

City of Pearland: 2013 Citizen Satisfaction Survey Summary

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Agenda

- Research Objectives and Methodology
- Research Findings
- Research Conclusions

Objectives

- The primary objective of this research is to determine the overall image of the City of Pearland among residents and any attitudinal or perceptual changes since the 2011 findings.

Methodology

- 400 telephone interviews were conducted with Pearland residents in November of 2012.
 - 17,000 dialings
- Participant Requirements:
 - Respondents or their household members were required to not currently:
 - Work for the City of Pearland;
 - Serve on City Council;
 - Serve on any City Board, Commission or Committee for the City;
 - Be the head of household;
 - Be 18 years of age or older.

Methodology

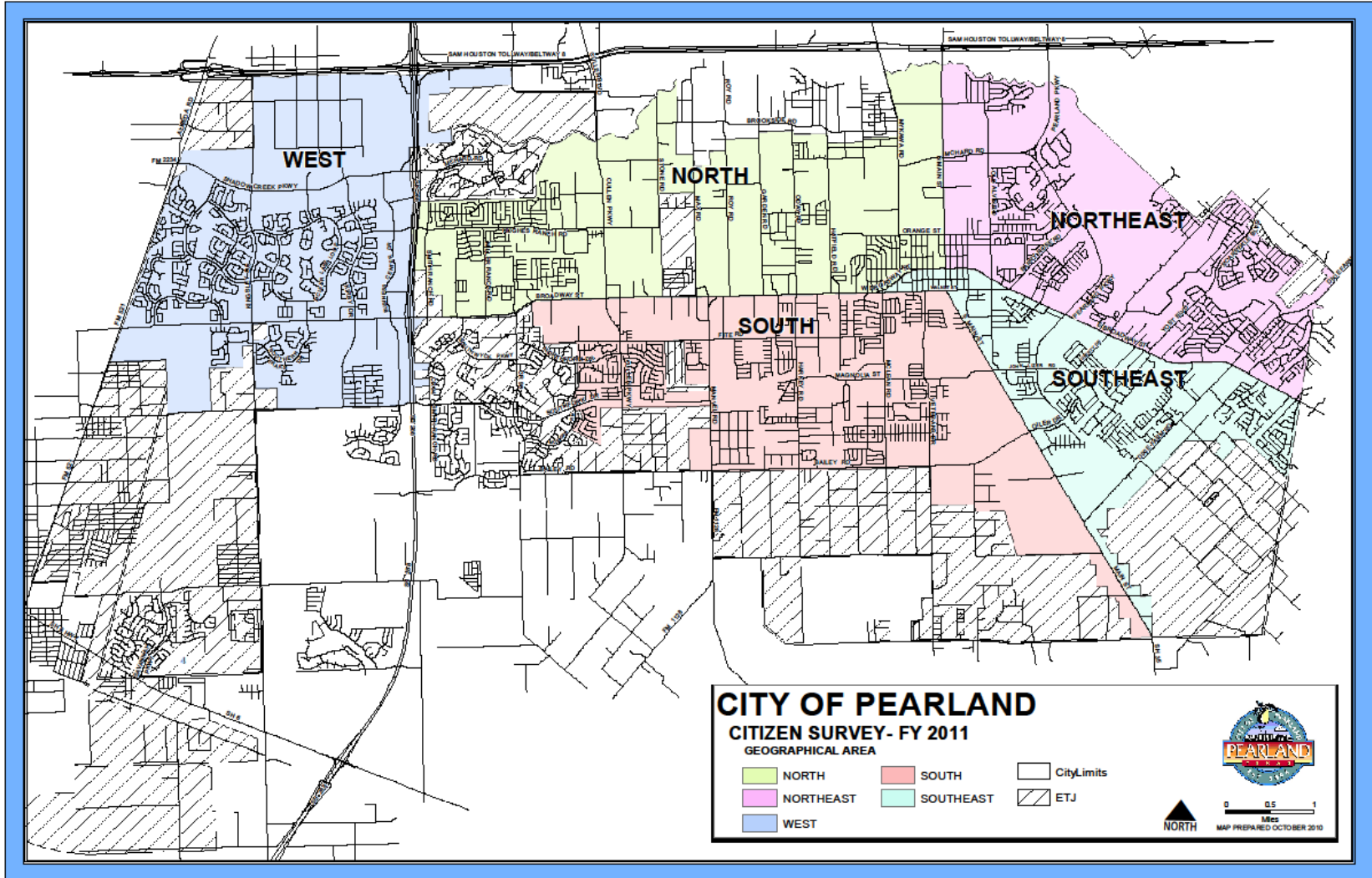
- Survey:
 - 22 minutes, on average.
- Respondents were told the City of Pearland was sponsoring the survey
- Sample:
 - Municipal database of addresses which CCR matched with phone numbers.
 - ETJ was not included in the survey



