

City of Pearland: 2013 Citizen Satisfaction Survey

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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.
- This research analysis includes identifying positive aspects liked about living in Pearland and City services offered which could be improved.

Methodology

- Four hundred (400) telephone interviews were conducted with Pearland residents in November of 2012.
 - Previous waves were conducted:
 - January of 2009;
 - December of 2010.
- In order to participate in the study:
 - 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.



Dialing Disposition

A total of 17,093 calls were made to complete the 400 interviews; a ration of 42.7:1

Disposition	Total	% TOTAL ATTEMPTS
No Answer	2,782	16.28%
Busy	168	0.98%
Answering Machine	8,652	50.62%
Wrong Number	199	1.16%
Generic Call Back	262	1.53%
Disconnect	1,669	9.76%
Appointment Call Back	942	5.51%
Initial Refusal	857	5.01%
Terminate in Middle	41	0.24%
Language Barrier	187	1.09%
Fax/Modem/Business	373	2.18%
Qualified Refusal	14	0.08%
Call Block/Blocked Number	41	0.24%
Never Call	171	1.00%
Over Quota	268	1.57%
Complete	400	2.34%
Not Head of Household and 18+	7	0.04%
Work in Wrong Field	49	0.29%
Live in Apartment	4	0.02%
Refused age	7	0.04%
TOTAL ATTEMPTS	17093	100



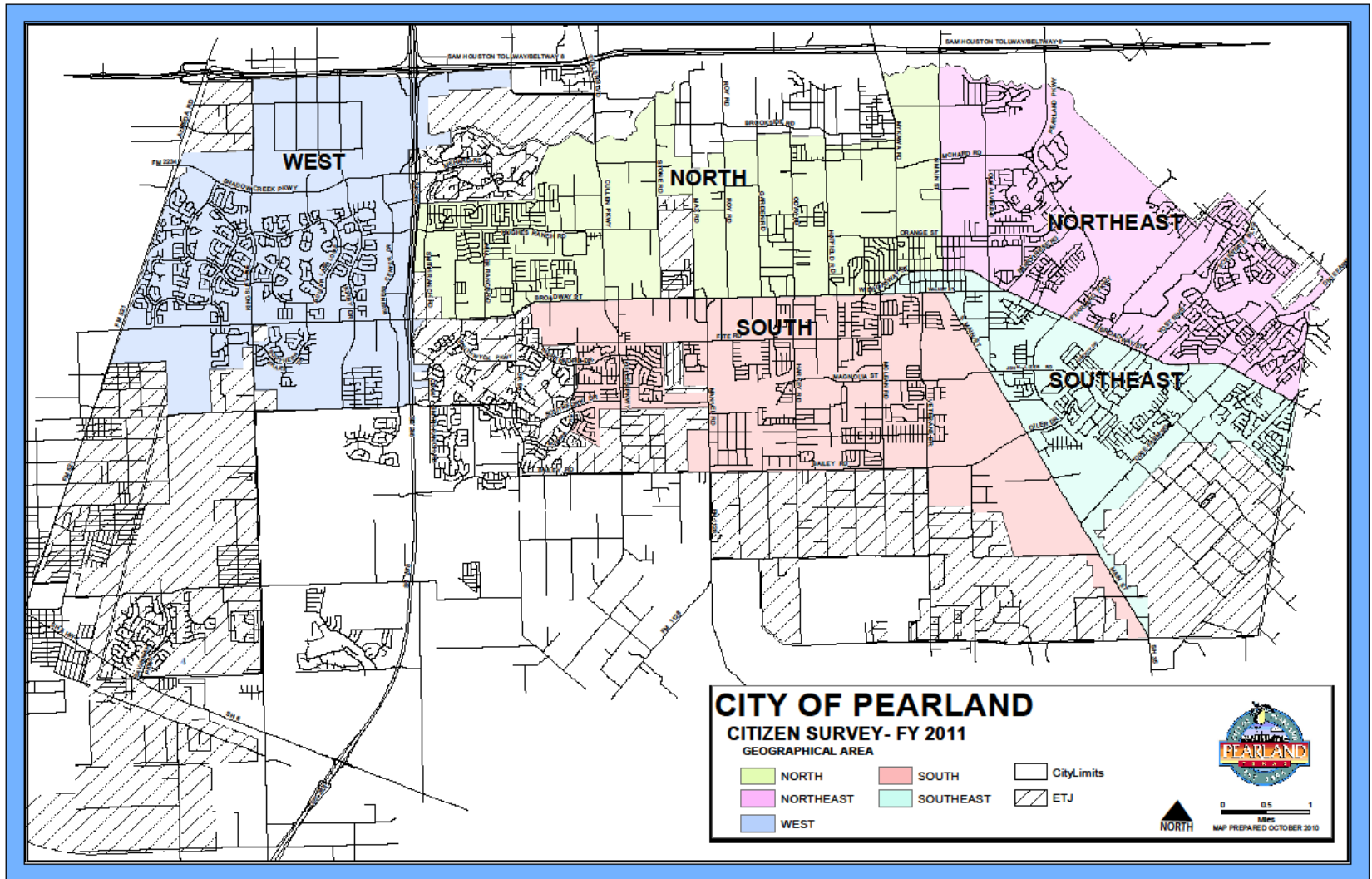
Methodology

- The survey lasted approximately 22 minutes, on average.
- The survey was un-blinded.
 - Respondents were told the City of Pearland was sponsoring the survey and they were offered a contact name and number to verify, if the respondent desired.
- Sample obtained from a municipal database of addresses which CCR matched with phone numbers.
 - This was to ensure that the ETJ (Extra-Territorial Jurisdiction) was not included in the survey.

Methodology

- In order to adequately represent the City of Pearland, quotas were implemented for the following areas:
 - Gender;
 - Age;
 - Ethnic background.
- Quotas were also set for different geographic regions of Pearland. These quotas were set to obtain a mix of the regions so that each is represented. (Map on following slide)
 - North
 - South
 - West
 - Southeast
 - Northeast

Map of Regions



Significance Testing

- Throughout the report there are breakouts by the different regions. When one region is significantly higher or lower than another at the 95% significance level, it is marked by the following:
 - If a year is significantly higher or lower than the previous year it is noted with a ^ for higher or – for lower.
 - Breakouts are not shown for questions where at least three of the five regions have a base under 20.
 - For the full data set please reference the data tables provided to the city under a separate cover.
 - Percentages may vary up to one percentage point between slides and data tables due to combining percentages and rounding.



CCR Responsibilities

- CCR was responsible for the following:
 - Creating and finalizing the survey, with the City's approval;
 - Pretesting the survey to ensure the questions and length were appropriate;
 - Programming the survey for telephone interviewing;
 - Conducting the interviews;
 - Coding the open-ended responses;
 - Tabulating the data and running data tables with specified banner points;
 - Analyzing the data and presenting results.

Research Conclusions



Research Conclusions

- Respondents are generally satisfied with all aspects of life in Pearland.
 - For the most part, ratings and opinions of City services and aspects of life are very similar to those in 2011.
 - Over 90% of residents feel the quality of life in their neighborhood and in Pearland overall is good or excellent.
 - Residents continue to feel the best thing about living in Pearland is its convenient location; however, this has significantly decreased while being quiet has significantly increased as what residents like best about living in Pearland.

Research Conclusions

- Traffic issues are the most important issues for the City to address moving forward in 2013.
 - Residents not only say that is the most important issue when asked unaided, mobility is among the lowest rated aspect of living in Pearland, Traffic management is the lowest rated city service, and when asked to rate traffic management overall, less than half of citizens rated it good or excellent.
- Ratings for 2013 show no significant changes in good + excellent ratings from 2011 for the different aspects of life in Pearland.
 - All factors that significantly increased in 2011 – education, medical facilities, and mobility, all maintained the increased ratings in 2013.
 - Respondents are unsure how to rate local job opportunities with over one-fourth of respondents responding Don't know.



Research Conclusions

- While several of the City's services have limited exposure with residents, and receive a high number of Don't know responses, most services offered by Pearland do receive high ratings.
 - Recreation and water service both significantly increased ratings from 2011.
- Most respondents feel satisfied or very satisfied with the value of the services versus what they pay.
- Over a third of respondents had not contacted any of the City departments within the past year.
 - It appears that residents overall have limited contact with City departments with no more than 25% of residents contacting any one department.

Research Conclusions

- City parks overall once again received a high good + excellent rating.
 - All but two aspects of the City parks service received over 70% good + excellent ratings, remaining unchanged from the previous wave.
 - Respondents do appear to remain unfamiliar with the reservation process and quality of senior programs. Both had a high percentage of Don't know responses.
 - Independence Park is the most used park.
- Four of the five areas of regulation enforcement that saw significant decreases in 2011 have returned to 2009 ratings with significant increases.
- Nine in ten respondents rate the look of their neighborhood good or excellent.



Research Conclusions

- Respondents generally feel very safe throughout the City.
 - Respondents feel significantly safer at night in both their neighborhoods and shopping areas than they did in 2011.
- Satisfaction with the Pearland Police department overall remains high with 80% giving satisfied or very satisfied ratings.
 - Residents' satisfaction with their contact overall with the Pearland Police department stayed level; however, the effectiveness of handling the situation saw a decrease in ratings.
 - Respondents did feel significantly more satisfied with the job Pearland Police are doing reducing juvenile crime.



Research Conclusions

- While few respondents had contact with the Fire department, those that did, gave them high ratings.
- All citizens, even those that did not have contact gave the Fire department significantly higher ratings than in 2011 for competency, effectiveness, and programs.
- EMS also received high ratings for most factors; significantly increasing ratings for response tied to emergency situations in 2013 from 2011.
- 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. These newspapers also saw a significant increase in usefulness since 2011.
 - Those who have visited the website rated its appearance significantly higher in 2013 than in 2011.

Respondent Profile



Demographic Profile

Gender*

Male	48%
Female	52%

Age*

18 - 24	9%
25 - 34	17%
35 - 44	29%
45 - 54	16%
55 - 64	16%
65 - 70	6%
Over 70	7%
Average	45

Ethnic background*

White, non-Hispanic	52%
Hispanic	18%
African American	17%
Asian	12%
Other	2%

Base 400

Employment Status

Full-time	52%
Retired	16%
Homemaker	11%
Part-time	8%
Unemployed	6%
Student	5%
Refused	2%

Homeownership

Own	87%
Rent	10%
Refused	3%

Base 400

*Quotas implemented



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%
-----	-----

Registered to Vote

Yes	87%
-----	-----

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



Pearland Overall

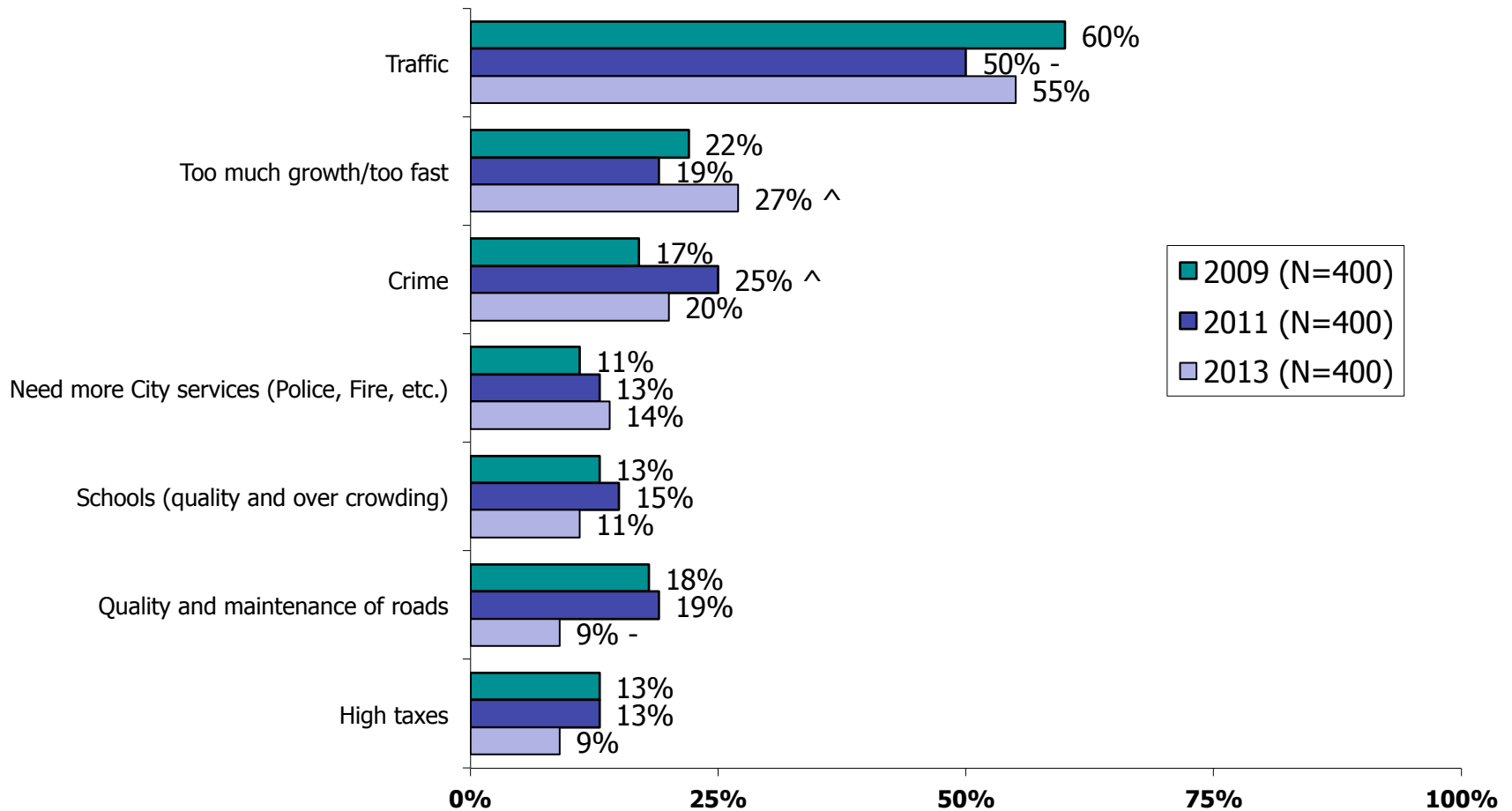


Summary

- Continuing the trend from 2009 and 2011, Pearland residents maintain that traffic issues are the number one concern for Pearland at the time.
 - Rapid city growth, while still secondary, is an increasing concern to citizens.
 - Additional secondary issues include, crime, lack of City services, and overcrowding in schools.

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?

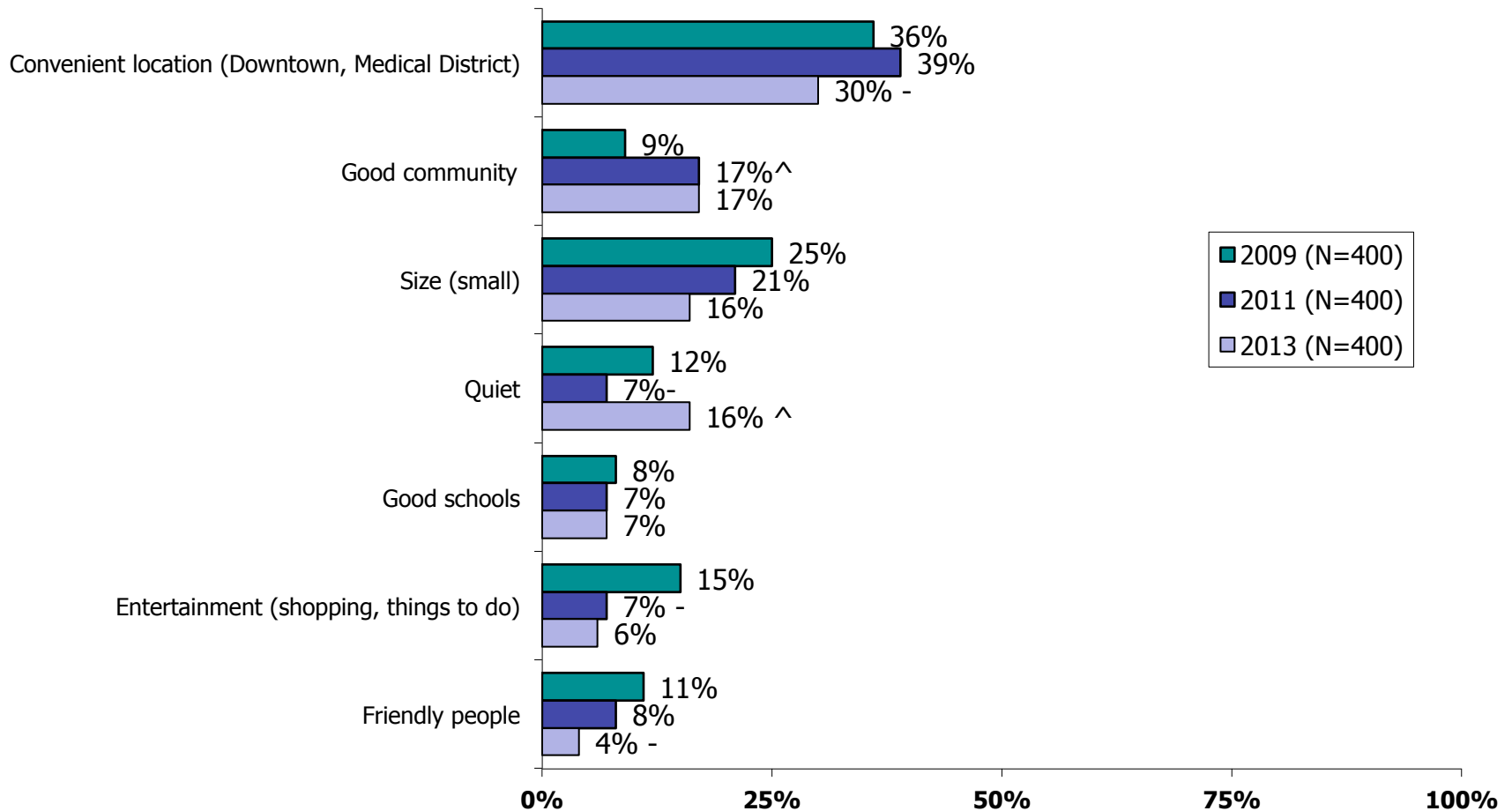


Summary

- In 2013 residents continue to mention the best thing about living in Pearland is convenient location; however, it has significantly dropped from 2011.
 - Good community, small size, and being quiet are all secondary mentions.
 - Being quiet has significantly increased as something liked best about living in Pearland from the previous wave.

Like Best About Living in Pearland

Open-ended question



Other mentions by less than 7% of total sample

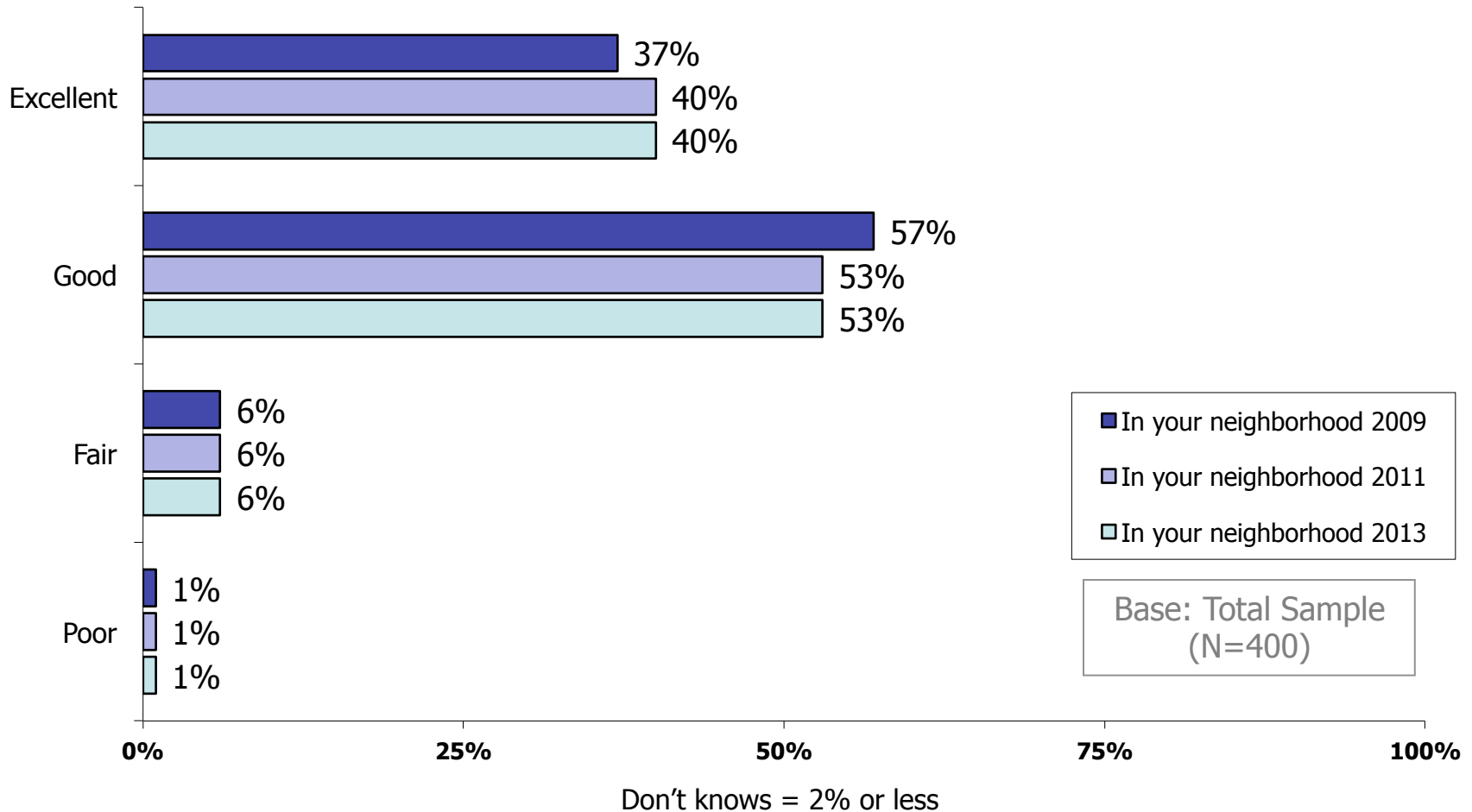
9. What do you like best about living in Pearland?



Summary

- Respondents feel similarly to 2011 that the quality of life in their neighborhood (93%) and in Pearland overall (92%) is good or excellent.

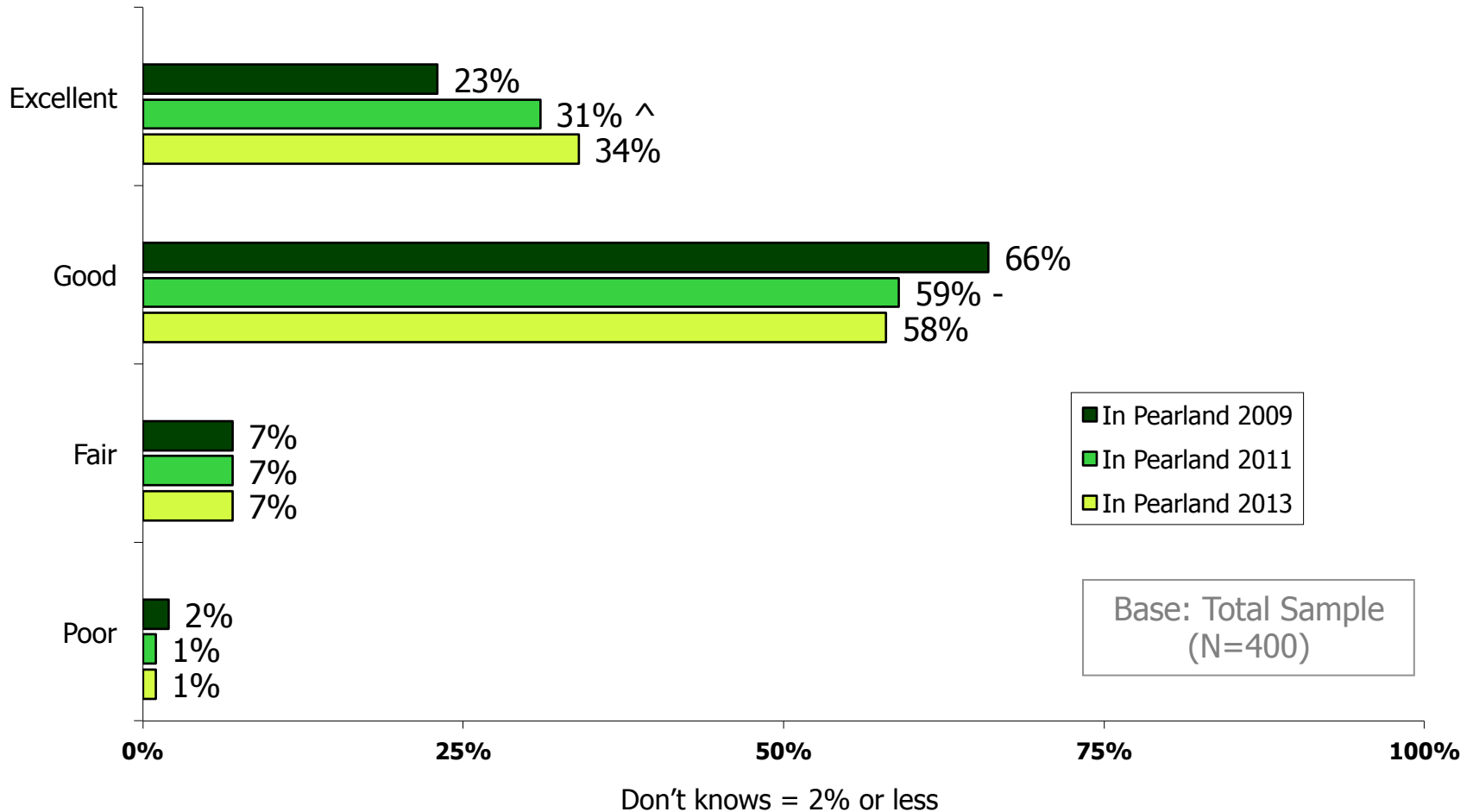
Quality of Life in Neighborhood



11. On a scale of excellent, good, fair, or poor, please rate the quality of life in your neighborhood?



Quality of Life in Pearland Overall



Summary

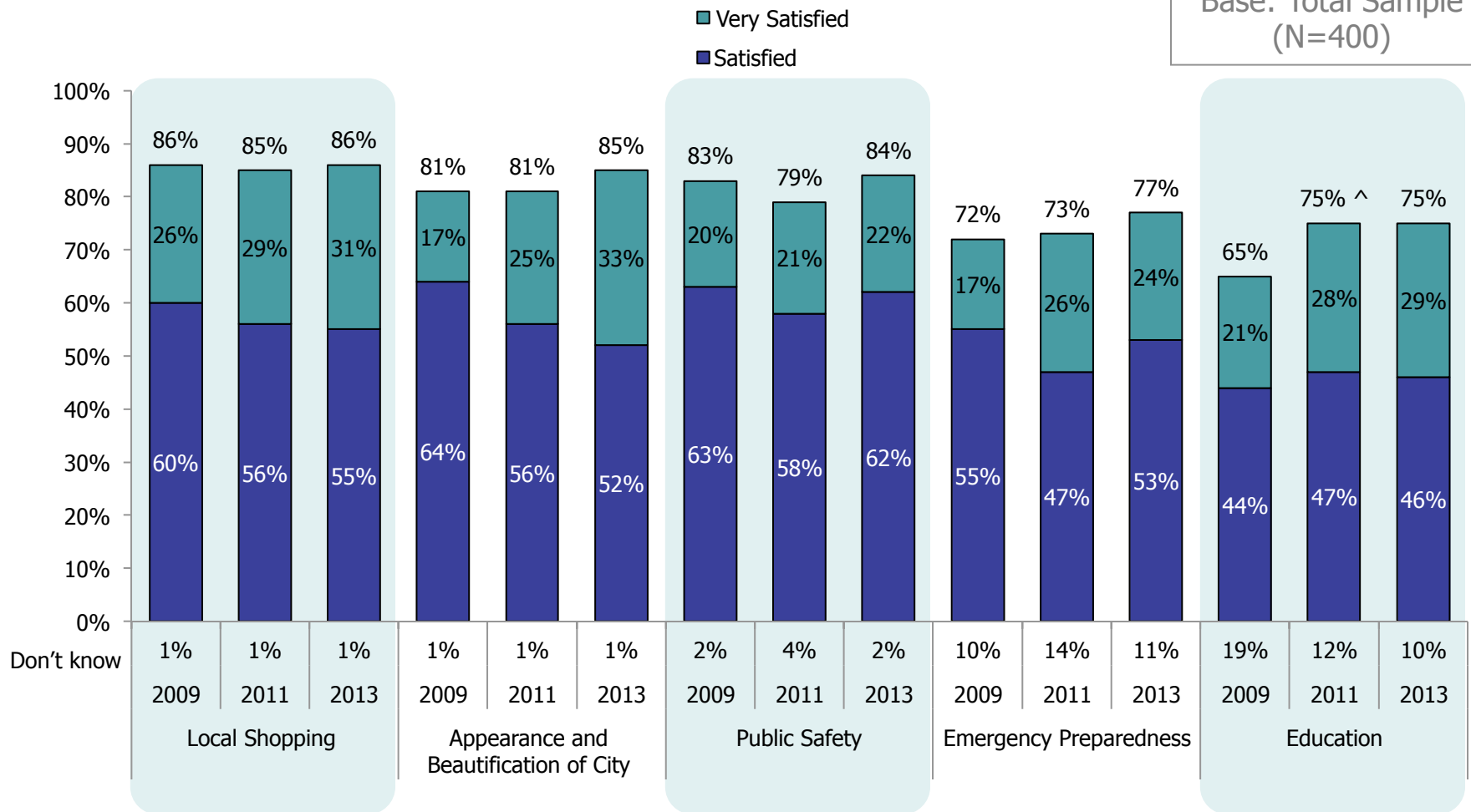
- When rating various aspects of Pearland: Local shopping, Appearance and beautification of the city, and Public safety remain the highest rated aspects of the City with 84% or more good and excellent ratings.
 - While Mobility, Entertainment, and Local job opportunities receive the fewest good and excellent ratings, Mobility has maintained its increase in ratings the 2011 survey showed
 - Respondents continue to be unsure how to rate Local job opportunities, giving an extremely high number of Don't know mentions (28%)
 - There are no significant changes from 2011 ratings

Rating Factors of Pearland

Slide 1 of 2

Excellent + Good Scores Shown

Base: Total Sample (N=400)

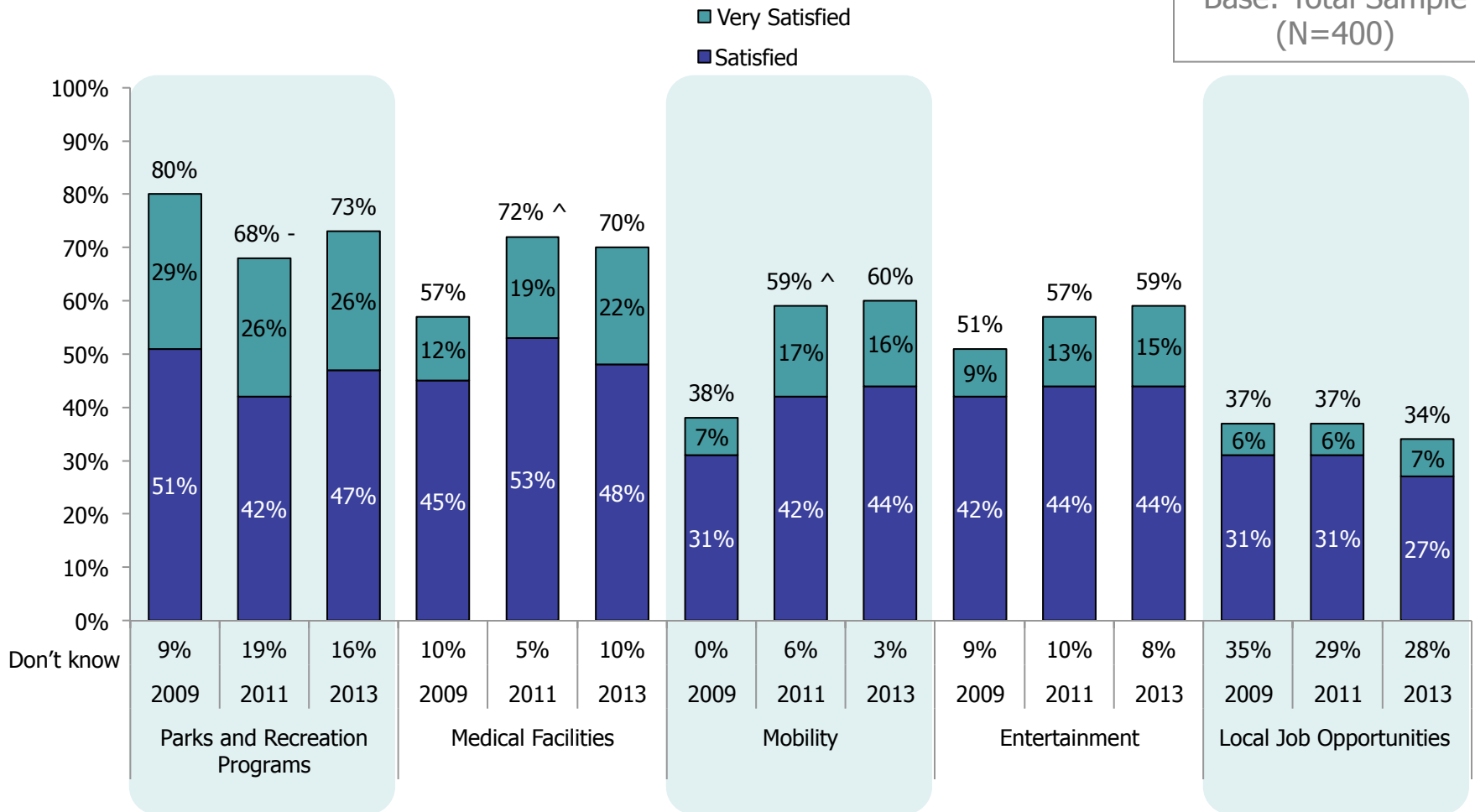


Rating Factors of Pearland

Slide 2 of 2

Excellent + Good Scores Shown

Base: Total Sample
(N=400)



Pearland Services



Summary

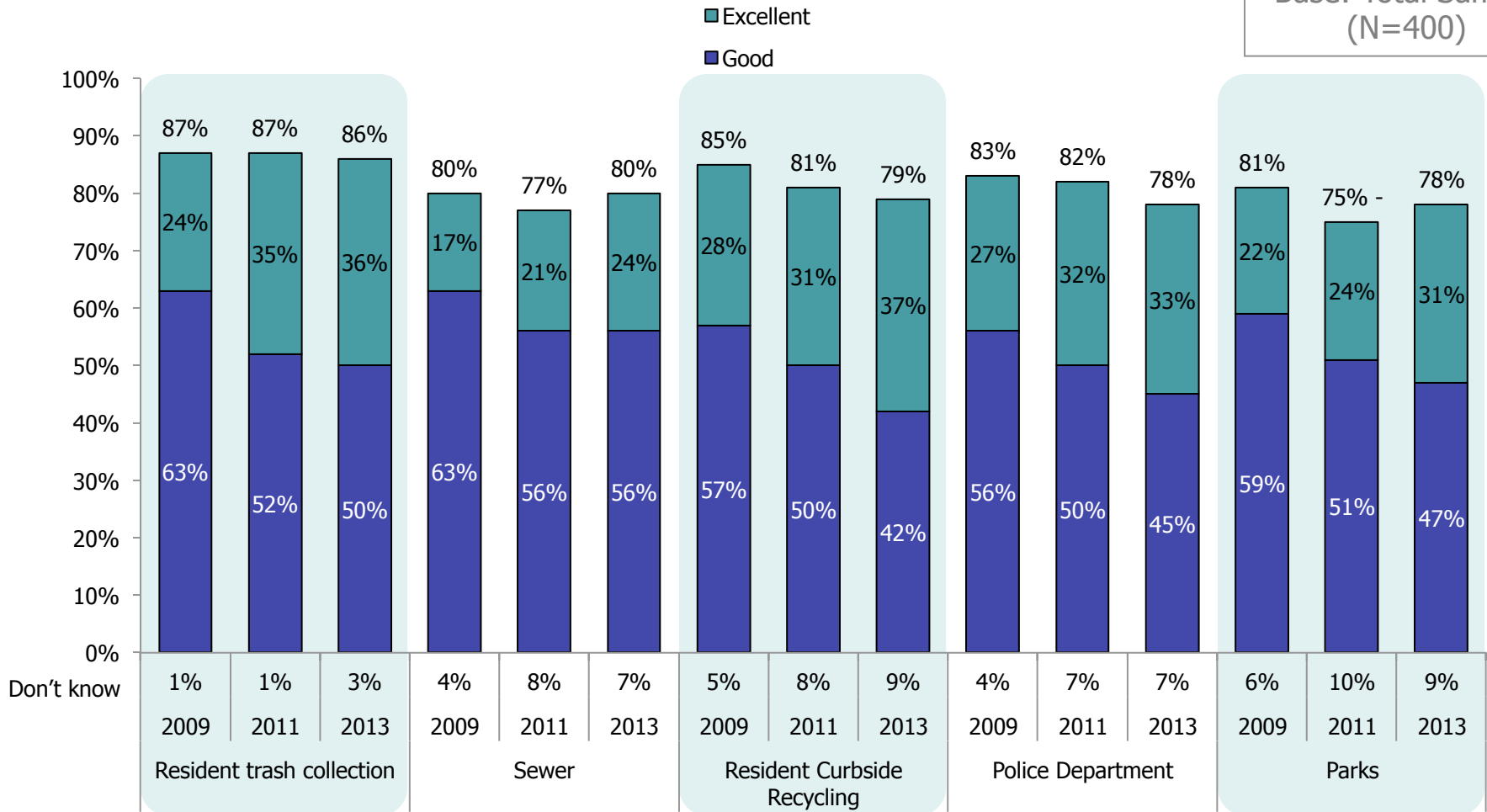
- Most services offered by Pearland receive high ratings.
- Some services with limited exposure to the general public may appear to have lower ratings than others; however, these services also have much higher Don't know responses
 - Inspections and permits (39%)
 - Drop-off recycling center (30%)
 - EMS (28%)
 - Library (24%)
 - Fire Department (20%)
 - Planning and zoning (19%)
- Recreation showed a significant increase in top box ratings from 68% in 2011 to 78% in 2013.
 - The water service also increased from 68% in 2011 to 74% in 2013.
 - Only one service (Communications with Residents) showed a decrease from 82% in 2011 to 72% in 2013 .

