceed 100% as respondents could select more than one option.

Table 30: Question D15

In which category is your age?	Percent	Number
18 to 24 years	5%	N=15
25 to 34 years	26%	N=76
35 to 44 years	22%	N=64
45 to 54 years	22%	N=66
55 to 64 years	10%	N=30
65 to 74 years	8%	N=25
75 years or older	7%	N=20
Total	100%	N=295

Table 31: Question D16

What is your sex?	Percent	Number
Female	52%	N=153
Male	48%	N=140
Total	100%	N=293

Table 32: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	83%	N=244
Land line	8%	N=22
Both	10%	N=29
Total	100%	N=295

Responses including "don't know"

The following pages contain a complete set of responses to each question on the survey, including the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 33: Question 1

Please rate each of the following aspects of quality of life in Pearland:	Excellent		Good		Fair		Poor		Don't know		Total	
Pearland as a place to live	42%	N=126	48%	N=145	9%	N=27	1%	N=2	0%	N=0	100%	N=300
Your neighborhood as a place to live	42%	N=125	45%	N=135	12%	N=35	1%	N=3	0%	N=0	100%	N=298
Pearland as a place to raise children	44%	N=129	41%	N=122	6%	N=18	1%	N=3	8%	N=24	100%	N=295
Pearland as a place to work	18%	N=52	31%	N=91	20%	N=59	6%	N=17	26%	N=77	100%	N=296
Pearland as a place to visit	15%	N=43	30%	N=88	36%	N=105	16%	N=47	3%	N=9	100%	N=291
Pearland as a place to retire	23%	N=69	36%	N=107	22%	N=66	7%	N=21	11%	N=34	100%	N=297
The overall quality of life in Pearland	27%	N=80	58%	N=173	15%	N=45	0%	N=1	0%	N=0	100%	N=299

Table 34: Question 2

Please rate each of the following characteristics as they relate to Pearland as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Pearland	27%	N=83	57%	N=174	15%	N=44	1%	N=3	0%	N=0	100%	N=304
Overall ease of getting to the places you usually have to visit	14%	N=42	40%	N=122	33%	N=100	13%	N=39	0%	N=0	100%	N=304
Quality of overall natural environment in Pearland	21%	N=63	47%	N=141	26%	N=77	5%	N=16	1%	N=4	100%	N=302
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	17%	N=51	40%	N=122	30%	N=91	12%	N=38	0%	N=1	100%	N=302
Health and wellness opportunities in Pearland	20%	N=62	50%	N=152	24%	N=72	1%	N=4	4%	N=12	100%	N=302
Overall opportunities for education and enrichment	27%	N=82	39%	N=119	24%	N=72	1%	N=4	9%	N=26	100%	N=302
Overall economic health of Pearland	23%	N=70	50%	N=151	17%	N=51	4%	N=12	6%	N=17	100%	N=301
Sense of community	17%	N=51	43%	N=129	31%	N=93	7%	N=20	3%	N=9	100%	N=301
Overall image or reputation of Pearland	27%	N=80	51%	N=153	19%	N=59	2%	N=6	2%	N=5	100%	N=303

Table 35: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Pearland to someone who asks	48%	N=146	40%	N=121	7%	N=22	4%	N=12	1%	N=2	100%	N=303
Remain in Pearland for the next five years	59%	N=177	25%	N=74	10%	N=31	3%	N=9	4%	N=11	100%	N=302

Table 36: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	63%	N=189	30%	N=90	4%	N=12	2%	N=6	0%	N=1	1%	N=2	100%	N=300
In Pearland's downtown/commercial area during the day	38%	N=114	38%	N=115	9%	N=27	9%	N=26	0%	N=0	7%	N=20	100%	N=303

Table 37: Question 5

Please rate each of the following characteristics as they relate to Pearland as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	0%	N=1	16%	N=47	41%	N=124	43%	N=131	0%	N=0	100%	N=304
Ease of travel by car in Pearland	3%	N=9	29%	N=88	43%	N=130	25%	N=76	0%	N=1	100%	N=303
Ease of travel by bicycle in Pearland	3%	N=8	12%	N=37	20%	N=60	27%	N=79	38%	N=114	100%	N=299
Ease of walking in Pearland	6%	N=17	22%	N=66	29%	N=86	24%	N=73	19%	N=56	100%	N=298
Availability of paths and walking trails	11%	N=34	31%	N=93	31%	N=94	15%	N=45	12%	N=36	100%	N=303
Cleanliness of Pearland	23%	N=71	56%	N=168	19%	N=57	2%	N=5	0%	N=0	100%	N=302
Overall appearance of Pearland	22%	N=67	52%	N=158	24%	N=73	1%	N=4	0%	N=0	100%	N=303
Public places where people want to spend time	11%	N=34	43%	N=130	31%	N=94	12%	N=36	3%	N=9	100%	N=303
Variety of housing options	17%	N=52	48%	N=146	23%	N=71	6%	N=17	5%	N=16	100%	N=303
Availability of affordable quality housing	12%	N=36	44%	N=130	25%	N=74	11%	N=33	8%	N=25	100%	N=298
Fitness opportunities (including exercise classes and paths or trails, etc.)	19%	N=58	39%	N=118	30%	N=90	5%	N=16	7%	N=20	100%	N=302
Availability of affordable quality food	24%	N=72	47%	N=144	24%	N=72	5%	N=15	0%	N=0	100%	N=303
Availability of affordable quality health care	22%	N=66	46%	N=140	20%	N=60	3%	N=9	10%	N=29	100%	N=303

Table 38: Question 6

Please rate each of the following characteristics as they relate to Pearland as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	13%	N=40	25%	N=74	13%	N=39	3%	N=10	45%	N=135	100%	N=298
K-12 education	27%	N=81	33%	N=97	6%	N=19	3%	N=10	30%	N=90	100%	N=296
Adult educational opportunities	5%	N=16	20%	N=60	22%	N=65	6%	N=19	46%	N=139	100%	N=299
Opportunities to attend cultural/arts/music activities	5%	N=14	21%	N=61	33%	N=97	20%	N=61	21%	N=63	100%	N=296
Opportunities to participate in religious or spiritual events and activities	17%	N=51	40%	N=120	18%	N=54	3%	N=8	22%	N=67	100%	N=300
Employment opportunities	9%	N=27	29%	N=85	26%	N=76	10%	N=30	26%	N=79	100%	N=297
Shopping opportunities	24%	N=72	43%	N=128	28%	N=83	4%	N=13	0%	N=1	100%	N=297
Cost of living in Pearland	11%	N=33	40%	N=117	37%	N=110	11%	N=32	2%	N=5	100%	N=297
Overall quality of business and service establishments in Pearland	17%	N=51	50%	N=149	23%	N=69	6%	N=17	4%	N=13	100%	N=297
Overall quality of new development in Pearland	20%	N=59	42%	N=124	25%	N=73	6%	N=17	7%	N=22	100%	N=295
Opportunities to participate in social events and activities	9%	N=27	36%	N=106	28%	N=84	9%	N=27	18%	N=55	100%	N=300
Opportunities to volunteer	9%	N=26	32%	N=94	20%	N=60	6%	N=17	34%	N=101	100%	N=298
Opportunities to participate in community matters	7%	N=22	36%	N=108	20%	N=59	7%	N=21	29%	N=88	100%	N=297
Openness and acceptance of the community toward people of diverse backgrounds	17%	N=52	41%	N=121	20%	N=59	10%	N=29	12%	N=37	100%	N=298
Neighborliness of residents in Pearland	19%	N=56	42%	N=127	23%	N=69	9%	N=26	7%	N=21	100%	N=299

Table 39: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	24%	N=73	76%	N=227	100%	N=300
Made efforts to make your home more energy efficient	28%	N=84	72%	N=217	100%	N=300
Observed a code violation or other hazard in Pearland	54%	N=161	46%	N=137	100%	N=297
Household member was a victim of a crime in Pearland	89%	N=265	11%	N=33	100%	N=299
Reported a crime to the police in Pearland	77%	N=229	23%	N=67	100%	N=297
Stocked supplies in preparation for an emergency	36%	N=109	64%	N=191	100%	N=300

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Campaigned or advocated for an issue, cause or candidate	75%	N=223	25%	N=75	100%	N=298
Contacted the City of Pearland (in-person, phone, email or web) for help or information	62%	N=185	38%	N=113	100%	N=298
Contacted Pearland elected officials (in-person, phone, email or web) to express your opinion	84%	N=251	16%	N=48	100%	N=298

Table 40: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Pearland?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used the City of Pearland Recreation Center & Natatorium or its services	4%	N=13	6%	N=19	20%	N=59	69%	N=207	100%	N=299
Visited a neighborhood park or City park	13%	N=39	21%	N=63	38%	N=114	28%	N=84	100%	N=300
Used Pearland public libraries or their services	6%	N=16	15%	N=44	30%	N=89	49%	N=147	100%	N=297
Participated in religious or spiritual activities in Pearland	8%	N=25	27%	N=80	12%	N=36	53%	N=159	100%	N=300
Attended a City-sponsored event	1%	N=3	5%	N=15	32%	N=95	62%	N=182	100%	N=294
Carpooled with other adults or children instead of driving alone	8%	N=25	9%	N=27	13%	N=40	69%	N=206	100%	N=298
Walked or biked instead of driving	10%	N=30	6%	N=19	14%	N=43	69%	N=208	100%	N=301
Volunteered your time to some group/activity in Pearland	3%	N=8	12%	N=35	14%	N=43	71%	N=213	100%	N=299
Talked to or visited with your immediate neighbors	36%	N=109	28%	N=84	20%	N=62	15%	N=46	100%	N=300
Done a favor for a neighbor	24%	N=73	18%	N=54	33%	N=99	25%	N=75	100%	N=300