Methodology

- Quotas set to match 2010 Census data:
 - Gender;
 - Age;
 - Ethnic background.
- Quotas were set by geographic regions of Pearland.
 - North
 - South
 - West
 - Southeast
 - Northeast

Map of Regions



*2013 regions same as 2011



Respondent Profile



Demographic Profile

	2009	2011	2013
Gender			
Male	45%	44%	48%
Female	55%	56%	52%
Age			
Average	48	48	45
Ethnic background			
White, non-Hispanic	73%	77%	52%-
Hispanic	14%	8%-	18%+
African American	6%	8%	17%+
Asian	5%	5%	12%+
Other	2%	2%	2%
Base	400	400	400



Demographic Profile

Education

High school or less	13%
Some college	25%
College graduate	4%
Some graduate school or degree	33%
Refused	24%

Children under 18 Living in Household

Yes	53%
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Registered to Vote

Yes	87%
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Voting Frequency

Always	42%
Often	30%
Seldom	16%
Never	13%

Base 400

Household Income

Under \$30,000	7%
\$30,000 - \$50,000	12%
\$50,001 - \$75,000	12%
\$75,001 - \$100,000	16%
\$100,001 - \$125,000	10%
\$125,001 - \$150,000	9%
Over \$150,000	17%
Refused	17%
Average	\$ 98,050