Rating Services of Pearland

Slide 1 of 4

Excellent + Good Scores Shown

Base: Total Sample (N=400)

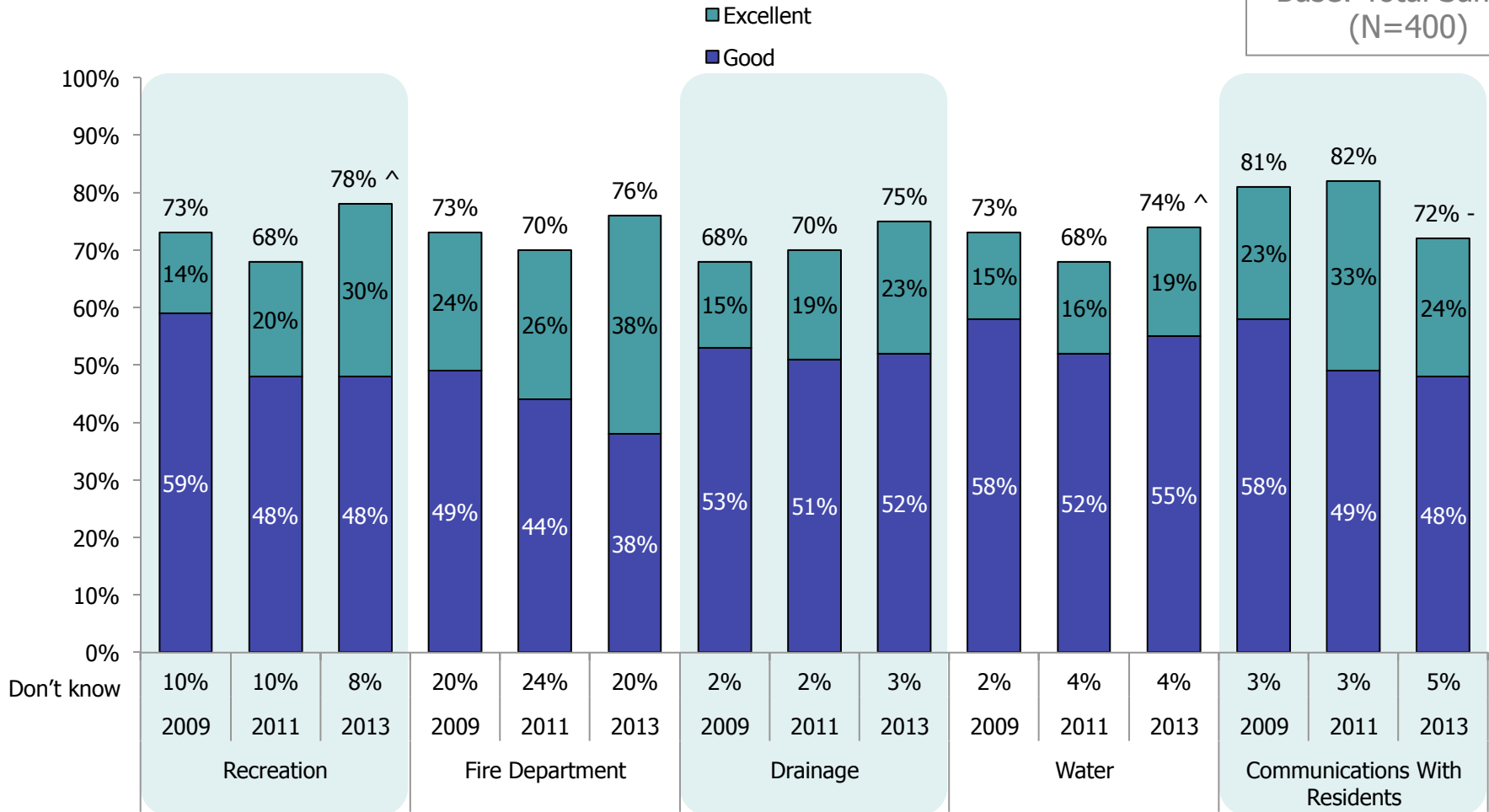


Rating Services of Pearland

Slide 2 of 4

Excellent + Good Scores Shown

Base: Total Sample (N=400)

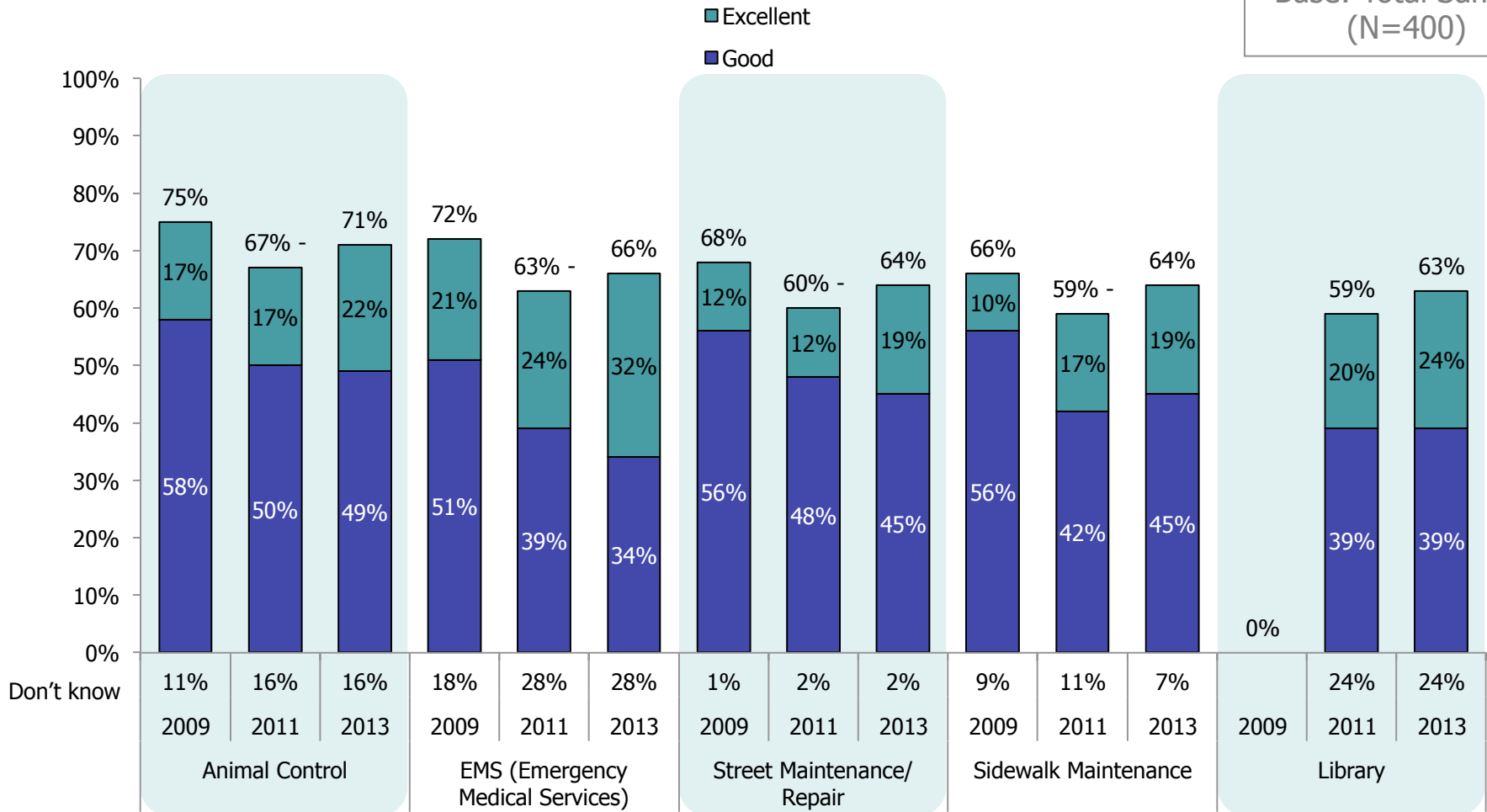


Rating Services of Pearland

Slide 3 of 4

Excellent + Good Scores Shown

Base: Total Sample (N=400)

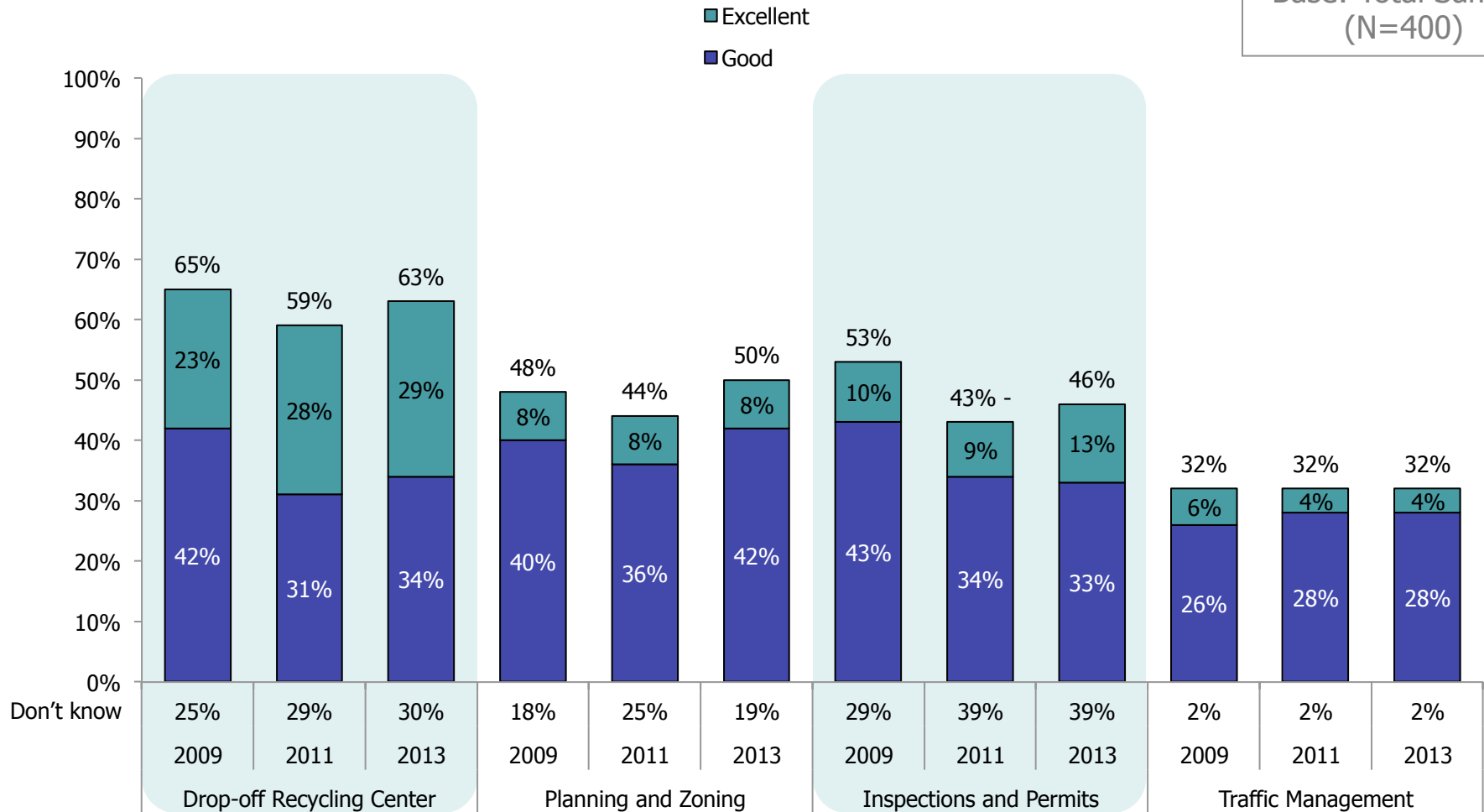


Rating Services of Pearland

Slide 4 of 4

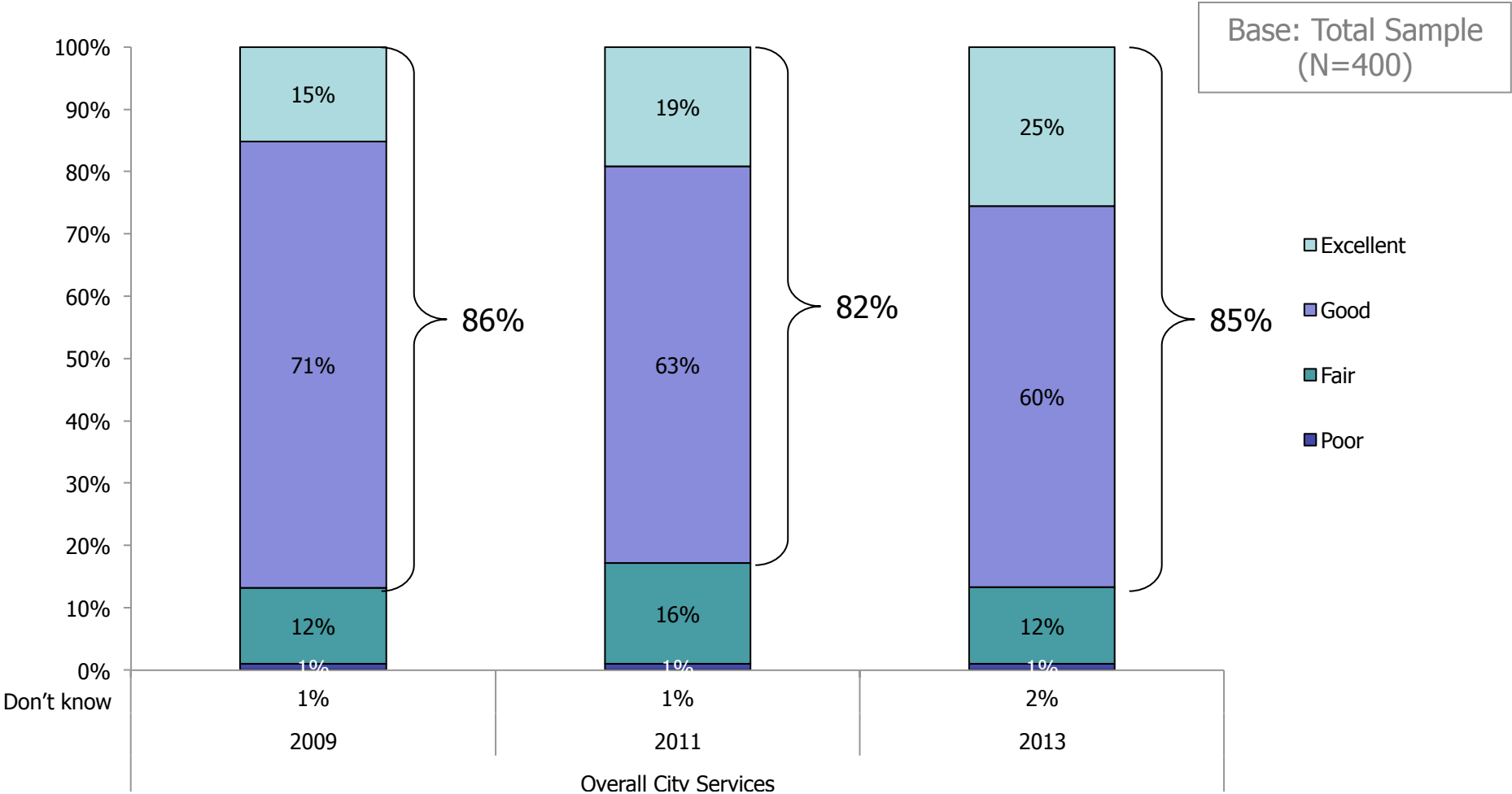
Excellent + Good Scores Shown

Base: Total Sample
(N=400)



Rating Overall City Services of Pearland

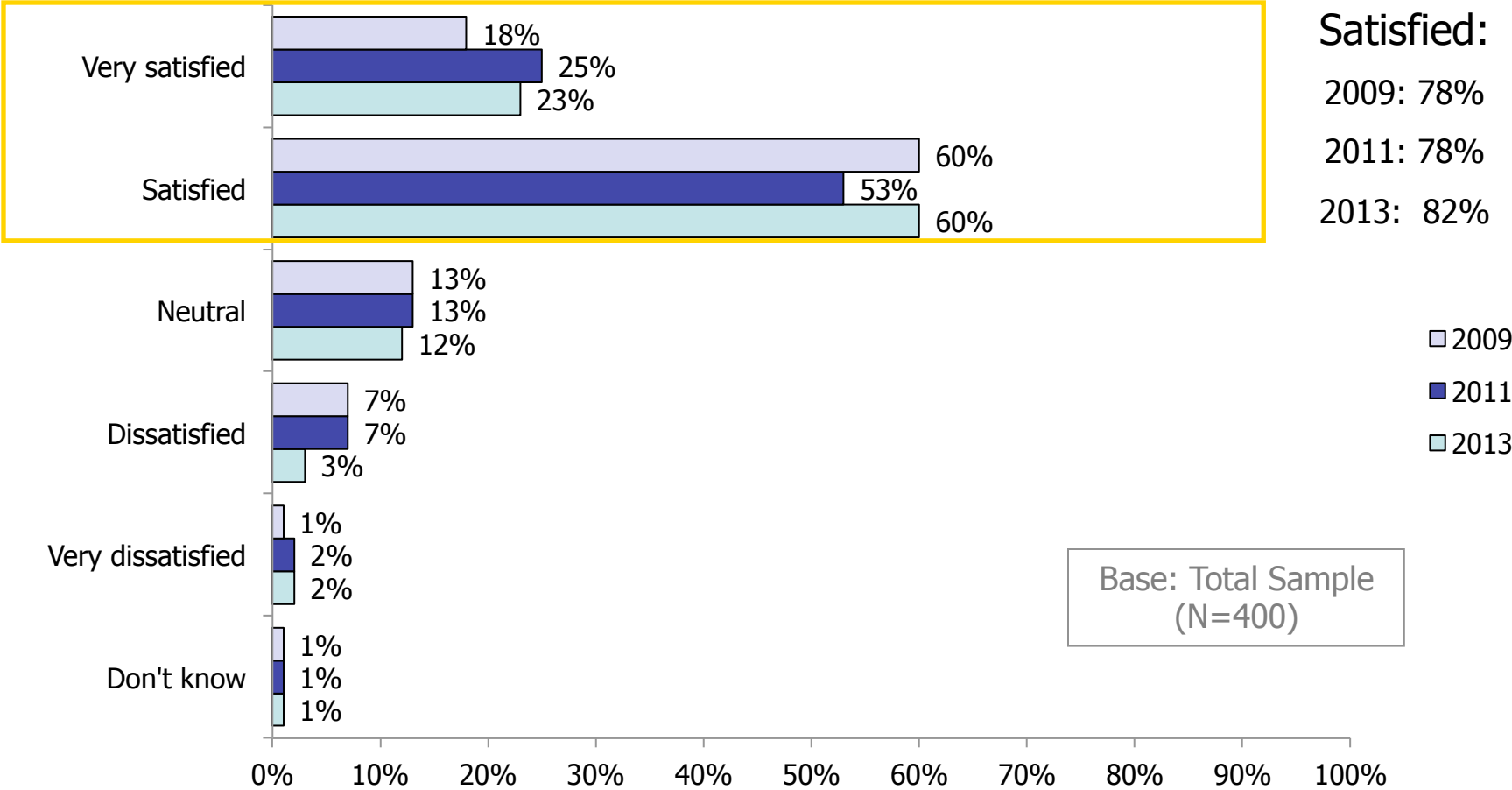
Excellent + Good Scores Shown



Summary

- 82% of respondents are satisfied or very satisfied with the value of the services relative to the price they pay.
 - And while not significant, this is a slight increase from the previous years when satisfaction was at 78% in both 2009 and 2011.
- Public water receives good ratings for home water pressure (80%), but slightly lower for taste (55%) and quality (61%) of water.
 - Water/waste water response to emergency receives low ratings (47%), but high Don't know responses (42%) are presumably lowering this rating. It is highly likely that many respondents have not had experience with response to water/wastewater related emergencies and therefore can't rate the service.

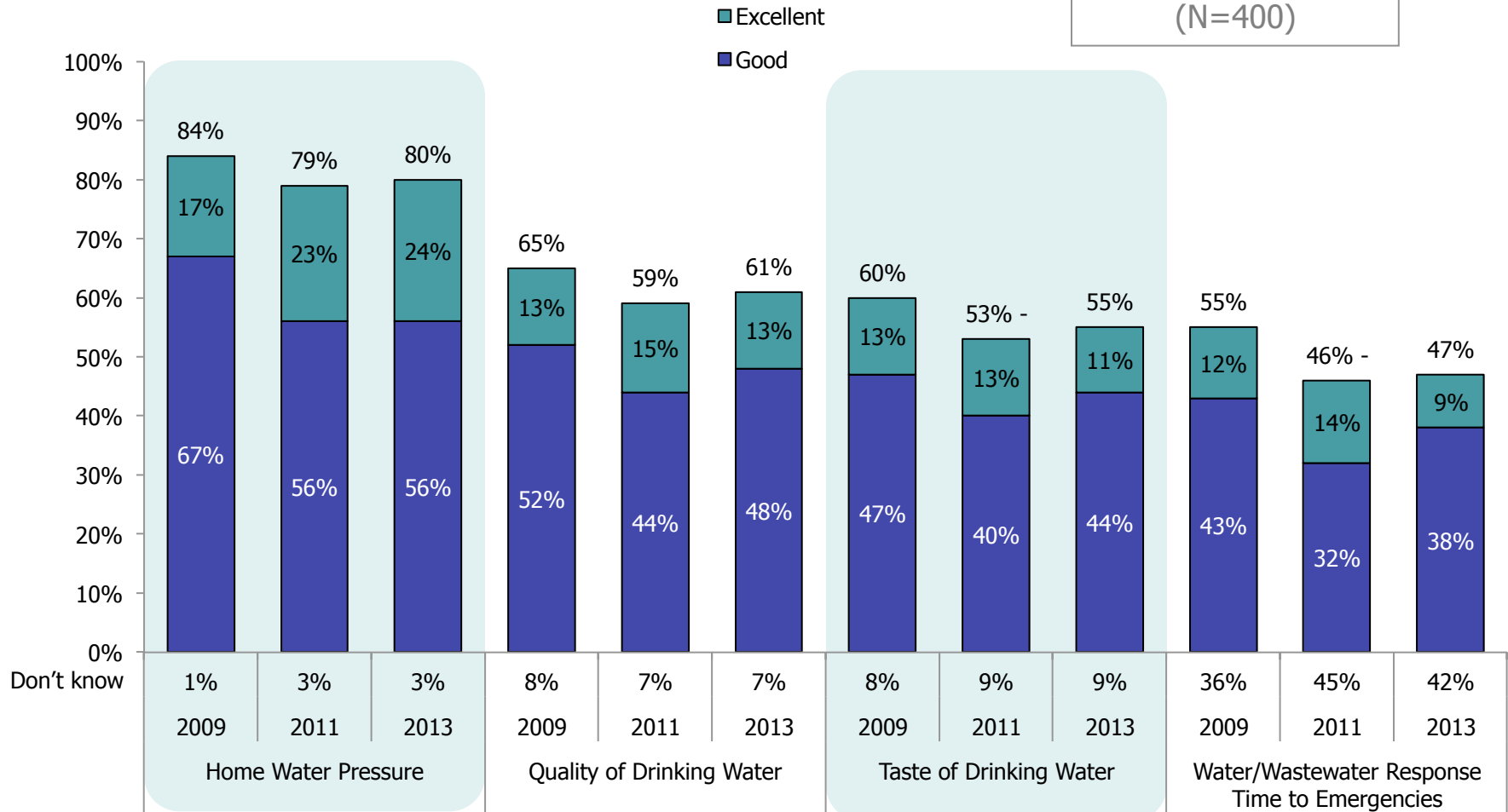
Satisfaction with City Services in Return for Dollars Paid



Rating Public Water

Excellent + Good Scores Shown

Base: Total Sample
(N=400)



Q21a. On a scale of excellent, good, fair, or poor, how would you rate...?



City Departments

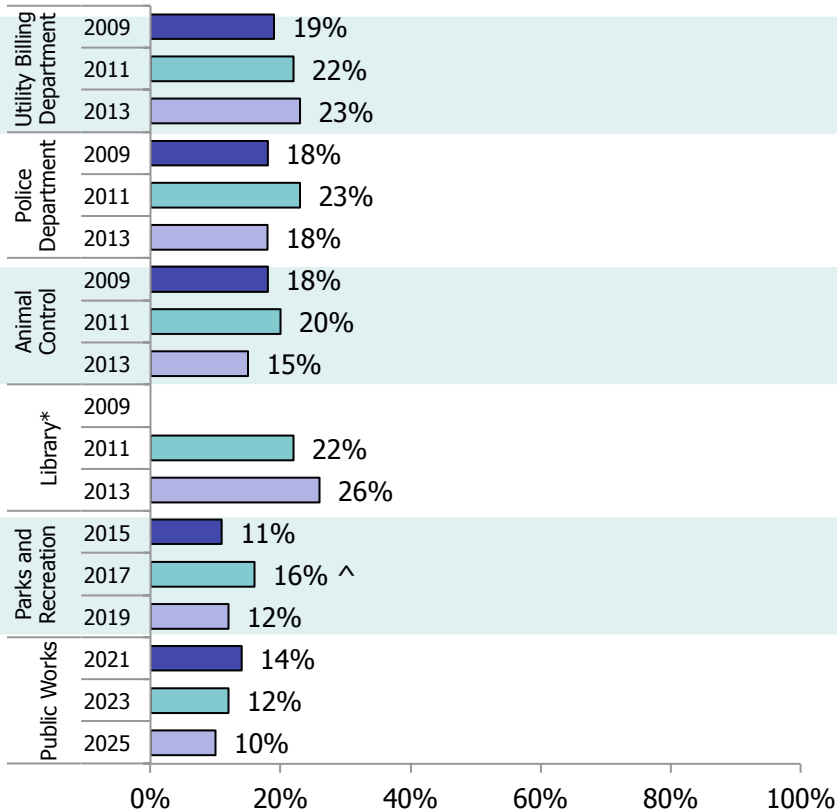


Summary

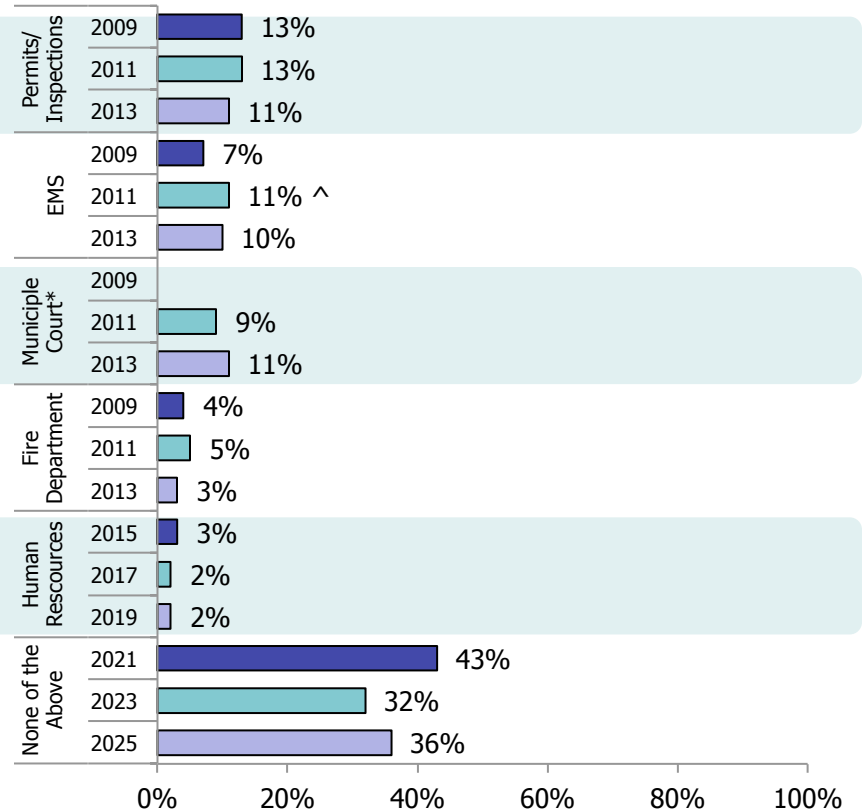
- No department received contact from more than one-fourth of the respondents.
 - The utility billing department was the most contacted with 23% of respondents saying they contacted that department
 - The human resources (2%) department and fire department (3%) were the least contacted departments.
 - Over one-third (36%) of respondents did not have contact with any of the City departments.
 - Nearly all departments received 75% or higher satisfaction.
 - Animal control receives the lowest scores with 68% satisfied or very satisfied.

Household Contact with City Departments in Past Year

Contact with Department



Contact with Department



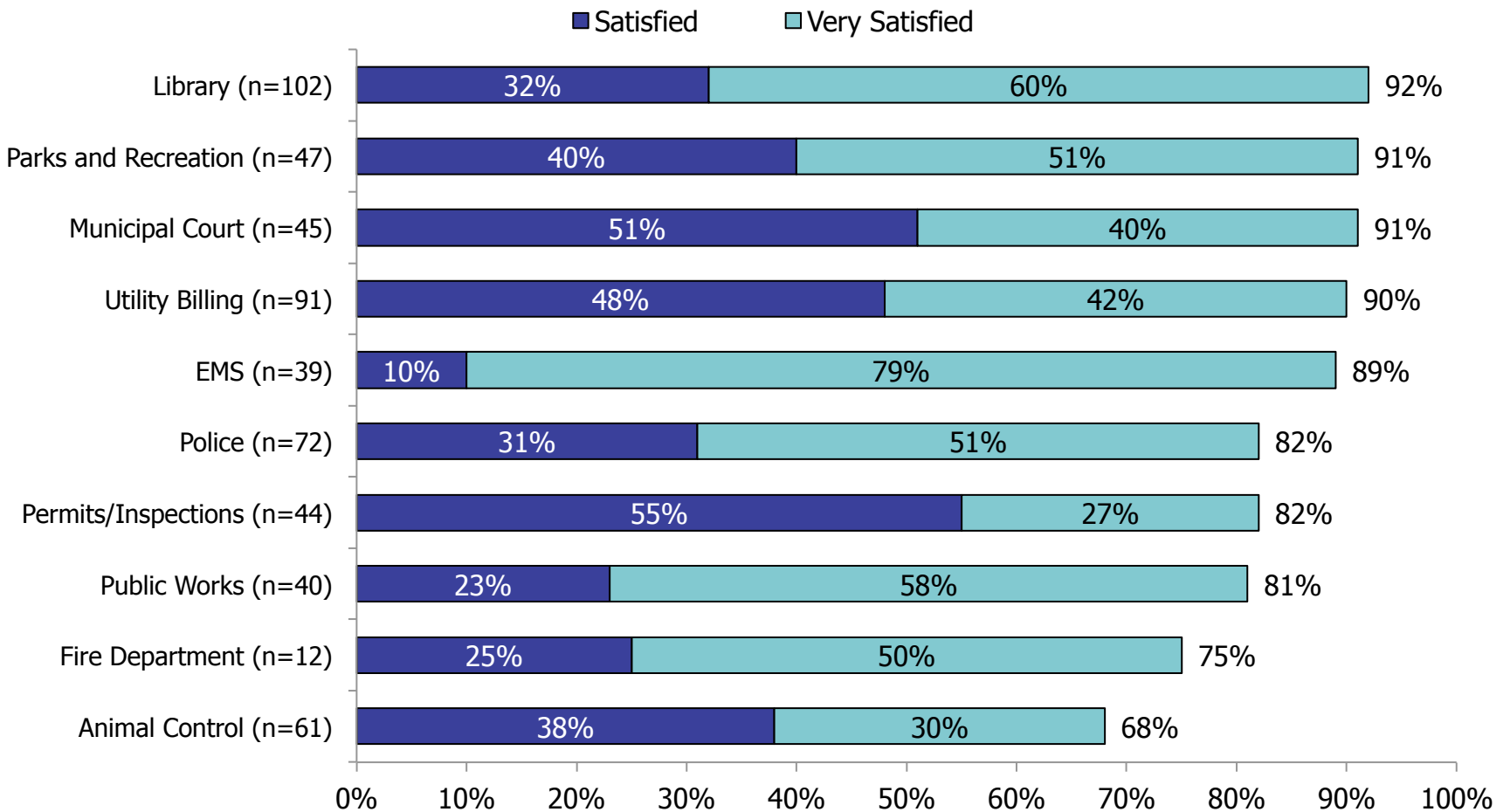
Base: Total Sample (N=400)

* Not asked in 2009



Satisfaction with Department

Note Varying and Small Base Sizes



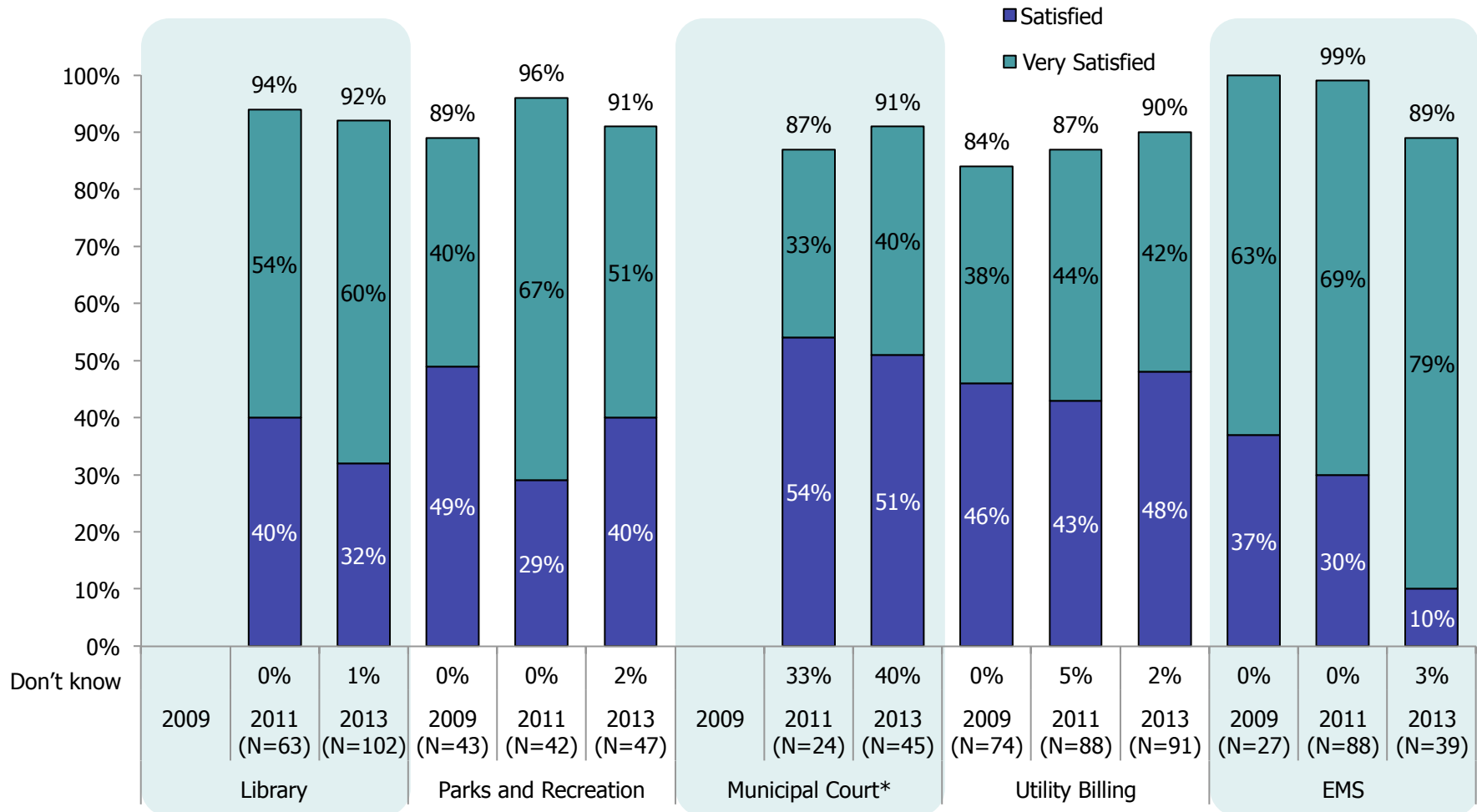
23. Were you very satisfied, satisfied,...with the results you got from...?



Satisfaction with City Department

Slide 1 of 2

Note Varying and Small Base Sizes



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

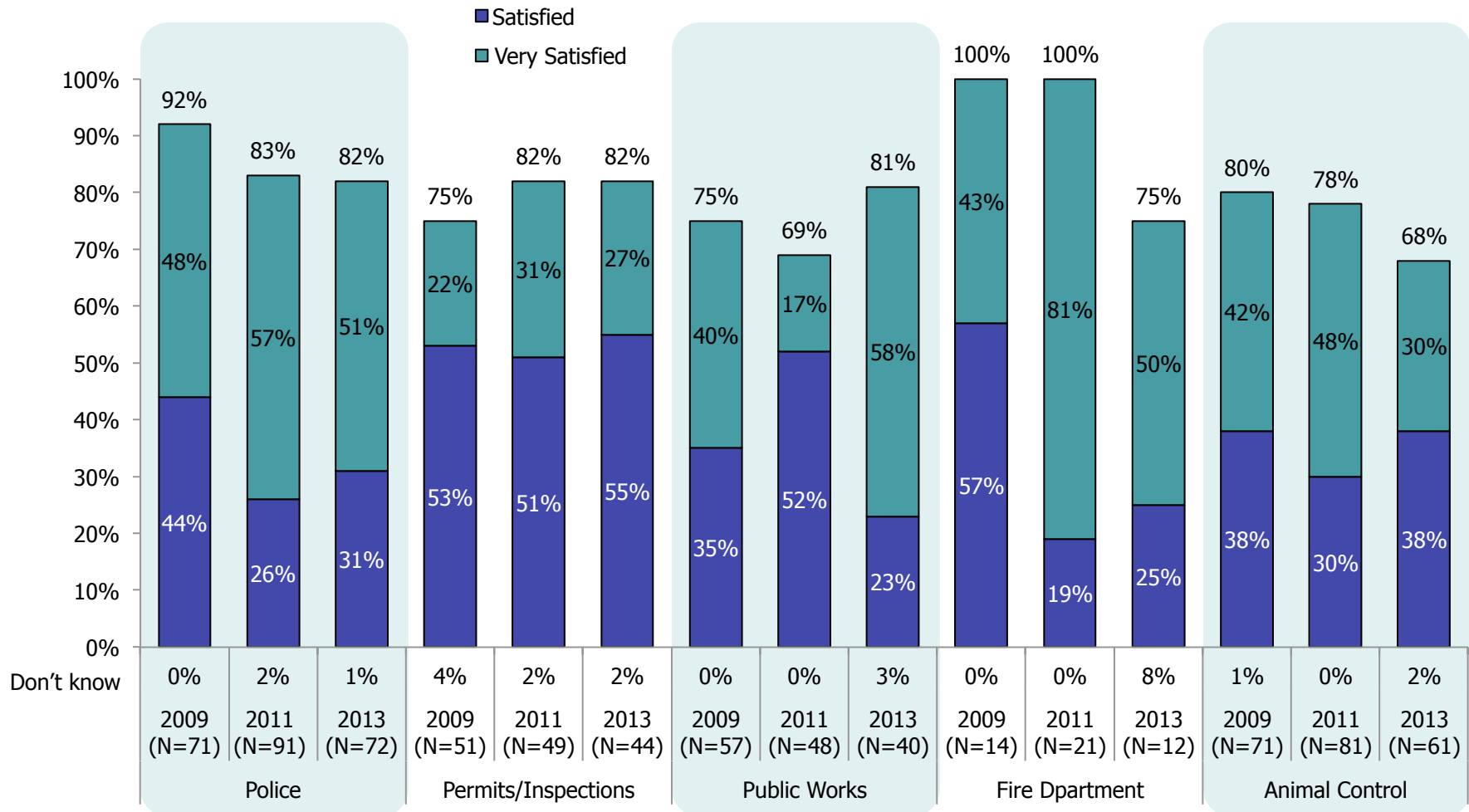
*Note: Question new in 2011.