Table 41: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=0	3%	N=8	17%	N=52	80%	N=242	100%	N=302
Watched (online or on television) a local public meeting	1%	N=2	1%	N=4	12%	N=37	86%	N=259	100%	N=301

Table 42: Question 10

Please rate the quality of each of the following services in Pearland:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	38%	N=113	42%	N=126	10%	N=30	3%	N=8	8%	N=24	100%	N=300
Fire services	38%	N=115	35%	N=106	4%	N=13	1%	N=4	21%	N=62	100%	N=299
Ambulance or emergency medical services	34%	N=101	31%	N=92	8%	N=24	2%	N=7	25%	N=76	100%	N=299
Crime prevention	19%	N=57	42%	N=125	16%	N=47	6%	N=19	16%	N=48	100%	N=296
Fire prevention and education	16%	N=48	35%	N=103	12%	N=35	3%	N=10	34%	N=100	100%	N=297
Traffic enforcement	18%	N=52	37%	N=109	21%	N=60	14%	N=40	10%	N=30	100%	N=291
Street repair	12%	N=36	37%	N=110	31%	N=92	18%	N=55	2%	N=7	100%	N=300
Street cleaning	17%	N=51	44%	N=133	25%	N=74	8%	N=24	6%	N=17	100%	N=299
Street lighting	19%	N=57	46%	N=138	26%	N=79	7%	N=20	1%	N=4	100%	N=298
Sidewalk maintenance	10%	N=29	40%	N=121	27%	N=82	18%	N=54	5%	N=14	100%	N=299
Traffic signal timing	9%	N=27	35%	N=102	32%	N=96	23%	N=70	1%	N=3	100%	N=297
Garbage collection	38%	N=114	41%	N=121	15%	N=44	3%	N=9	3%	N=10	100%	N=299
Recycling	35%	N=103	39%	N=117	12%	N=36	5%	N=14	9%	N=27	100%	N=297
Yard waste pick-up	30%	N=89	38%	N=115	13%	N=40	3%	N=10	15%	N=45	100%	N=299
Storm drainage	22%	N=66	45%	N=131	21%	N=61	4%	N=11	8%	N=25	100%	N=294

Please rate the quality of each of the following services in Pearland:	Excellent		Good		Fair		Poor		Don't know		Total	
Drinking water	18%	N=53	44%	N=129	25%	N=74	10%	N=31	3%	N=10	100%	N=297
Sewer services	23%	N=68	52%	N=155	14%	N=41	2%	N=7	9%	N=27	100%	N=298
Power (electric and/or gas) utility	25%	N=75	51%	N=152	16%	N=47	3%	N=8	5%	N=15	100%	N=296
Utility billing and meter reading	20%	N=60	51%	N=150	15%	N=45	6%	N=18	7%	N=21	100%	N=295
City parks	21%	N=63	48%	N=142	14%	N=43	4%	N=11	13%	N=38	100%	N=298
Recreation programs or classes	9%	N=26	32%	N=94	17%	N=49	3%	N=8	40%	N=118	100%	N=296
Recreation centers or facilities	14%	N=42	34%	N=100	17%	N=51	2%	N=7	32%	N=96	100%	N=296
Land use, planning and zoning	7%	N=20	36%	N=105	22%	N=63	14%	N=41	22%	N=64	100%	N=293
Code enforcement (weeds, abandoned buildings, etc.)	10%	N=30	39%	N=116	16%	N=48	9%	N=25	26%	N=76	100%	N=295
Animal control	12%	N=36	39%	N=117	18%	N=55	6%	N=17	25%	N=73	100%	N=298
Economic development	14%	N=41	44%	N=130	19%	N=56	3%	N=8	20%	N=58	100%	N=294
Public library services	20%	N=59	40%	N=118	13%	N=39	2%	N=6	25%	N=73	100%	N=293
Cable television	14%	N=41	44%	N=130	17%	N=51	6%	N=18	19%	N=55	100%	N=295
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	N=45	39%	N=115	22%	N=65	2%	N=6	23%	N=67	100%	N=298
Preservation of natural areas such as open space, farmlands and greenbelts	13%	N=38	33%	N=98	19%	N=56	15%	N=44	21%	N=61	100%	N=296
Pearland open space	11%	N=34	34%	N=101	22%	N=67	12%	N=35	20%	N=61	100%	N=298
City-sponsored special events	14%	N=41	33%	N=97	17%	N=49	4%	N=13	32%	N=95	100%	N=296
Overall customer service by Pearland employees (police, receptionists, planners, etc.)	25%	N=71	42%	N=117	15%	N=42	1%	N=4	17%	N=47	100%	N=280

Table 43: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Pearland	23%	N=69	48%	N=145	20%	N=61	3%	N=8	6%	N=17	100%	N=300
The Federal Government	10%	N=30	36%	N=106	33%	N=97	10%	N=30	11%	N=33	100%	N=296
The County of Brazoria, Texas	13%	N=32	43%	N=110	28%	N=72	4%	N=11	11%	N=29	100%	N=255
The State of Texas	14%	N=35	42%	N=106	29%	N=73	5%	N=12	11%	N=29	100%	N=254
Municipal Utility District	15%	N=37	33%	N=84	23%	N=59	8%	N=21	21%	N=54	100%	N=254

Table 44: Question 12

Please rate the following categories of Pearland government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Pearland	11%	N=33	36%	N=108	27%	N=80	16%	N=49	9%	N=28	100%	N=297
The overall direction that the City of Pearland is taking	11%	N=32	43%	N=130	27%	N=82	9%	N=28	9%	N=28	100%	N=300
The job Pearland government does at welcoming citizen involvement	9%	N=26	33%	N=99	21%	N=63	12%	N=35	25%	N=76	100%	N=298
Overall confidence in Pearland government	14%	N=42	40%	N=119	26%	N=78	10%	N=29	10%	N=29	100%	N=297
Generally acting in the best interest of the community	13%	N=39	39%	N=117	25%	N=75	8%	N=25	14%	N=41	100%	N=298
Being honest	10%	N=29	39%	N=115	21%	N=62	5%	N=16	25%	N=74	100%	N=296
Treating all residents fairly	11%	N=32	37%	N=109	25%	N=75	4%	N=12	23%	N=68	100%	N=297

Table 45: Question 13

Please rate how important, if at all, you think it is for the Pearland community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Pearland	68%	N=204	26%	N=77	5%	N=15	1%	N=4	100%	N=300
Overall ease of getting to the places you usually have to visit	48%	N=144	41%	N=122	11%	N=32	0%	N=1	100%	N=300
Quality of overall natural environment in Pearland	37%	N=110	46%	N=139	16%	N=49	1%	N=3	100%	N=301
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	38%	N=115	43%	N=130	17%	N=52	1%	N=4	100%	N=300
Health and wellness opportunities in Pearland	32%	N=94	37%	N=110	26%	N=77	6%	N=16	100%	N=297
Overall opportunities for education and enrichment	42%	N=125	36%	N=109	20%	N=59	3%	N=8	100%	N=300
Overall economic health of Pearland	52%	N=157	39%	N=117	8%	N=25	0%	N=1	100%	N=300
Sense of community	31%	N=92	46%	N=138	20%	N=61	3%	N=8	100%	N=299

Table 46: Question 14

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.	Major source		Minor source		Not a source		Total	
City website (pearlandtx.gov)	59%	N=173	31%	N=92	10%	N=31	100%	N=296
Local newspapers	26%	N=78	51%	N=152	23%	N=67	100%	N=297
Other local media (radio or local television stations)	28%	N=82	48%	N=143	24%	N=72	100%	N=297
The local government cable channel (Comcast Ch. 16/U-verse Ch.99)	9%	N=28	34%	N=99	56%	N=164	100%	N=291
City water bill insert	23%	N=67	48%	N=140	29%	N=87	100%	N=294
Other city publications (Pearland in Motion, Pearland Connect or others)	28%	N=81	42%	N=122	30%	N=87	100%	N=290
City Council meetings or other public meetings	21%	N=63	37%	N=109	42%	N=124	100%	N=296
Talking with City officials	18%	N=53	36%	N=105	46%	N=136	100%	N=294
City communications via social media (i.e. Facebook, Twitter, Instagram or Youtube)	38%	N=113	36%	N=106	26%	N=75	100%	N=294
City of Pearland e-mail blasts	24%	N=70	40%	N=117	35%	N=103	100%	N=290
Word-of-mouth	27%	N=79	46%	N=135	27%	N=81	100%	N=295

Table 47: Question 15

Please rate the leadership provided by the City's elected officials.	Percent	Number
Excellent	14%	N=43
Good	42%	N=126
Fair	19%	N=56
Poor	7%	N=22
Don't know	18%	N=53
Total	100%	N=300