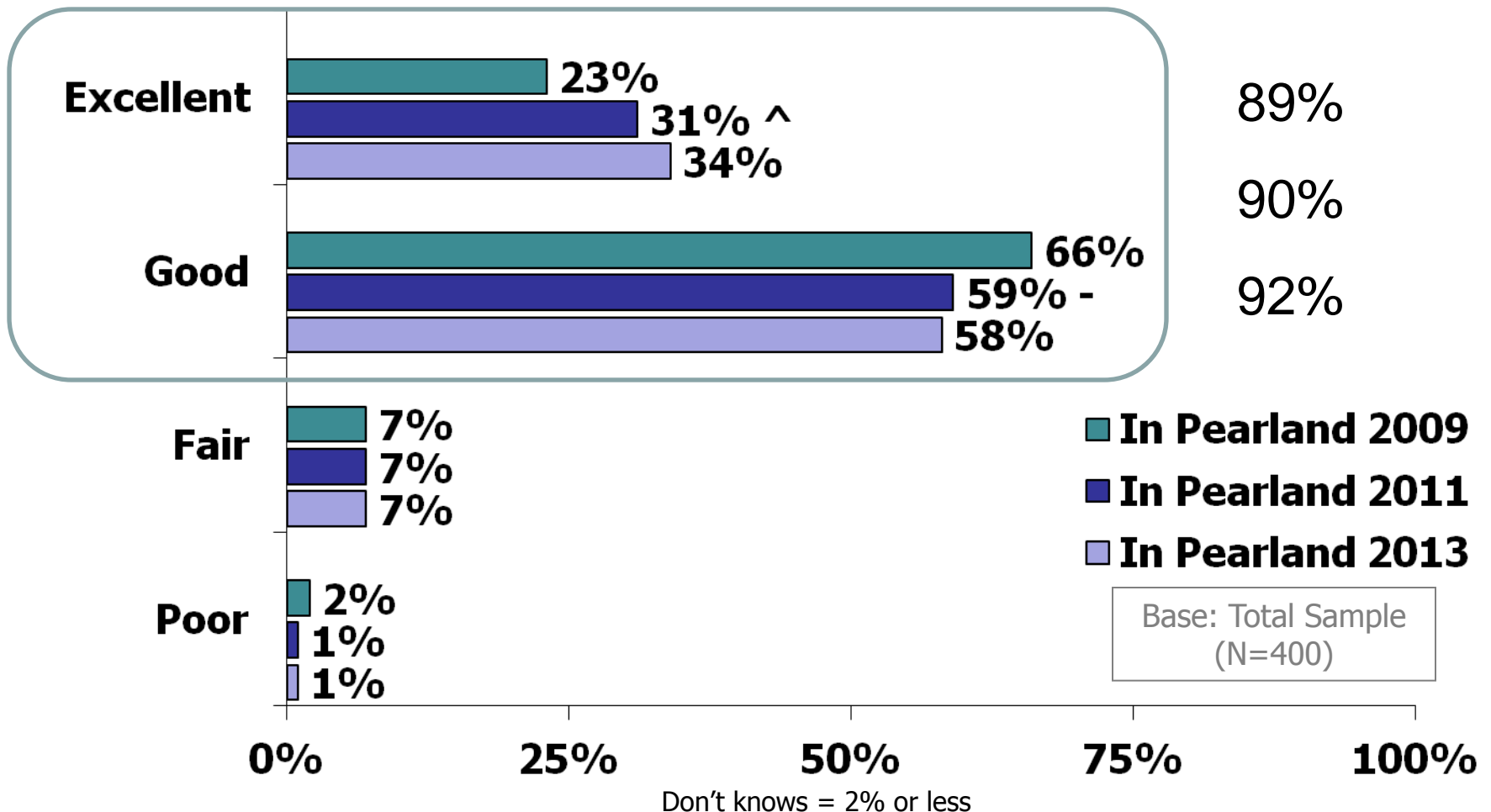
Base 400



Research Findings

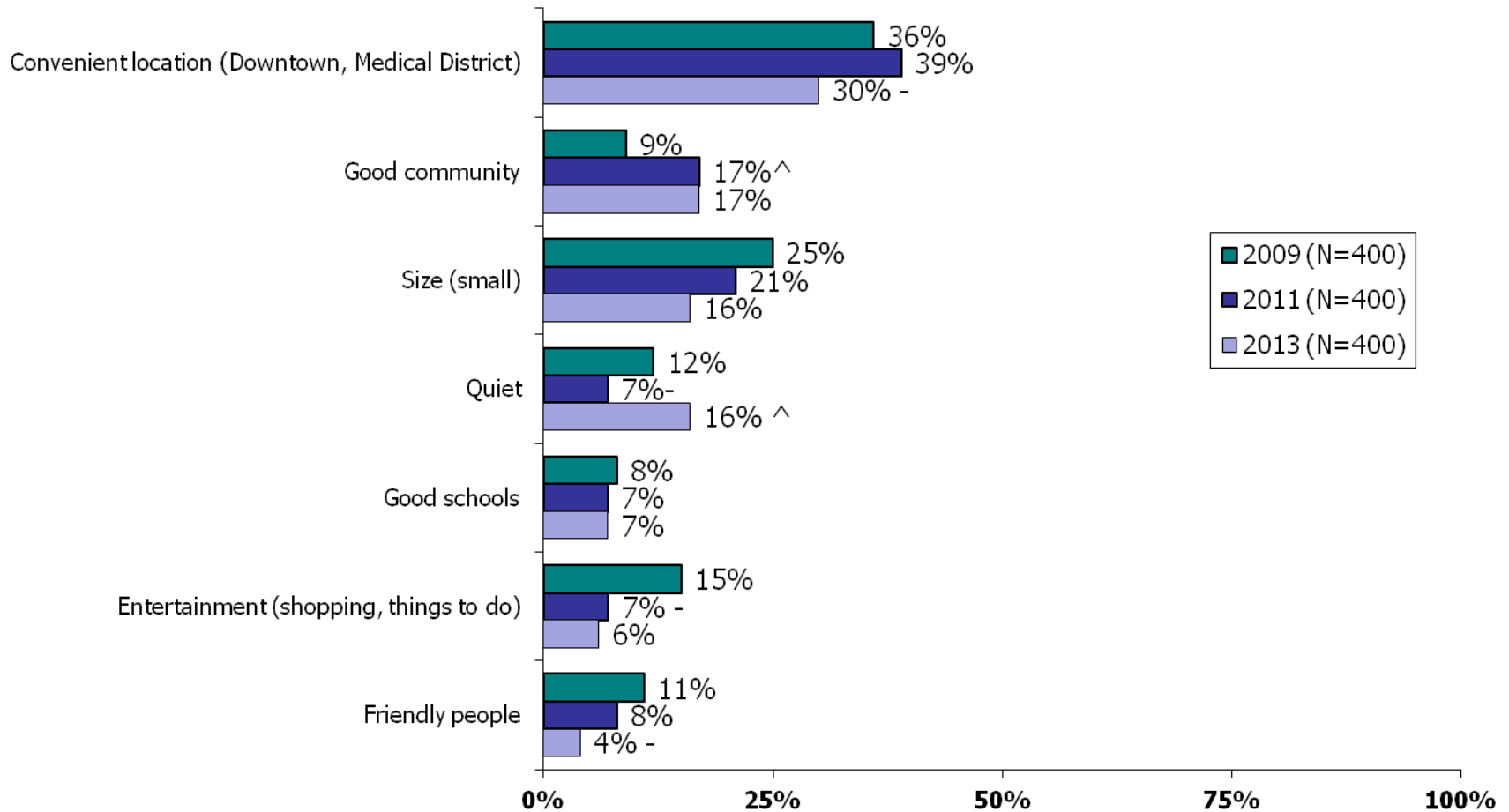


Quality of Life in Pearland Overall