Satisfaction with City Departments

Slide 2 of 2

Note Varying and Small Base Sizes



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



Parks and Recreation



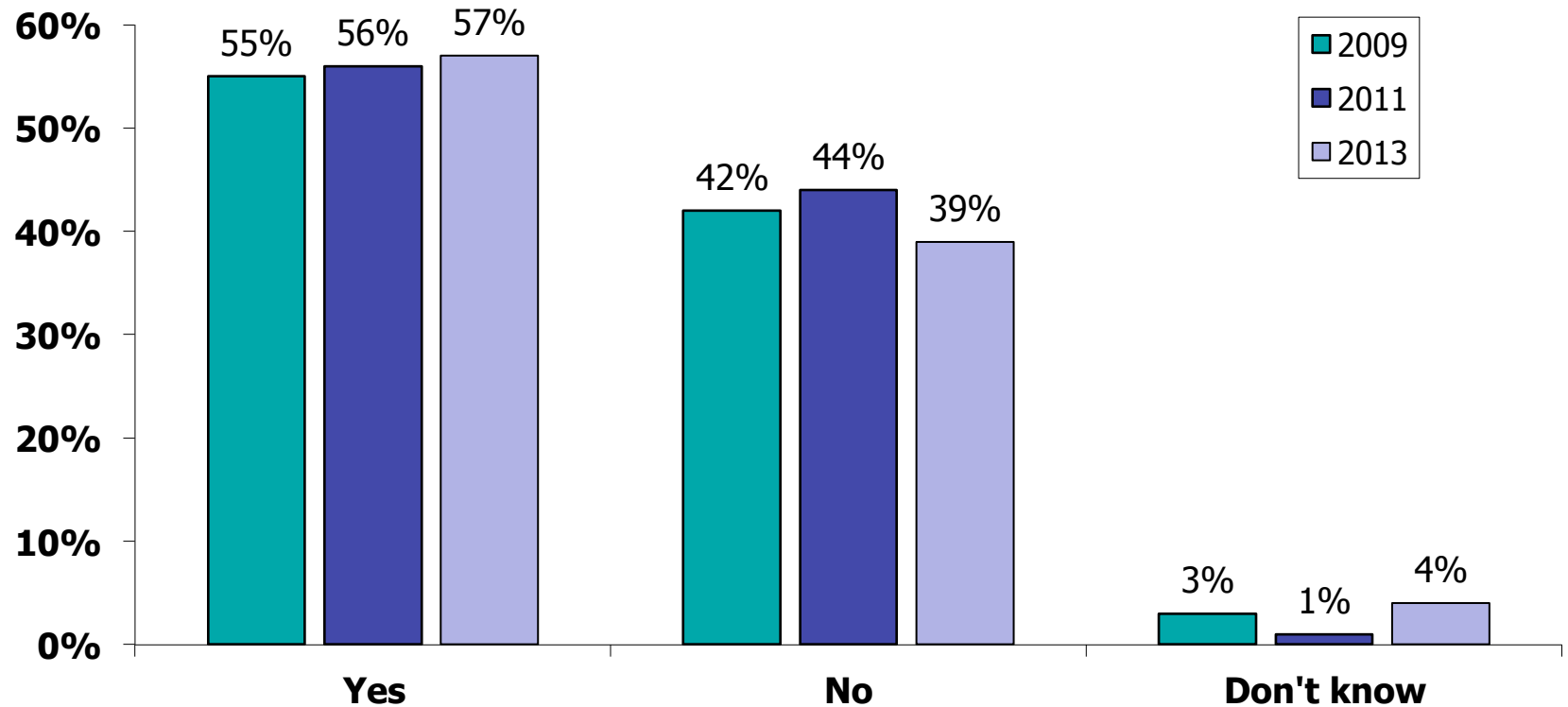
Summary

- Similar to previous waves, just over half (57%) of respondents have used a City park in the past year.
 - While no need to visit is still the top reason for not using City parks, a lack of time has significantly increased, from 6% in 2011 to 24% in 2013, to become one of the top reasons.
- The City parks overall received 90% good and excellent ratings, very similar to the 89% in 2011.
 - Nearly all aspects of the parks were rated high, over 70%.
 - The two exceptions, Reservation process and Quality of Senior Programs, both had a very large percentage of Don't know answers (49% and 61%, respectively).
 - No ratings significantly changed from 2011.

Used City Park or Recreational Facility

In Past Year

Base: Total Sample
(N=400)



Why Have Not Used City Park

	2009	2011	2013
No need to visit	48%	40%	31%
No time	11%	6%	24%^
No interest in going	4%	6%	12%
Location too far away	2%	8%	7%
Too old	5%	3%	7%
Handicapped	1%	1%	4%^
Do not have children	11%	18%	3%
Haven't been here long	2%	1%	2%
Don't know locations	3%	3%	1%
Base: Those who haven't used City park	168	178	156

Other mentions by 1% or less than total sample

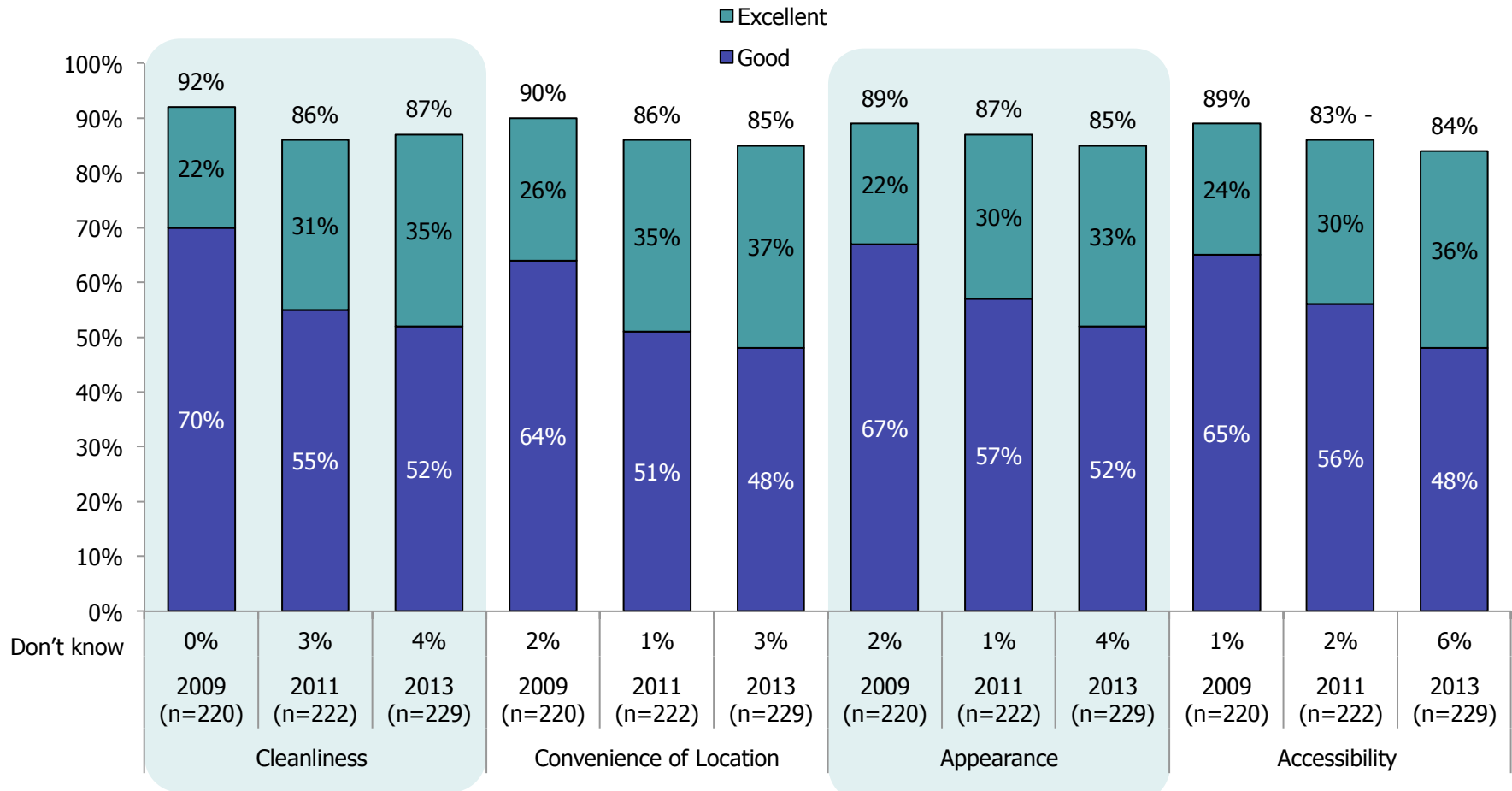
17. Why have you not used a city park or facility?



Rating City Park or Facility

Base: Those who have used a park or facility; Excellent + Good Scores Shown

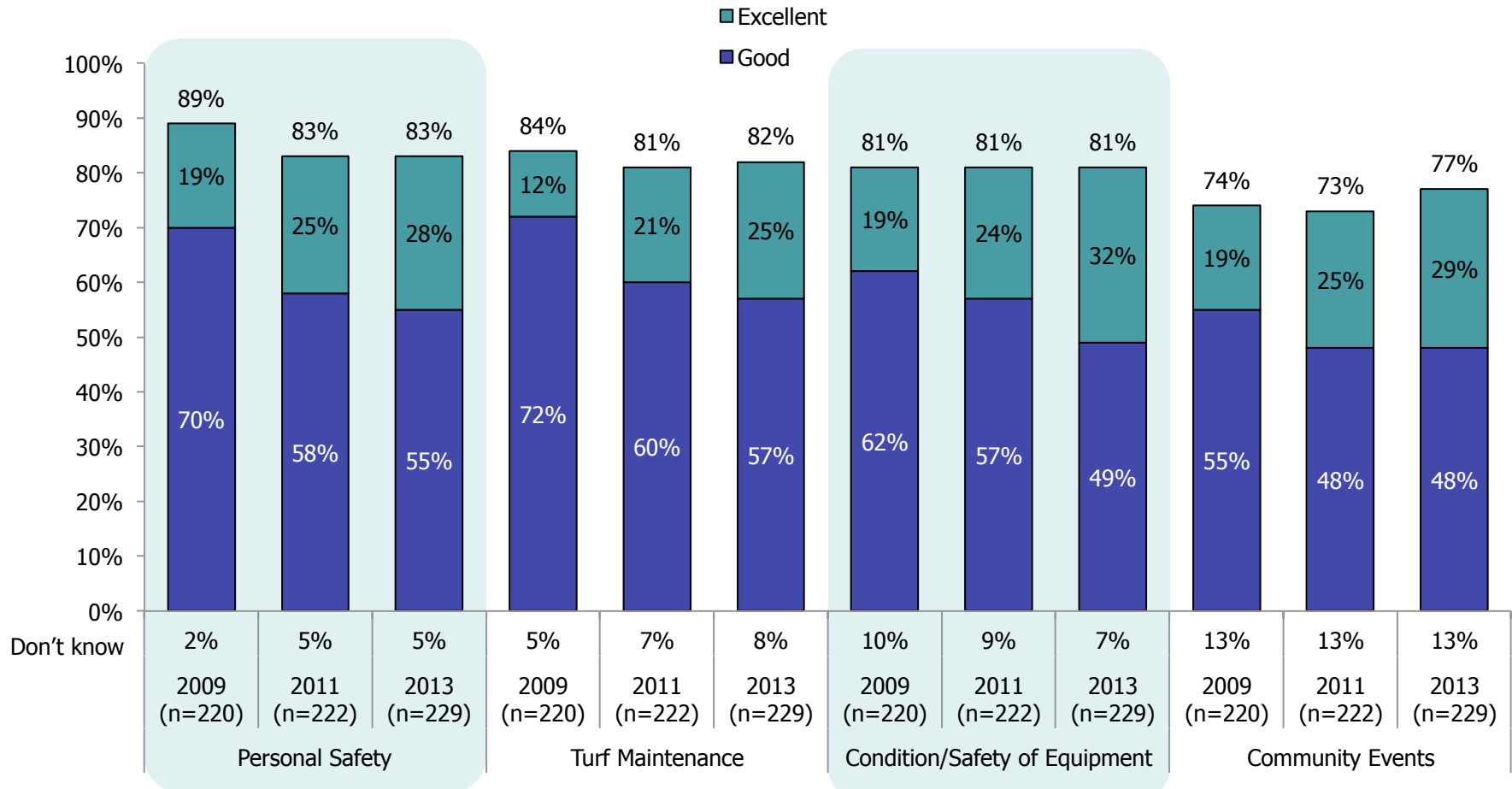
Slide 1 of 3



Rating City Park or Facility

Base: Those who have used a park or facility; Excellent + Good Scores Shown

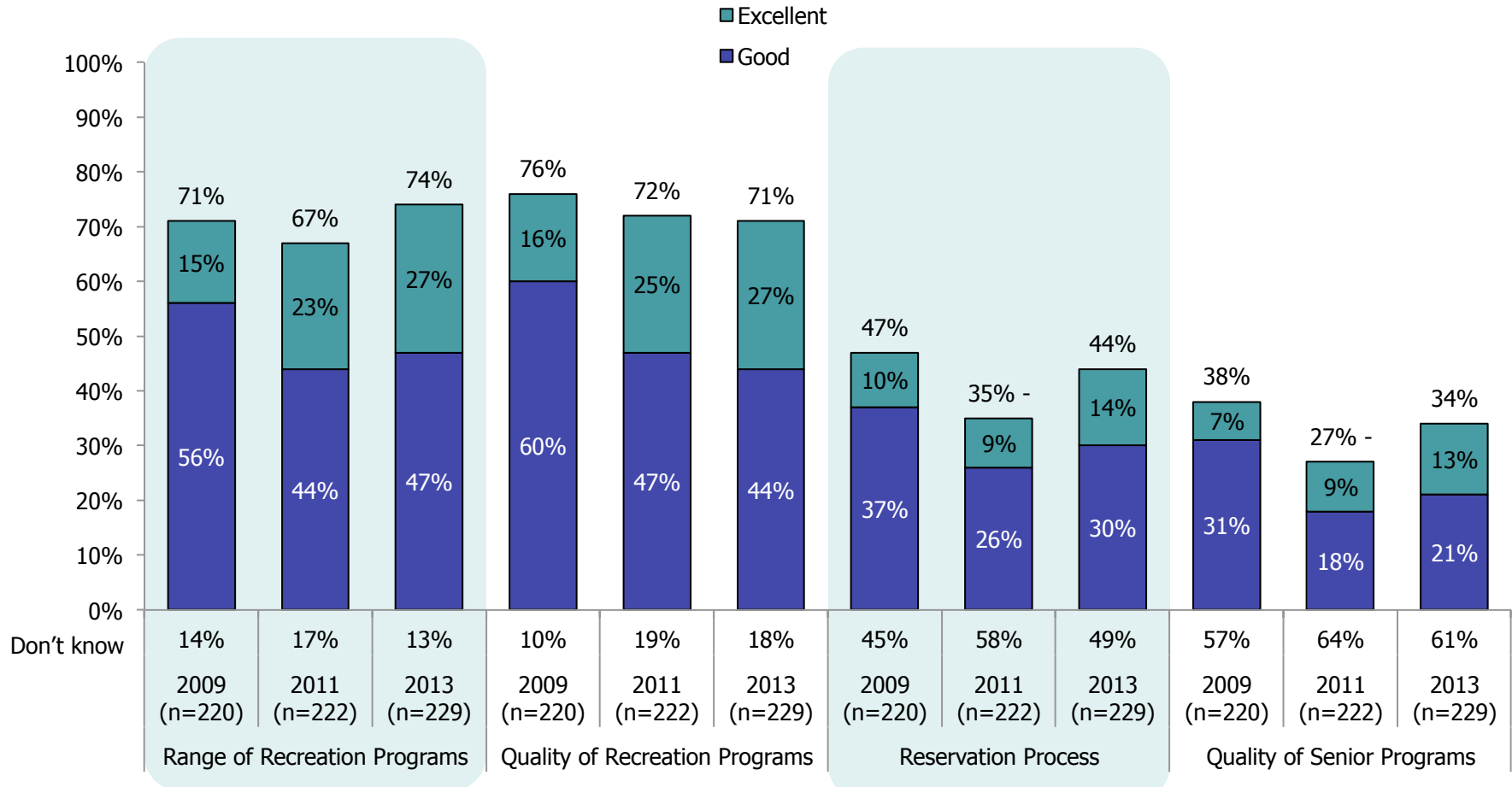
Slide 2 of 3



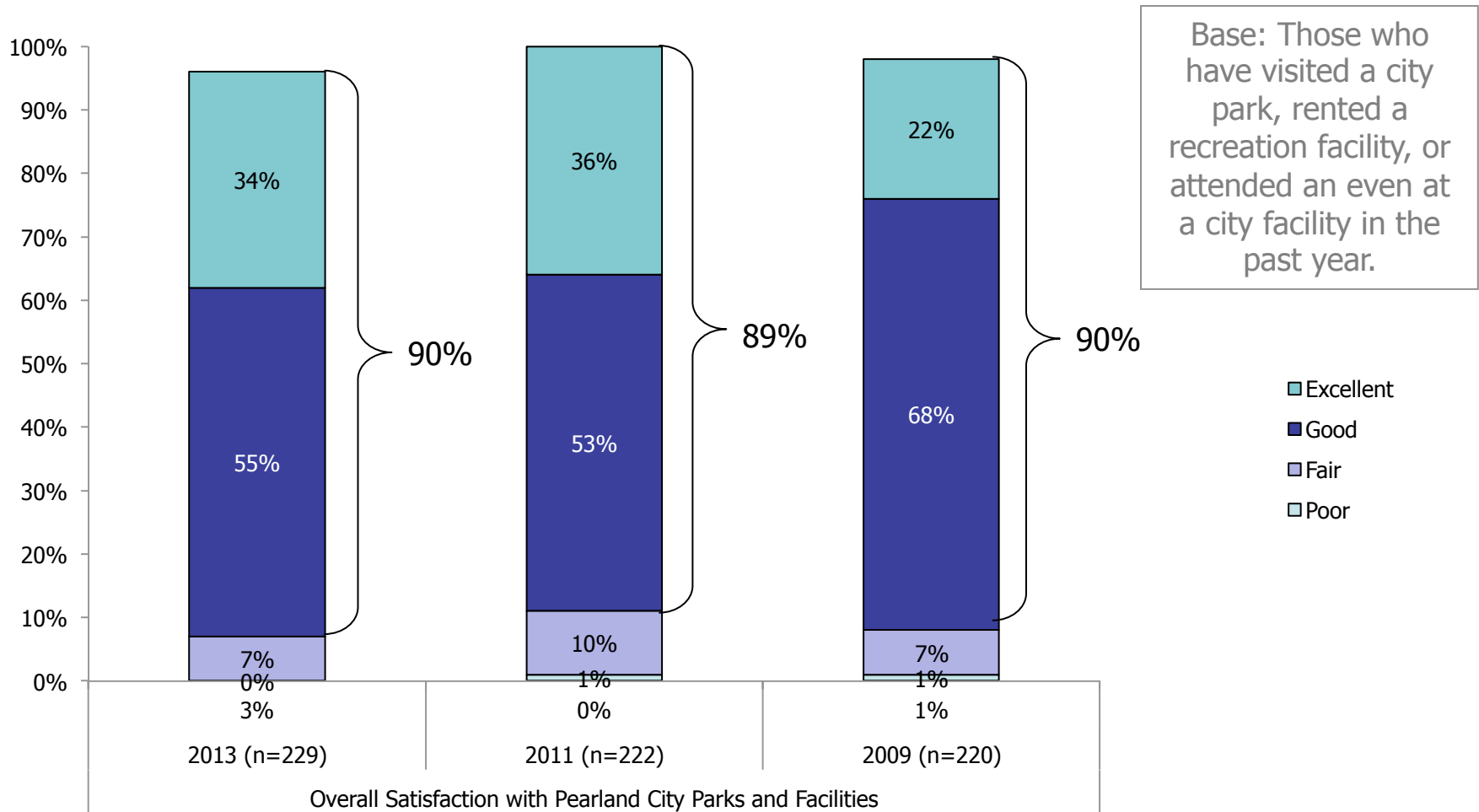
Rating City Park or Facility

Base: Those who have used a park or facility; Excellent + Good Scores Shown

Slide 3 of 3



Overall Satisfaction with Pearland City Parks and Facilities

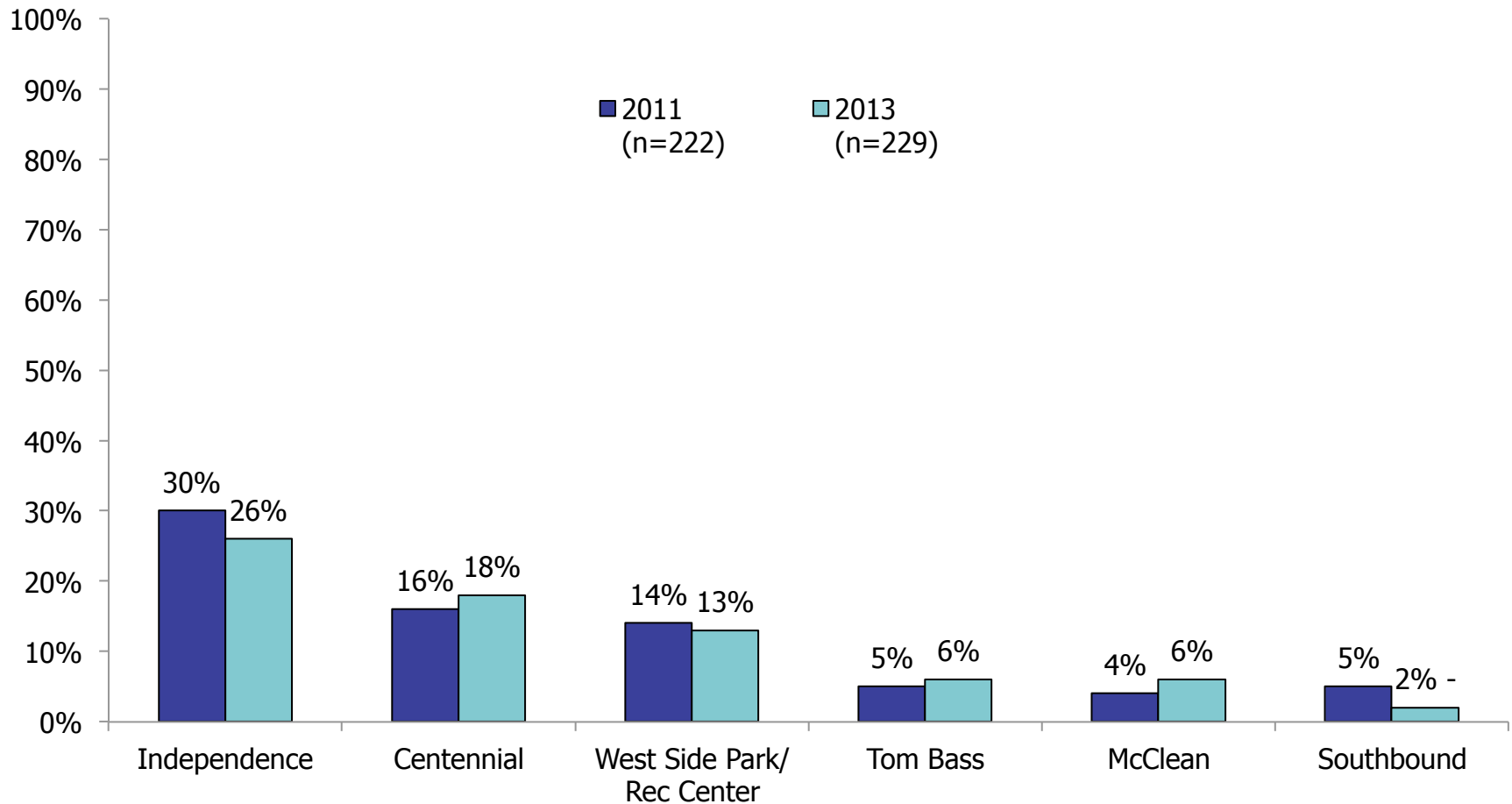


Summary

- Independence Park continues to be the most used park with 26% of the 229 respondents that visited parks.
 - Other top used parks that remain the same as last wave are Centennial Park (18%) and West Side Park/Rec Center (13%).
 - Ratings for the individual parks somewhat mirrored the ratings for the Pearland City parks overall.
 - Among the top three parks used, respondents gave very similar ratings.

Park Visited Most Often

Base: Those who have used a park or facility



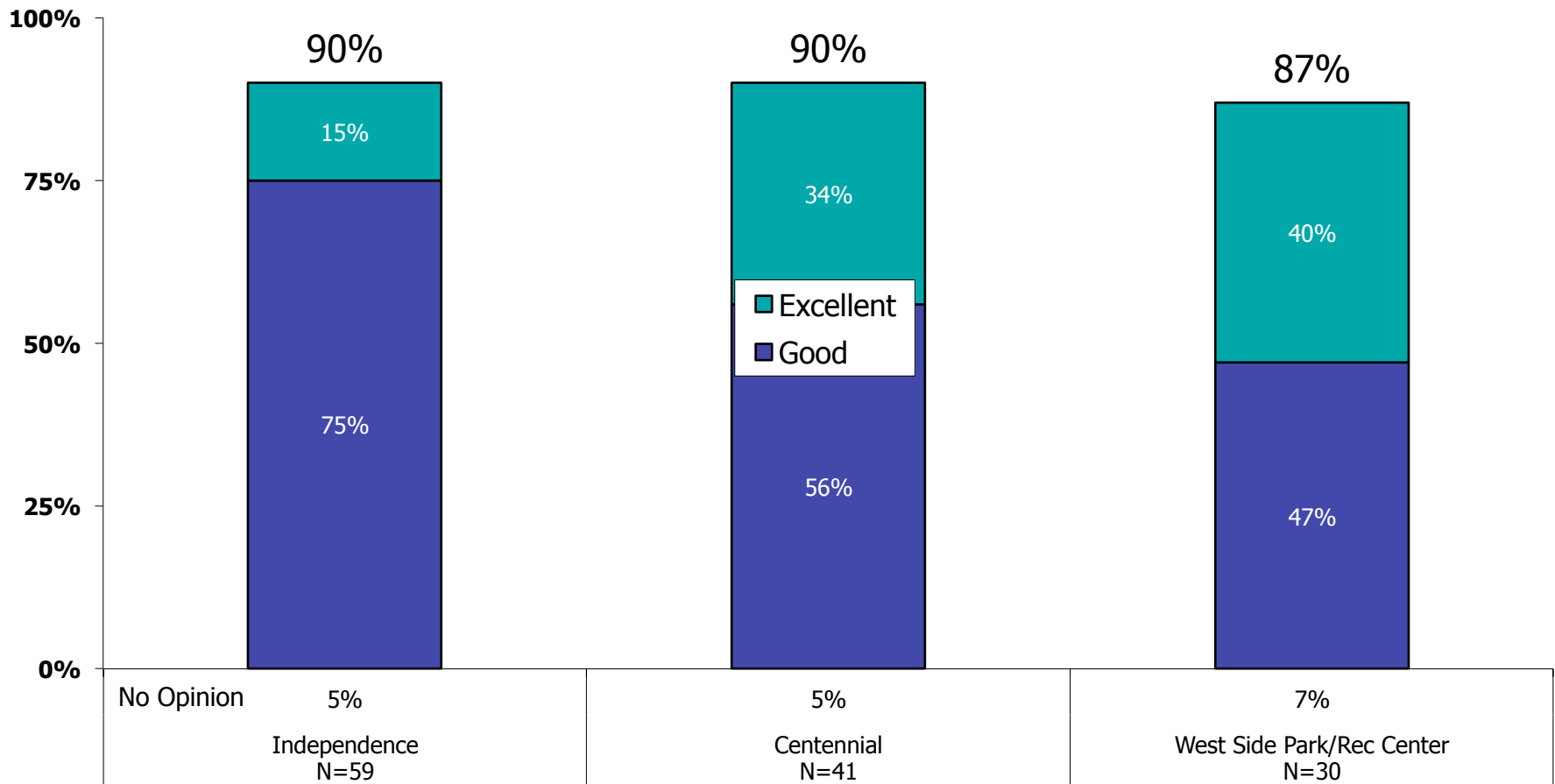
New question in 2011 All other parks mentioned by less than 2% of total sample

16a. Which park do you go to most often?



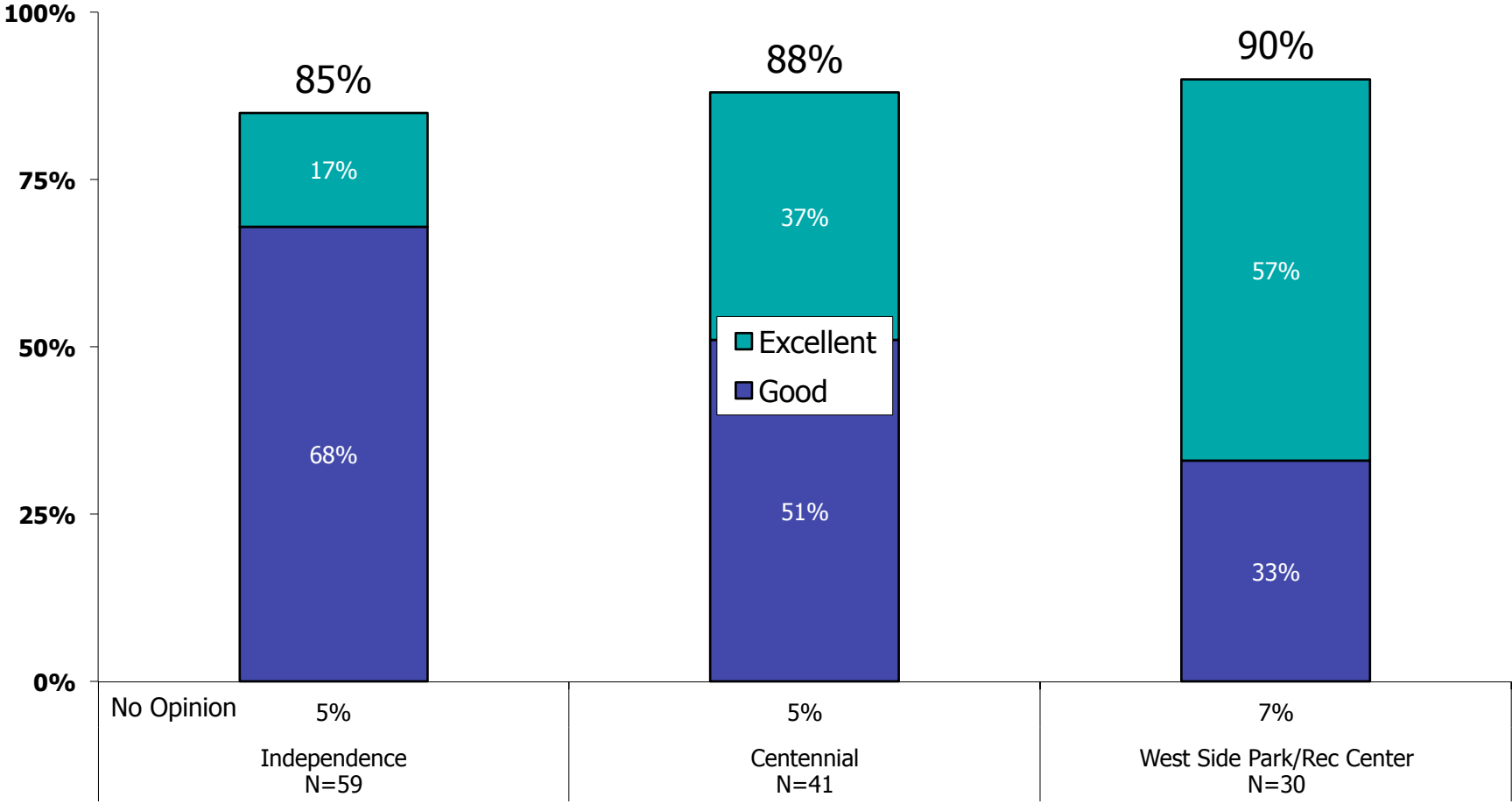
Overall Satisfaction with Most Used Pearland Parks and Facilities

Base: Those who have used a park or facility; Excellent + Good Scores Shown



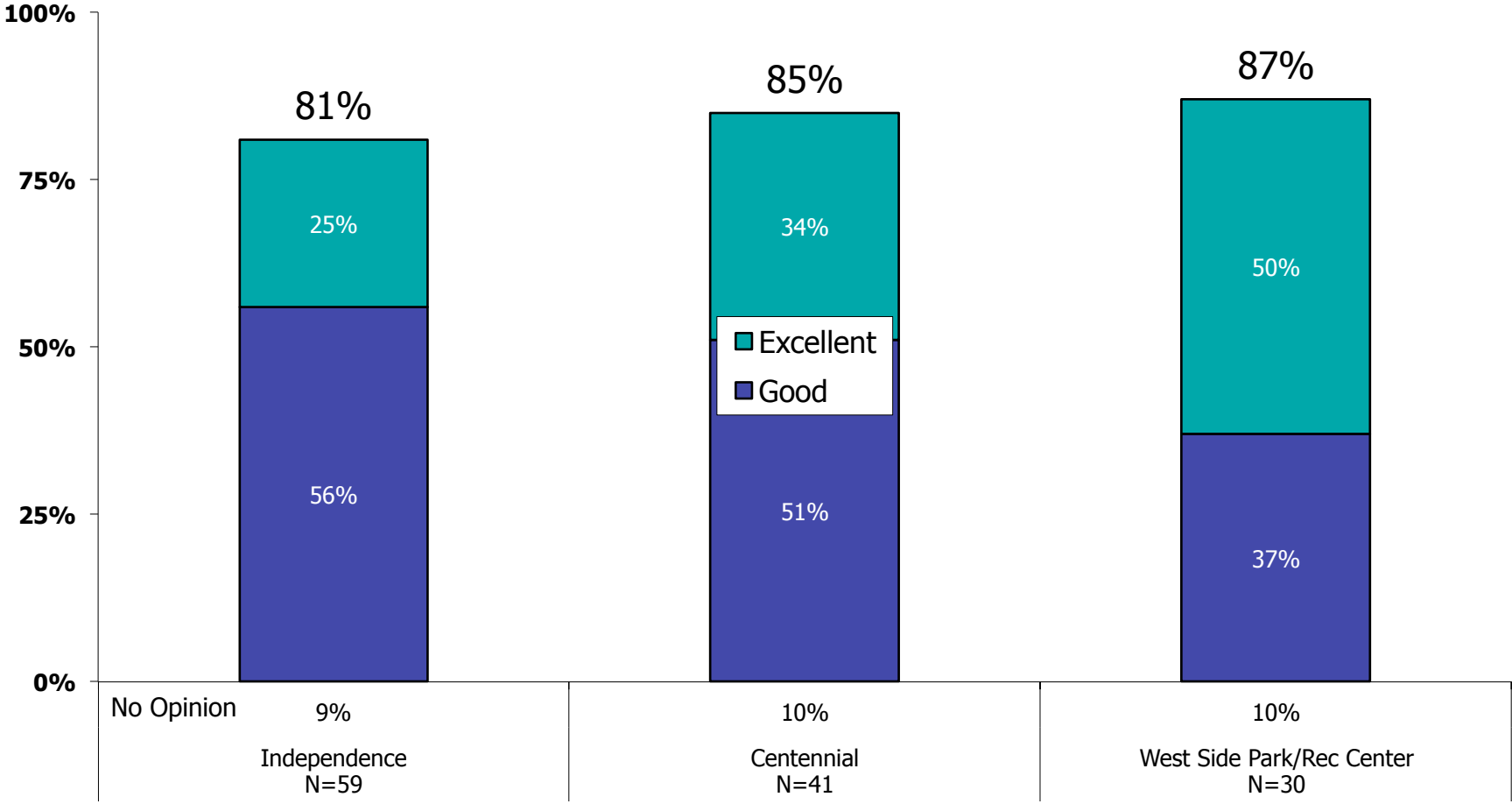
Rating City Park or Facility: Appearance

Base: Those who have used a park or facility; Excellent + Good Scores Shown



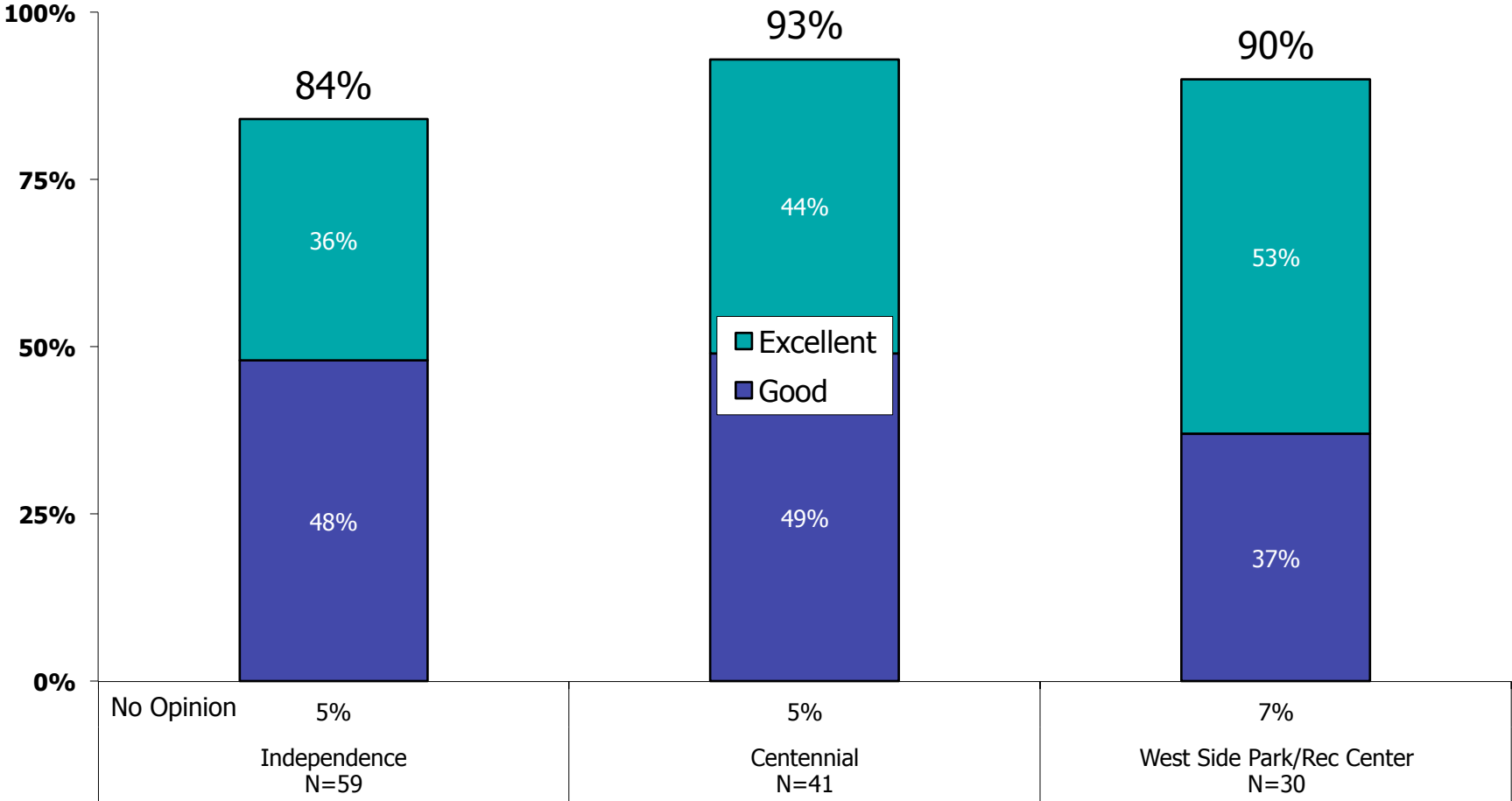
Rating City Park or Facility: Accessibility