Table 48: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	13%	N=38	5%	N=14	6%	N=19	14%	N=41	63%	N=186	100%	N=297
Purchase goods or services from a business located in Pearland	1%	N=2	2%	N=6	15%	N=46	43%	N=127	39%	N=114	100%	N=295
Eat at least 5 portions of fruits and vegetables a day	3%	N=7	18%	N=52	35%	N=101	28%	N=83	17%	N=49	100%	N=293
Participate in moderate or vigorous physical activity	3%	N=8	19%	N=56	24%	N=71	32%	N=95	22%	N=64	100%	N=293

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Read or watch local news (via television, paper, computer, etc.)	4%	N=12	13%	N=37	19%	N=55	27%	N=78	37%	N=108	100%	N=290
Vote in local elections	9%	N=27	8%	N=23	12%	N=35	26%	N=77	45%	N=133	100%	N=295

Table 49: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	23%	N=69
Very good	43%	N=128
Good	29%	N=85
Fair	5%	N=13
Poor	1%	N=2
Total	100%	N=296

Table 50: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	16%	N=47
Somewhat positive	26%	N=76
Neutral	47%	N=139
Somewhat negative	9%	N=27
Very negative	1%	N=3
Total	100%	N=294

Table 51: Question D4

What is your employment status?	Percent	Number
Working full time for pay	73%	N=216
Working part time for pay	6%	N=18
Unemployed, looking for paid work	2%	N=6
Unemployed, not looking for paid work	5%	N=16
Fully retired	14%	N=41
Total	100%	N=297

Table 52: Question D5

Do you work inside the boundaries of Pearland?	Percent	Number
Yes, outside the home	20%	N=59
Yes, from home	5%	N=15
No	75%	N=217
Total	100%	N=291

Table 53: Question D6

How many years have you lived in Pearland?	Percent	Number
Less than 2 years	14%	N=41
2 to 5 years	24%	N=71
6 to 10 years	21%	N=62
11 to 20 years	22%	N=65
More than 20 years	20%	N=60
Total	100%	N=298

Table 54: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	82%	N=247
Building with two or more homes (duplex, townhome, apartment or condominium)	16%	N=47
Mobile home	0%	N=1
Other	2%	N=5
Total	100%	N=300

Table 55: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	19%	N=57
Owned	81%	N=242
Total	100%	N=299

Table 56: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	1%	N=4
$300 to $599 per month	3%	N=10
$600 to $999 per month	7%	N=21
$1,000 to $1,499 per month	24%	N=69
$1,500 to $2,499 per month	36%	N=103
$2,500 or more per month	27%	N=77
Total	100%	N=283

Table 57: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	57%	N=170
Yes	43%	N=127
Total	100%	N=297

Table 58: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	79%	N=232
Yes	21%	N=63
Total	100%	N=295

Table 59: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	3%	N=9
$25,000 to $49,999	16%	N=44
$50,000 to $99,999	29%	N=79
$100,000 to $149,999	22%	N=60
$150,000 or more	31%	N=86
Total	100%	N=278

Table 60: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	84%	N=242
Yes, I consider myself to be Spanish, Hispanic or Latino	16%	N=45
Total	100%	N=287

Table 61: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=8
Asian, Asian Indian or Pacific Islander	15%	N=42
Black or African American	11%	N=32
White	67%	N=192
Other	8%	N=23

Total may exceed 100% as respondents could select more than one option.

Table 62: Question D15

In which category is your age?	Percent	Number
18 to 24 years	5%	N=15
25 to 34 years	26%	N=76
35 to 44 years	22%	N=64
45 to 54 years	22%	N=66
55 to 64 years	10%	N=30
65 to 74 years	8%	N=25
75 years or older	7%	N=20
Total	100%	N=295

Table 63: Question D16

What is your sex?	Percent	Number
Female	52%	N=153
Male	48%	N=140
Total	100%	N=293

Table 64: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	83%	N=244
Land line	8%	N=22
Both	10%	N=29
Total	100%	N=295

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Pearland chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (communities with populations 80,000 to 160,000 and median household income $75,000 to $125,000).

Interpreting the Results

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Pearland's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Pearland's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Pearland's rating to the benchmark.

In that final column, Pearland's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Pearland residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Pearland's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then Pearland's average rating was more than 20 points different when compared to the benchmark.

National Benchmark Comparisons

Table 65: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Pearland	85%	196	430	Similar
Overall image or reputation of Pearland	78%	137	338	Similar
Pearland as a place to live	90%	150	375	Similar
Your neighborhood as a place to live	87%	108	306	Similar
Pearland as a place to raise children	92%	98	366	Higher
Pearland as a place to retire	67%	154	346	Similar
Overall appearance of Pearland	75%	161	337	Similar

Table 66: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Pearland	84%	185	347	Similar
	In your neighborhood during the day	93%	208	344	Similar
	In Pearland's downtown/commercial area during the day	81%	242	312	Similar
Mobility	Overall ease of getting to the places you usually have to visit	54%	245	271	Lower
	Availability of paths and walking trails	48%	242	307	Lower
	Ease of walking in Pearland	34%	286	301	Much lower
	Ease of travel by bicycle in Pearland	25%	284	300	Much lower
	Ease of travel by car in Pearland	32%	291	299	Much lower
	Traffic flow on major streets	16%	317	327	Much lower
Natural Environment	Quality of overall natural environment in Pearland	69%	207	273	Similar
	Cleanliness of Pearland	79%	134	280	Similar
Built Environment	Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	57%	154	262	Similar
	Overall quality of new development in Pearland	67%	42	287	Similar
	Availability of affordable quality housing	61%	45	296	Higher
	Variety of housing options	69%	53	275	Higher
	Public places where people want to spend time	56%	191	256	Similar
Economy	Overall economic health of Pearland	78%	72	268	Similar
	Overall quality of business and service establishments in Pearland	70%	92	270	Similar
	Cost of living in Pearland	51%	78	264	Similar
	Shopping opportunities	67%	86	288	Higher
	Employment opportunities	51%	96	305	Similar
	Pearland as a place to visit	46%	219	282	Lower
	Pearland as a place to work	66%	146	350	Similar
Recreation and Wellness	Health and wellness opportunities in Pearland	74%	117	263	Similar
	Availability of affordable quality health care	75%	53	256	Similar
	Availability of affordable quality food	71%	77	243	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	62%	158	254	Similar
Education and Enrichment	Overall opportunities for education and enrichment	73%	95	265	Similar
	Opportunities to participate in religious or spiritual events and activities	73%	155	204	Similar
	Opportunities to attend cultural/arts/music activities	32%	261	285	Lower
	Adult educational opportunities	48%	168	242	Similar
	K-12 education	86%	79	266	Similar
	Availability of affordable quality child care/preschool	70%	24	255	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Opportunities to participate in social events and activities	55%	189	261	Similar
	Neighborliness of Pearland	66%	117	257	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	66%	107	288	Similar
Community Engagement	Opportunities to participate in community matters	62%	193	271	Similar
	Opportunities to volunteer	61%	218	262	Similar

Table 67: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Pearland	76%	163	400	Similar
Overall customer service by Pearland employees (police, receptionists, planners, etc.)	80%	93	366	Similar
Value of services for the taxes paid to Pearland	52%	213	384	Similar
Overall direction that Pearland is taking	60%	146	309	Similar
Job Pearland government does at welcoming citizen involvement	56%	151	312	Similar
Overall confidence in Pearland government	60%	84	269	Similar
Generally acting in the best interest of the community	61%	97	269	Similar
Being honest	65%	90	260	Similar
Treating all residents fairly	62%	92	266	Similar
Services provided by the Federal Government	52%	9	249	Similar

Table 68: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Police/Sheriff services	86%	127	425	Similar
	Fire services	93%	168	363	Similar
	Ambulance or emergency medical services	86%	191	326	Similar
	Crime prevention	73%	157	348	Similar
	Fire prevention and education	77%	183	280	Similar
	Animal control	68%	132	316	Similar
Safety	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	69%	78	274	Similar
	Traffic enforcement	62%	210	352	Similar
	Street repair	50%	162	357	Similar
	Street cleaning	65%	138	312	Similar
	Street lighting	66%	97	314	Similar
	Sidewalk maintenance	52%	186	305	Similar
Mobility	Traffic signal timing	44%	198	259	Similar
	Garbage collection	82%	140	332	Similar
	Recycling	81%	113	339	Similar
	Yard waste pick-up	80%	95	264	Similar
	Drinking water	64%	202	295	Similar
Natural Environment	Preservation of natural areas such as open space, farmlands and greenbelts	58%	164	251	Similar
	Pearland open space	57%	164	239	Similar
	Storm drainage	73%	67	330	Similar
	Sewer services	82%	119	301	Similar
	Power (electric and/or gas) utility	81%	78	184	Similar
Built Environment	Utility billing	77%	79	231	Similar
	Land use, planning and zoning	55%	122	293	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Code enforcement (weeds, abandoned buildings, etc.)	67%	75	371	Similar
	Cable television	72%	10	199	Higher
Economy	Economic development	73%	37	279	Higher
Recreation and Wellness	City parks	79%	199	308	Similar
	Recreation programs or classes	67%	194	309	Similar
	Recreation centers or facilities	71%	136	272	Similar
Education and Enrichment	City-sponsored special events	69%	137	279	Similar
	Public library services	80%	248	319	Similar