Like Best About Living in Pearland

Open-ended question



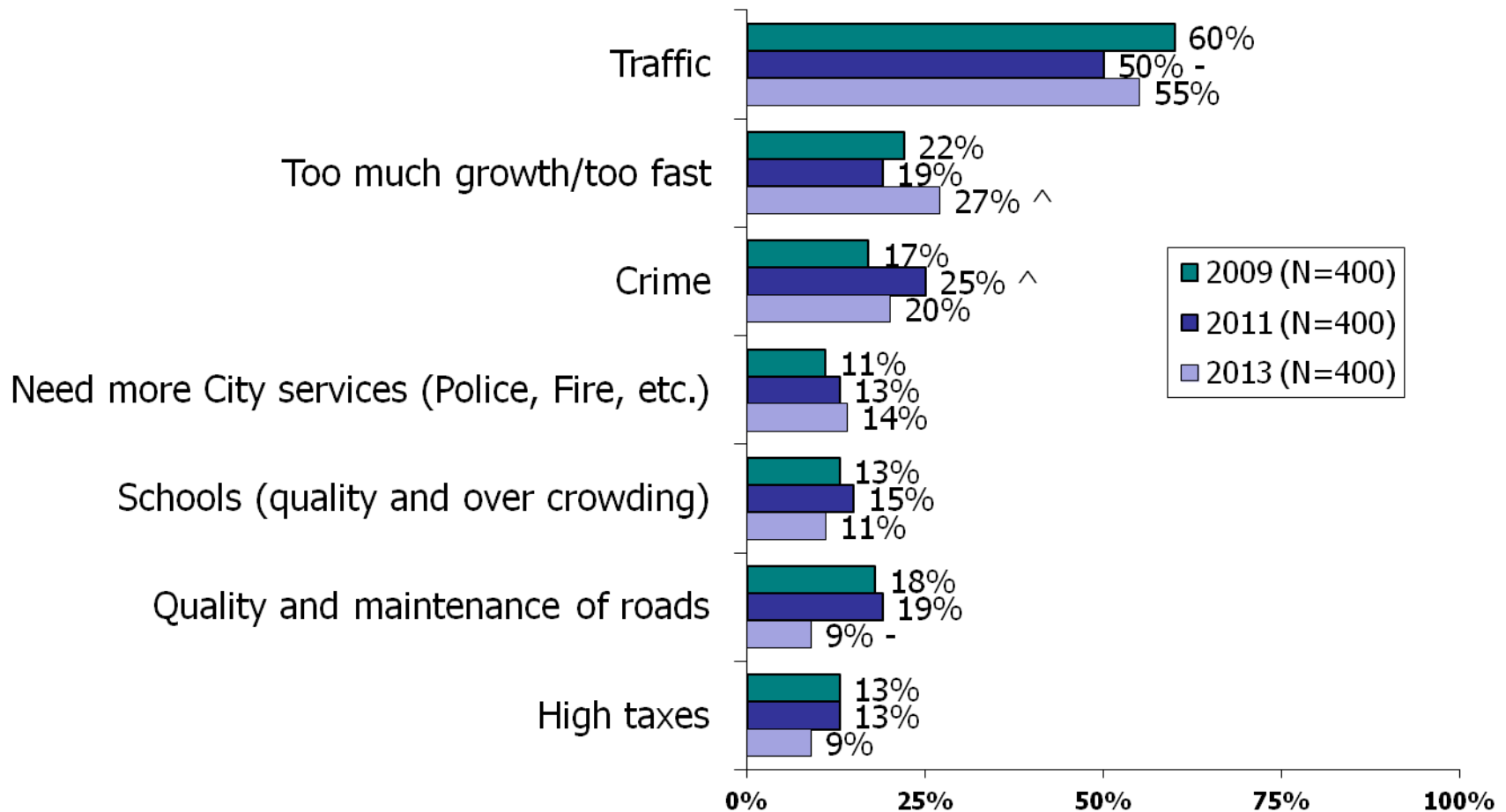
Other mentions by less than 7% of total sample