Base: Those who have used a park or facility; Excellent + Good Scores Shown



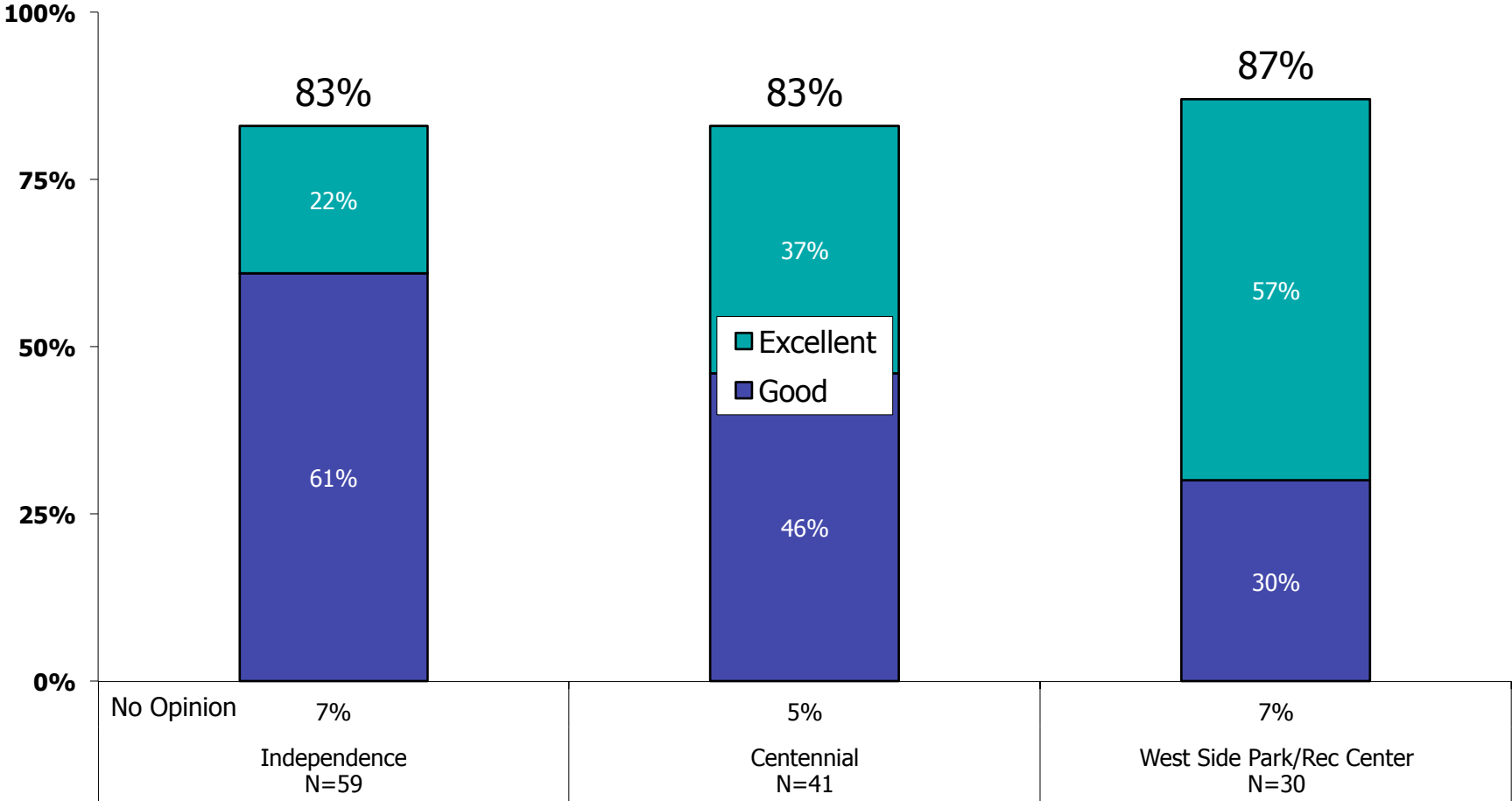
Rating City Park or Facility: Convenience of Location

Base: Those who have used a park or facility; Excellent + Good Scores Shown



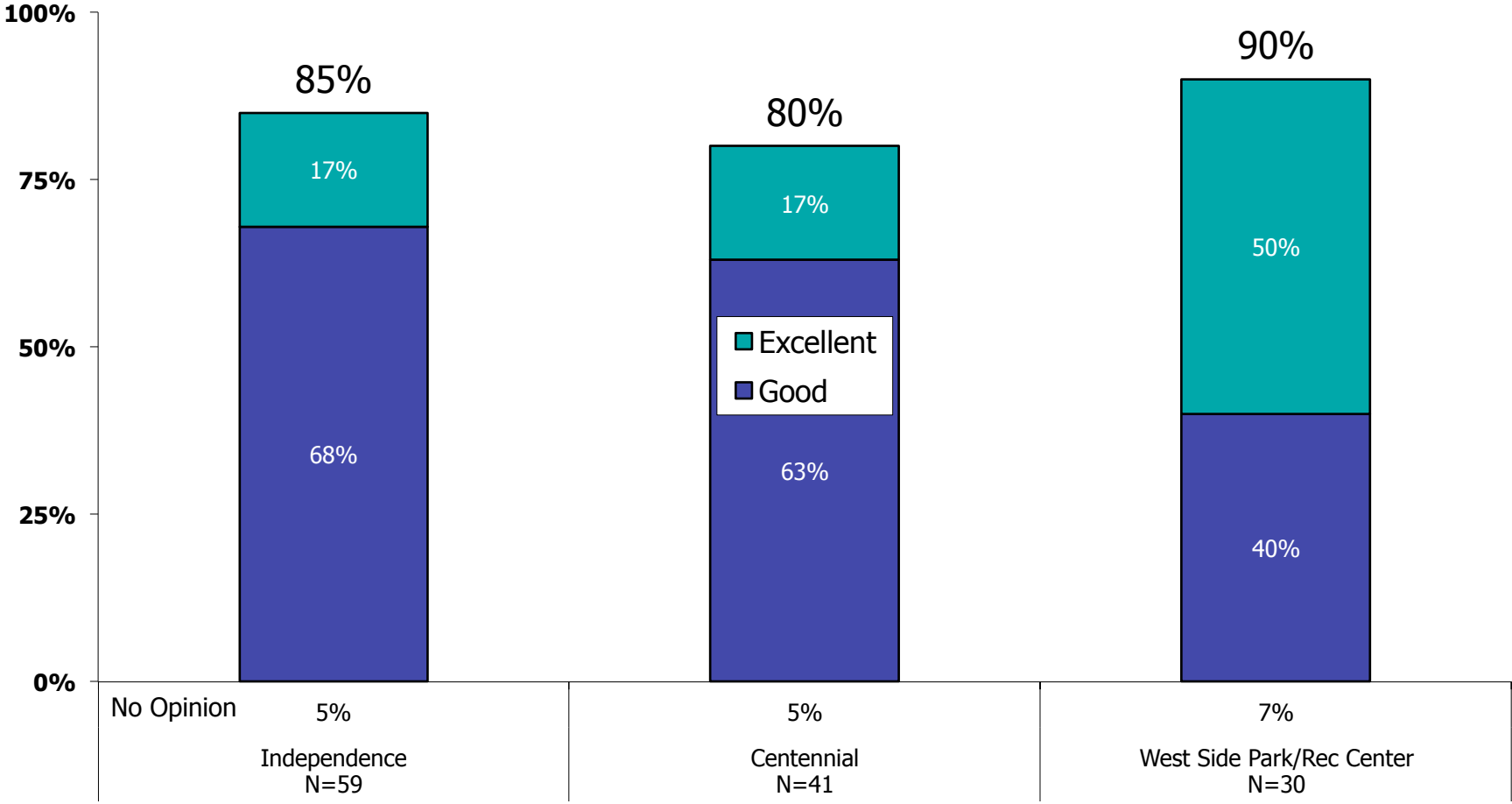
Rating City Park or Facility: Cleanliness

Base: Those who have used a park or facility; Excellent + Good Scores Shown



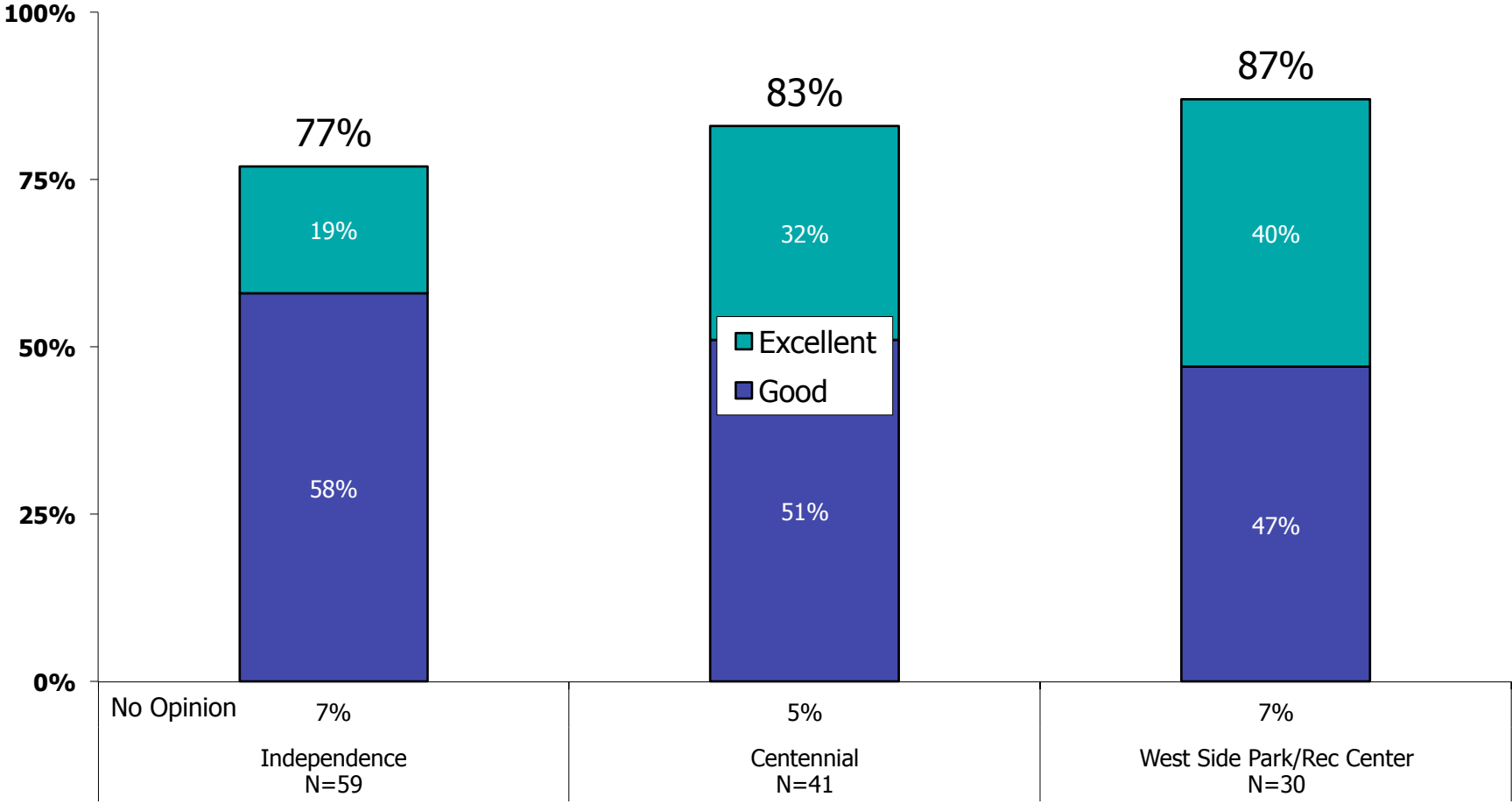
Rating City Park or Facility: Personal Safety

Base: Those who have used a park or facility; Excellent + Good Scores Shown



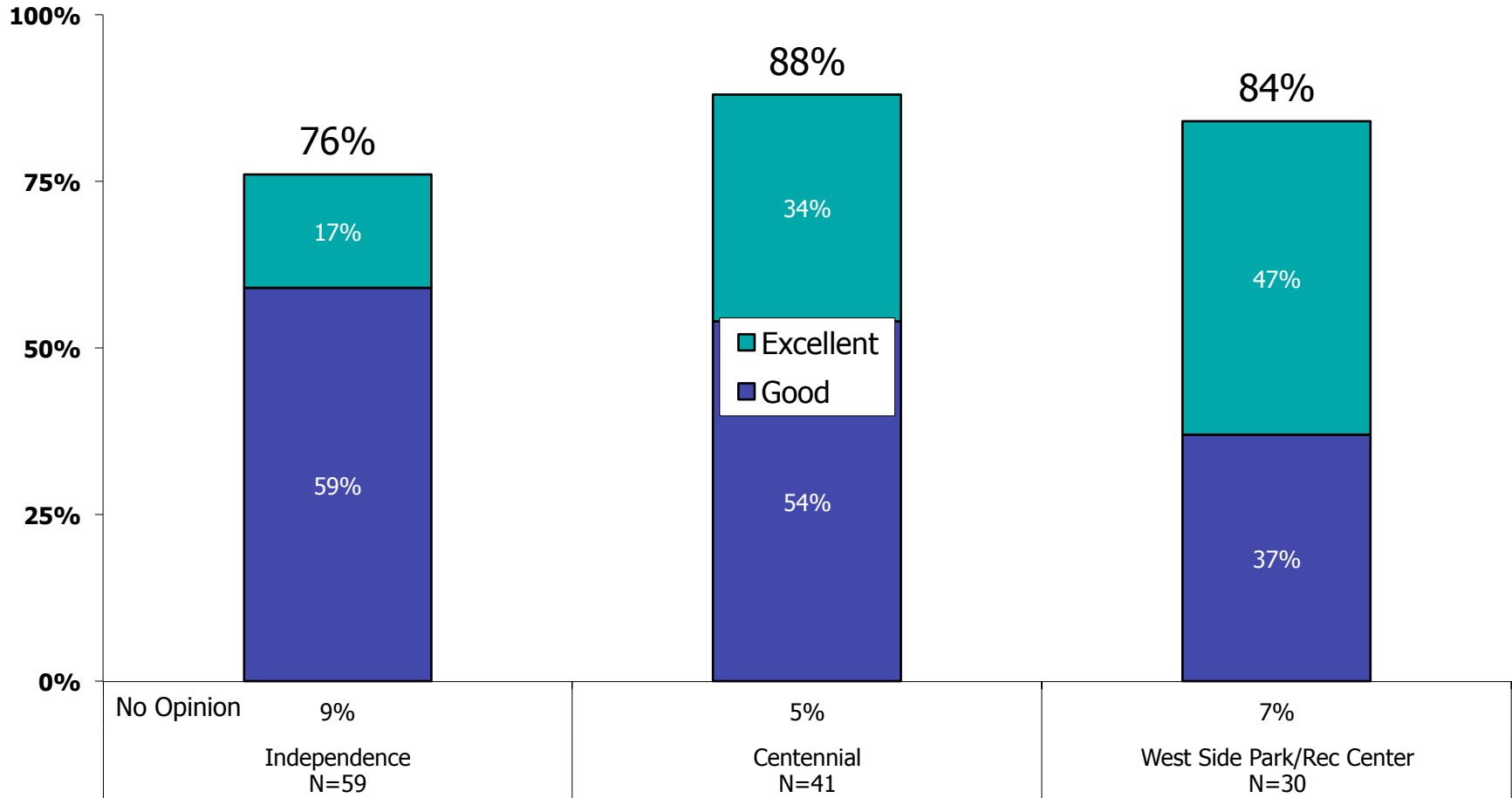
Rating City Park or Facility: Turf Maintenance

Base: Those who have used a park or facility; Excellent + Good Scores Shown



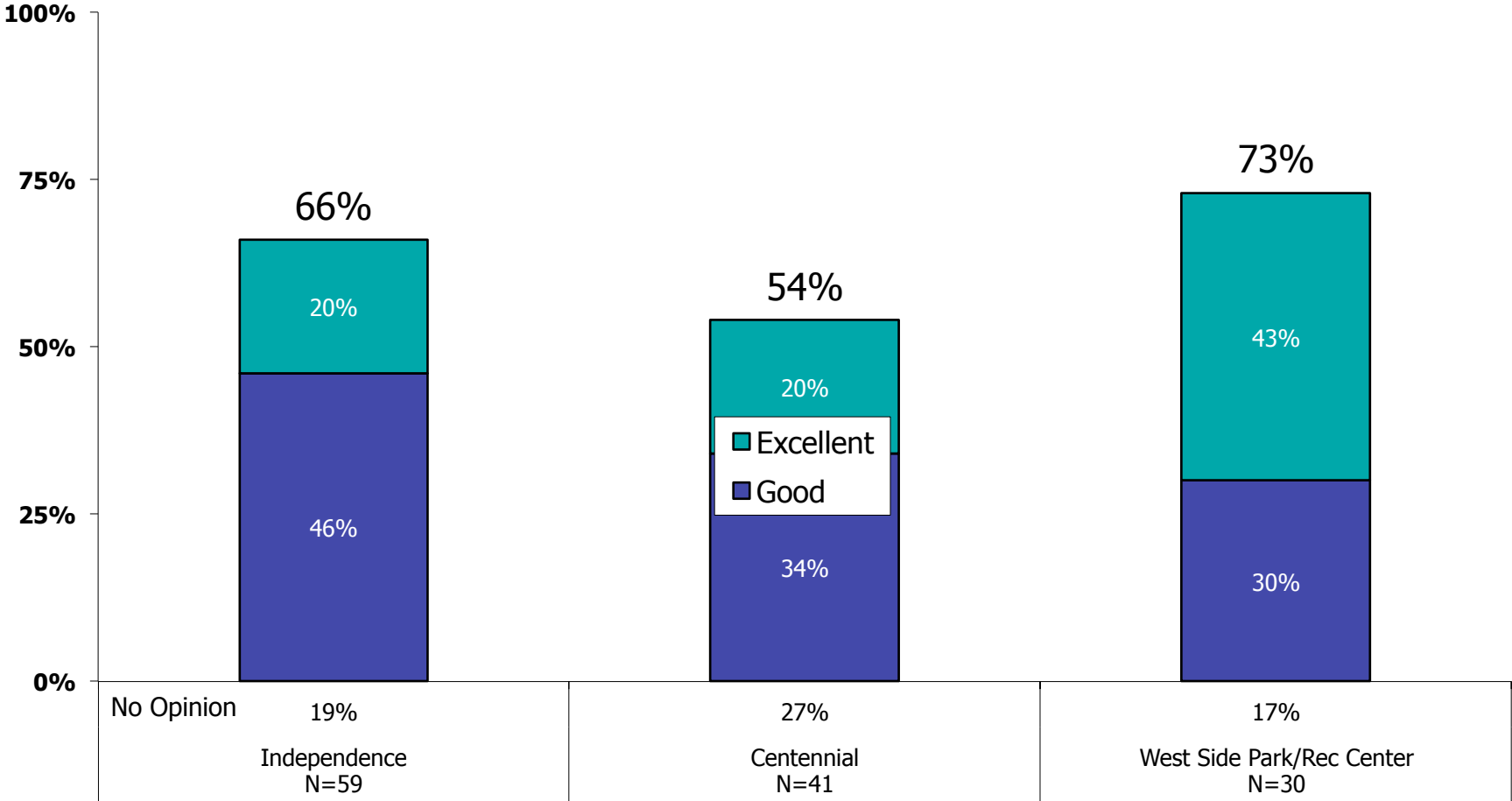
Rating City Park or Facility: Condition/Safety of the Equipment

Base: Those who have used a park or facility; Excellent + Good Scores Shown



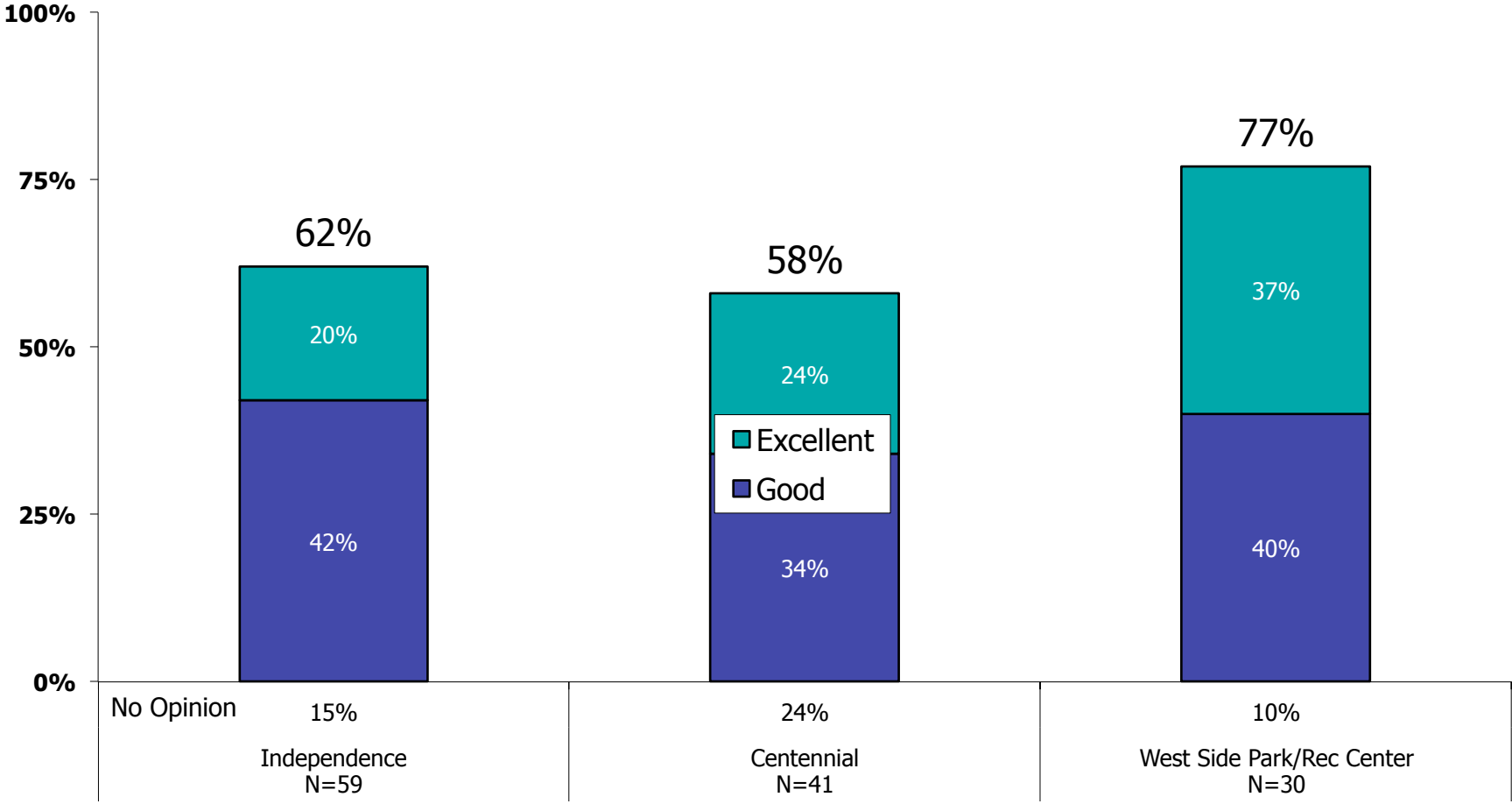
Rating City Park or Facility: Community Events

Base: Those who have used a park or facility; Excellent + Good Scores Shown



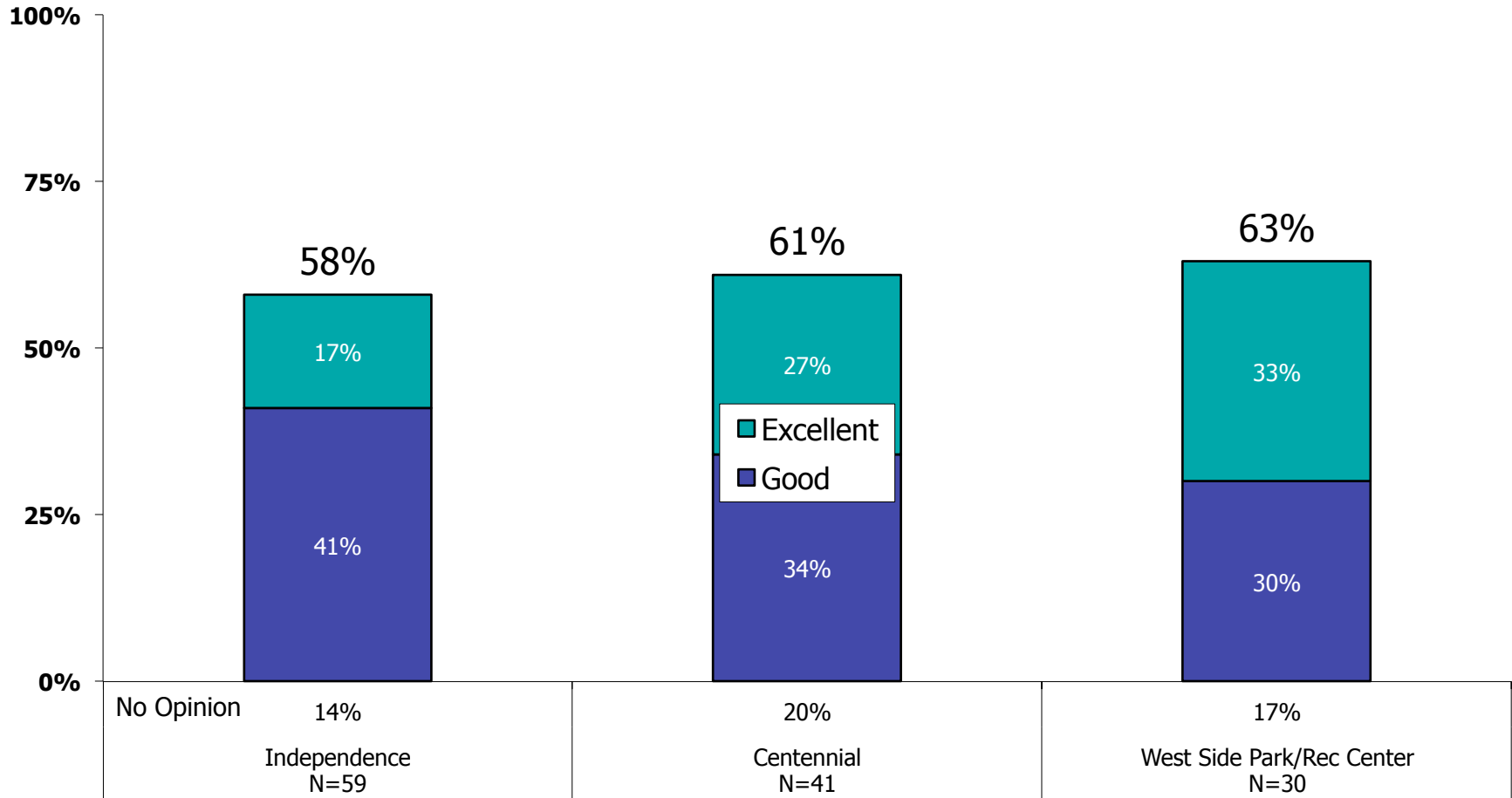
Rating City Park or Facility: Quality of Recreation Programs

Base: Those who have used a park or facility; Excellent + Good Scores Shown



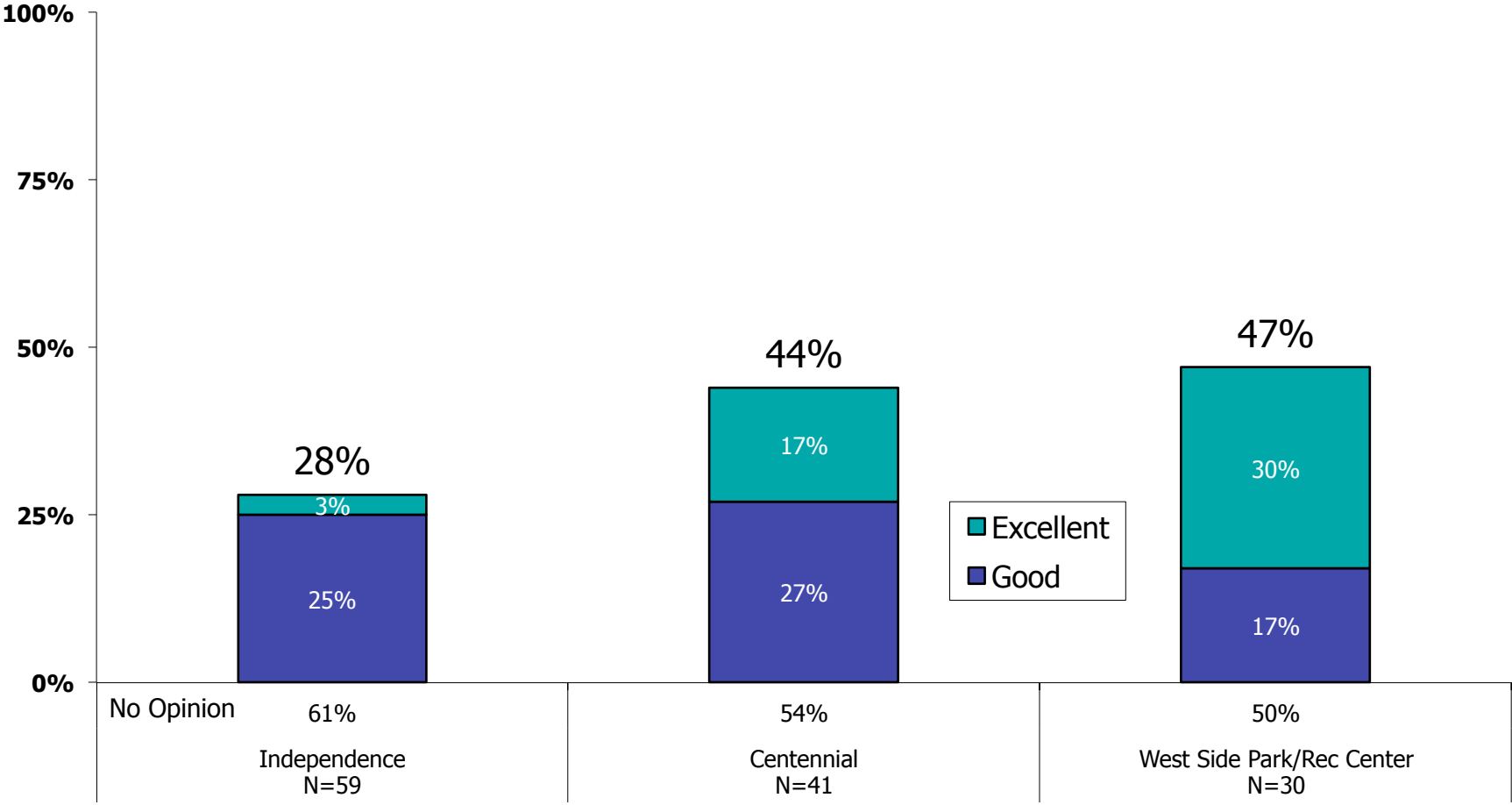
Rating City Park or Facility: Range of Recreation Programs

Base: Those who have used a park or facility; Excellent + Good Scores Shown



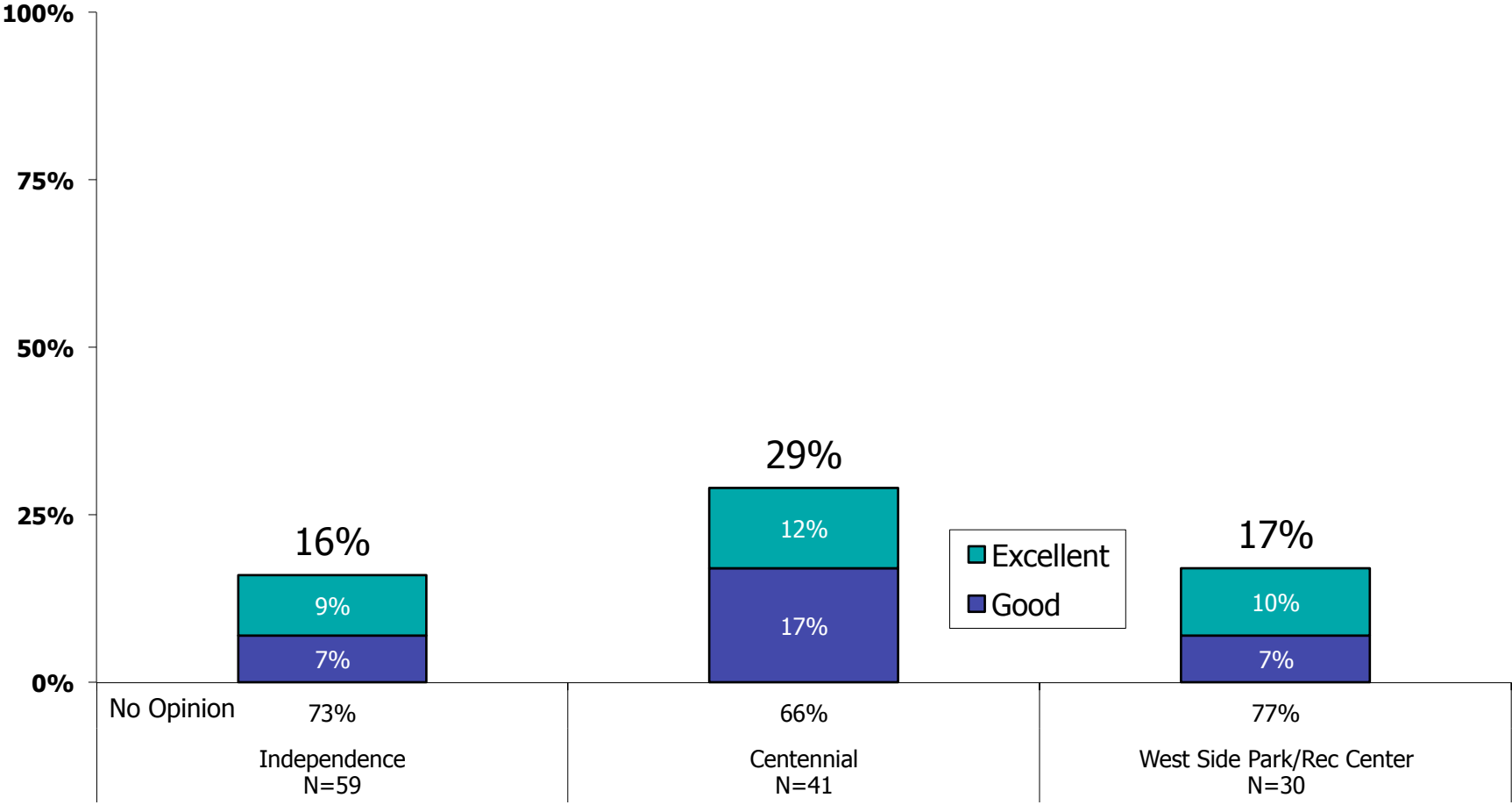
Rating City Park or Facility: Reservation Process

Base: Those who have used a park or facility; Excellent + Good Scores Shown



Rating City Park or Facility: Quality of Senior Programs

Base: Those who have used a park or facility; Excellent + Good Scores Shown



Ordinance and Code Enforcement



Summary

- Of the five areas of regulation enforcement that showed significant ratings decreases in 2011, four have significantly increased to return to ratings similar to 2009.
 - Enforcement of regulations regarding junked or abandoned vehicles also significantly increased from 2011 ratings.
 - Only enforcement of zoning regulations fell in 2013; however, this was not significant.
- 91% of respondents rate the look of their neighborhood good or excellent.
 - Of the 35 respondents that say the look of their neighborhood is not good or excellent, 26% feel that to improve the look, weed and high grass codes should be enforced.