Table 69: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	61%	156	300	Similar
Recommend living in Pearland to someone who asks	89%	128	279	Similar
Remain in Pearland for the next five years	86%	99	274	Similar
Contacted Pearland (in-person, phone, email or web) for help or information	38%	246	317	Similar

Table 70: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	64%	15	234	Much higher
	Did NOT report a crime to the police	77%	172	260	Similar
	Household member was NOT a victim of a crime	89%	153	269	Similar
Mobility	Carpooled with other adults or children instead of driving alone	31%	239	248	Lower
	Walked or biked instead of driving	31%	247	257	Much lower
Natural Environment	Made efforts to conserve water	76%	185	242	Similar
	Made efforts to make your home more energy efficient	72%	189	244	Similar
	Recycle at home	83%	190	256	Similar
Built Environment	Did NOT observe a code violation or other hazard in Pearland	54%	128	251	Similar
	NOT experiencing housing costs stress	65%	176	255	Similar
Economy	Purchase goods or services from a business located in Pearland	97%	112	254	Similar
	Economy will have positive impact on income	42%	36	256	Similar
	Work inside boundaries of Pearland	25%	219	255	Lower
Recreation and Wellness	Used Pearland recreation centers or their services	31%	235	237	Much lower
	Visited a neighborhood park or City park	72%	240	264	Lower
	Eat at least 5 portions of fruits and vegetables a day	80%	179	245	Similar
	Participate in moderate or vigorous physical activity	78%	228	250	Similar
	In very good to excellent health	66%	78	250	Similar
Education and Enrichment	Used Pearland public libraries or their services	51%	221	245	Lower
	Participated in religious or spiritual activities in Pearland	47%	85	204	Similar
	Attended City-sponsored event	38%	241	259	Lower
Community Engagement	Campaigned or advocated for an issue, cause or candidate	25%	95	238	Similar

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Contacted Pearland elected officials (in-person, phone, email or web) to express your opinion	16%	149	252	Similar
Volunteered your time to some group/activity in Pearland	29%	204	262	Similar
Talked to or visited with your immediate neighbors	85%	227	252	Similar
Done a favor for a neighbor	75%	205	247	Similar
Attended a local public meeting	20%	141	261	Similar
Watched (online or on television) a local public meeting	14%	195	231	Similar
Read or watch local news (via television, paper, computer, etc.)	83%	154	255	Similar
Vote in local elections	83%	164	257	Similar

Communities included in national comparisons

The communities included in Pearland's comparisons are listed on the following pages along with their population according to the American Community Survey (ACS) 2017 5-year estimates.

Adams County, CO 487,850
Airway Heights city, WA 8,017
Albany city, OR 52,007
Albemarle County, VA...105,105
Albert Lea city, MN 17,716
Alexandria city, VA 154,710
American Canyon city, CA 20,341
Ames city, IA 65,005
Ankeny city, IA 56,237
Ann Arbor city, MI 119,303
Apache Junction city, AZ... 38,452
Arapahoe County, CO..626,612
Arlington city, TX 388,225
Arvada city, CO 115,320
Asheville city, NC 89,318
Ashland city, OR 20,733
Ashland town, MA 17,478
Ashland town, VA 7,554
Aspen city, CO 7,097
Athens-Clarke County, GA...122,292
Auburn city, AL 61,462
Augusta CCD, GA 136,103
Aurora city, CO 357,323
Austin city, TX 916,906
Avon town, CO.. 6,503
Avon town, IN 16,479
Avondale city, AZ 81,590
Azusa city, CA 49,029
Bainbridge Island city, WA 23,689
Baltimore city, MD...619,796
Baltimore County, MD 828,637
Battle Creek city, MI.. 51,505
Bay Village city, OH 15,426
Baytown city, TX... 76,205
Bedford city, TX 49,082
Bedford town, MA 14,105
Bellevue city, WA 139,014
Bellingham city, WA 85,388
Bend city, OR 87,167
Bethlehem township, PA... 23,800
Bettendorf city, IA.. 35,293
Billings city, MT..109,082
Bloomington city, IN... 83,636

Bloomington city, MN 85,417
Boise City city, ID..220,859
Bonner Springs city, KS 7,644
Boulder city, CO...106,271
Bowling Green city, KY 64,302
Bozeman city, MT 43,132
Brentwood city, TN 41,524
Brighton city, CO.. 38,016
Brookline CDP, MA 59,246
Brooklyn Center city, MN 30,885
Brooklyn city, OH 10,891
Broomfield city, CO 64,283
Brownsburg town, IN 24,625
Buffalo Grove village, IL 41,551
Burlingame city, CA 30,401
Cabarrus County, NC..196,716
Cambridge city, MA...110,893
Canandaigua city, NY 10,402
Cannon Beach city, OR 1,517
Cañon City city, CO 16,298
Canton city, SD.. 3,352
Cape Coral city, FL..173,679
Carlsbad city, CA..113,147
Carroll city, IA... 9,937
Cartersville city, GA 20,235
Cary town, NC..159,715
Castle Rock town, CO... 57,274
Cedar Hill city, TX.. 48,149
Cedar Park city, TX 70,010
Cedar Rapids city, IA..130,330
Celina city, TX.. 7,910
Centennial city, CO..108,448
Chandler city, AZ 245,160
Chandler city, TX 2,896
Chanhassen city, MN 25,108
Chapel Hill town, NC 59,234
Chardon city, OH 5,166
Charles County, MD...156,021
Charlotte County, FL...173,236
Charlottesville city, VA 46,487
Chattanooga city, TN...176,291
Chautauqua town, NY 4,362
Chesterfield County, VA..335,594

Clackamas County, OR	399,962	Estes Park town, CO	6,248
Clayton city, MO	16,214	Euclid city, OH	47,698
Clearwater city, FL	112,794	Fairview town, TX	8,473
Cleveland Heights city, OH	45,024	Farmers Branch city, TX	33,808
Clinton city, SC	8,538	Farmersville city, TX	3,440
Clive city, IA	17,134	Farmington Hills city, MI	81,235
Clovis city, CA	104,411	Farmington town, CT	25,596
College Park city, MD	32,186	Fate city, TX	10,339
College Station city, TX	107,445	Fayetteville city, GA	17,069
Colleyville city, TX	25,557	Fayetteville city, NC	210,324
Collinsville city, IL	24,767	Ferguson township, PA	18,837
Columbia city, MO	118,620	Fernandina Beach city, FL	11,957
Columbia city, SC	132,236	Flower Mound town, TX	71,575
Columbia Falls city, MT	5,054	Forest Grove city, OR	23,554
Commerce City city, CO	52,905	Fort Collins city, CO	159,150
Concord city, CA	128,160	Franklin city, TN	72,990
Concord town, MA	19,357	Frederick town, CO	11,397
Conshohocken borough, PA	7,985	Fremont city, CA	230,964
Coolidge city, AZ	12,221	Fruita city, CO	13,039
Coon Rapids city, MN	62,342	Gahanna city, OH	34,691
Coral Springs city, FL	130,110	Gaithersburg city, MD	67,417
Coronado city, CA	24,053	Galveston city, TX	49,706
Corvallis city, OR	56,224	Gardner city, KS	21,059
Cottonwood Heights city, UT	34,214	Germantown city, TN	39,230
Coventry Lake CDP, CT	2,932	Gilbert town, AZ	232,176
Creve Coeur city, MO	18,259	Gillette city, WY	31,783
Cupertino city, CA	60,687	Glen Ellyn village, IL	27,983
Dacono city, CO	4,929	Glendora city, CA	51,891
Dakota County, MN	414,655	Glenview village, IL	47,066
Dallas city, OR	15,413	Golden city, CO	20,365
Dallas city, TX	1,300,122	Golden Valley city, MN	21,208
Danville city, KY	16,657	Goodyear city, AZ	74,953
Darien city, IL	22,206	Grafton village, WI	11,576
Davenport city, FL	3,665	Grand Blanc city, MI	7,964
Davidson town, NC	12,325	Grants Pass city, OR	36,687
Dayton city, OH	140,939	Grass Valley city, CA	12,893
Dayton town, WY	815	Greeley city, CO	100,760
Dearborn city, MI	95,295	Greenville city, NC	90,347
Decatur city, GA	22,022	Greenwich town, CT	62,782
Del Mar city, CA	4,338	Greenwood Village city, CO	15,397
DeLand city, FL	30,315	Greer city, SC	28,587
Delaware city, OH	38,193	Gunnison County, CO	16,215
Denison city, TX	23,342	Haltom City city, TX	44,059
Denton city, TX	131,097	Hamilton city, OH	62,216
Denver city, CO	678,467	Hamilton town, MA	7,991
Des Moines city, IA	214,778	Hampton city, VA	136,255
Des Peres city, MO	8,536	Hanover County, VA	103,218
Destin city, FL	13,421	Harrisburg city, SD	5,429
Dover city, NH	30,901	Harrisonburg city, VA	53,064
Dublin city, CA	57,022	Harrisonville city, MO	10,025
Dublin city, OH	44,442	Hastings city, MN	22,620
Duluth city, MN	86,066	Henderson city, NV	284,817
Durham city, NC	257,232	Herndon town, VA	24,545
Durham County, NC	300,865	High Point city, NC	109,849
Dyer town, IN	16,077	Highland Park city, IL	29,796
Eagan city, MN	66,102	Highlands Ranch CDP, CO	105,264
Eagle Mountain city, UT	27,773	Homer Glen village, IL	24,403
Eau Claire city, WI	67,945	Honolulu County, HI	990,060
Eden Prairie city, MN	63,660	Hoquiam city, WA	8,416
Eden town, VT	1,254	Horry County, SC	310,186
Edgewater city, CO	5,299	Hudson town, CO	1,709
Edina city, MN	50,603	Huntley village, IL	26,265
Edmond city, OK	89,769	Huntsville city, TX	40,727
Edmonds city, WA	41,309	Hutchinson city, MN	13,836
El Cerrito city, CA	24,982	Hutto city, TX	22,644
El Paso de Robles (Paso Robles) city, CA	31,409	Independence city, MO	117,369
Elk Grove city, CA	166,228	Indio city, CA	86,867
Elmhurst city, IL	46,139	Iowa City city, IA	73,415
Englewood city, CO	33,155	Irving city, TX	235,648
Erie town, CO	22,019	Issaquah city, WA	35,629

