



THE NCSTM
The National Community SurveyTM

Pearland, TX

Trends over Time

2019



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Summary

The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2019 ratings for the City of Pearland to its previous survey results in 2015 and 2017. Additional reports and technical appendices are available under separate cover.

Trend data for Pearland represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being “higher” or “lower” if the differences are greater than seven percentage points between the 2017 and 2019 surveys, otherwise the comparisons between 2017 and 2019 are noted as being “similar.” Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Pearland for 2019 generally remained stable. Of the 121 items for which comparisons were available, 95 items were rated similarly in 2017 and 2019, 25 items showed a decrease in ratings and one showed an increase in ratings. Notable trends over time included the following:

- Several ratings decreases were noted from 2017 to 2019 within the facet of Mobility; these included traffic flow, traffic enforcement, street repair and street cleaning.
- Evaluations for several aspects of Recreation and Wellness (fitness opportunities, availability of affordable quality food and recreation centers) also declined since 2017.
- In Economy, ratings for shopping opportunities, Pearland as a place to visit and the overall quality of business and services also declined since 2017.
- Some levels of Participation also decreased since the previous survey iteration, primarily in the facets of Recreation and Wellness and Community Engagement. Residents were considerably more likely to have stocked supplies for an emergency in 2019 than in 2017; this level increased by 20% since the previous survey iteration.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2019 rating compared to 2017	Comparison to benchmark		
	2015	2017	2019		2015	2017	2019
Overall quality of life	85%	88%	85%	Similar	Similar	Similar	Similar
Overall image	75%	82%	78%	Similar	Similar	Higher	Similar
Place to live	91%	91%	90%	Similar	Similar	Similar	Similar
Neighborhood	88%	91%	87%	Similar	Similar	Similar	Similar
Place to raise children	90%	90%	92%	Similar	Similar	Similar	Higher
Place to retire	68%	65%	67%	Similar	Similar	Similar	Similar
Overall appearance	74%	79%	75%	Similar	Similar	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2019 rating compared to 2017	Comparison to benchmark		
		2015	2017	2019		2015	2017	2019
Safety	Overall feeling of safety	87%	85%	84%	Similar	Similar	Similar	Similar
	Safe in neighborhood	95%	95%	93%	Similar	Similar	Similar	Similar
	Safe downtown/commercial area	88%	86%	81%	Similar	Similar	Similar	Similar
Mobility	Overall ease of travel	56%	52%	54%	Similar	Lower	Lower	Lower
	Paths and walking trails	39%	45%	48%	Similar	Lower	Lower	Lower
	Ease of walking	33%	40%	34%	Similar	Much lower	Lower	Much lower
	Travel by bicycle	21%	27%	25%	Similar	Much lower	Lower	Much lower
	Travel by car	43%	38%	32%	Similar	Lower	Lower	Much lower
	Traffic flow	24%	24%	16%	Lower	Lower	Lower	Much lower
	Natural Environment	Overall natural environment	67%	68%	69%	Similar	Similar	Similar
	Cleanliness	78%	84%	79%	Similar	Similar	Similar	Similar
Built Environment	Overall built environment	45%	56%	57%	Similar	Lower	Similar	Similar
	New development in Pearland	67%	78%	67%	Lower	Similar	Higher	Similar
	Affordable quality housing	64%	55%	61%	Similar	Higher	Higher	Higher
	Housing options	74%	72%	69%	Similar	Higher	Higher	Higher
	Public places	56%	66%	56%	Lower	Similar	Similar	Similar
Economy	Overall economic health	80%	84%	78%	Similar	Higher	Higher	Similar
	Business and services	69%	78%	70%	Lower	Similar	Similar	Similar
	Cost of living	56%	57%	51%	Similar	Similar	Similar	Similar
	Shopping opportunities	74%	77%	67%	Lower	Higher	Higher	Higher
	Employment opportunities	46%	53%	51%	Similar	Similar	Similar	Similar
	Place to visit	47%	54%	46%	Lower	Lower	Similar	Lower
	Place to work	65%	62%	66%	Similar	Similar	Similar	Similar
	Health and wellness	76%	80%	74%	Similar	Similar	Similar	Similar
Recreation and Wellness	Health care	77%	81%	75%	Similar	Higher	Higher	Similar
	Food	71%	78%	71%	Lower	Similar	Similar	Similar
	Fitness opportunities	57%	69%	62%	Lower	Similar	Similar	Similar
Education and Enrichment	Education and enrichment opportunities	71%	77%	73%	Similar	Similar	Similar	Similar
	Religious or spiritual events and activities	70%	78%	73%	Similar	Similar	Similar	Similar
	Cultural/arts/music activities	28%	44%	32%	Lower	Lower	Similar	Lower
	Adult education	47%	61%	48%	Lower	Similar	Similar	Similar
	K-12 education	83%	87%	86%	Similar	Similar	Higher	Similar
	Child care/preschool	70%	73%	70%	Similar	Higher	Higher	Higher
Community Engagement	Social events and activities	46%	60%	55%	Similar	Similar	Similar	Similar
	Neighborliness	58%	65%	66%	Similar	Similar	Similar	Similar
	Openness and acceptance	61%	72%	66%	Similar	Similar	Similar	Similar
	Opportunities to participate in community matters	54%	64%	62%	Similar	Similar	Similar	Similar
	Opportunities to volunteer	63%	69%	61%	Lower	Similar	Similar	Similar