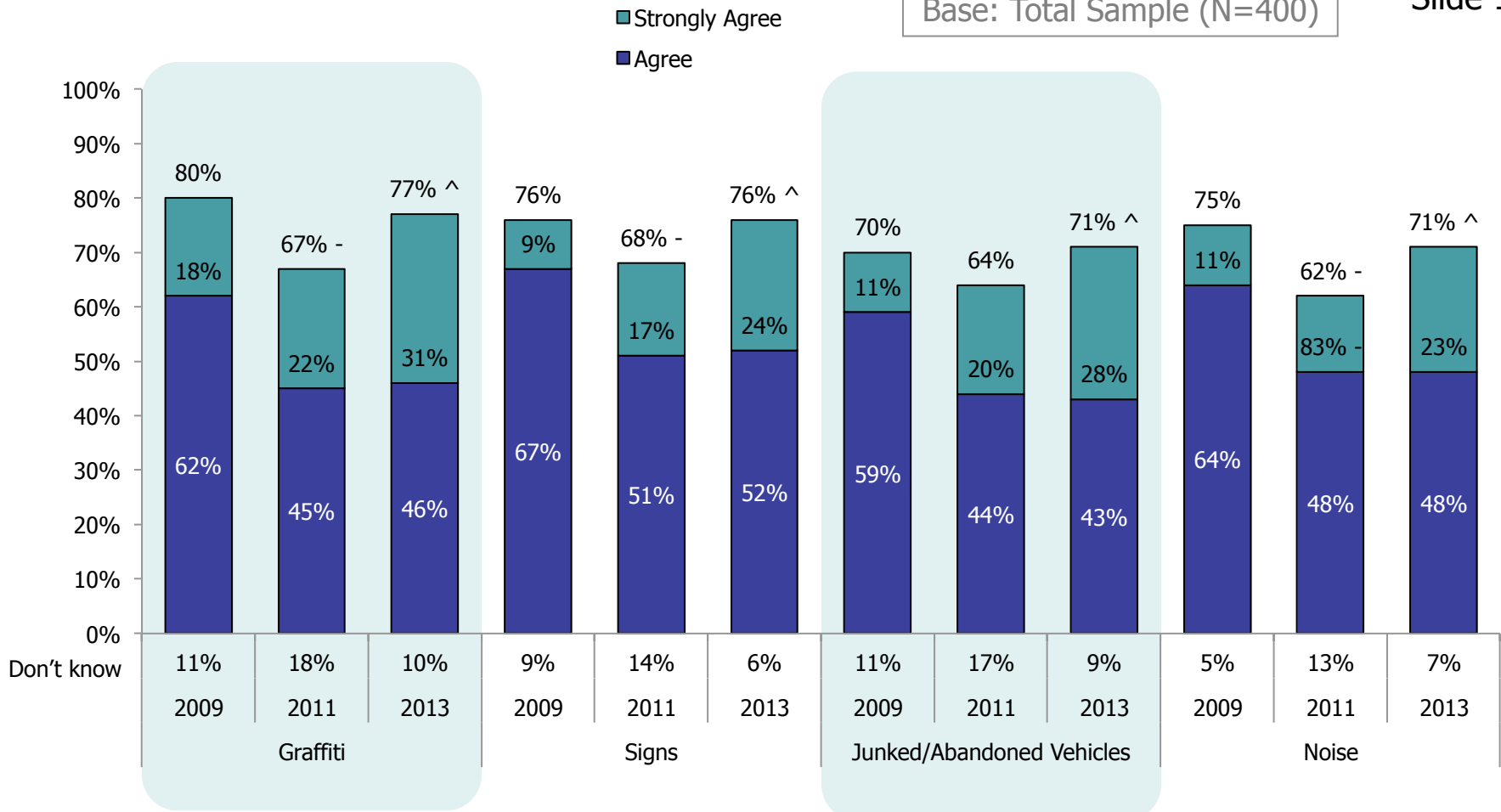


Effectiveness of City Regulations Within Neighborhoods

Strongly Agree and Agree Scores Shown

Base: Total Sample (N=400)

Slide 1 of 2

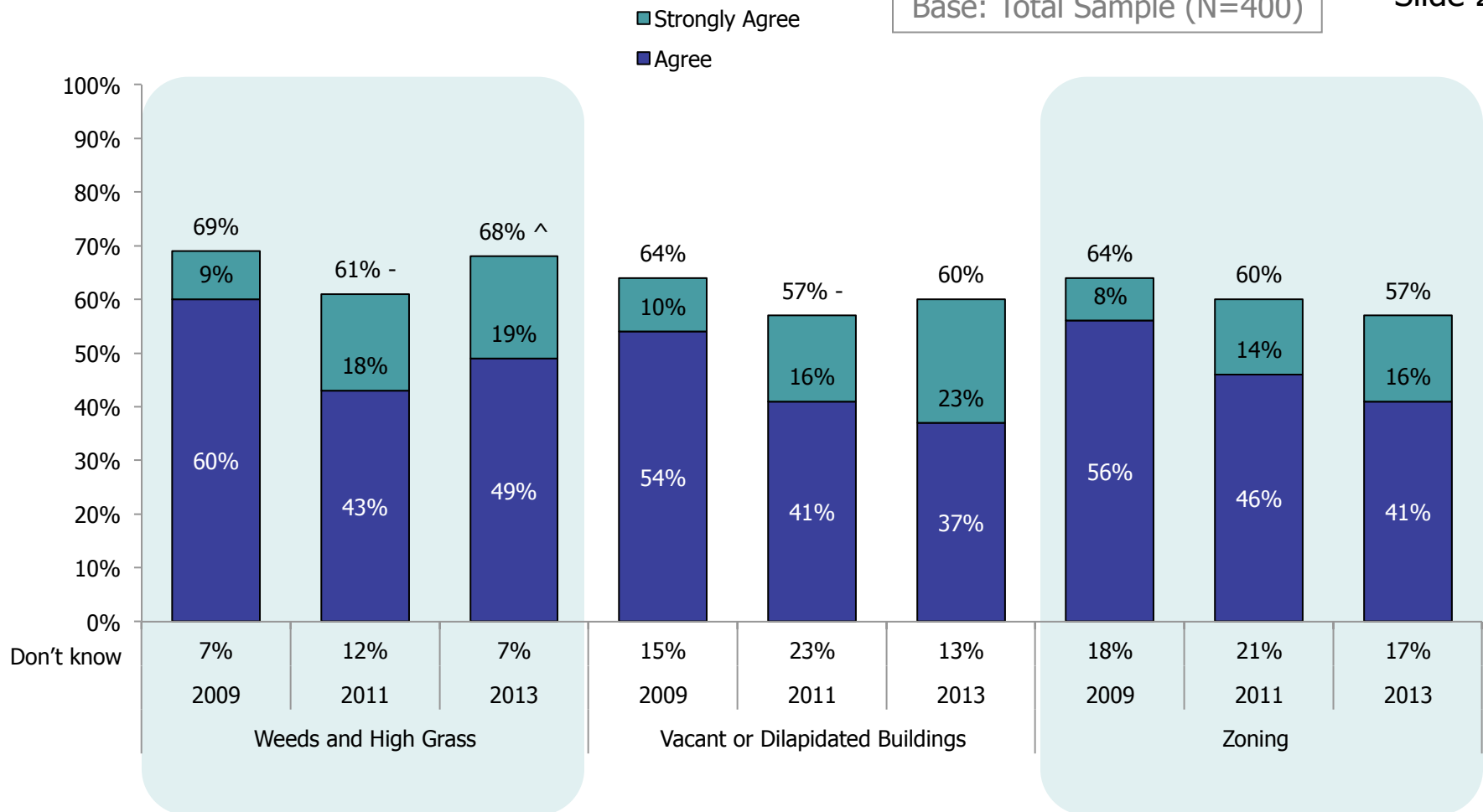


Effectiveness of City Regulations Within Neighborhoods

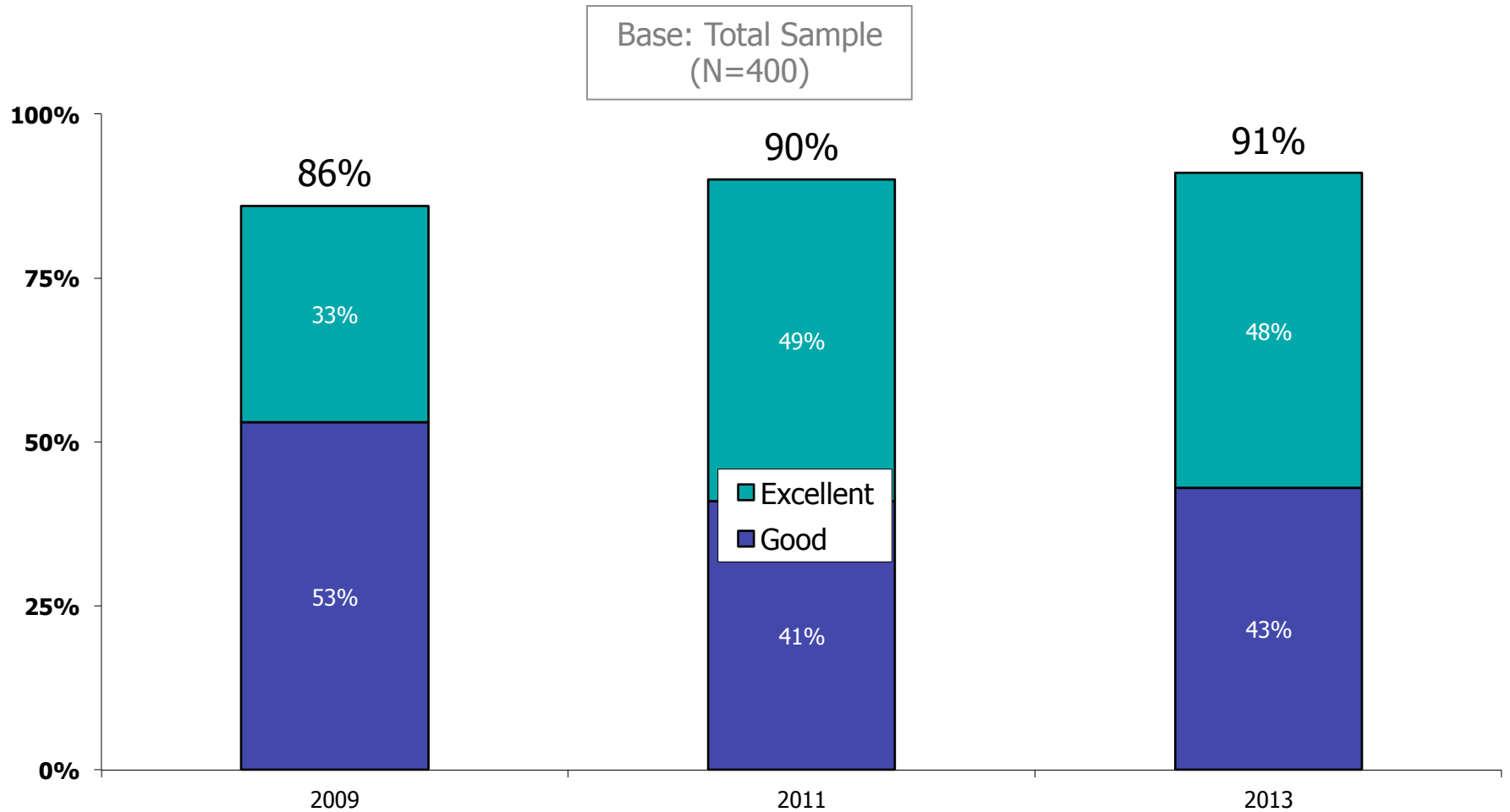
Strongly Agree and Agree Scores Shown

Base: Total Sample (N=400)

Slide 2 of 2



Overall Look of Neighborhood



How to Improve Overall Look of Neighborhood

How could Pearland improve the look?	2009	2011	2013
Enforce weeds/high grass codes	14%	23%	26%
Streetlights/sidewalks	5%	23%	17%
Clean up run-down cars/houses	21%	13%	14%
Enforce zoning	0%	5%	11%
Improve streets	7%	10%	6%
Base: Those who rated poor/fair	56	40	35



Traffic and Mobility



Summary

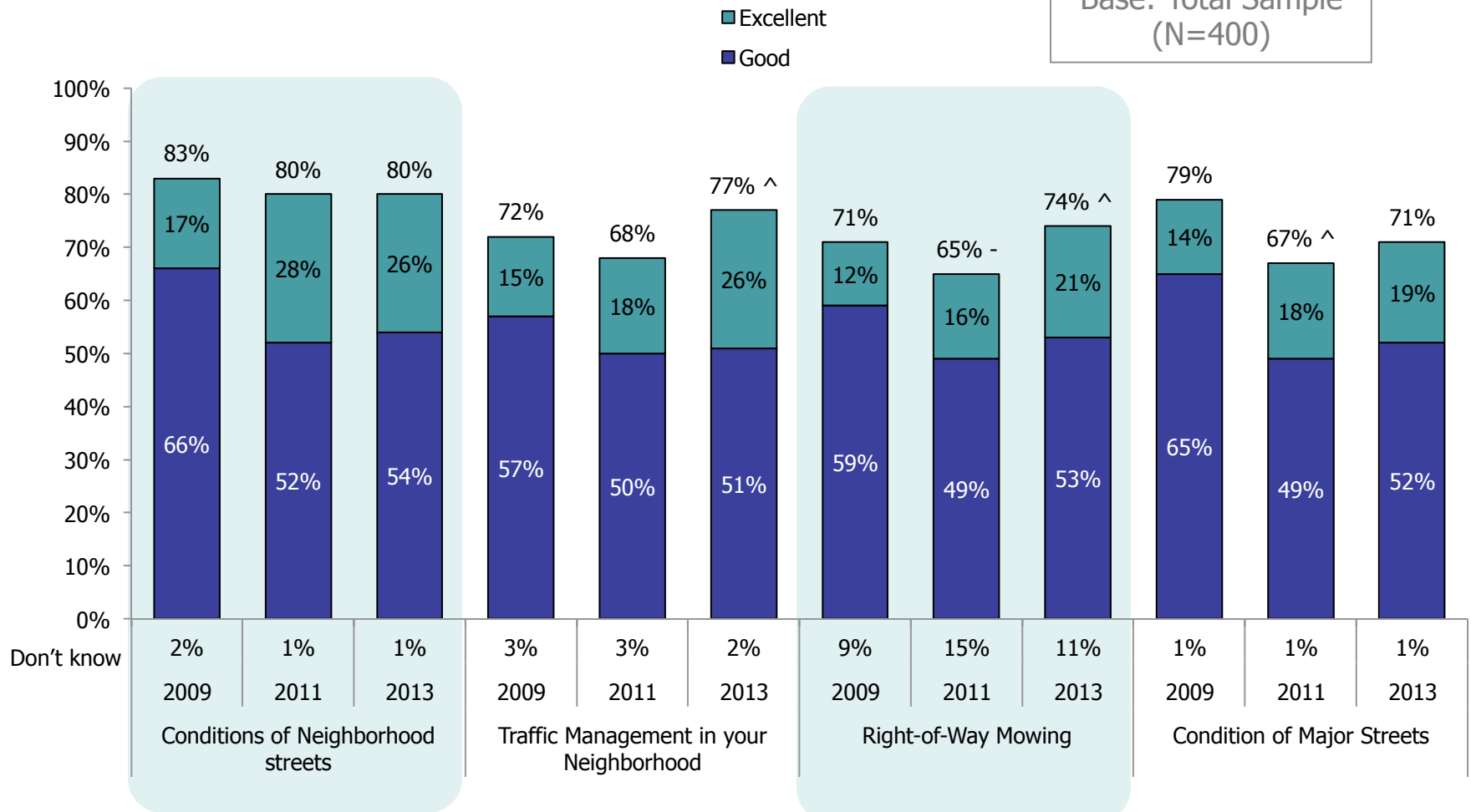
- Traffic management overall receives mediocre ratings (48%) of good or excellent.
 - This is no different than the previous wave.
- Most street and transportation factors receive average ratings (60% and higher giving good or excellent ratings); however, a few are rated lower:
 - Traffic management during peak hours (38%)
 - While bike paths and walking trails also receive few high ratings, they also have a high number of Don't know mentions.
 - Ratings for Traffic management in neighborhoods and Right-of-way mowing both increased significantly from the 2011 ratings.

Rating Street and Transportation Services

Excellent + Good Scores Shown

Base: Total Sample
(N=400)

Slide 1 of 3



19. On a scale of excellent, good, fair, or poor, how would you rate...?

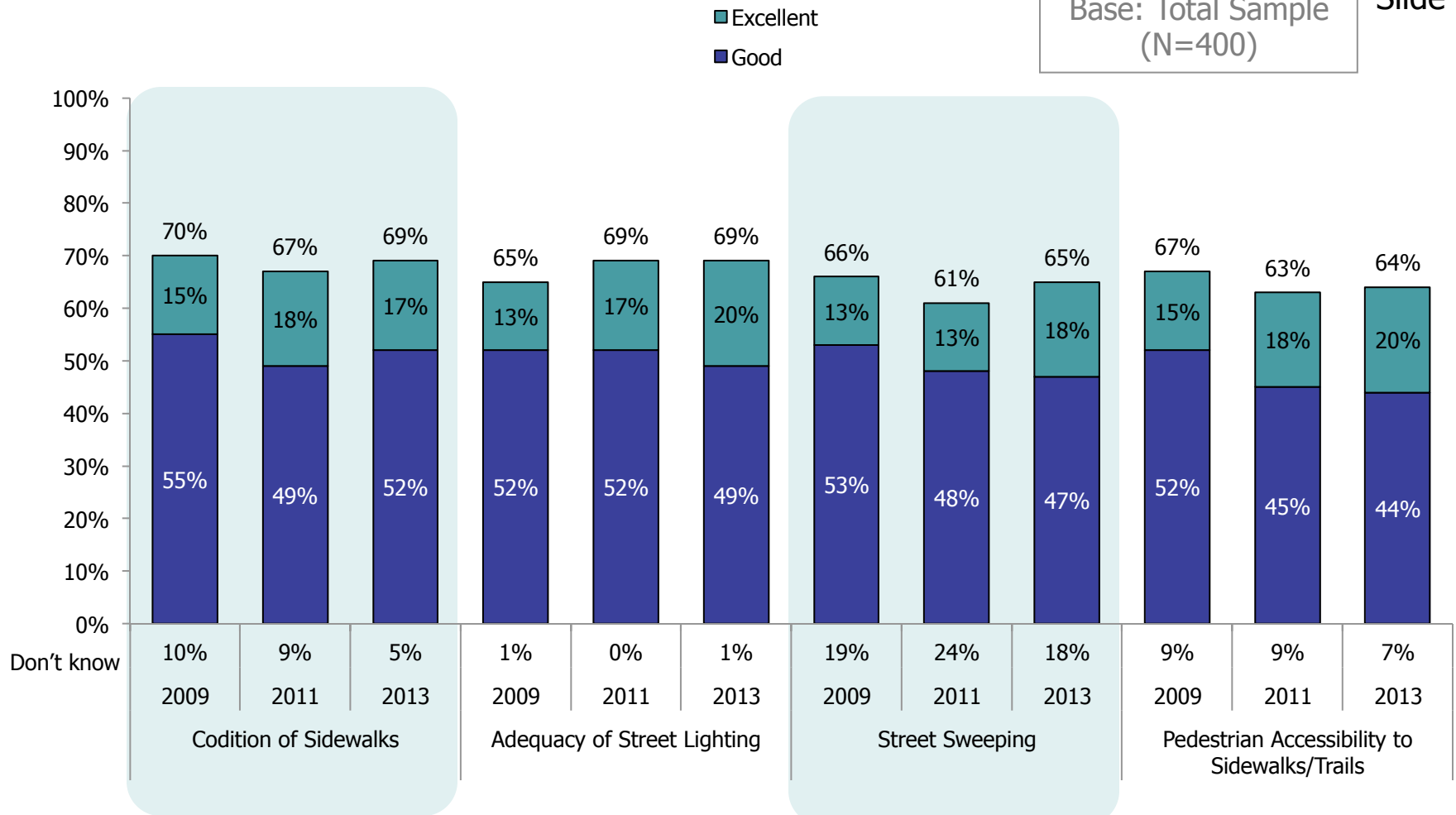


Rating Street and Transportation Services

Excellent + Good Scores Shown

Base: Total Sample
(N=400)

Slide 2 of 3



19. On a scale of excellent, good, fair, or poor, how would you rate...?

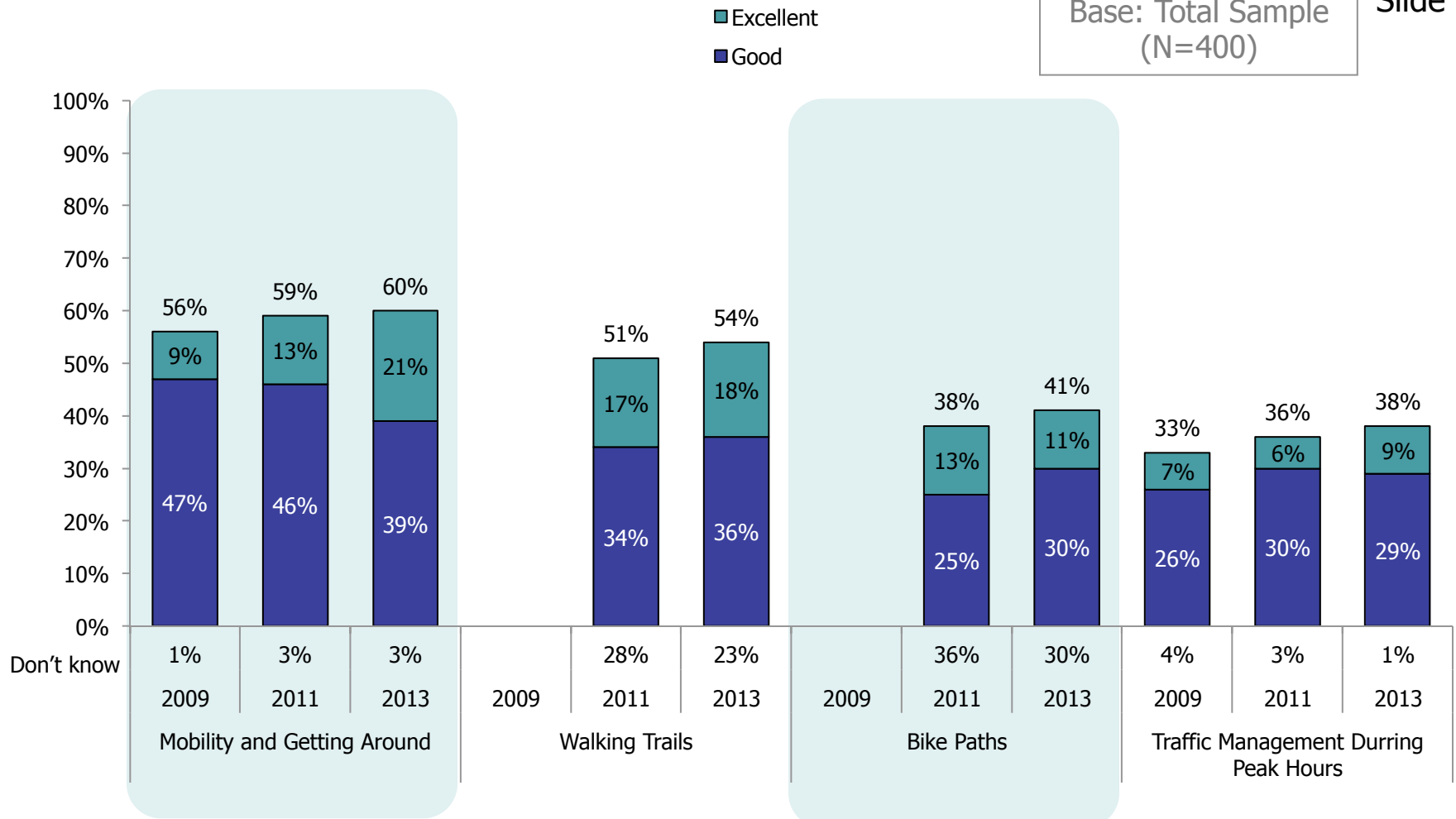


Rating Street and Transportation Services

Excellent + Good Scores Shown

Base: Total Sample (N=400)

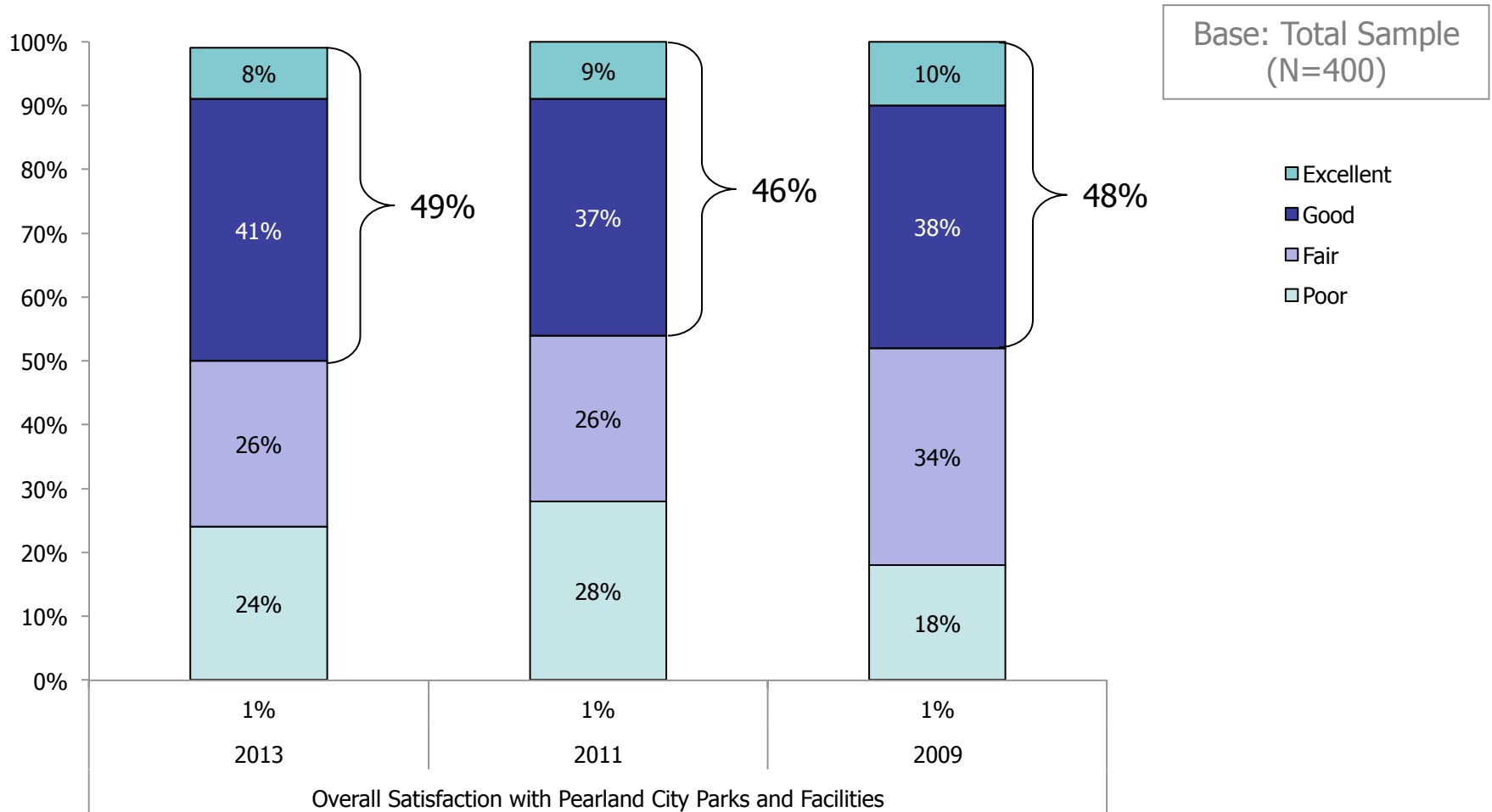
Slide 3 of 3



19. On a scale of excellent, good, fair, or poor, how would you rate...?



Overall Satisfaction with Pearland City Traffic Management Overall



Police Department



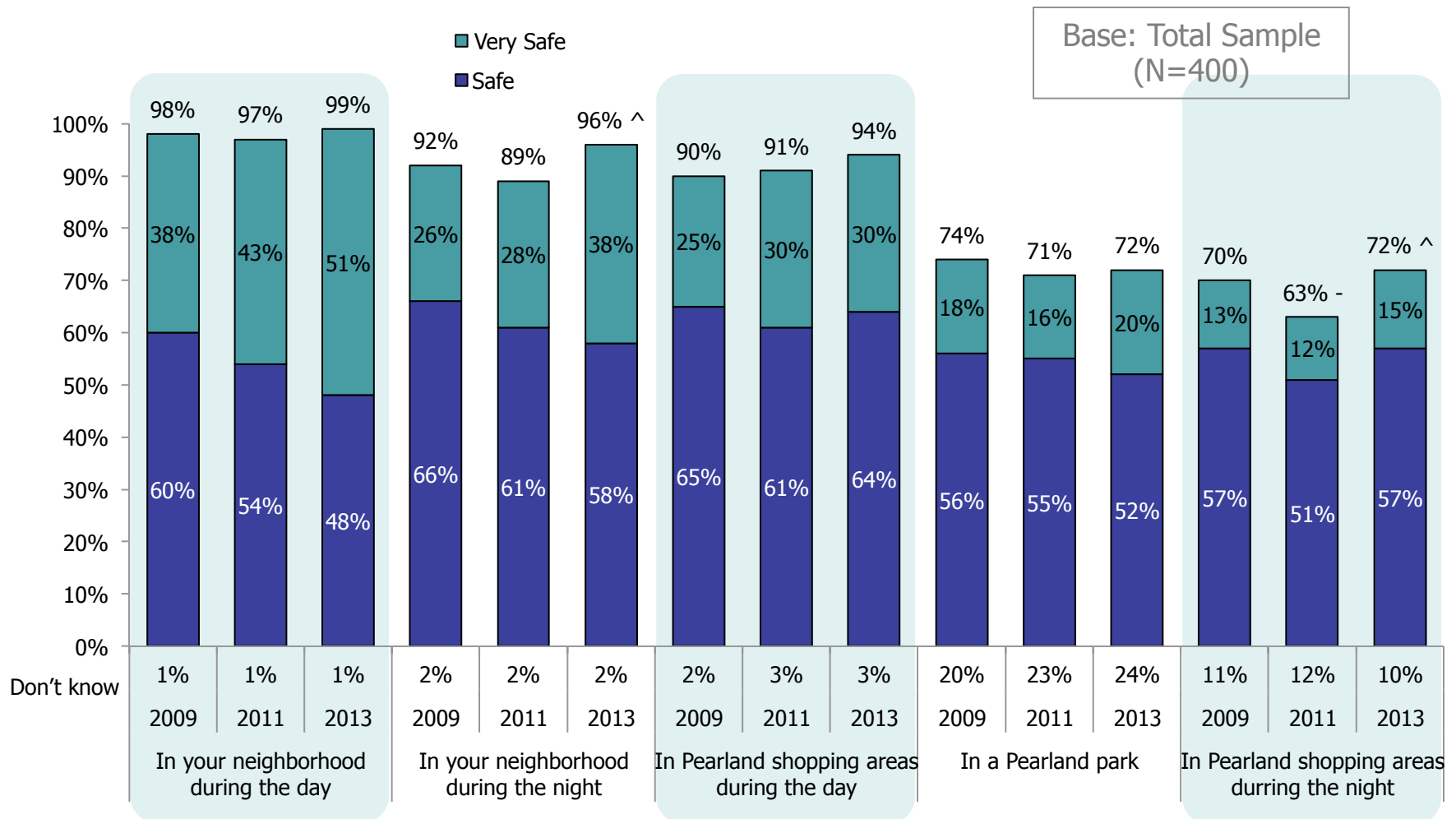
Summary

- Just as in 2011, residents appear to feel safe in their neighborhood during the day and night as well as in shopping areas during the day.
 - Safety ratings for neighborhoods at night have significantly increased from 89% in 2011 to 96% in 2013.
 - While residents do feel significantly safer in shopping areas at night in 2013 than they did in 2011, shopping areas at night along with Pearland parks received somewhat lower ratings than other areas of town.
- Overall satisfaction with residents' contact with the police department has stayed level with the previous wave.
 - However, ratings for the individual factors; Effectiveness, Speed, Courtesy and Professionalism, and Responsiveness of the communication, have slightly decreased.
 - Effectiveness of handling the situation was the only area of communication with the Pearland Police department saw a significant decrease.
- The only perception of the Pearland Police that saw a significant change was an increase in satisfied and very satisfied ratings for Reducing juvenile crime from 44% in 2011 to 53% in 2013.



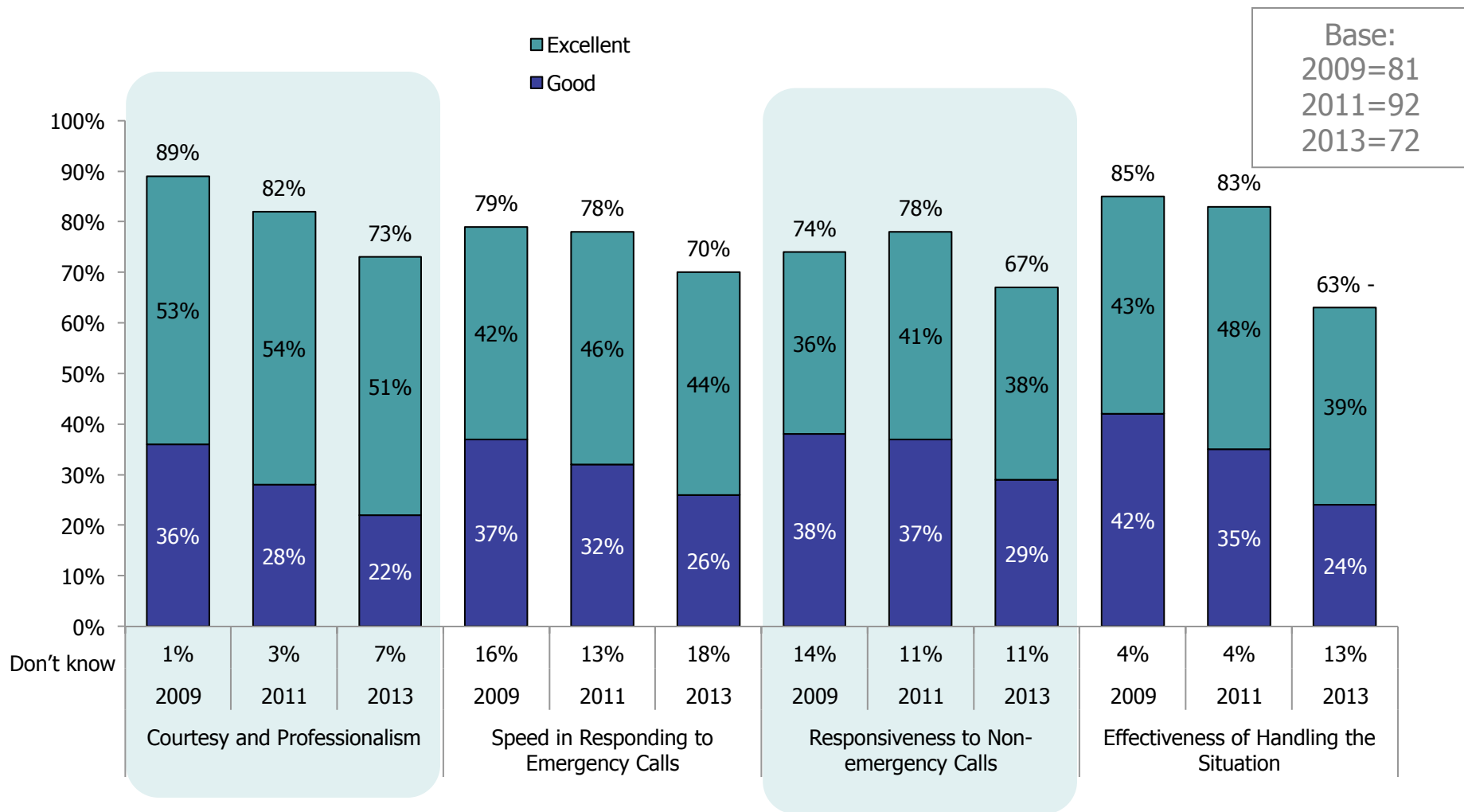
Rating Feeling of Safety

Very Safe + Safe Scores Shown



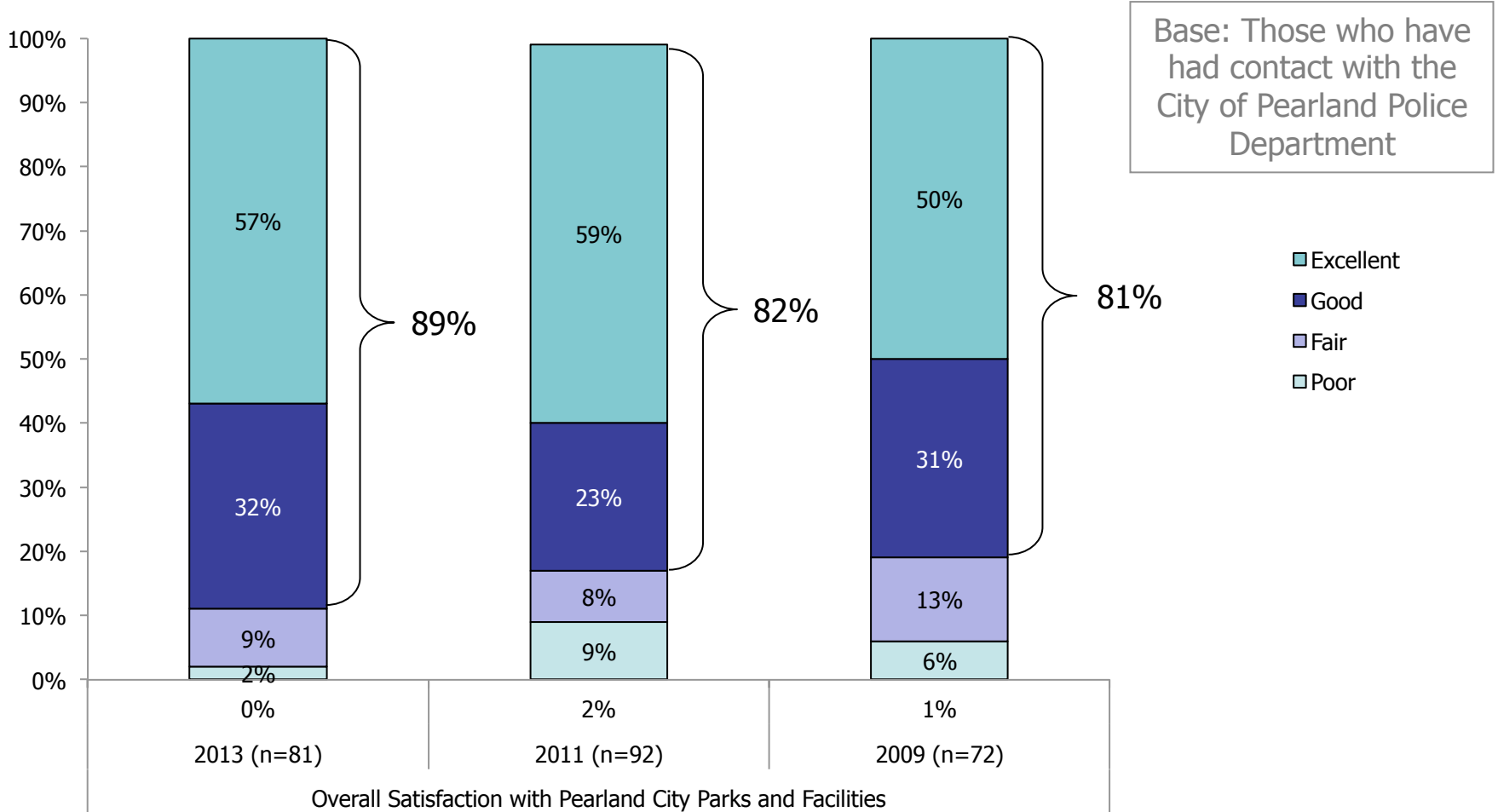
Rating Contact with Pearland Police Department

Base: Those who have had contact with Pearland police; Excellent + Good Scores Shown



Q26. On a scale of excellent, good, fair, or poor, how would you rate...?