Jackson city, MO	14,690	Marshfield city, WI	18,326
Jackson County, MI	158,989	Martinez city, CA	37,902
James City County, VA	73,028	Marysville city, WA	66,178
Jefferson County, NY	116,567	Maui County, HI	164,094
Jefferson Parish, LA	437,038	McKinney city, TX	164,760
Jerome city, ID	11,306	McMinnville city, OR	33,211
Johnson City city, TN	65,598	Mecklenburg County, NC	1,034,290
Johnston city, IA	20,172	Menlo Park city, CA	33,661
Jupiter town, FL	62,373	Menomonee Falls village, WI	36,411
Kalamazoo city, MI	75,833	Mercer Island city, WA	24,768
Kansas City city, KS	151,042	Meridian charter township, MI	41,903
Kansas City city, MO	476,974	Meridian city, ID	91,917
Keizer city, OR	37,910	Merriam city, KS	11,259
Kent city, WA	126,561	Mesa city, AZ	479,317
Kerrville city, TX	22,931	Miami Beach city, FL	92,187
Key West city, FL	25,316	Miami city, FL	443,007
King City city, CA	13,721	Middleton city, WI	18,951
Kingman city, AZ	28,855	Midland city, MI	41,958
Kirkland city, WA	86,772	Milford city, DE	10,645
Kirkwood city, MO	27,659	Milton city, GA	37,556
Knoxville city, IA	7,202	Minneapolis city, MN	411,452
La Plata town, MD	9,160	Minnetrista city, MN	7,187
La Vista city, NE	17,062	Missouri City city, TX	72,688
Laguna Niguel city, CA	65,429	Moline city, IL	42,644
Lake Forest city, IL	18,931	Monroe city, MI	20,128
Lake in the Hills village, IL	28,908	Montgomery city, MN	2,921
Lake Zurich village, IL	19,983	Montgomery County, MD	1,039,198
Lakeville city, MN	61,056	Monticello city, UT	2,599
Lakewood city, CO	151,411	Montrose city, CO	18,918
Lakewood city, WA	59,102	Moraga town, CA	17,231
Lancaster County, SC	86,544	Morristown city, TN	29,446
Lansing city, MI	115,222	Morrisville town, NC	23,873
Laramie city, WY	32,104	Morro Bay city, CA	10,568
Larimer County, CO	330,976	Mountlake Terrace city, WA	20,922
Las Cruces city, NM	101,014	Murphy city, TX	20,361
Las Vegas city, NM	13,445	Naperville city, IL	146,431
Lawrence city, KS	93,954	Napoleon city, OH	8,646
Lawrenceville city, GA	29,287	Nederland city, TX	17,284
Lehi city, UT	58,351	Needham CDP, MA	30,429
Lenexa city, KS	52,030	Nevada City city, CA	3,112
Lewisville city, TX	103,638	Nevada County, CA	98,838
Lewisville town, NC	13,516	New Braunfels city, TX	70,317
Libertyville village, IL	20,504	New Brighton city, MN	22,440
Lincolnwood village, IL	12,637	New Concord village, OH	2,561
Lindsborg city, KS	3,313	New Hope city, MN	20,909
Little Chute village, WI	11,006	New Orleans city, LA	388,182
Littleton city, CO	45,848	New Ulm city, MN	13,249
Livermore city, CA	88,232	Newport city, RI	24,745
Lombard village, IL	43,776	Newport News city, VA	180,775
Lone Tree city, CO	13,430	Newton city, IA	15,085
Long Grove village, IL	7,980	Niles village, IL	29,823
Longmont city, CO	91,730	Noblesville city, IN	59,807
Lonsdale city, MN	3,850	Norcross city, GA	16,474
Los Alamos County, NM	18,031	Norfolk city, NE	24,352
Los Altos Hills town, CA	8,490	Norfolk city, VA	245,752
Loudoun County, VA	374,558	North Mankato city, MN	13,583
Louisville city, CO	20,319	North Port city, FL	62,542
Lower Merion township, PA	58,500	North Yarmouth town, ME	3,714
Lynchburg city, VA	79,237	Northglenn city, CO	38,473
Lynnwood city, WA	37,242	Novato city, CA	55,378
Manassas city, VA	41,379	Novi city, MI	58,835
Manhattan Beach city, CA	35,698	O'Fallon city, IL	29,095
Manhattan city, KS	55,427	Oak Park village, IL	52,229
Mankato city, MN	41,241	Oakley city, CA	39,950
Maple Grove city, MN	68,362	Oklahoma City city, OK	629,191
Maplewood city, MN	40,127	Olmsted County, MN	151,685
Maricopa County, AZ	4,155,501	Olympia city, WA	49,928
Marin County, CA	260,814	Orange village, OH	3,280
Marion city, IA	38,014	Orland Park village, IL	59,161
Mariposa County, CA	17,658	Orleans Parish, LA	388,182

Oshkosh city, WI	66,649
Oswego village, IL	33,759
Ottawa County, MI	280,243
Overland Park city, KS	186,147
Paducah city, KY	24,879
Palm Beach Gardens city, FL	53,119
Palm Coast city, FL	82,356
Palo Alto city, CA	67,082
Palos Verdes Estates city, CA	13,591
Papillion city, NE	19,478
Paradise Valley town, AZ	13,961
Park City city, UT	8,167
Parker town, CO	51,125
Parkland city, FL	28,901
Pasco city, WA	70,607
Pasco County, FL	498,136
Payette city, ID	7,366
Pearland city, TX	113,693
Peoria city, IL	115,424
Pflugerville city, TX	58,013
Pinehurst village, NC	15,580
Piqua city, OH	20,793
Pitkin County, CO	17,747
Plano city, TX	281,566
Platte City city, MO	4,867
Pleasant Hill city, IA	9,608
Pleasanton city, CA	79,341
Polk County, IA	467,235
Pompano Beach city, FL	107,542
Port Orange city, FL	60,315
Port St. Lucie city, FL	178,778
Portland city, OR	630,331
Powell city, OH	12,658
Powhatan County, VA	28,364
Prince William County, VA	450,763
Prior Lake city, MN	25,452
Pueblo city, CO	109,122
Purcellville town, VA	9,217
Queen Creek town, AZ	33,298
Raleigh city, NC	449,477
Ramsey city, MN	25,853
Raymond town, ME	4,497
Raymore city, MO	20,358
Redmond city, OR	28,492
Redmond city, WA	60,712
Redwood City city, CA	84,368
Reno city, NV	239,732
Richland city, WA	53,991
Richmond city, CA	108,853
Richmond Heights city, MO	8,466
Rio Rancho city, NM	93,317
River Falls city, WI	15,256
Riverside city, CA	321,570
Roanoke city, VA	99,572
Roanoke County, VA	93,419
Rochester city, NY	209,463
Rock Hill city, SC	70,764
Rockville city, MD	66,420
Roeland Park city, KS	6,810
Rohnert Park city, CA	42,305
Rolla city, MO	20,013
Rosemount city, MN	23,474
Rosenberg city, TX	35,867
Roseville city, MN	35,624
Round Rock city, TX	116,369
Royal Palm Beach village, FL	37,665
Sacramento city, CA	489,650
Sahuarita town, AZ	28,257
Sammamish city, WA	62,877
San Diego city, CA	1,390,966
San Jose city, CA	1,023,031
San Marcos city, CA	93,493
San Marcos city, TX	59,935
Sangamon County, IL	198,134
Santa Fe city, NM	82,980
Santa Fe County, NM	147,514
Sarasota County, FL	404,839
Savage city, MN	30,011
Schaumburg village, IL	74,427
Schertz city, TX	38,199
Scott County, MN	141,463
Scottsdale city, AZ	239,283
Sedona city, AZ	10,246
Sevierville city, TN	16,387
Shakopee city, MN	40,024
Sharonville city, OH	13,974
Shawnee city, KS	64,840
Shawnee city, OK	30,974
Sherborn town, MA	4,302
Shoreline city, WA	55,431
Shoreview city, MN	26,432
Shorewood village, IL	16,809
Sierra Vista city, AZ	43,585
Silverton city, OR	9,757
Sioux Falls city, SD	170,401
Skokie village, IL	64,773
Snoqualmie city, WA	12,944
Snowmass Village town, CO	2,827
Somerset town, MA	18,257
South Jordan city, UT	65,523
Southlake city, TX	30,090
Spearfish city, SD	11,300
Springfield city, MO	165,785
Springville city, UT	32,319
St. Augustine city, FL	13,952
St. Charles city, IL	32,730
St. Joseph city, MO	76,819
St. Louis County, MN	200,294
St. Lucie County, FL	298,763
State College borough, PA	42,224
Steamboat Springs city, CO	12,520
Sugar Land city, TX	86,886
Suisun City city, CA	29,280
Summit County, UT	39,731
Sunnyvale city, CA	151,565
Surprise city, AZ	129,534
Suwanee city, GA	18,655
Tacoma city, WA	207,280
Takoma Park city, MD	17,643
Temecula city, CA	110,722
Tempe city, AZ	178,339
Temple city, TX	71,795
Texarkana city, TX	37,222
The Woodlands CDP, TX	109,608
Tigard city, OR	51,355
Tinley Park village, IL	57,107
Tracy city, CA	87,613
Trinidad CCD, CO	10,819
Tualatin city, OR	27,135
Tulsa city, OK	401,352
Tustin city, CA	80,007
Twin Falls city, ID	47,340
Unalaska city, AK	4,809
University Heights city, OH	13,201
University Park city, TX	24,692
Urbandale city, IA	42,222
Vail town, CO	5,425
Ventura CCD, CA	115,218
Vernon Hills village, IL	26,084
Vestavia Hills city, AL	34,003