9. What do you like best about living in Pearland?



Most Important Issues Facing Pearland Today

Open-ended question



Other mentions by less than 8% of total sample

8. What do you feel are the three most important issues facing the **City of Pearland and its residents** today?



Rating Factors of Pearland

Excellent + Good Scores Shown

	2009	2011	2013
Local Shopping	86%	85%	86%
Appearance and Beautification of City	81%	81%	85%
Public Safety	83%	79%	84%
Emergency Preparedness	72%	73%	77%
Education	65%	75% ^	75%
Parks and recreation programs	80%	68% -	73%
Medical facilities	57%	72% ^	70%
Mobility	38%	59% ^	60%
Entertainment	51%	57%	59%
Local job opportunities	37%	37%	34%
Base:	400	400	400



Rating Services of Pearland

Slide 1 of 2

Excellent + Good Scores Shown

	2009	2011	2013
Resident trash collection	87%	87%	86%
Overall City services	86%	82%	85%
Sewer	80%	77%	80%
Resident Curbside Recycling	85%	81%	79%
Police Department	83%	82%	78%
Parks	81%	75% -	78%
Recreation	73%	68%	78% ^
Fire Department	73%	70%	76%
Drainage	68%	70%	75%
Water	74%	68%	74% ^
Base:	400	400	400



Rating Services of Pearland

Slide 2 of 2

Excellent + Good Scores Shown

	2009	2011	2013
Communications with residents	81%	82%	72% -
Animal control	75%	67% -	71%
EMS (Emergency Medical Services)	72%	63% -	66%
Street maintenance/ repair	68%	60% -	64%
Sidewalk maintenance	66%	59% -	64%
Library		59%	63%
Drop-off recycling center	64%	59%	63%
Planning and zoning	48%	44%	50%
Inspections and permits	53%	43% -	46%
Traffic management	32%	32%	32%
Base:	400	400	400