Overall Satisfaction with Contact with the Pearland Police Department Overall

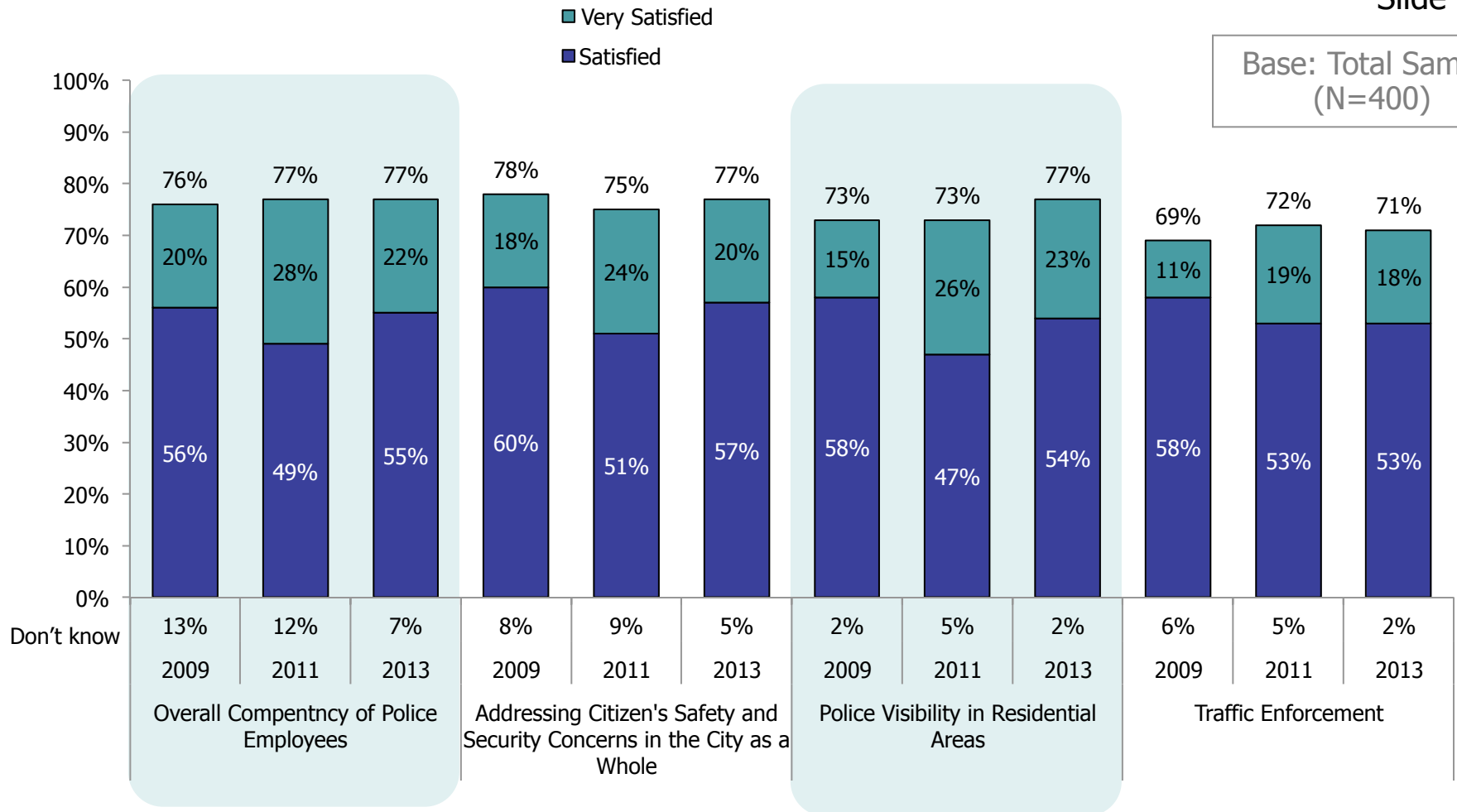


Rating Perception of Pearland Police Department

Base: Total Sample; Very Satisfied + Satisfied Scores Shown

Slide 1 of 3

Base: Total Sample
(N=400)

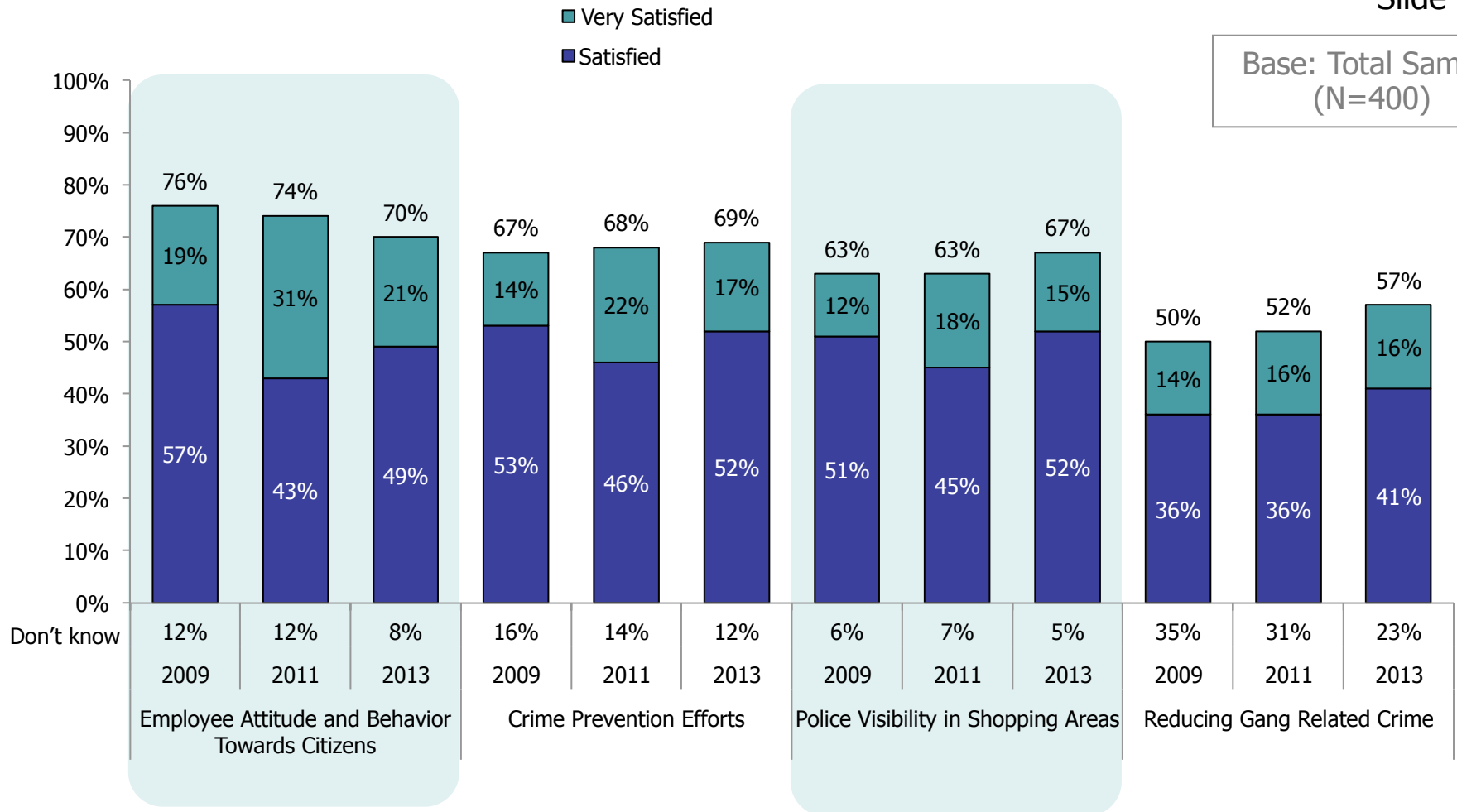


Rating Perception of Pearland Police Department

Base: Total Sample; Very Satisfied + Satisfied Scores Shown

Slide 2 of 3

Base: Total Sample
(N=400)

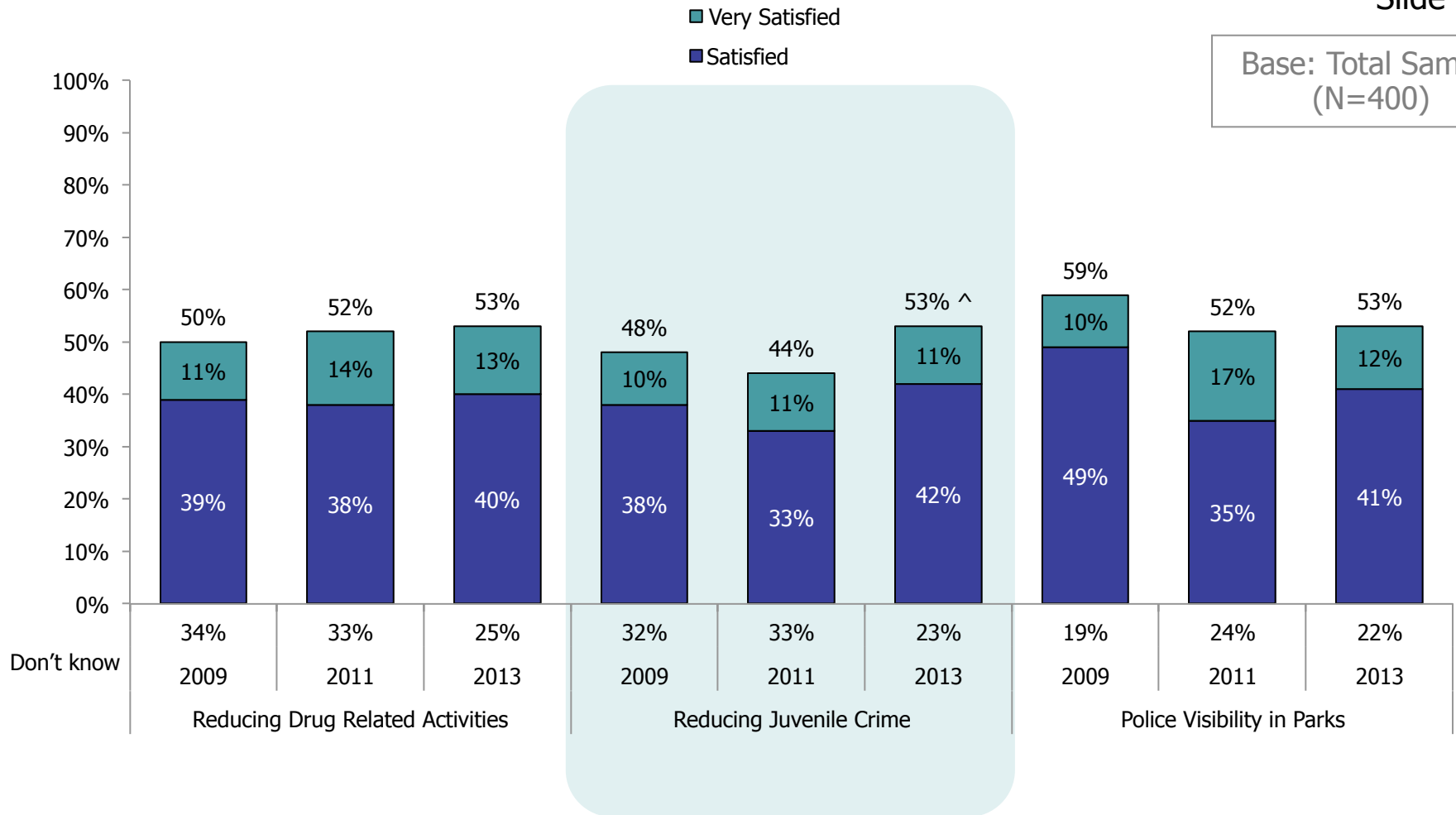


Rating Perception of Pearland Police Department

Base: Total Sample; Very Satisfied + Satisfied Scores Shown

Slide 3 of 3

Base: Total Sample
(N=400)



Fire Department/EMS



Summary

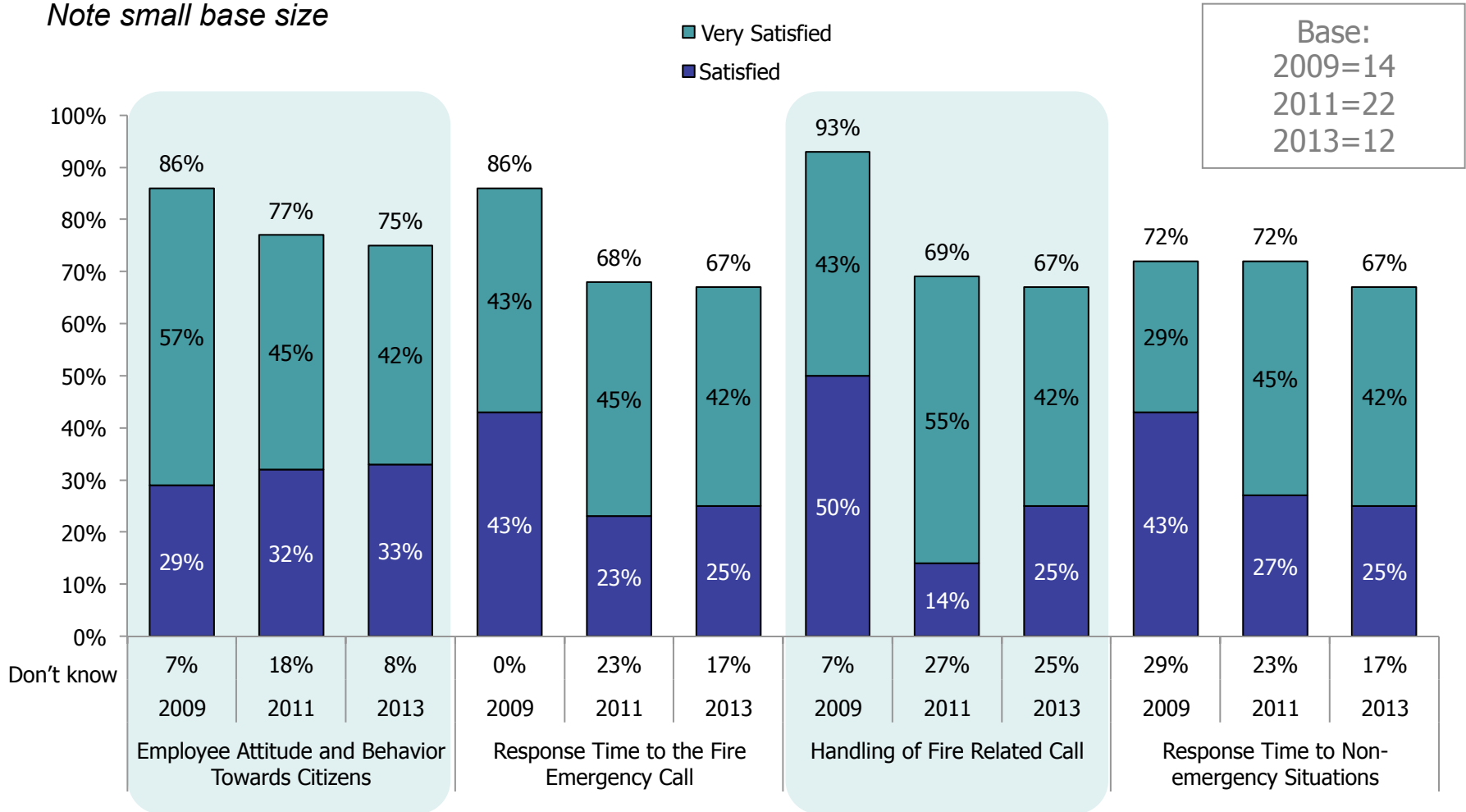
- The Fire Department receives high scores from those who came in contact with this department in the past year.
 - At least 67% rated it good or excellent on factors mentioned with as much as 25% reporting a Don't know.
- When asking all citizens to rate the Pearland Fire department, about one in five said Don't know. However, Pearland Fire department ratings for Competency, Effectiveness, and Programs all significantly increased from 2011 receiving at least 63% satisfied and very satisfied ratings.
- Almost all respondents (99%) have at least one working smoke detector in their home.
- EMS receives high ratings on various factors (85% or higher) from those who had contact with them over the past year.
 - Response time to emergency situations received significantly higher ratings in 2013 than in 2011.
 - Response to non-emergency received fewer (70%) high ratings; however, this factor also receives 28% Don't know ratings.



Rating Pearland Fire Department

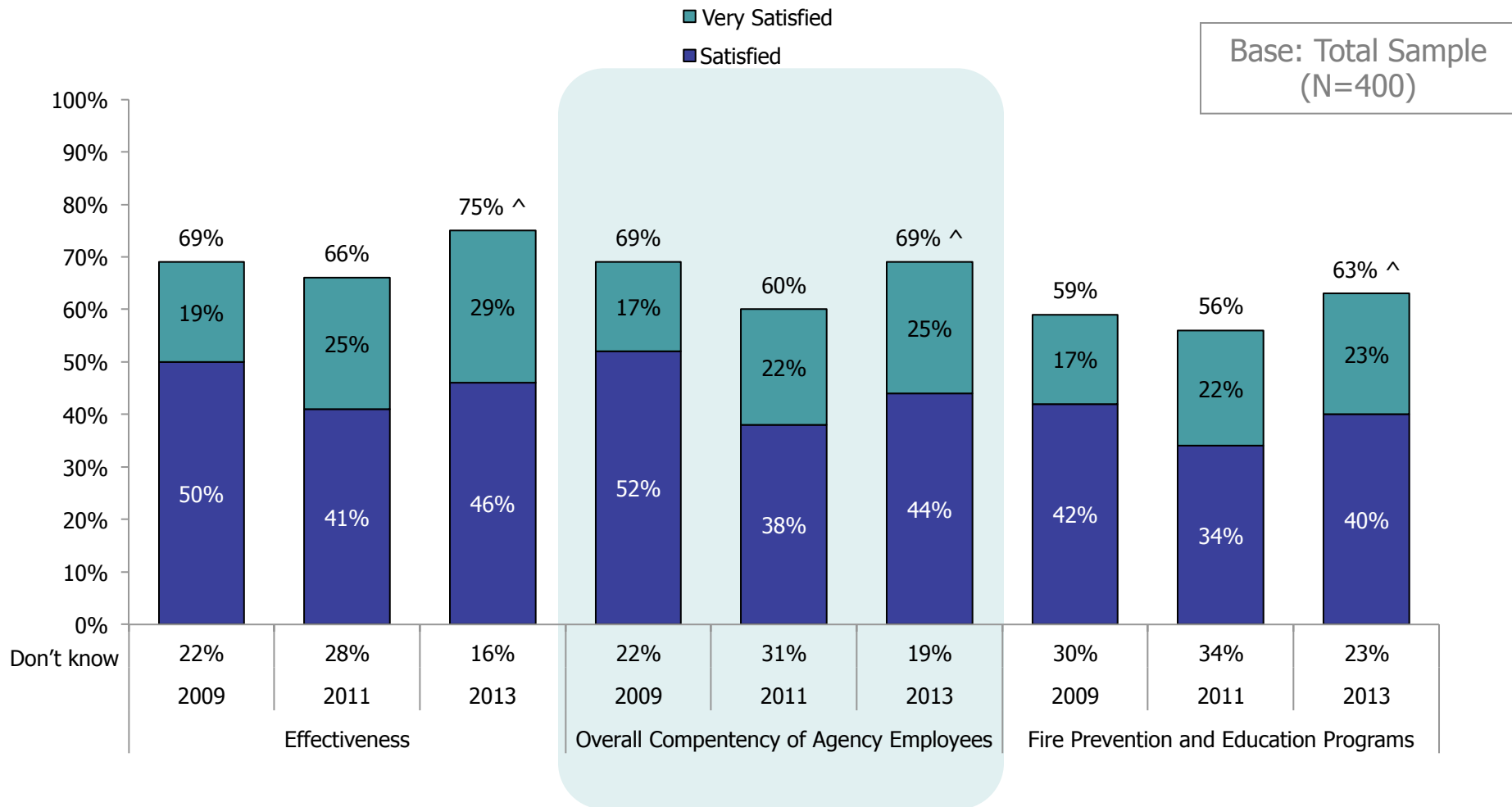
Base: Those who have had contact with Pearland Fire department; Excellent + Good Scores Shown

Note small base size

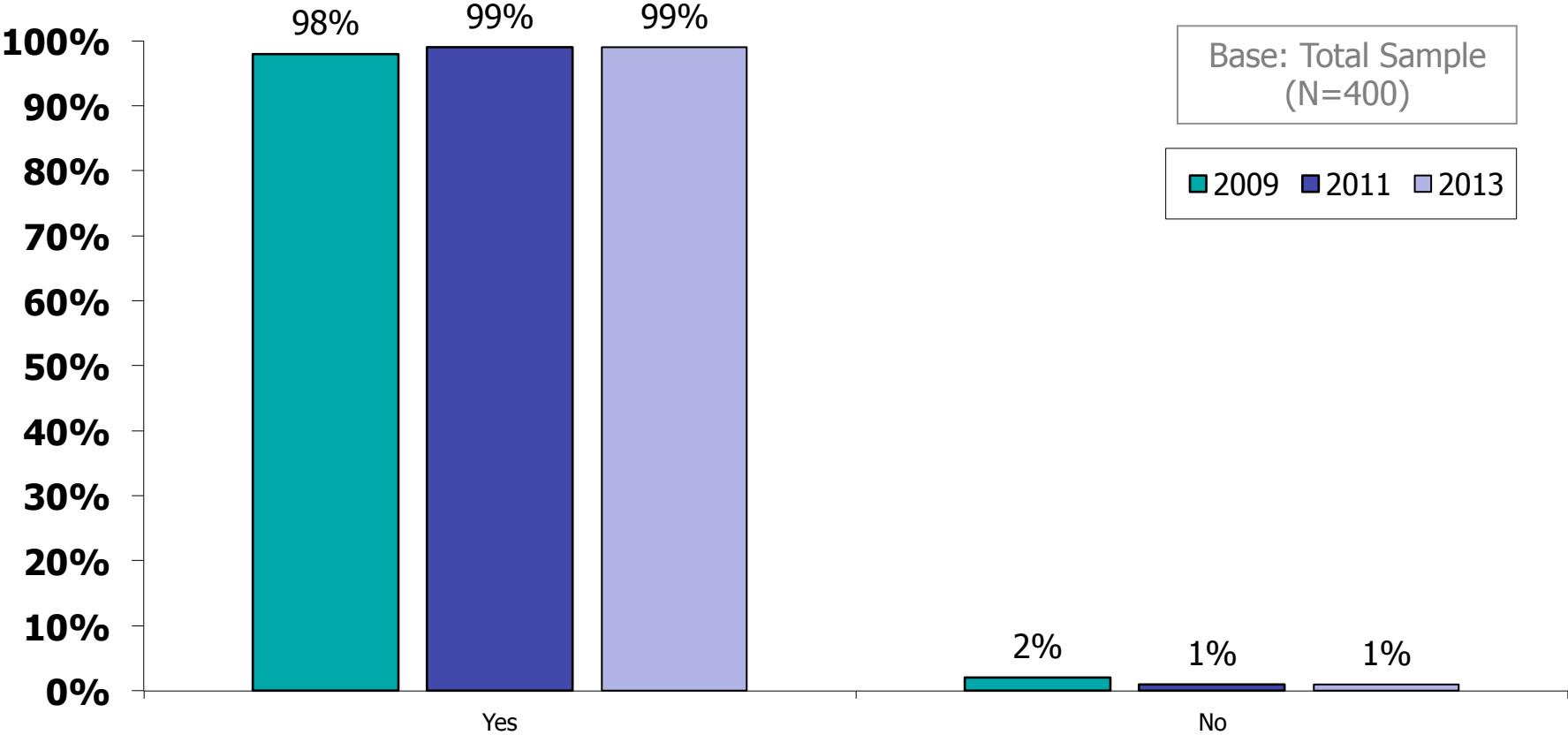


Rating Pearland Fire Department

Base: Total Sample; Very Satisfied + Satisfied Scores Shown



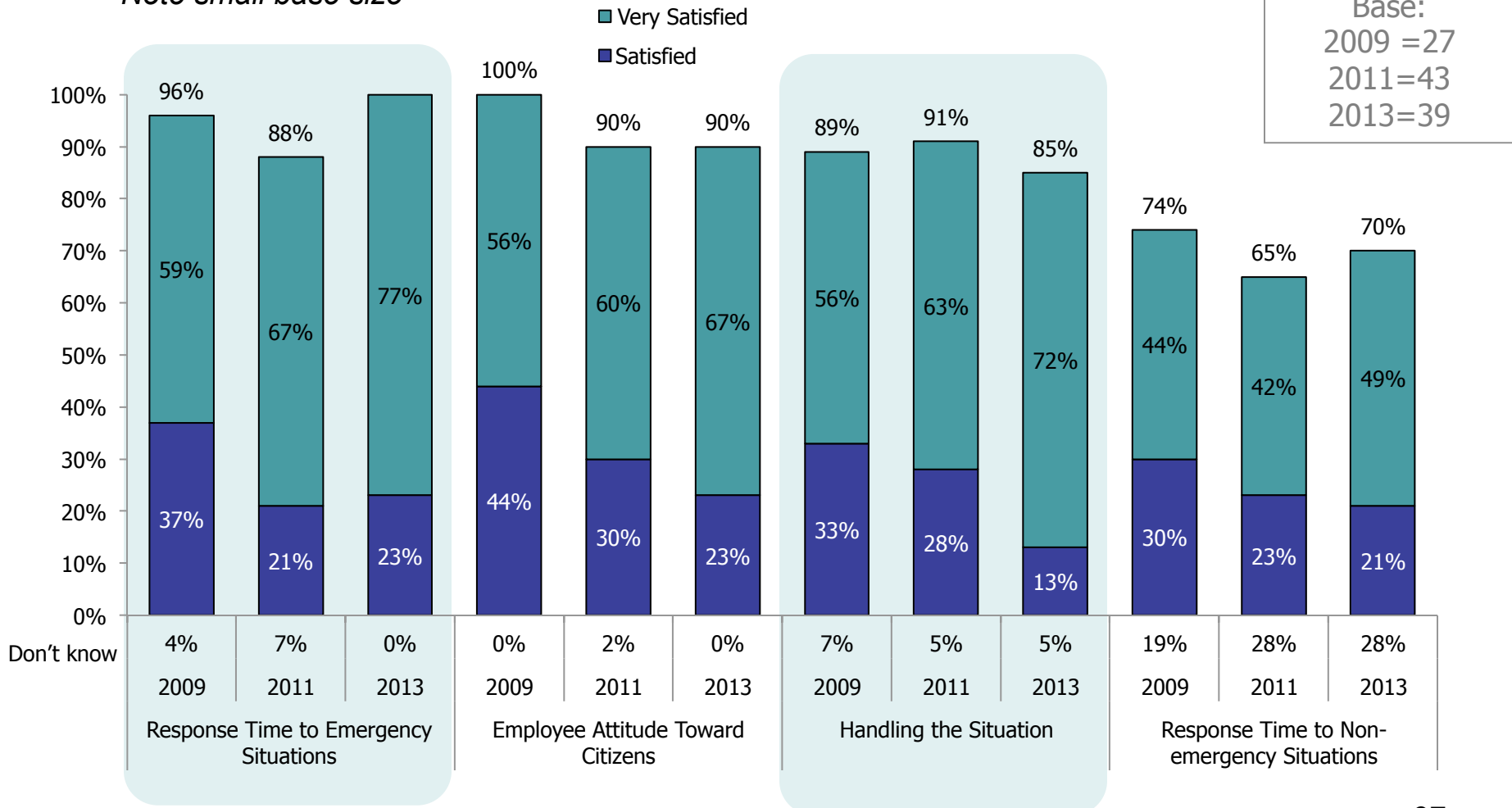
At Least One Working Smoke Detector in Home



Rating Pearland EMS

Base: Those who have had contact with Pearland EMS; Excellent + Good Scores Shown

Note small base size



Base:
 2009 = 27
 2011 = 43
 2013 = 39



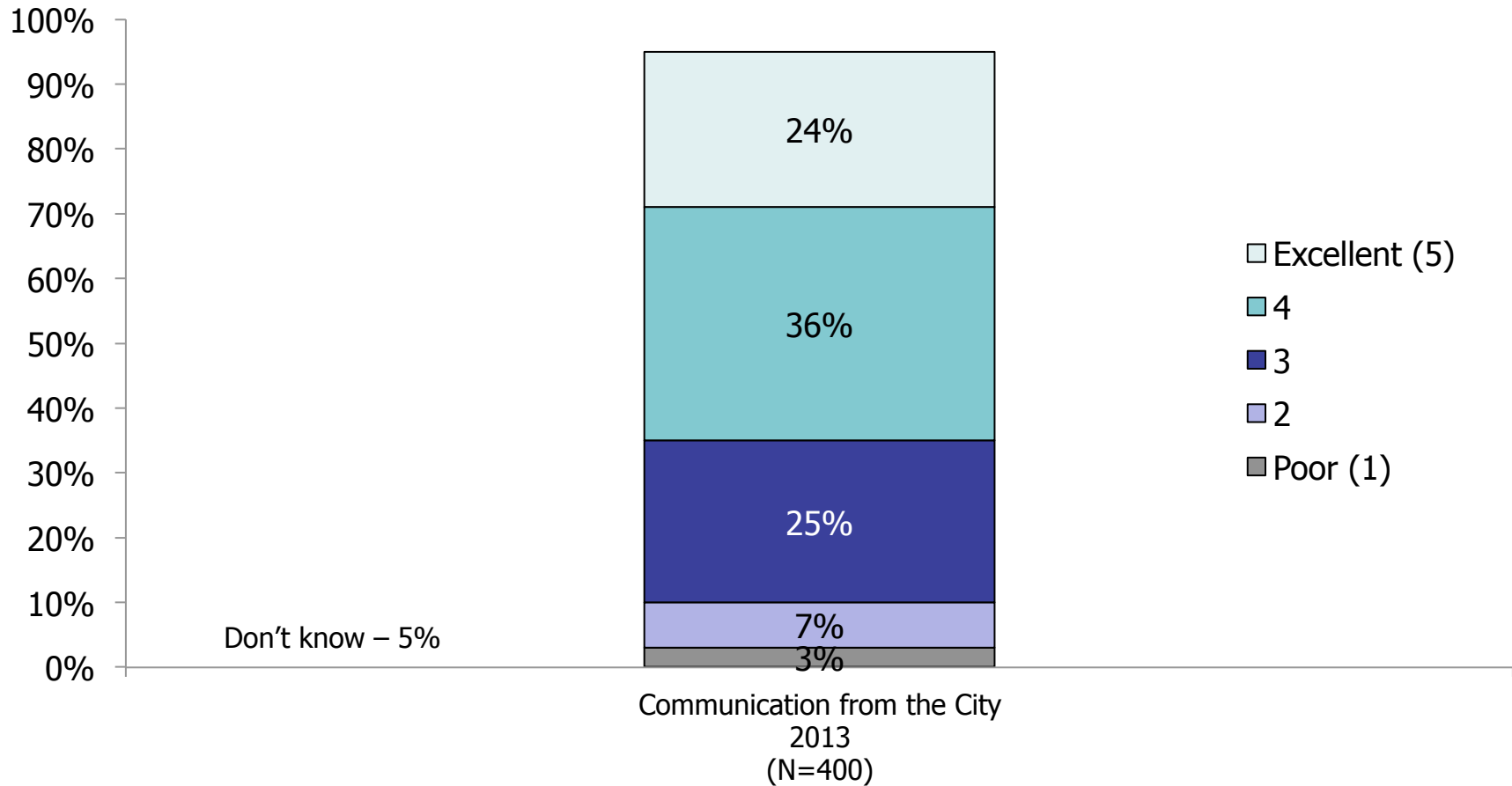
Communications



Summary

- Nearly two-thirds (60%) of respondents feel that the City does a good job (4 or 5 rating on 1-poor to 5-excellent scale) communicating with them.
- When gathering information about events, key issues, and Pearland topics, area newspapers (40%) are the top mentioned source of information.
 - Secondary sources include the City website (19%) and Pearland publications such as Pearland Connect and Pearland in Motion (18%).
 - They would prefer to receive information through the City printed newsletter (34%), receive email blasts (30%), and through the City website (25%).
- The sources of information found most useful by residents are the City website, the annual report and calendar, the daily newspapers, and Pearland in Motion.
 - Respondents give the daily newspapers significantly higher usefulness ratings than in 2011.
 - Residents report significantly decreased use of the website, Pearland in Motion, the Main City hall line, Pearland TV, and the Citizen Action Center.

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.

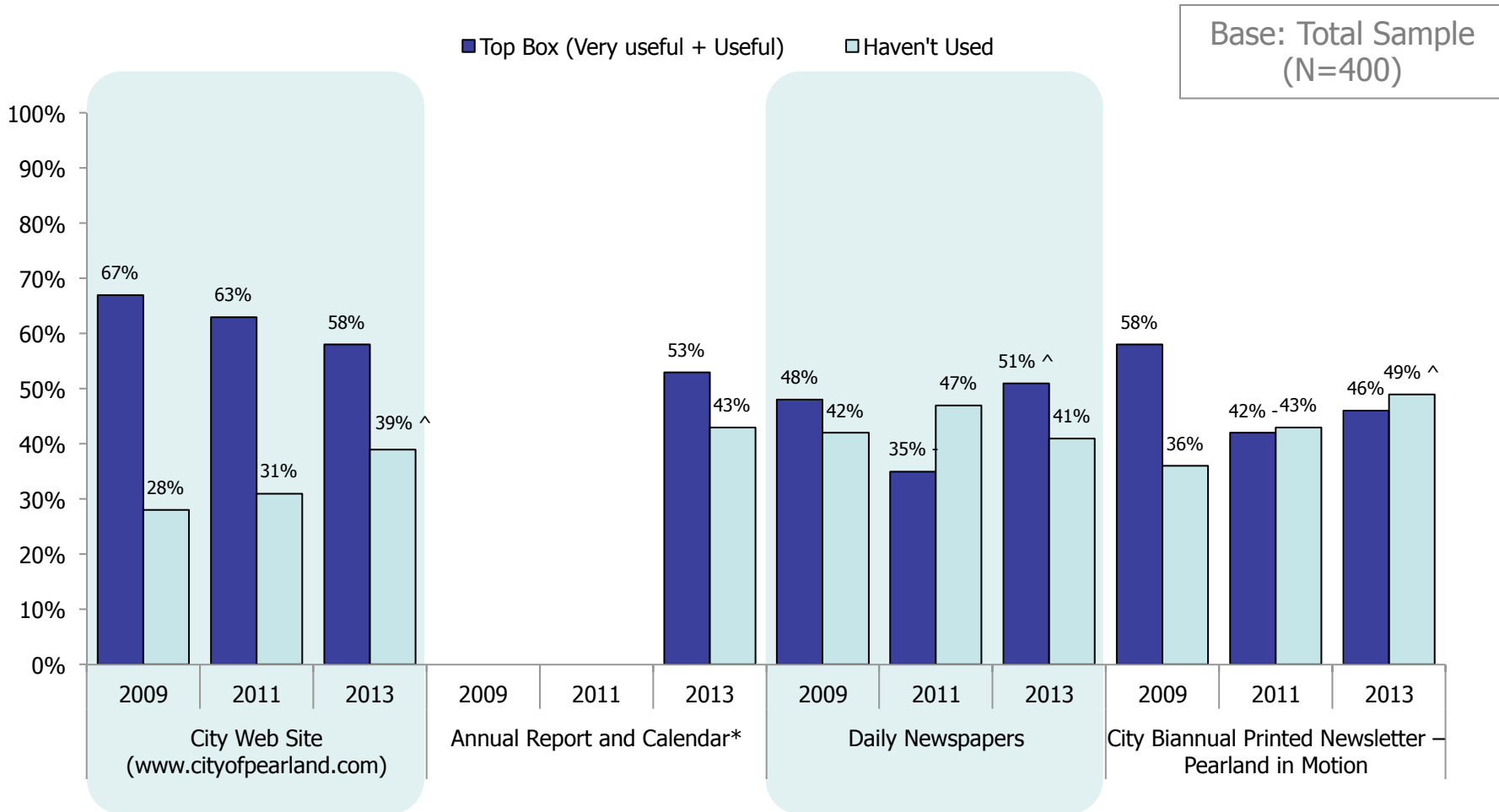
35b. What are your main sources of information about events, key issues, and topics in Pearland?



Rating Usefulness of Sources to Find Out About Pearland Services and Programs

Very Useful + Useful Ratings Shown

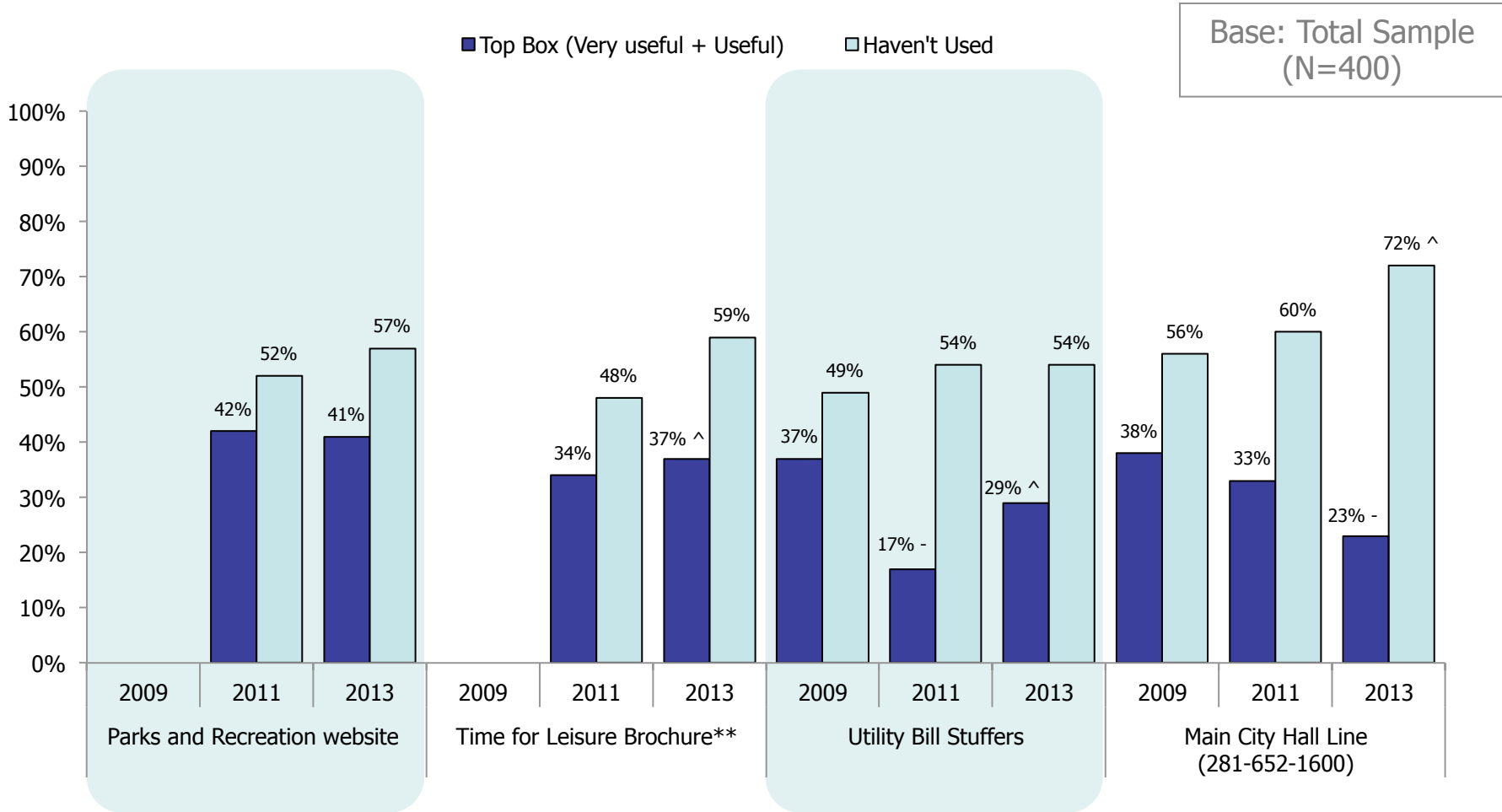
*Note: Question new in 2013.



Rating Usefulness of Sources to Find Out About Pearland Services and Programs

Very Useful + Useful Ratings Shown

**Note: Question new in 2011.

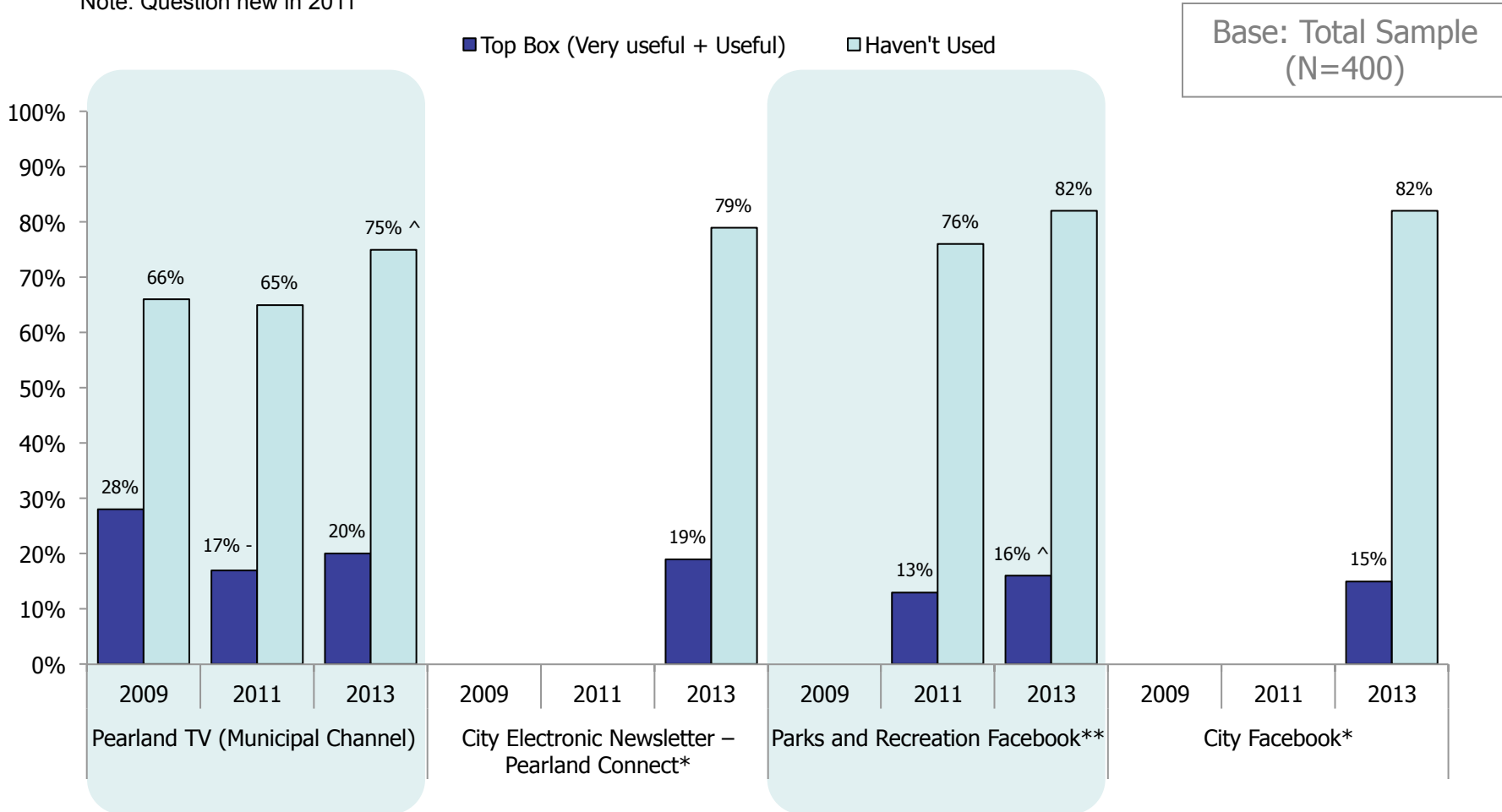


Rating Usefulness of Sources to Find Out About Pearland Services and Programs

Very Useful + Useful Ratings Shown

*Note: Question new in 2013.