Victoria city, MN.. 8,679
Vienna town, VA 16,474
Virginia Beach city, VA...450,057
Walnut Creek city, CA.. 68,516
Warrensburg city, MO 19,890
Washington County, MN 250,979
Washoe County, NV 445,551
Washougal city, WA 15,241
Wauwatosa city, WI 47,687
Wentzville city, MO.. 35,768
West Carrollton city, OH 12,963
West Chester township, OH 62,804
Western Springs village, IL 13,187
Westerville city, OH... 38,604
Westlake town, TX 1,006
Westminster city, CO...111,895
Westminster city, MD 18,557
Wheat Ridge city, CO 31,162
White House city, TN.. 11,107

Wichita city, KS..389,054
Williamsburg city, VA... 14,817
Willowbrook village, IL 8,598
Wilmington city, NC..115,261
Wilsonville city, OR.. 22,789
Windsor town, CO.. 23,386
Windsor town, CT 29,037
Winnetka village, IL... 12,504
Winter Garden city, FL... 40,799
Woodbury city, MN.. 67,648
Woodinville city, WA.. 11,675
Wyandotte County, KS 163,227
Yakima city, WA.. 93,182
York County, VA.. 67,196
Yorktown town, IN 11,200
Yorkville city, IL 18,691
Yountville city, CA 2,978

Peer Community Benchmark Comparisons

Table 71: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Pearland	85%	14	20	Similar
Overall image or reputation of Pearland	78%	10	13	Similar
Pearland as a place to live	90%	10	17	Similar
Your neighborhood as a place to live	87%	6	12	Similar
Pearland as a place to raise children	92%	6	15	Similar
Pearland as a place to retire	67%	7	15	Similar
Overall appearance of Pearland	75%	8	13	Similar

Table 72: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Pearland	84%	12	14	Similar
	In your neighborhood during the day	93%	11	13	Similar
	In Pearland's downtown/commercial area during the day	81%	10	11	Similar
Mobility	Overall ease of getting to the places you usually have to visit	54%	10	11	Lower
	Availability of paths and walking trails	48%	6	10	Similar
	Ease of walking in Pearland	34%	11	13	Lower
	Ease of travel by bicycle in Pearland	25%	11	13	Lower
	Ease of travel by car in Pearland	32%	12	12	Lower
	Traffic flow on major streets	16%	13	13	Lower
Natural Environment	Quality of overall natural environment in Pearland	69%	9	11	Similar
	Cleanliness of Pearland	79%	5	12	Similar
Built Environment	Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	57%	9	11	Similar
	Overall quality of new development in Pearland	67%	2	11	Similar
	Availability of affordable quality housing	61%	2	13	Higher
	Variety of housing options	69%	3	10	Similar
	Public places where people want to spend time	56%	8	10	Similar
Economy	Overall economic health of Pearland	78%	7	11	Similar
	Overall quality of business and service establishments in Pearland	70%	7	10	Similar
	Cost of living in Pearland	51%	4	10	Similar
	Shopping opportunities	67%	6	12	Similar
	Employment opportunities	51%	10	14	Similar
	Pearland as a place to visit	46%	8	11	Lower
	Pearland as a place to work	66%	11	14	Similar
Recreation and Wellness	Health and wellness opportunities in Pearland	74%	8	11	Similar
	Availability of affordable quality health care	75%	2	9	Similar
	Availability of affordable quality food	71%	4	8	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	62%	5	9	Similar
Education and Enrichment	Overall opportunities for education and enrichment	73%	5	11	Similar
	Opportunities to participate in religious or spiritual events and activities	73%	5	5	Similar
	Opportunities to attend cultural/arts/music activities	32%	13	13	Lower
	Adult educational opportunities	48%	7	10	Similar
	K-12 education	86%	4	12	Similar
	Availability of affordable quality child care/preschool	70%	3	9	Higher

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Opportunities to participate in social events and activities	55%	8	10	Similar
Neighborliness of Pearland	66%	7	10	Similar
Openness and acceptance of the community toward people of diverse backgrounds	66%	5	11	Similar
Opportunities to participate in community matters	62%	8	10	Similar
Community Engagement — Opportunities to volunteer	61%	8	10	Similar

Table 73: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Pearland	76%	13	22	Similar
Overall customer service by Pearland employees (police, receptionists, planners, etc.)	80%	5	14	Similar
Value of services for the taxes paid to Pearland	52%	12	16	Similar
Overall direction that Pearland is taking	60%	8	12	Similar
Job Pearland government does at welcoming citizen involvement	56%	9	12	Similar
Overall confidence in Pearland government	60%	6	10	Similar
Generally acting in the best interest of the community	61%	6	11	Similar
Being honest	65%	6	10	Similar
Treating all residents fairly	62%	6	10	Similar
Services provided by the Federal Government	52%	2	9	Similar

Table 74: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Police/Sheriff services	86%	5	19	Similar
	Fire services	93%	8	16	Similar
	Ambulance or emergency medical services	86%	7	14	Similar
	Crime prevention	73%	6	12	Similar
	Fire prevention and education	77%	7	10	Similar
	Animal control	68%	8	13	Similar
Safety	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	69%	3	11	Similar
	Traffic enforcement	62%	7	12	Similar
	Street repair	50%	5	10	Similar
	Street cleaning	65%	2	10	Similar
	Street lighting	66%	1	10	Similar
	Sidewalk maintenance	52%	5	11	Similar
Mobility	Traffic signal timing	44%	8	9	Similar
	Garbage collection	82%	5	15	Similar
	Recycling	81%	6	16	Similar
	Yard waste pick-up	80%	4	10	Similar
	Drinking water	64%	11	13	Similar
Natural Environment	Preservation of natural areas such as open space, farmlands and greenbelts	58%	6	9	Similar
	Pearland open space	57%	7	10	Similar
	Storm drainage	73%	3	12	Similar
	Sewer services	82%	4	11	Similar
	Power (electric and/or gas) utility	81%	3	8	Similar
Built Environment	Utility billing	77%	3	7	Similar
	Land use, planning and zoning	55%	5	10	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Code enforcement (weeds, abandoned buildings, etc.)	67%	3	13	Similar
	Cable television	72%	1	9	Higher
Economy	Economic development	73%	1	10	Similar
Recreation and Wellness	City parks	79%	11	13	Similar
	Recreation programs or classes	67%	11	13	Similar
	Recreation centers or facilities	71%	9	12	Similar
Education and Enrichment	City-sponsored special events	69%	4	9	Similar
	Public library services	80%	14	16	Similar

Table 75: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	61%	8	13	Similar
Recommend living in Pearland to someone who asks	89%	7	10	Similar
Remain in Pearland for the next five years	86%	3	9	Similar
Contacted Pearland (in-person, phone, email or web) for help or information	38%	11	15	Similar

Table 76: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	64%	1	7	Much higher
	Did NOT report a crime to the police	77%	6	8	Similar
	Household member was NOT a victim of a crime	89%	6	9	Similar
Mobility	Carpooled with other adults or children instead of driving alone	31%	9	10	Lower
	Walked or biked instead of driving	31%	8	10	Much lower
Natural Environment	Made efforts to conserve water	76%	7	8	Similar
	Made efforts to make your home more energy efficient	72%	7	8	Similar
	Recycle at home	83%	6	9	Similar
Built Environment	Did NOT observe a code violation or other hazard in Pearland	54%	7	9	Similar
	NOT experiencing housing costs stress	65%	6	9	Similar
Economy	Purchase goods or services from a business located in Pearland	97%	6	9	Similar
	Economy will have positive impact on income	42%	1	10	Similar
	Work inside boundaries of Pearland	25%	8	9	Similar
Recreation and Wellness	Used Pearland recreation centers or their services	31%	10	10	Much lower
	Visited a neighborhood park or City park	72%	10	11	Lower
	Eat at least 5 portions of fruits and vegetables a day	80%	7	8	Similar
	Participate in moderate or vigorous physical activity	78%	9	9	Similar
	In very good to excellent health	66%	4	9	Similar
Education and Enrichment	Used Pearland public libraries or their services	51%	9	10	Lower
	Participated in religious or spiritual activities in Pearland	47%	2	6	Similar
	Attended City-sponsored event	38%	10	10	Lower
Community Engagement	Campaigned or advocated for an issue, cause or candidate	25%	2	8	Similar

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Contacted Pearland elected officials (in-person, phone, email or web) to express your opinion	16%	5	9	Similar
Volunteered your time to some group/activity in Pearland	29%	8	10	Similar
Talked to or visited with your immediate neighbors	85%	8	9	Similar
Done a favor for a neighbor	75%	8	9	Similar
Attended a local public meeting	20%	5	9	Similar
Watched (online or on television) a local public meeting	14%	7	8	Similar
Read or watch local news (via television, paper, computer, etc.)	83%	5	9	Similar
Vote in local elections	83%	6	9	Similar

Communities included in peer comparisons

The communities included in Pearland's custom comparisons (communities with populations 80,000 to 160,000 and median household income $75,000 to $125,000) are listed below along with their population according to the American Community Survey (ACS) 2017 5-year estimates.