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Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2019 rating compared to 2017	Comparison to benchmark		
	2015	2017	2019		2015	2017	2019
Services provided by Pearland	78%	80%	76%	Similar	Similar	Similar	Similar
Customer service	78%	80%	80%	Similar	Similar	Similar	Similar
Value of services for taxes paid	54%	50%	52%	Similar	Similar	Similar	Similar
Overall direction	70%	64%	60%	Similar	Similar	Similar	Similar
Welcoming citizen involvement	52%	56%	56%	Similar	Similar	Similar	Similar
Confidence in City government	68%	62%	60%	Similar	Similar	Similar	Similar
Acting in the best interest of Pearland	69%	64%	61%	Similar	Similar	Similar	Similar
Being honest	67%	67%	65%	Similar	Similar	Similar	Similar
Treating all residents fairly	63%	68%	62%	Similar	Similar	Similar	Similar
Services provided by the Federal Government	43%	45%	52%	Similar	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2019 rating compared to 2017	Comparison to benchmark		
		2015	2017	2019		2015	2017	2019
Safety	Police	88%	91%	86%	Similar	Similar	Higher	Similar
	Fire	93%	95%	93%	Similar	Similar	Similar	Similar
	Ambulance/EMS	90%	94%	86%	Lower	Similar	Similar	Similar
	Crime prevention	79%	81%	73%	Lower	Similar	Similar	Similar
	Fire prevention	74%	82%	77%	Similar	Similar	Similar	Similar
	Animal control	64%	72%	68%	Similar	Similar	Similar	Similar
	Emergency preparedness	64%	73%	69%	Similar	Similar	Similar	Similar
Mobility	Traffic enforcement	65%	69%	62%	Lower	Similar	Similar	Similar
	Street repair	50%	58%	50%	Lower	Similar	Similar	Similar
	Street cleaning	60%	74%	65%	Lower	Similar	Similar	Similar
	Street lighting	59%	64%	66%	Similar	Similar	Similar	Similar
	Sidewalk maintenance	50%	51%	52%	Similar	Similar	Similar	Similar
	Traffic signal timing	39%	47%	44%	Similar	Similar	Similar	Similar
Natural Environment	Garbage collection	89%	82%	82%	Similar	Similar	Similar	Similar
	Recycling	85%	85%	81%	Similar	Similar	Similar	Similar
	Yard waste pick-up	83%	81%	80%	Similar	Similar	Similar	Similar
	Drinking water	64%	69%	64%	Similar	Similar	Similar	Similar
	Natural areas preservation	NA	58%	58%	Similar	NA	Similar	Similar
	Open space	54%	53%	57%	Similar	Similar	Similar	Similar
	Storm drainage	72%	82%	73%	Lower	Similar	Higher	Similar
Built Environment	Sewer services	80%	84%	82%	Similar	Similar	Similar	Similar
	Power utility	NA	83%	81%	Similar	NA	Similar	Similar
	Utility billing	69%	77%	77%	Similar	Similar	Similar	Similar
	Land use, planning and zoning	47%	58%	55%	Similar	Similar	Similar	Similar
	Code enforcement	52%	61%	67%	Similar	Similar	Similar	Similar
	Cable television	NA	67%	72%	Similar	NA	Higher	Higher
	Economy	Economic development	66%	71%	73%	Similar	Higher	Higher
Recreation and Wellness	City parks	76%	76%	79%	Similar	Similar	Similar	Similar
	Recreation programs	66%	73%	67%	Similar	Similar	Similar	Similar
	Recreation centers	65%	80%	71%	Lower	Similar	Similar	Similar
Education and Enrichment	Special events	55%	71%	69%	Similar	Similar	Similar	Similar
	Public libraries	79%	84%	80%	Similar	Similar	Similar	Similar