**Note: Question new in 2011

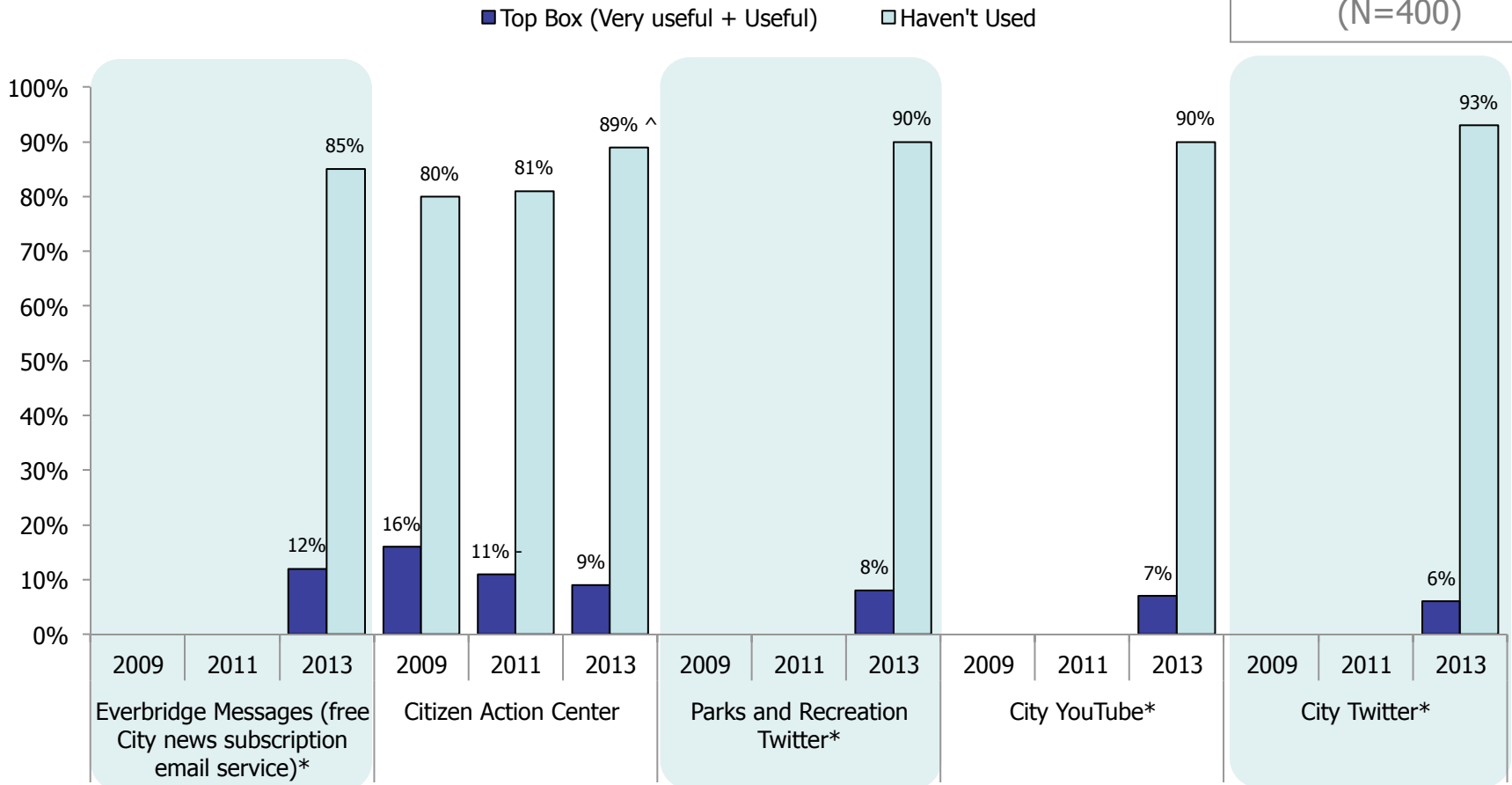


Rating Usefulness of Sources to Find Out About Pearland Services and Programs

Very Useful + Useful Ratings Shown

*Note: Question new in 2013.

Base: Total Sample (N=400)



How Would 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, robocall	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.

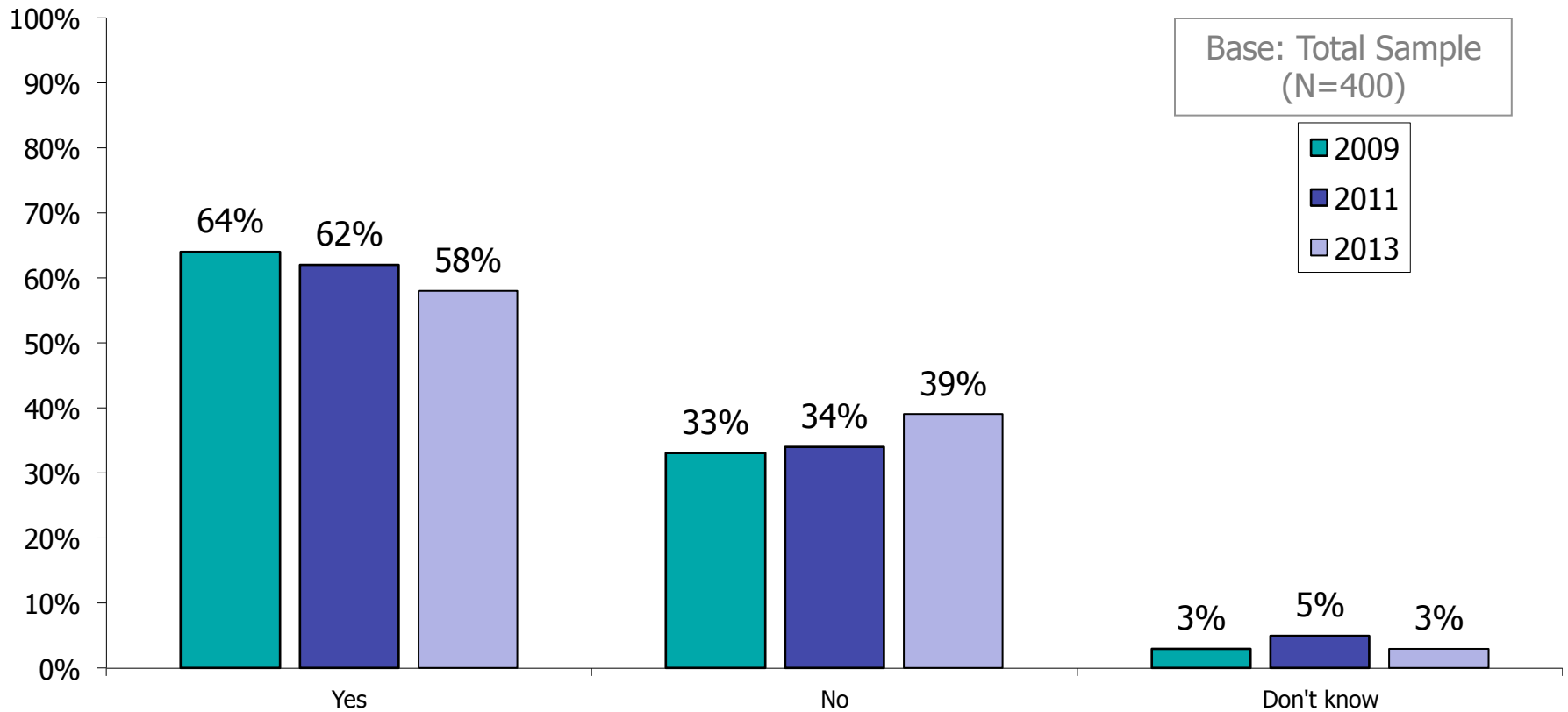
35c. The City of Pearland uses a variety of methods to communicate with residents. How would you prefer to receive information from the City?



Summary

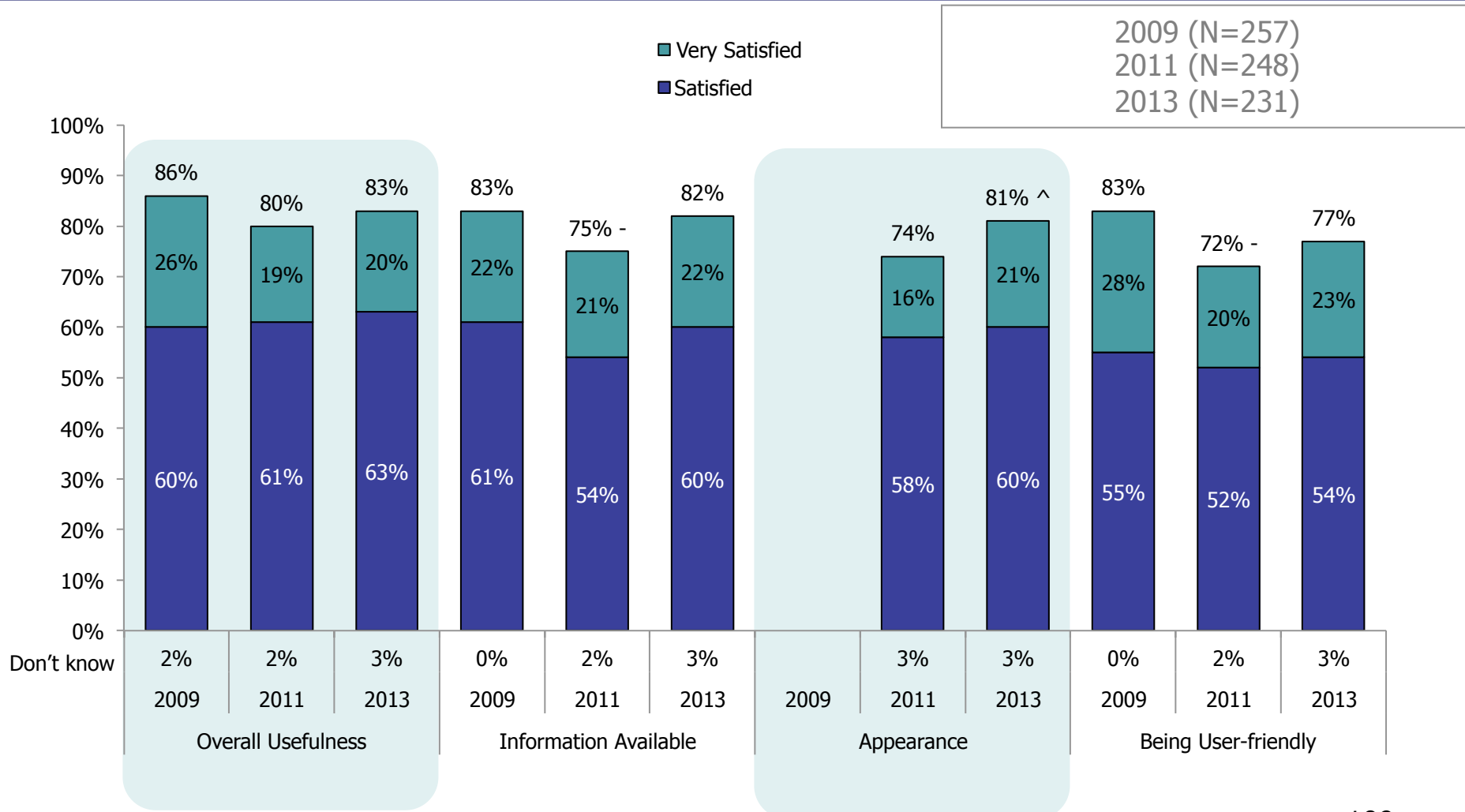
- Just over half (58%) of respondents have visited the Pearland website.
 - Those who have visited the site give positive ratings to the Usefulness, Information provided, and how user-friendly it is.
 - The appearance of the website received significantly higher good and excellent ratings in 2013 (81%) than in 2011 (74%).
- Most respondents 93% have not watched a live or archived webcast of a City Council meeting on the City website.
- While Cable TV remains the preferred method of receiving a TV signal for Pearland residents, there is a significant decrease in those using an antenna to receive their TV signal.
- Respondents would most like to tell the mayor of Pearland to improve traffic. This has significantly increased in 2013 to numbers similar to the 2009 survey.
 - While only 11% of respondents asked the mayor to fix or improve roads in 2011, this request is significantly lower in 2013 with only 2% mentioning.

Visited Pearland Website

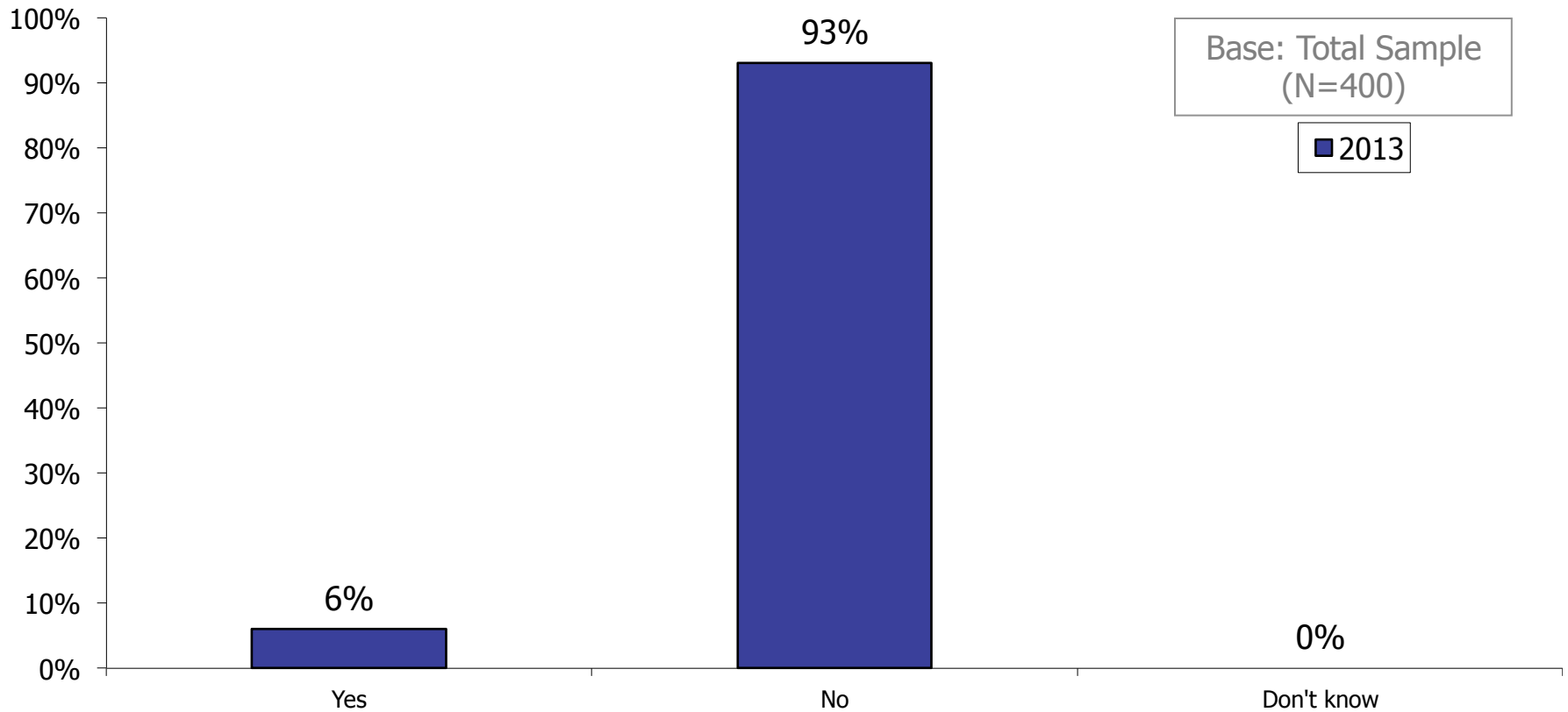


Rating Pearland's Website

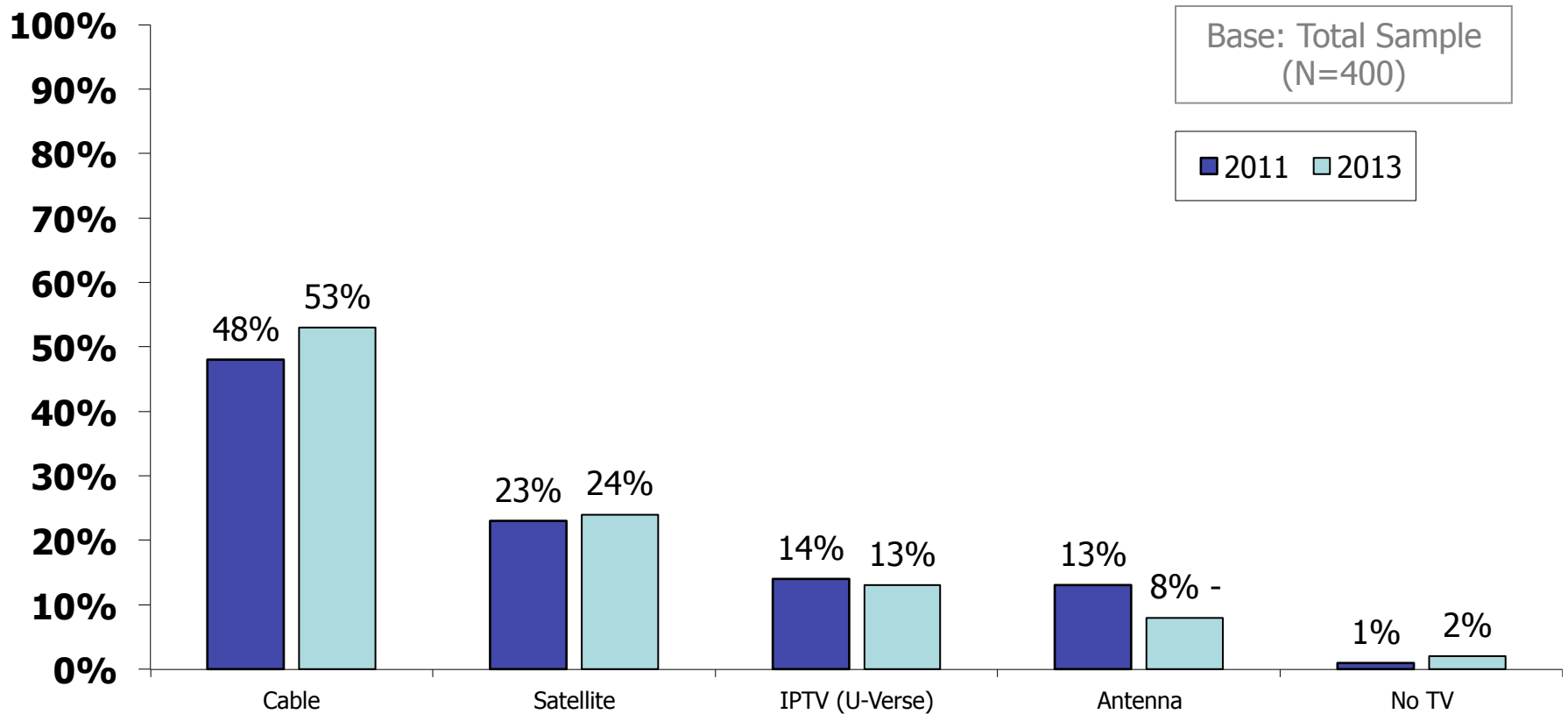
Base: Those who have visited the site; Excellent + Good Scores Shown



Watched Live or Archived Webcast of City Council Meeting Online



Television Signal in Home



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:	400	400	400

Other mentions by 4% or less in 2013



Appendix: Regional Comparisons



Respondent Profile



Demographic Profile

Gender*	2009	2011	2013	North	West	South	Southeast	Northeast
Male	45%	44%	48%	47%	45%	53%	39%	53%
Female	55%	56%	52%	53%	55%	47%	61%	47%
Age*								
18 - 24	2%	2%	9%+	12%	5%	13%	7%	9%
25 - 34	19%	14%	17%	20%	21%	16%	18%	12%
35 - 44	33%	31%	29%	24%	35%	41%N	25%	17%
45 - 54	16%	19%	16%	15%	14%	14%	20%	17%
55 - 64	12%	13%	16%	12%	15%	13%	11%	28%N
65 - 70	7%	7%	6%	11%NE	5%	1%	10%	8%
Over 70	13%	11%	7%-	7%	5%	3%	10%	10%
Average	48	48	45	45	44	41	47	50N
Ethnic background*								
White, non-Hispanic	73%	77%	52%-	44%	42%	50%	52%	72%N
Hispanic	14%	8%-	18%	24%W	7%	20%	25%	14%
African American	6%	8%	17%+	19%NE	29%	19%	10%	6%
Asian	5%	5%	12%+	12%	21%	9%	11%	5%
Other	2%	2%	2%	1%	1%	1%	2%	0%
Base	400	400	400	75	84	102	61	78

*Quotas implemented



Demographic Profile

Gender*	North			West			South			Southeast			Northeast		
	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013
Male	48%	40%	47%	59%	46%	45%	39%	46%	53%	50%	41%	39%	38%	45%	53%
Female	52%	60%	53%	41%	54%	55%	61%	54%	47%	50%	59%	61%	62%	55%	47%
Age*															
18 - 24	2%	3%	12% [^]	1%	1%	5%	3%	2%	13% [^]	2%	3%	7%	0%	2%	9%
25 - 34	19%	19%	20%	38%	21% ⁻	21%	19%	10%	16%	9%	9%	18%	9%	5%	12%
35 - 44	29%	44% [^]	24% ⁻	29%	28%	35%	31%	29%	41%	41%	24%	25%	36%	32%	17%
45 - 54	14%	7%	15%	16%	22%	14%	19%	21%	14%	9%	27% [^]	20%	17%	17%	17%
55 - 64	12%	8%	12%	9%	16%	15%	14%	11%	13%	9%	15%	11%	11%	15%	28%
65 - 70	7%	6%	11%	1%	7%	5%	3%	11% [^]	1% ⁻	9%	4%	10%	12%	7%	8%
Over 70	17%	10%	7%	3%	4%	5%	11%	10%	3%	20%	18%	10%	14%	17%	10%
Average	49	45	45	40	46	44	47	49	41	51	51	47	51	52	50
Ethnic background*															
White, non-Hispanic	75%	85%	44% ⁻	60%	63%	42% [^]	69%	80%	50% ⁻	89%	80%	52% ⁻	79%	85%	72%
Hispanic	13%	8%	24% ⁺	13%	8%	7%	16%	11%	20%	7%	7%	25% [^]	14%	5%	14%
African American	7%	6%	19% [^]	9%	13%	29% [^]	8%	2%	19% [^]	2%	9%	10%	1%	3%	6%
Asian	2%	1%	12% [^]	15%	13%	21%	5%	1%	9% [^]	0%	0%	11% [^]	4%	3%	5%
Other	2%	0%	1%	2%	2%	1%	2%	2%	3%	2%	4%	2%	2%	4%	3%
Base	84	72	75	68	112	84	106	82	102	44	74	61	98	60	78

*Quotas implemented



Demographic Profile

Employment status	2009	2011	2013	North	West	South	Southeast	Northeast
Full-time	57%	54%	52%	47%	67%	54%	44%	46%
Retired	20%	21%	16%	23%	8%	9%	21%	24%
Homemaker	9%	11%	11%	11%	10%	12%	11%	13%
Part-time	7%	9%	8%	9%	6%	11%	7%	5%
Unemployed	4%	3%	6%	7%	2%	7%	10%	3%
Student	2%	1%	5%	4%	5%	5%	7%	5%
Refused	2%	2%	2%	0%	2%	3%	0%	4%
Homeownership								
Own	95%	93%	87%	83%	88%	84%	92%	91%
Rent	3%	5%	10%	15%	11%	13%	7%	5%
Refused	2%	3%	3%	3%	1%	3%	2%	4%
Base	400	400	400	75	84	102	61	78



Demographic Profile

Employment status	North			West			South			Southeast			Northeast		
	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013
Full-time	51%	56%	47%	76%	65%	67%	58%	48%	54%	48%	46%	44%	53%	48%	46%
Retired	25%	14%	23%	4%	13%	8%	19%	23%	9%	20%	26%	21%	26%	32%	24%
Homemaker	10%	14%	11%	7%	9%	10%	9%	12%	12%	9%	14%	11%	8%	5%	13%
Part-time	6%	4%	9%	6%	9%	6%	7%	12%	11%	14%	11%	7%	5%	5%	5%
Unemployed	5%	10%	7%	1%	2%	2%	4%	1%	7%	5%	0%	10%	5%	5%	3%
Student	1%	0%	4%	1%	0%	5%	4%	4%	5%	2%	0%	7%	0%	2%	5%
Refused	2%	3%	0%	3%	2%	2%	0%	0%	3%	2%	4%	0%	3%	3%	4%
Homeownership															
Own	92%	92%	83%	96%	95%	88%	95%	99%	84%	100%	85%	92%	94%	90%	91%
Rent	7%	7%	15%	1%	2%	11%	4%	1%	13%	0%	9% ^	7%	2%	8%	5%
Refused	1%	1%	3%	3%	4%	1%	1%	0%	3%	0%	5%	2%	4%	2%	4%
Base	84	72	75	68	112	84	106	82	102	44	74	61	98	60	78

*Quotas implemented



Demographic Profile

Education	2009	2011	2013	North	West	South	Southeast	Northeast
High School or less	15%	11%	13%	20%	7%	9%	15%	18%
Some college	23%	21%	25%	33%	15%	25%	28%	26%
College graduate	41%	50% ^	33%	21%	45%	35%	33%	29%
Some graduate school or degree	19%	15%	24%	17%	30%	25%	23%	22%
Technical school	1%	2%	4%	8%	1%	4%	2%	3%
Refused	2%	2%	2%	0%	1%	3%	0%	3%
Children under 18 living in household								
Yes	47%	47%	53%	51%	52%	63%	59%	40%
Registered to Vote								
Yes	89%	90%	87%	88%	85%	82%	87%	92%
Frequency Vote								
Always	46%	56%	42%	37%	44%	30%	55%	47%
Often	25%	26%	30%	32%	26%	38%	21%	28%
Seldom	18%	11%	16%	15%	15%	18%	15%	14%
Never	10%	8%	13%	16%	14%	14%	9%	11%
Base	400	400	400	75	84	102	61	78



Demographic Profile

Education	North			West			South			Southeast			Northeast		
	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013
High School or less	19%	14%	20%	3%	4%	7%	14%	17%	9%	18%	12%	15%	19%	8%	18%
Some college	17%	21%	33%	9%	13%	15%	31%	24%	25%	34%	24%	28%	22%	27%	26%
College graduate	48%	50%	21%	50%	52%	45%	34%	51% ^	35%	39%	46%	33%	38%	47%	29%
Some graduate school or degree	12%	11%	17%	34%	28%	30%	20%	5%	25%	9%	12%	23%	17%	10%	22%
Technical school	4%	3%	8%	1%	2%	1%	1%	2%	4%	0%	1%	2%	0%	3%	3%
Refused	1%	1%	0%	3%	2%	1%	0%	0%	3%	0%	4%	0%	3%	5%	3%
Children under 18 living in household															
Yes	42%	53%	51%	46%	46%	52%	55%	52%	63%	48%	50%	59%	45%	33%	40%
Registered to Vote															
Yes	90%	88%	88%	82%	88%	85%	91%	94%	82%	89%	91%	87%	89%	90%	92%
Frequency Vote															
Always	45%	54%	37%	52%	52%	44%	43%	55%	30%	44%	60%	55%	49%	61%	47%
Often	25%	22%	32%	18%	25%	26%	26%	32%	38%	31%	27%	21%	27%	20%	28%
Seldom	18%	16%	15%	20%	15%	15%	18%	8%	18%	23%	4%	15%	15%	9%	14%
Never	12%	8%	16%	11%	9%	14%	13%	5%	14%	3%	9%	9%	9%	11%	11%
Base	84	72	75	68	112	84	106	82	102	44	74	61	98	60	78



Demographic Profile

Household income	2009	2011	2013	North	West	South	Southeast	Northeast
Under \$30,000	6%	6%	7%	12%	2%	7%	9%	7%
\$30,000 - \$50,000	10%	9%	12%	16%	8%	11%	8%	14%
\$50,001 - \$75,000	17%	12%	12%	15%	11%	9%	18%	12%
\$75,001 - \$100,000	17%	13%	16%	27%	14%	18%	7%	13%
\$100,001 - \$125,000	11%	13%	10%	8%	7%	12%	15%	10%
\$125,001 - \$150,000	10%	9%	9%	1%	14%	9%	11%	9%
Over \$150,000	13%	14%	17%	9%	27%	15%	15%	19%
Refused	16%	25%	17%	12%	15%	21%	18%	17%
Average	\$ 94,540	\$ 97,910	\$ 98,050	\$ 77,690	\$ 116,300	\$ 97,930	\$ 97,700	\$ 99,190
Base	400	400	400	75	84	102	61	78



Demographic Profile

Household income	North			West			South			Southeast			Northeast		
	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013
Under \$30,000	11%	11%	12%	0%	4%	2%	6%	5%	7%	16%	8%	9%	2%	5%	7%
\$30,000 - \$50,000	12%	8%	16%	7%	3%	8%	12%	12%	11%	9%	11%	8%	8%	13%	14%
\$50,001 - \$75,000	15%	13%	15%	9%	8%	11%	21%	11%	9%	14%	14%	18%	21%	17%	12%
\$75,001 - \$100,000	13%	11%	27%	21%	16%	14%	19%	15%	18%	16%	11%	7%	16%	12%	13%
\$100,001 - \$125,000	13%	17%	8%	13%	11%	7%	13%	7%	12%	11%	22%	15%	6%	10%	10%
\$125,001 - \$150,000	12%	11%	1%	16%	10%	14%	8%	9%	9%	7%	7%	11%	9%	7%	9%
Over \$150,000	6%	7%	9%	24%	27%	27%	8%	7%	15%	16%	9%	15%	14%	10%	19%
Refused	18%	22%	12%	10%	22%^	15%	13%	34%^	21%	11%	19%	18%	22%	27%	17%
Average	\$ 84,350	\$ 88,620	\$ 77,690	\$116,800	\$119,540	\$116,300	\$ 86,960	\$ 88,430	\$ 97,930	\$ 89,490	\$ 90,790	\$ 97,700	\$ 97,700	\$ 88,300	\$ 99,190
Base	84	72	75	68	112	84	106	82	102	44	74	61	98	60	78

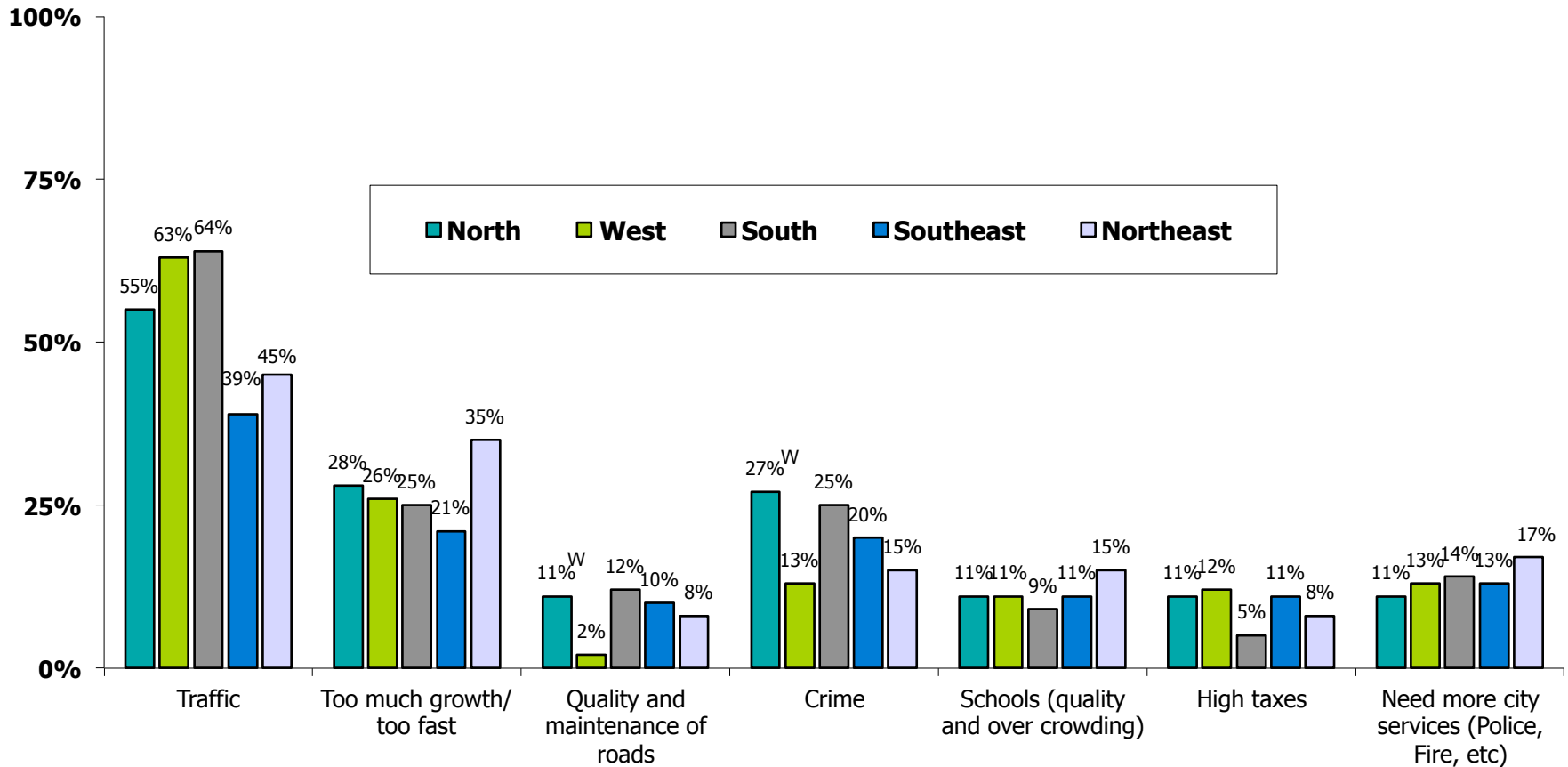


Pearland Overall



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 issue facing the **City of Pearland and its residents** today?



Most Important Issues Facing Pearland Today

Open-ended question

	North			West			South			Southeast			Northeast		
	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013
Traffic	64%	56%	55%	60%	55%	63%	64%	46% -	64%^	50%	45%	39%	55%	46%	45%
Too much growth/too fast	23%	14%	28%^	15%	11%	26%^	19%	18%	25%	27%	27%	21%	27%	29%	35%
Quality and maintenance of roads	21%	25%	11%-	21%	9% -	2%	23%	28%	12%-	16%	23%	10%-	10%	15%	8%
Crime	7%	27% ^	27%	24%	24%	13%	18%	26%	25%	16%	23%	20%	19%	25%	15%
Schools (quality and over crowding)	12%	8%	11%	7%	14%	11%	12%	21%^	9%	18%	19%	11%	17%	10%	15%
High taxes	10%	11%	11%	19%	14%	12%	8%	11%	5%	16%	11%	11%	15%	15%	8%
More city services (Police, Fire)	11%	10%	11%	16%	18%	13%	10%	12%	14%	14%	11%	13%	6%	8%	17%
Base	84	72	75	68	112	84	106	82	102	44	74	61	98	60	78

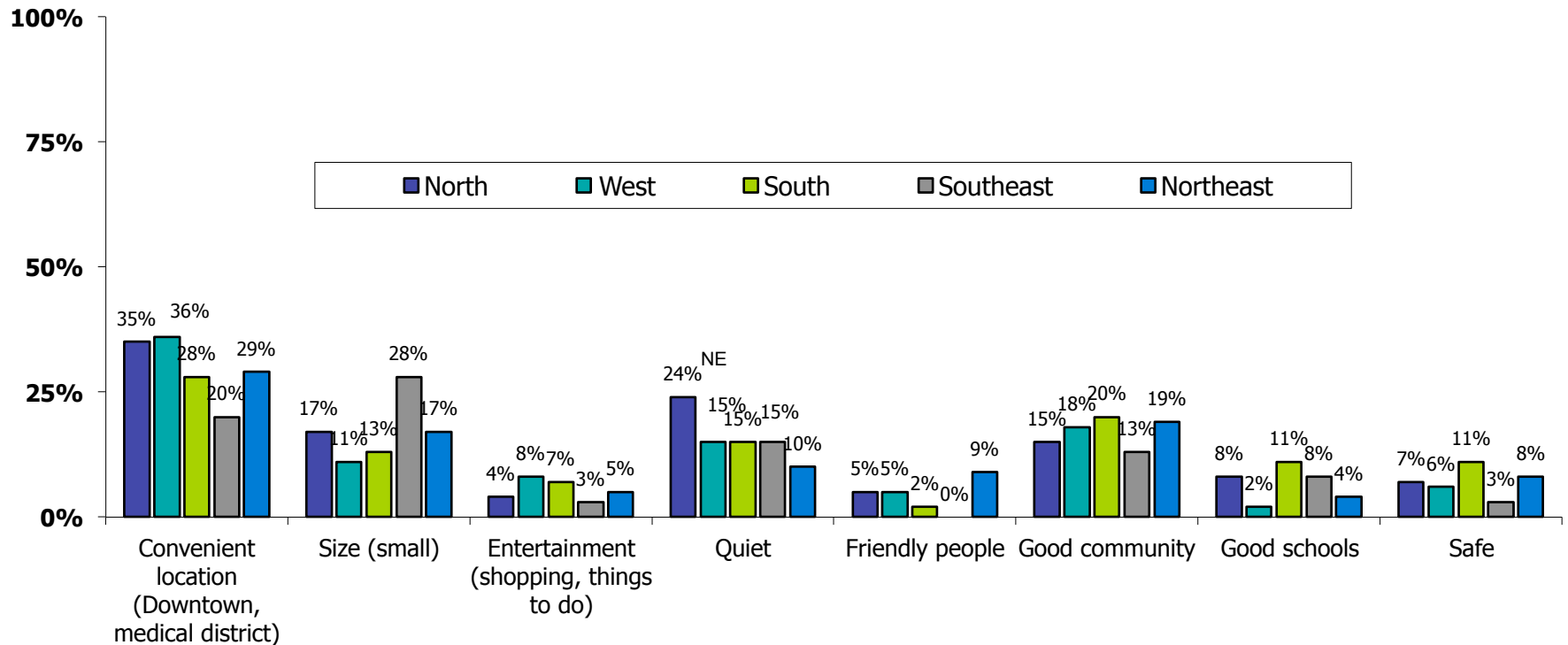
Other mentions by less than 8% of total sample

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



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?