Alexandria city, VA... 154,710
Arvada city, CO 115,320
Bellevue city, WA... 139,014
Cambridge city, MA.. 110,893
Carlsbad city, CA 113,147
Cary town, NC... 159,715
Centennial city, CO 108,448
Charles County, MD 156,021
Concord city, CA 128,160
Edmond city, OK..89,769
Farmington Hills city, MI 81,235
Hanover County, VA 103,218
Highlands Ranch CDP, CO 105,264

Kirkland city, WA.. 86,772
Livermore city, CA.. 88,232
Naperville city, IL 146,431
Pearland city, TX...113,693
Redwood City city, CA 84,368
Round Rock city, TX 116,369
Scott County, MN 141,463
Sugar Land city, TX.. 86,886
Sunnyvale city, CA 151,565
Temecula city, CA 110,722
The Woodlands CDP, TX..109,608
Tracy city, CA 87,613

Appendix C: Detailed Survey Methods

The National Community Survey™ (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Pearland funded this research. Please contact Debbie Schielke of the City of Pearland at DSchielke@pearlandtx.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Selecting Survey Recipients

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Pearland were eligible to participate in the survey. A list of a selection of households within the zip codes serving Pearland was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Pearland households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Pearland boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the five geographic subareas (West – Shadow Creek Ranch, North – North of 518 between 288 and 35, South – South of 518 between 288 and 35, Northeast – North of 518, East of 35, and Southeast – South of 518, East of 35).

To choose the 2,100 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. (For example, out of a list of 4,400 households determined to be within Pearland city limits, roughly every other household in the list was selected in order to create the final list of 2,100 recipients.) Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients

Survey Recipients in Pearland, TX

- In Area 1
- In Area 2
- In Area 3
- In Area 4
- In Area 5
- Area 1
- Area 2
- Area 3
- Area 4
- Area 5
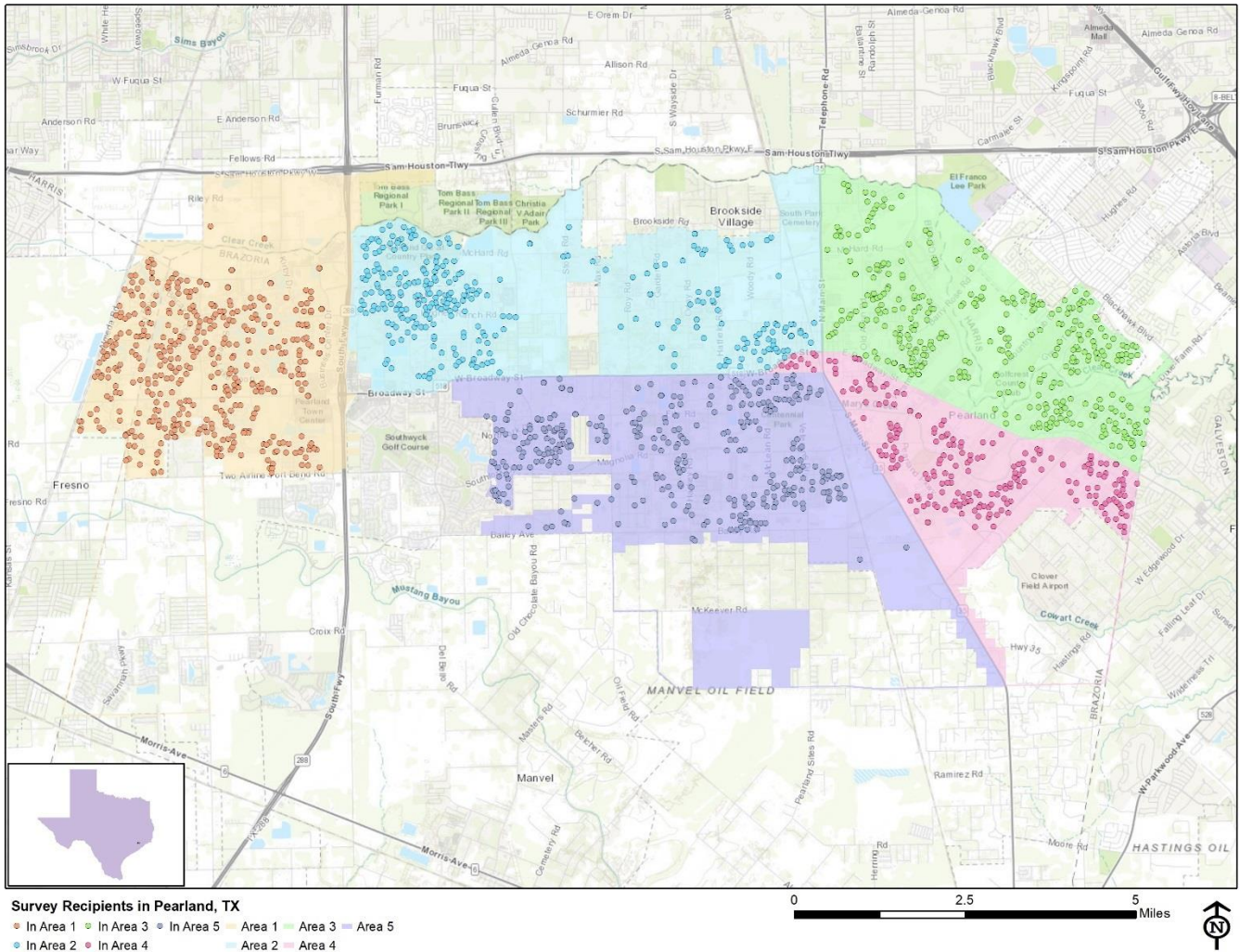
Survey Administration and Response

Selected households received three mailings, one week apart, beginning on August 2, 2019. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor and City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English and Spanish. Both cover letters included a URL through which the residents selected for the mail survey could choose to respond online rather than by mail. The cover letters also contained paragraphs in Spanish instructing participants to complete the Spanish version of the survey online. The City of Pearland chose to augment their administration of The NCS with several additional services, including demographic and geographic subgroup comparisons. The results of these additional services have been provided under separate cover. Completed surveys were collected over the following seven weeks.

About 3% of the 2,100 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,036 households that received the survey, 304 completed the survey, providing an overall response rate of 15%. All 32 online surveys were completed in English. Additionally, responses were tracked by geographic area; response rates by area ranged from 11% to 21%. The response rates were calculated using AAPOR's response rate #2[1] for mailed surveys of unnamed persons.

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[1] See AAPOR's Standard Definitions here: http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx for more information

Table 77: Survey Response Rates by Area

	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	Overall
Total sample used	688	319	377	300	416	2,100
I=Complete Interviews	70	51	75	45	59	300
P=Partial Interviews	0	2	1	1	0	4
R=Refusal and break off	0	0	0	0	0	0
NC=Non Contact	0	0	0	0	0	0
O=Other	0	0	0	0	0	0
UH=Unknown household	0	0	0	0	0	0
UO=Unknown other	593	254	292	250	343	1,732
NE=Not eligible	25	12	9	4	14	64
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	11%	17%	21%	16%	15%	15%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions.[2]

The margin of error for the City of Pearland survey is no greater than plus or minus six percentage points around any given percent reported for all respondents (304 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into the system so respondents are automatically "skipped" to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2017 American Community Survey estimates for adults in the City of Pearland. The primary objective of weighting survey data is

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[2] A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), race, sex, age and area. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 78: Pearland, TX 2019 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	20%	15%	19%
Own home	80%	85%	81%
Detached unit	83%	85%	83%
Attached unit	17%	15%	17%
Race and Ethnicity			
White	64%	72%	64%
Not white	36%	28%	36%
Not Hispanic	82%	87%	84%
Hispanic	18%	13%	16%
Sex and Age			
Female	52%	59%	52%
Male	48%	41%	48%
18-34 years of age	32%	12%	31%
35-54 years of age	45%	32%	44%
55+ years of age	24%	56%	25%
Females 18-34	17%	8%	19%
Females 35-54	23%	18%	21%
Females 55+	13%	33%	12%
Males 18-34	15%	3%	12%
Males 35-54	22%	15%	24%
Males 55+	11%	23%	12%
Area			
West – Shadow Creek Ranch	30%	23%	30%
North – North of 518 between 288 and 35	17%	17%	16%
South – South of 518 between 288 and 35	19%	25%	20%
Northeast – North of 518, East of 35	13%	15%	13%
Southeast – South of 518, East of 35	21%	19%	21%

* U.S. Census Bureau ACS 2017 5-year estimates

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table 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.