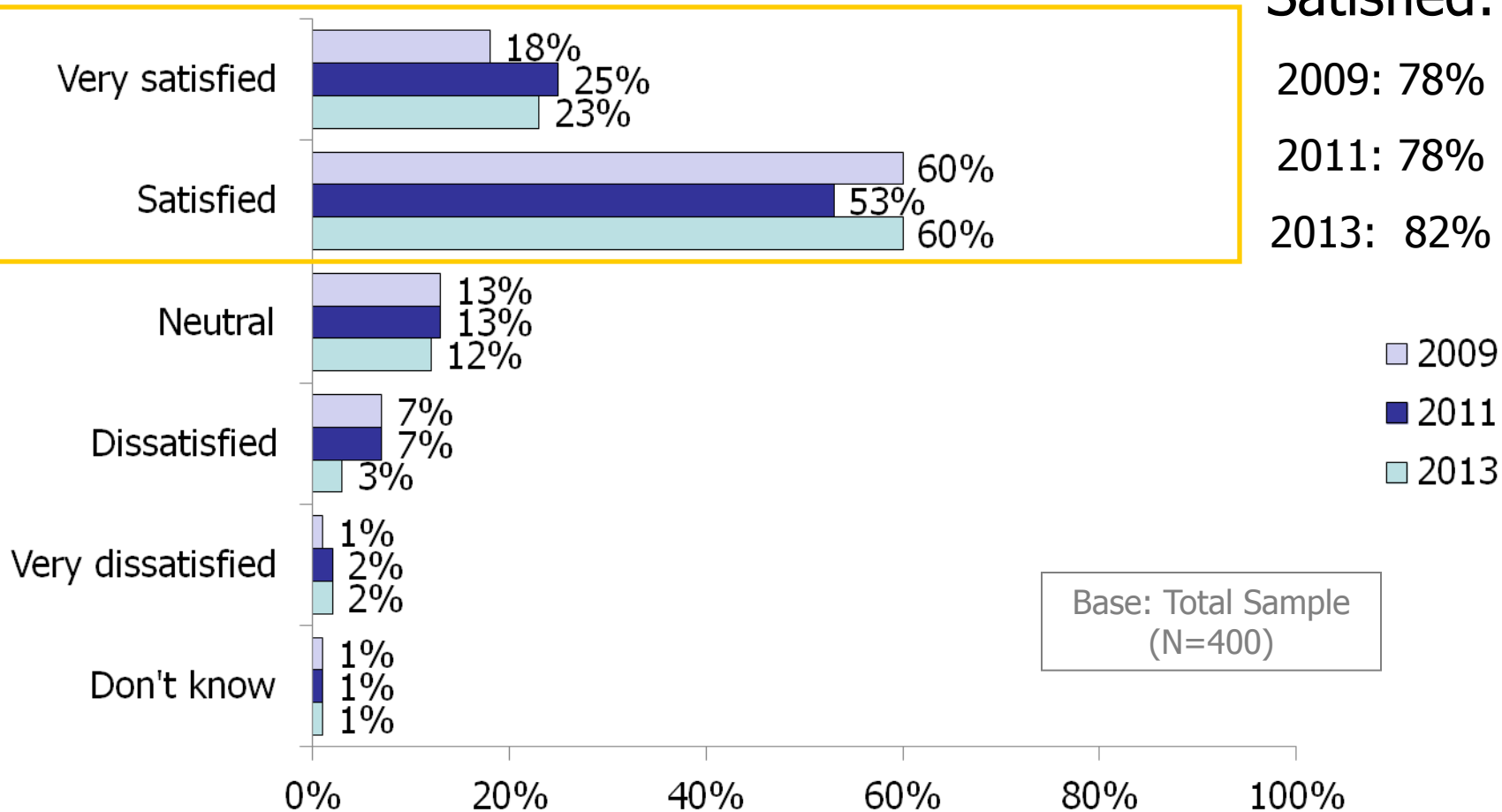
Satisfaction with City Services in Return for Dollars Paid

Satisfied:

2009: 78%

2011: 78%

2013: 82%



Satisfaction with City Department

Note Varying and Small Base Sizes

	2009	2011	2013
Library*		94%	92%
Parks and Recreation	89%	96%	91%
Municipal Court*		87%	91%
Utility Billing	84%	87%	90%
EMS	100%	99%	89% -
Police	92%	83%	82%
Permits/Inspections	75%	82%	82%
Public Works	75%	69%	81%
Fire Department	100%	100%	75%
Animal Control	80%	78%	68%
Base: Those who contacted department			

23. Were you very satisfied, satisfied,...with the results you got from...?

*Note: Question new in 2011.



Effectiveness of City Regulations Within Neighborhoods

Strongly Agree and Agree Scores Shown

	2009	2011	2013
Graffiti	80%	67% -	77% ^
Signs	76%	68% -	76% ^
Junked/abandoned vehicles	70%	64%	71% ^
Noise	75%	62% -	71% ^
Weeds and High Grass	69%	61% -	68% ^
Vacant or Dilapidated Buildings	64%	57% -	60%
Zoning	64%	60%	57%
Overall look of neighborhood	86%	90%	91%
Base:	400	400	400