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Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2019 rating compared to 2017	Comparison to benchmark		
	2015	2017	2019		2015	2017	2019
Sense of community	59%	67%	61%	Similar	Similar	Similar	Similar
Recommend Pearland	92%	89%	89%	Similar	Similar	Similar	Similar
Remain in Pearland	90%	89%	86%	Similar	Similar	Similar	Similar
Contacted Pearland employees	43%	43%	38%	Similar	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2019 rating compared to 2017	Comparison to benchmark		
		2015	2017	2019		2015	2017	2019
Safety	Stocked supplies for an emergency	48%	44%	64%	Higher	Higher	Similar	Much higher
	Did NOT report a crime	83%	83%	77%	Similar	Similar	Similar	Similar
	Was NOT the victim of a crime	91%	90%	89%	Similar	Similar	Similar	Similar
Mobility	Carpooled instead of driving alone	33%	34%	31%	Similar	Lower	Similar	Lower
	Walked or biked instead of driving	35%	34%	31%	Similar	Much lower	Much lower	Much lower
Natural Environment	Conserved water	81%	78%	76%	Similar	Similar	Similar	Similar
	Made home more energy efficient	71%	76%	72%	Similar	Similar	Similar	Similar
	Recycled at home	93%	86%	83%	Similar	Similar	Similar	Similar
Built Environment	Did NOT observe a code violation	58%	55%	54%	Similar	Similar	Similar	Similar
	NOT under housing cost stress	75%	73%	65%	Lower	Similar	Similar	Similar
Economy	Purchased goods or services in Pearland	98%	98%	97%	Similar	Similar	Similar	Similar
	Economy will have positive impact on income	35%	42%	42%	Similar	Higher	Higher	Similar
	Work in Pearland	27%	30%	25%	Similar	Lower	Lower	Lower
Recreation and Wellness	Used Pearland recreation centers	48%	39%	31%	Lower	Similar	Lower	Much lower
	Visited a City park	76%	80%	72%	Lower	Similar	Similar	Lower
	Ate 5 portions of fruits and vegetables	86%	83%	80%	Similar	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	83%	86%	78%	Lower	Similar	Similar	Similar
	In very good to excellent health	63%	71%	66%	Similar	Similar	Similar	Similar
Education and Enrichment	Used Pearland public libraries	54%	55%	51%	Similar	Lower	Similar	Lower
	Participated in religious or spiritual activities	53%	50%	47%	Similar	Similar	Similar	Similar
	Attended a City-sponsored event	39%	52%	38%	Lower	Lower	Similar	Lower
Community Engagement	Campaigned for an issue, cause or candidate	17%	27%	25%	Similar	Similar	Similar	Similar
	Contacted Pearland elected officials	15%	16%	16%	Similar	Similar	Similar	Similar
	Volunteered	33%	36%	29%	Lower	Similar	Similar	Similar
	Talked to or visited with neighbors	90%	90%	85%	Similar	Similar	Similar	Similar
	Done a favor for a neighbor	NA	79%	75%	Similar	NA	Similar	Similar
	Attended a local public meeting	17%	26%	20%	Similar	Similar	Similar	Similar
	Watched a local public meeting	13%	18%	14%	Similar	Lower	Similar	Similar
	Read or watched local news	86%	89%	83%	Similar	Similar	Similar	Similar
	Voted in local elections	79%	91%	83%	Lower	Similar	Higher	Similar