Appendix D: Survey Materials

Dear Pearland Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,

Tom Reid
Mayor/ Alcalde

Clay Pearson
City Manager/
El administrador municipal

Communications Department
3519 Liberty Drive
Pearland, Texas 77581

Communications Department
3519 Liberty Drive
Pearland, Texas 77581

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3519 Liberty Drive
Pearland, Texas 77581

Communications Department
3519 Liberty Drive
Pearland, Texas 77581

Communications Department
3519 Liberty Drive
Pearland, Texas 77581

August 2019

Dear City of Pearland Resident:	Estimado Residente de la Ciudad de Pearland:

Please help us shape the future of Pearland! You have been selected at random to participate in the 2019 Pearland Community Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Pearland make decisions that affect our City.

A few things to remember:
- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

    http://bit.ly/xxplaceholder

If you have any questions about the survey please call 281-652-1625.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Pearland:

¡Por favor ayúdenos a moldear el futuro de Pearland! Usted ha sido seleccionado al azar para participar en la Encuesta de la Comunidad de Pearland del 2019.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Pearland tomar decisiones que afectarán a nuestra Ciudad.

Algunas cosas para recordar:
- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

    http://bit.ly/xxplaceholder

    Para la versión en español haga clic en el botón en el parte superior de la pantalla.

Si tiene alguna pregunta sobre la encuesta por favor llame al 281-652-1625.

¡Gracias por su tiempo y participación!

Atentamente,

Tom Reid
Mayor/ Alcalde

Clay Pearson
City Manager/ El administrador municipal

Dear City of Pearland Resident:

Here's a second chance if you haven't already responded to the 2019 Pearland Community Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Pearland! You have been selected at random to participate in the 2019 Pearland Community Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Pearland make decisions that affect our City.

A few things to remember:
- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

  http://bit.ly/xxplaceholder

If you have any questions about the survey please call 281-652-1625.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Pearland:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de la Comunidad de Pearland del 2019! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Por favor ayúdenos a moldear el futuro de Pearland! Usted ha sido seleccionado al azar para participar en la Encuesta de la Comunidad de Pearland del 2019.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Pearland tomar decisiones que afectarán a nuestra Ciudad.

Algunas cosas para recordar:
- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

  http://bit.ly/xxplaceholder

  Para la versión en español haga clic en el botón en el parte superior de la pantalla.

Si tiene alguna pregunta sobre la encuesta por favor llame al 281-652-1625.

¡Gracias por su tiempo y participación!

Atentamente,

Tom Reid
Mayor/ Alcalde

Clay Pearson
City Manager/ El administrador municipal

The City of Pearland 2019 Community Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Pearland:

	Excellent	Good	Fair	Poor	Don't know
Pearland as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Pearland as a place to raise children	1	2	3	4	5
Pearland as a place to work	1	2	3	4	5
Pearland as a place to visit	1	2	3	4	5
Pearland as a place to retire	1	2	3	4	5
The overall quality of life in Pearland	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Pearland as a whole:

	Excellent	Good	Fair	Poor	Don't know
Overall feeling of safety in Pearland	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Pearland	1	2	3	4	5
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Pearland	1	2	3	4	5
Overall opportunities for education and enrichment	1	2	3	4	5
Overall economic health of Pearland	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Pearland	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Pearland to someone who asks	1	2	3	4	5
Remain in Pearland for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day	1	2	3	4	5	6
In Pearland's downtown/commercial area during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Pearland as a whole:

	Excellent	Good	Fair	Poor	Don't know
Traffic flow on major streets	1	2	3	4	5
Ease of travel by car in Pearland	1	2	3	4	5
Ease of travel by bicycle in Pearland	1	2	3	4	5
Ease of walking in Pearland	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Cleanliness of Pearland	1	2	3	4	5
Overall appearance of Pearland	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Pearland as a whole:

	Excellent	Good	Fair	Poor	Don't know
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Pearland	1	2	3	4	5
Overall quality of business and service establishments in Pearland	1	2	3	4	5
Overall quality of new development in Pearland	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Pearland	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	No	Yes
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Pearland (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Pearland	1	2
Reported a crime to the police in Pearland	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Pearland (in-person, phone, email or web) for help or information	1	2
Contacted Pearland elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Pearland?

	2 times a week or more	2-4 times a month	Once a month or less	Not at all
Used the City of Pearland Recreation Center & Natatorium and its services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Pearland public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Pearland	1	2	3	4
Attended a City-sponsored event	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Pearland	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	2 times a week or more	2-4 times a month	Once a month or less	Not at all
Attended a local public meeting	1	2	3	4
Watched (online or on television) a local public meeting	1	2	3	4

The City of Pearland 2019 Community Survey

10. Please rate the quality of each of the following services in Pearland:

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
Utility billing and meter reading	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Public library services	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Pearland open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Pearland employees (police, receptionists, planners, etc.)	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	Excellent	Good	Fair	Poor	Don't know
The City of Pearland	1	2	3	4	5
The Federal Government	1	2	3	4	5
The County of Brazoria, Texas	1	2	3	4	5
The State of Texas	1	2	3	4	5
Municipal Utility District	1	2	3	4	5

12. Please rate the following categories of Pearland government performance:

	Excellent	Good	Fair	Poor	Don't know
The value of services for the taxes paid to Pearland	1	2	3	4	5
The overall direction that the City of Pearland is taking	1	2	3	4	5
The job Pearland government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Pearland government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Pearland community to focus on each of the following in the coming two years:

	Essential	Very important	Somewhat important	Not at all important
Overall feeling of safety in Pearland	1	2	3	4
Overall ease of getting to the places you usually have to visit..	1	2	3	4
Quality of overall natural environment in Pearland	1	2	3	4
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Pearland..	1	2	3	4
Overall opportunities for education and enrichment..	1	2	3	4
Overall economic health of Pearland	1	2	3	4
Sense of community...	1	2	3	4

14. 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.

	Major source	Minor source	Not a source
City website (pearlandtx.gov)...	1	2	3
Local newspapers...	1	2	3
Other local media (radio or local television stations)	1	2	3
The local government cable channel (Comcast Ch. 16/U-verse Ch.99)..............................	1	2	3
City water bill insert...	1	2	3
Other city publications (Pearland in Motion, Pearland Connect or others)	1	2	3
City Council meetings or other public meetings...	1	2	3
Talking with City officials..	1	2	3
City communications via social media (i.e., Facebook, Twitter, Instagram or Youtube)	1	2	3
City of Pearland e-mail blasts	1	2	3
Word-of-mouth..	1	2	3

15. Please rate the leadership provided by the City's elected officials.
- ○ Excellent
- ○ Good
- ○ Fair
- ○ Poor
- ○ Don't know

The City of Pearland 2019 Community Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	Never	Rarely	Sometimes	Usually	Always
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Pearland	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections	1	2	3	4	5

D2. Would you say that in general your health is:
○ Excellent   ○ Very good   ○ Good   ○ Fair   ○ Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
○ Very positive   ○ Somewhat positive   ○ Neutral   ○ Somewhat negative   ○ Very negative

D4. What is your employment status?
○ Working full time for pay
○ Working part time for pay
○ Unemployed, looking for paid work
○ Unemployed, not looking for paid work
○ Fully retired

D5. Do you work inside the boundaries of Pearland?
○ Yes, outside the home
○ Yes, from home
○ No

D6. How many years have you lived in Pearland?
○ Less than 2 years   ○ 11-20 years
○ 2-5 years   ○ More than 20 years
○ 6-10 years

D7. Which best describes the building you live in?
○ One family house detached from any other houses
○ Building with two or more homes (duplex, townhome, apartment or condominium)
○ Mobile home
○ Other

D8. Is this house, apartment or mobile home…
○ Rented
○ Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?
○ Less than $300 per month
○ $300 to $599 per month
○ $600 to $999 per month
○ $1,000 to $1,499 per month
○ $1,500 to $2,499 per month
○ $2,500 or more per month

D10. Do any children 17 or under live in your household?
○ No   ○ Yes

D11. Are you or any other members of your household aged 65 or older?
○ No   ○ Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (**Please include in your total income money from all sources for all persons living in your household.**)
○ Less than $25,000
○ $25,000 to $49,999
○ $50,000 to $99,999
○ $100,000 to $149,999
○ $150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?
○ No, not Spanish, Hispanic or Latino
○ Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (**Mark one or more races to indicate what race you consider yourself to be.**)
○ American Indian or Alaskan Native
○ Asian, Asian Indian or Pacific Islander
○ Black or African American
○ White
○ Other

D15. In which category is your age?
○ 18-24 years   ○ 55-64 years
○ 25-34 years   ○ 65-74 years
○ 35-44 years   ○ 75 years or older
○ 45-54 years

D16. What is your sex?
○ Female   ○ Male

D17. Do you consider a cell phone or land line your primary telephone number?
○ Cell   ○ Land line   ○ Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502