Rating Changes for Street and Transportation Services

Excellent + Good Scores Shown

	2009	2011	2013
Traffic Management in your Neighborhood	72%	68%	77% ^
Right-of-Way Mowing	71%	64% -	74% ^
Condition of Neighborhood Streets	83%	80%	80%
Condition of Major Streets	79%	67%	71%
Condition of Sidewalks	70%	67%	69%
Mobility and Getting Around	56%	59%	60%
Traffic Management During Peak Hours	33%	36%	38%
Overall Satisfaction with Traffic Management	49%	46%	48%
Base	400	400	400



Rating Feeling of Safety

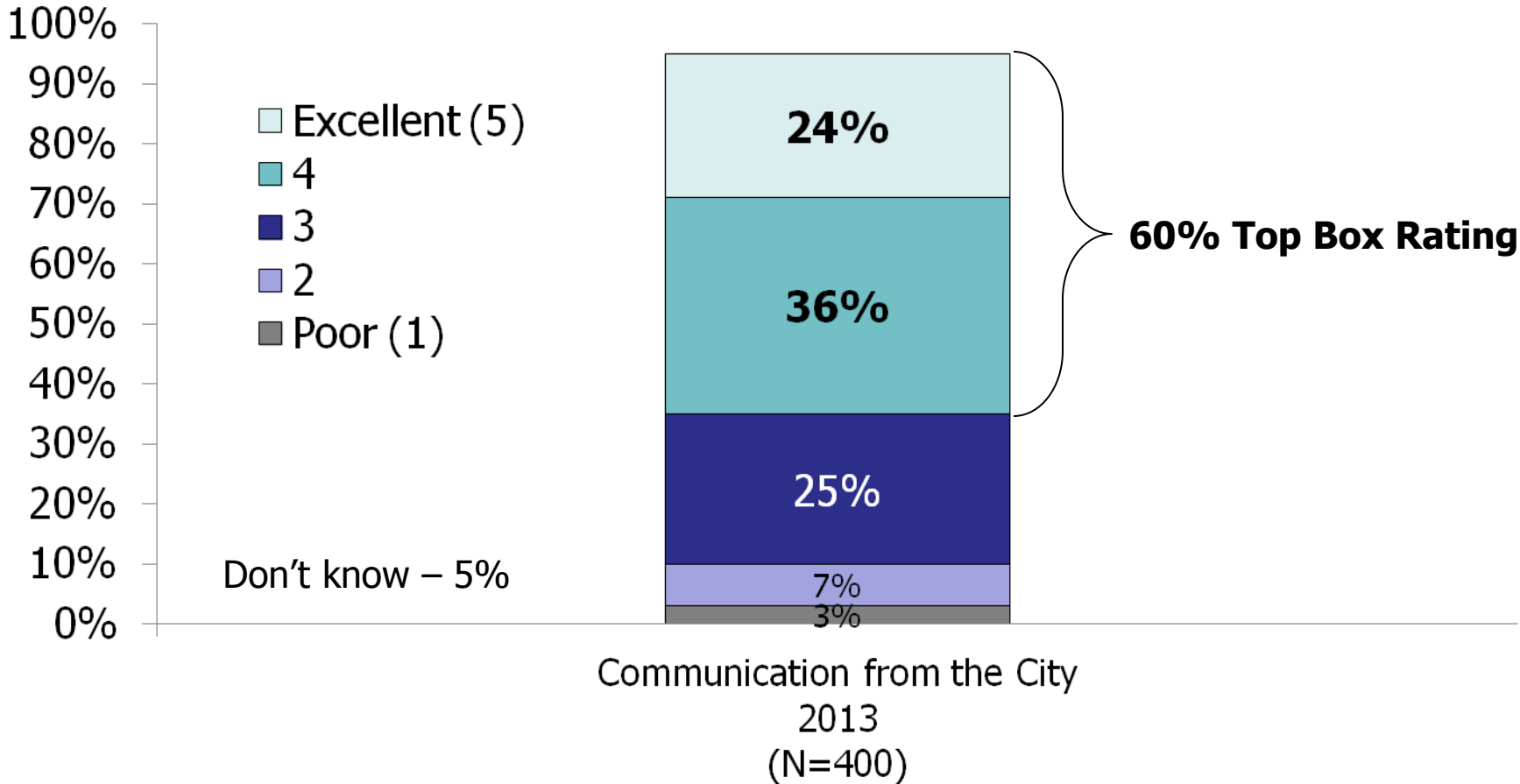
Very safe + Safe Scores Shown

	2009	2011	2013
In your neighborhood during the day	98%	97%	99%
In your neighborhood during the night	92%	89%	96%[^]
In Pearland shopping areas during the day	90%	91%	94%
In a Pearland park*	74%	71%	72%
In Pearland shopping areas during the night	70%	63% -	72%[^]
Base	400	400	400

*Large percentage of Don't Know



How Well the City Communicates



New question in 2013

35a. On a scale of '1' to '5' where '1' is poor and '5' is excellent, how well do you feel the city communicates with you?



Main Sources of Information About Events, Key Issues, and Pearland Topics

	2013
Area newspapers	40%
City website	19%
Pearland publications (Pearland Connect or Pearland in Motion)	18%
Email	11%
Word-of-mouth	9%
Other websites	8%
Banners, billboards	7%
City's social media pages	6%
Mail	4%
Municipal Channel	4%
Media, TV, radio	4%
Base: Total Sample	400

New question in 2013 All other answers mentioned by 1% or less of total sample.

35b. What are your main sources of information about events, key issues, and topics in Pearland?



How Would You Prefer to Receive Information From the City

	2013
City printed newsletter	34%
Email blasts	30%
City website	25%
City electronic newsletter	19%
Information included in your utility bill	17%
Phone, robo-call	16%
City's Facebook page	11%
Mailing	6%
City's Twitter page	2%
Newspaper	2%
City's YouTube page	2%
Base: Total Sample	400

New question in 2013 All other answers mentioned by 1% or less of total sample.

35c. The City of Pearland uses a variety of methods to communicate with residents. How would you prefer to receive information from the City?



One Thing to Tell the Pearland Mayor

	2009	2011	2013
Improve traffic	38%	24% -	33% ^
Improve city services (trash, police, library, etc.)	10%	9%	6%
Keep up the good work	9%	5%	6%
Increase police protection/the department	0%	5%	6%
Have a master plan	0%	1%	6% ^
Improve/fix roads	16%	11%	2% -
Base: Total Sample	400	400	400

Other mentions by 4% or less in 2013



Research Conclusions



Research Conclusions

- Respondents are generally satisfied with all aspects of life in Pearland.
 - Over 90% of residents feel the quality of life in their neighborhood and in Pearland overall is good or excellent.
 - Convenient location is what most residents feel is the best thing about living in Pearland.

Research Conclusions

- Traffic issues are the most important issues for the City to address moving forward in 2013.
- Ratings for 2013 show no significant changes in good + excellent ratings from 2011 for the different aspects of life in Pearland.
 - Education, medical facilities, and mobility increased in 2011 and maintained the increased ratings in 2013.

Research Conclusions

- Most respondents feel satisfied or very satisfied with the value of the services versus what they pay.
- Four of the five areas of regulation enforcement that saw significant decreases in 2011 have returned to 2009 ratings with significant increases.
- City parks overall once again received a high good + excellent rating.

Research Conclusions

- Respondents feel very safe throughout the City.
 - Respondents feel safer at night than they did in 2011 in both their neighborhoods and shopping areas.

Research Conclusions

- Three out of five respondents feel the City does a good job communicating with its residents.
 - Respondents get information from newspapers more than any other source.
 - Those who have visited the website rated its appearance significantly higher in 2013 than in 2011.

Verbatims

"I like the friendliness and diversity of the neighborhood and the proximity to all the area attractions. Pearland is a great place to raise kids."

"I love they have the small town feel but still closer to the big city."

"The people are fantastic. Locals speak to you. Friendly atmosphere. Everything is convenient. Nothing negative about the city."

"I love the fact that you can get a small town/country feeling while still having the city advantages, like having close shopping centers, banks, and drug stores."

"It's a very friendly place. City services are great."

Full Report

Includes:

- Pearland Overall
- By Region
- Department Detail
 - Parks & Recreation
 - Ordinance & Code Enforcement
 - Traffic
 - Police
 - Fire/EMS
 - Communications/Public Affairs
- Will add to City's website
- Article in upcoming Pearland-In-Motion