Like Best About Living in Pearland

Open-ended question

	North			West			South			Southeast			Northeast		
	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013
Convenient location	27%	36%	35%	59%	55%	36%-	34%	34%	28%	36%	24%	20%	30%	37%	29%
Size (small)	27%	21%	17%	15%	12%	11%	28%	23%	13%	20%	23%	28%	28%	30%	17%
Entertainment (shopping, things to do)	14%	8%	4%	18%	7% -	8%	15%	9%	7%	18%	7%	3%	12%	5%	5%
Quiet	13%	8%	24%^	10%	9%	15%	8%	7%	15%	11%	7%	15%	15%	2% -	10%
Friendly people	7%	11%	5%	4%	6%	5%	12%	7%	2%	18%	4% -	0%	12%	12%	9%
Good community	10%	14%	15%	10%	16%	18%	8%	16%	20%	9%	24% ^	13%	8%	13%	19%
Good schools	10%	6%	8%	3%	5%	2%	12%	10%	11%	9%	5%	8%	3%	10%	4%
Safe	5%	4%	7%	4%	4%	6%	7%	11%	11%	2%	9%	3%	9%	5%	8%

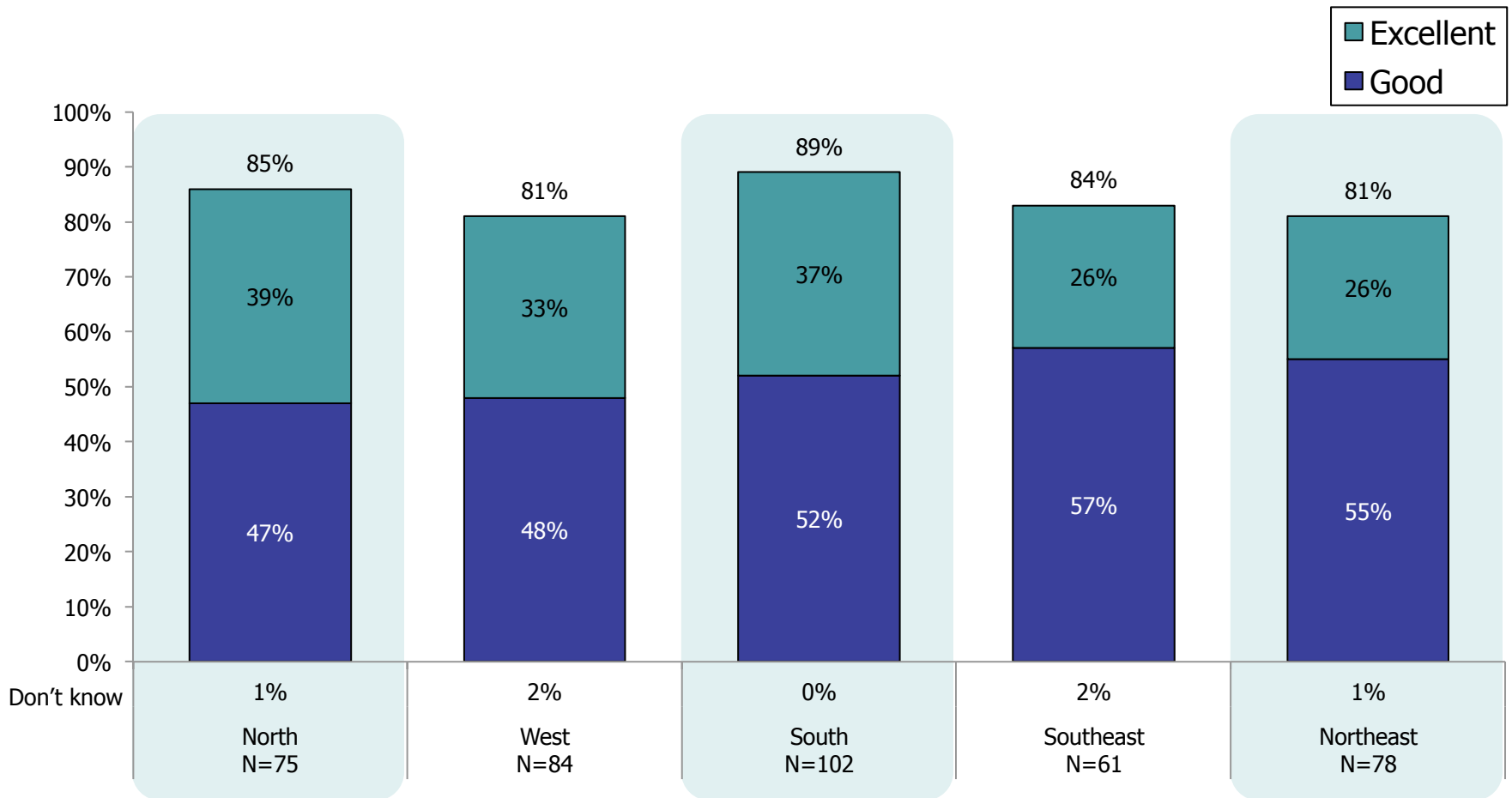
Other mentions by less than 7% of total sample

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



Rating Factors of Pearland: Appearance and Beautification of the City

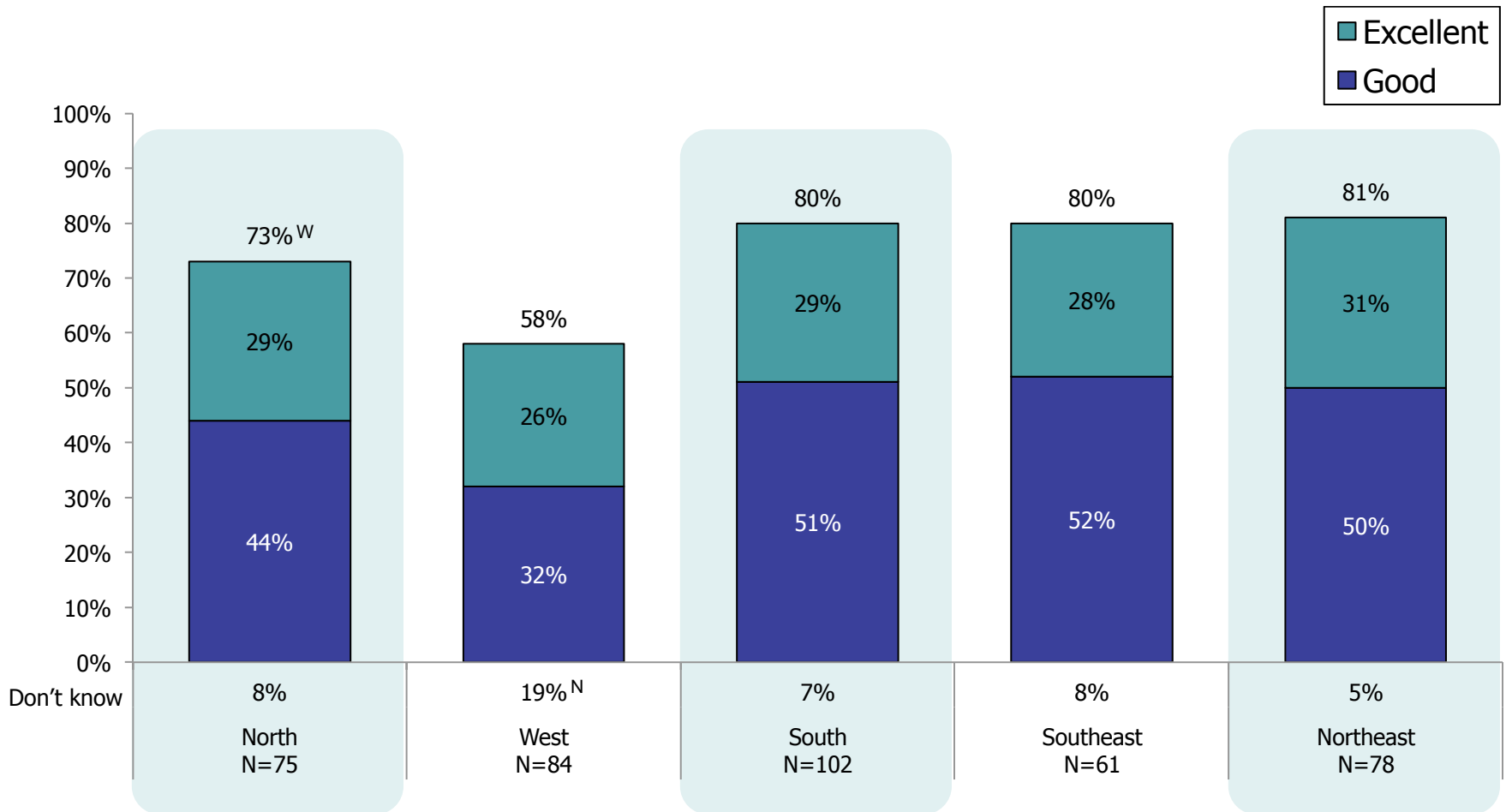
Excellent + Good Scores Shown



Q11. On a scale of excellent, good, fair, or poor, how would you rate...?

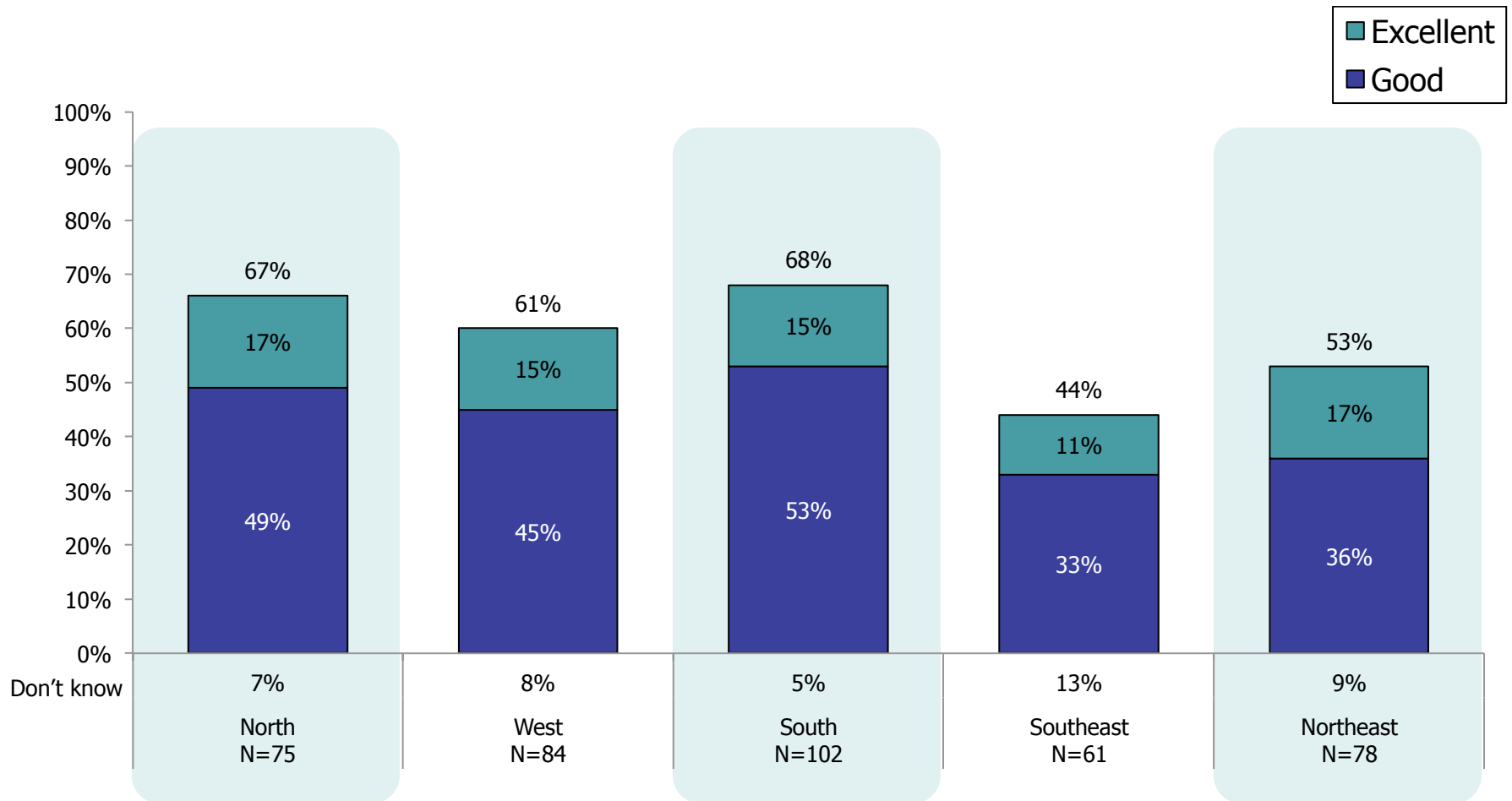
Rating Factors of Pearland: Education

Excellent + Good Scores Shown



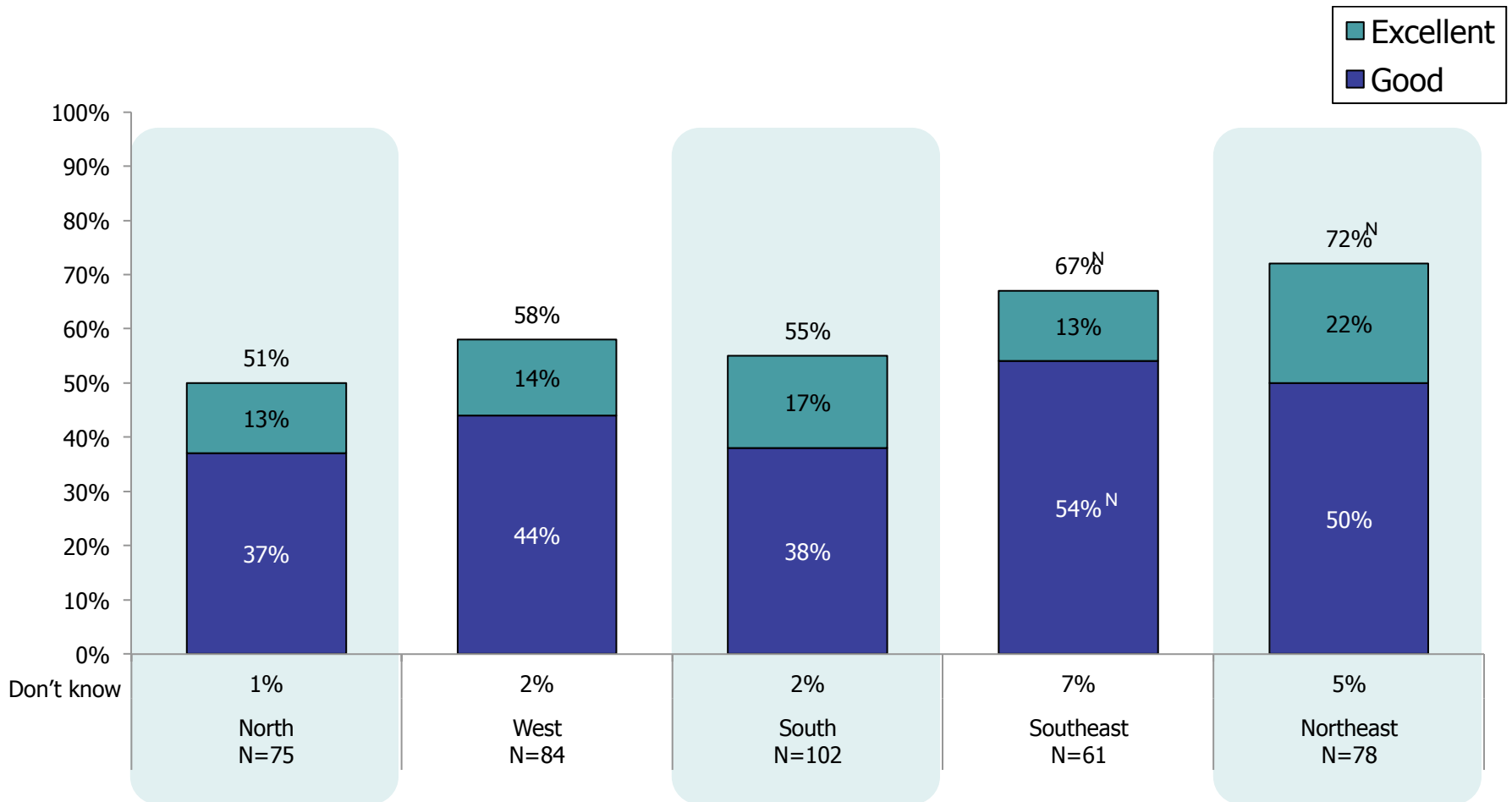
Rating Factors of Pearland: Entertainment

Excellent + Good Scores Shown



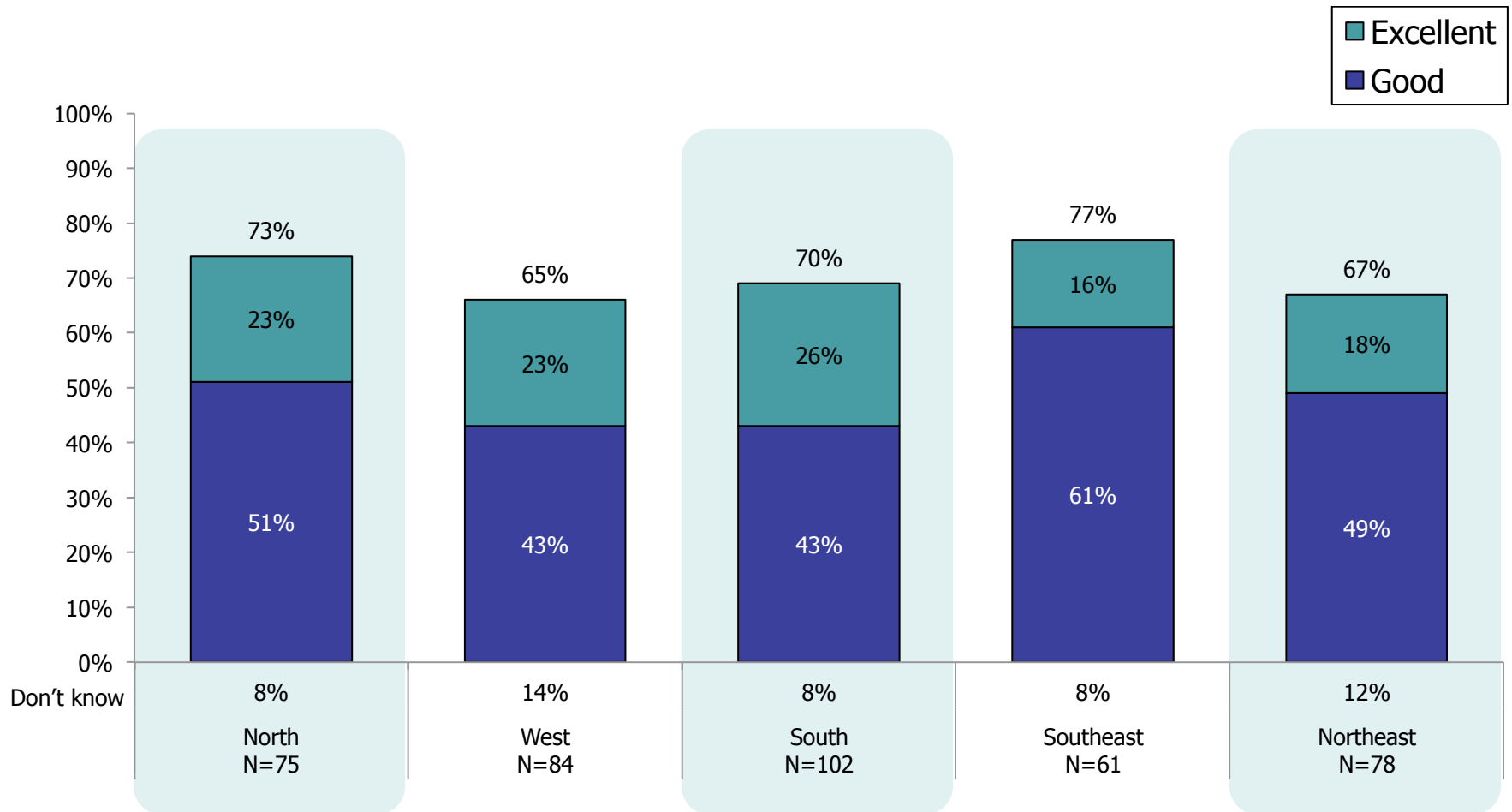
Rating Factors of Pearland: Mobility

Excellent + Good Scores Shown



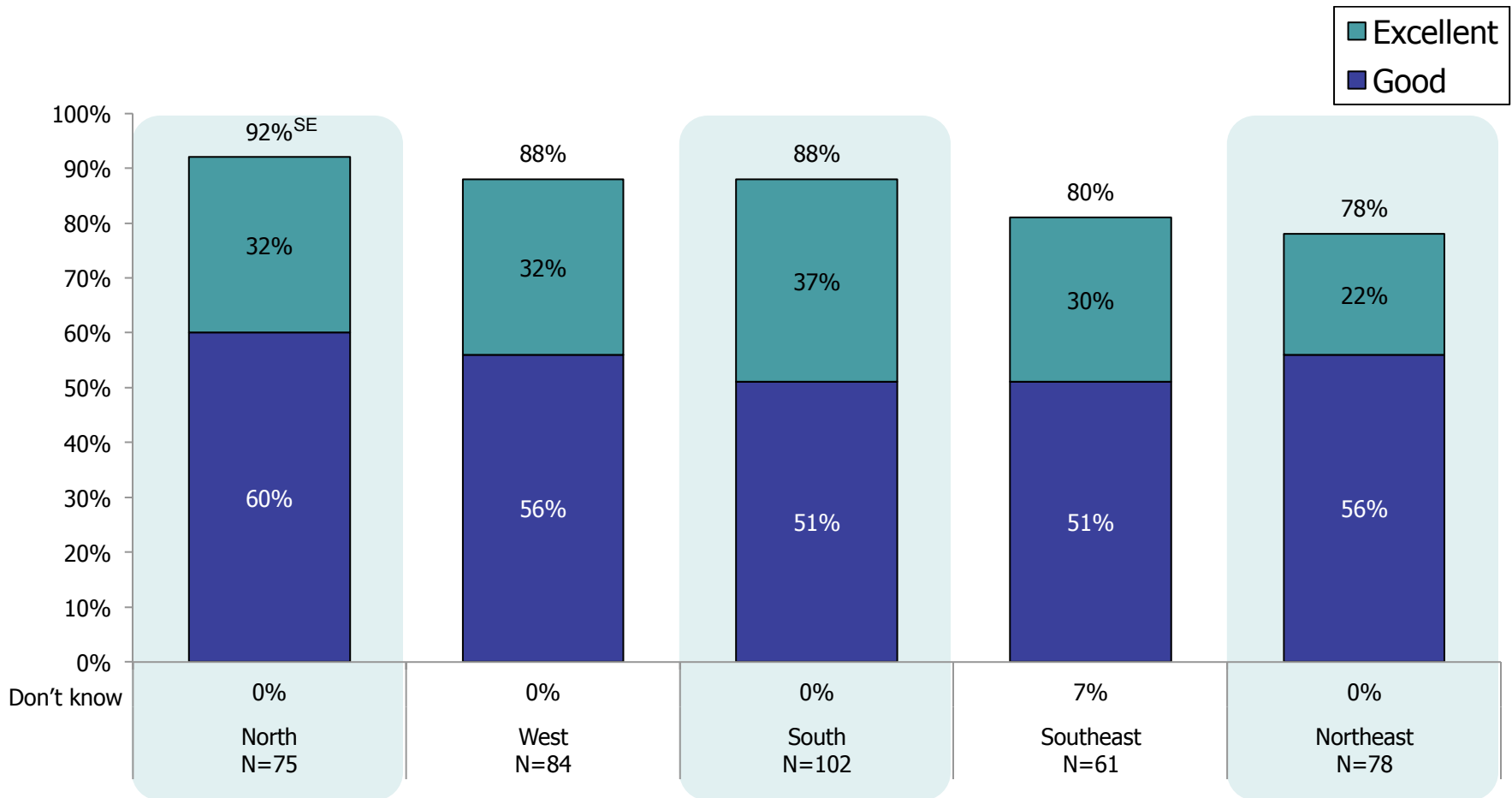
Rating Factors of Pearland: Medical Facilities

Excellent + Good Scores Shown



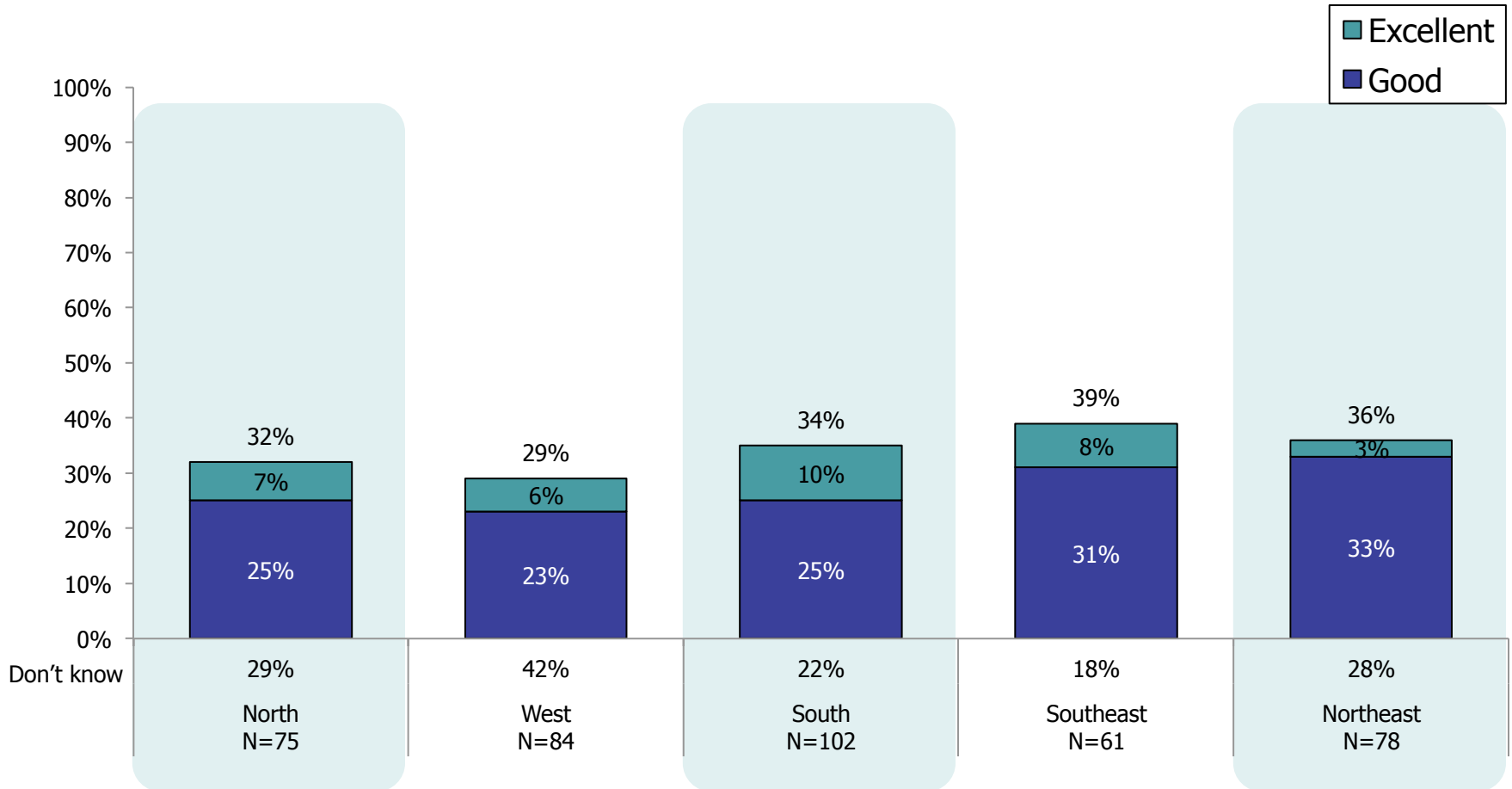
Rating Factors of Pearland: Local Shopping

Excellent + Good Scores Shown



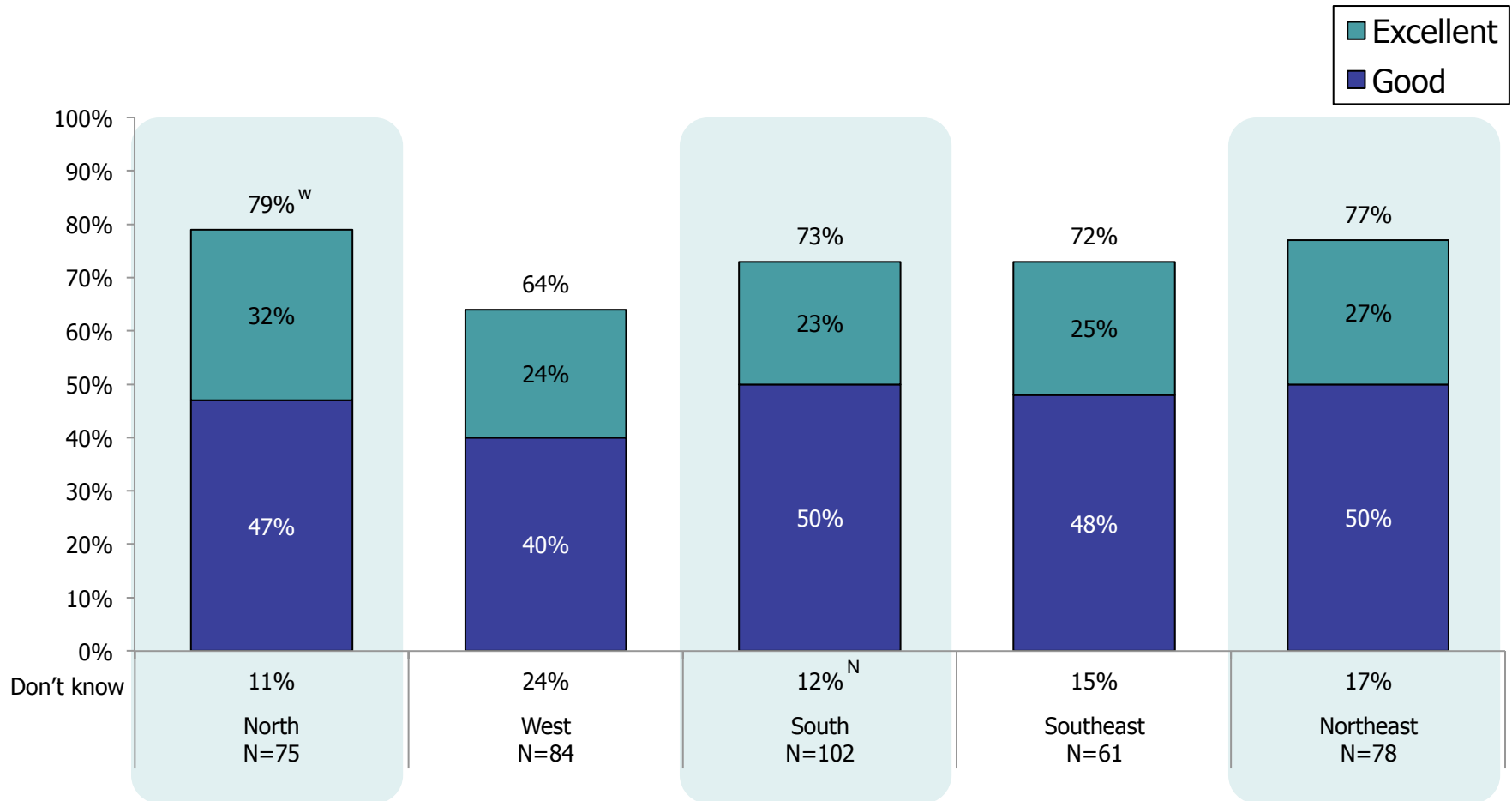
Rating Factors of Pearland: Local Job Opportunities

Excellent + Good Scores Shown



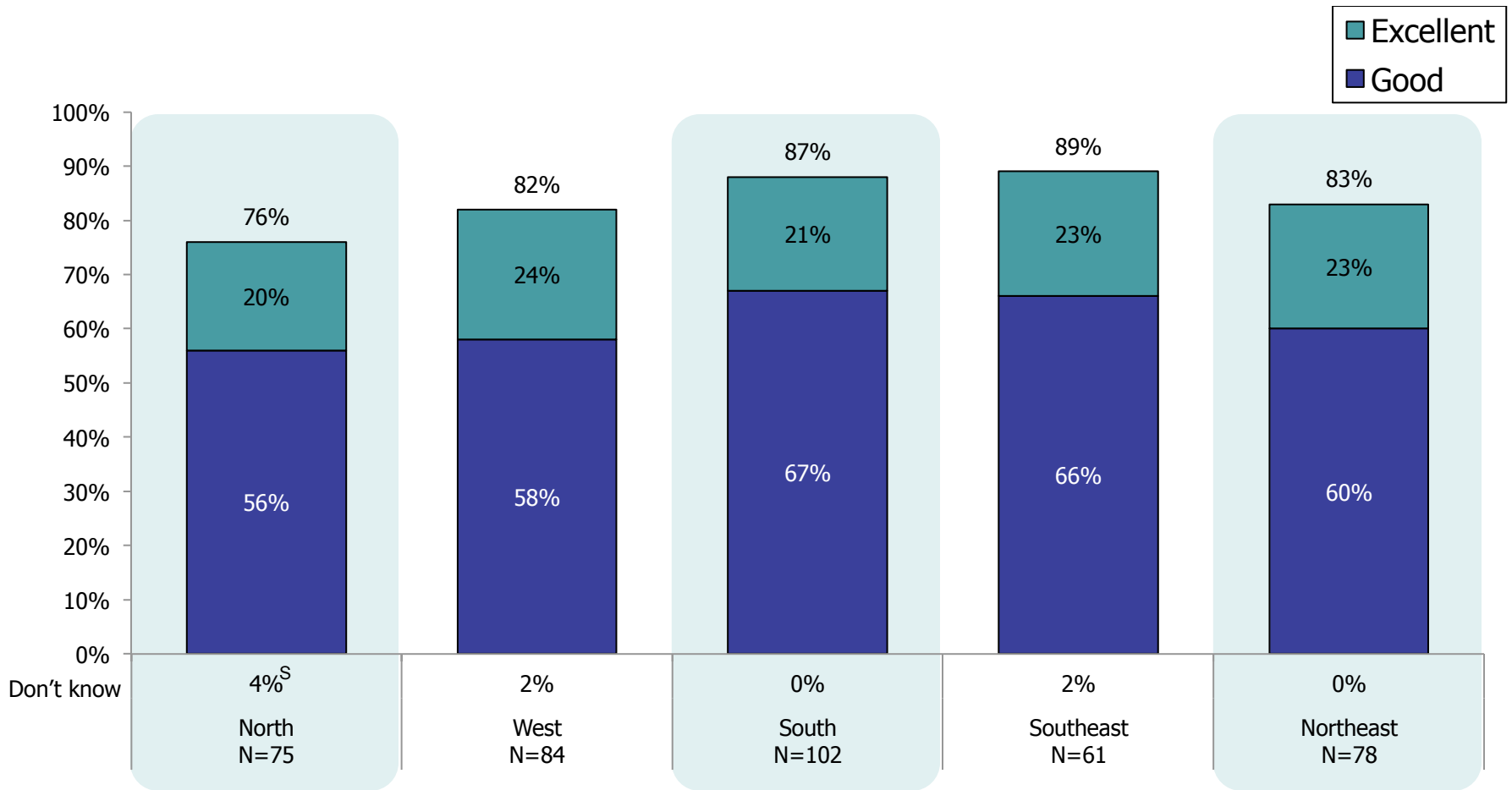
Rating Factors of Pearland: Parks and Recreation Programs

Excellent + Good Scores Shown



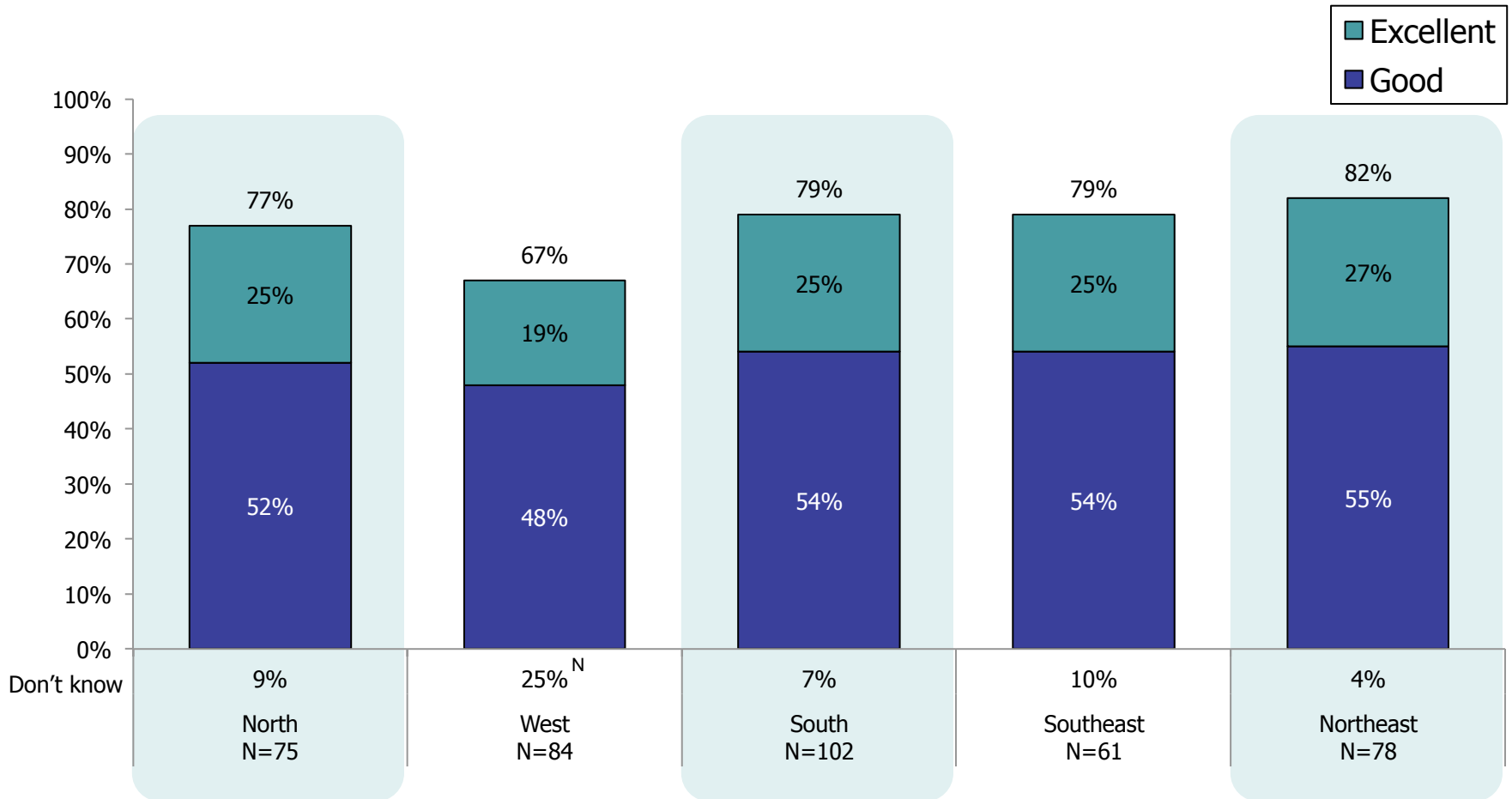
Rating Factors of Pearland: Public Safety

Excellent + Good Scores Shown



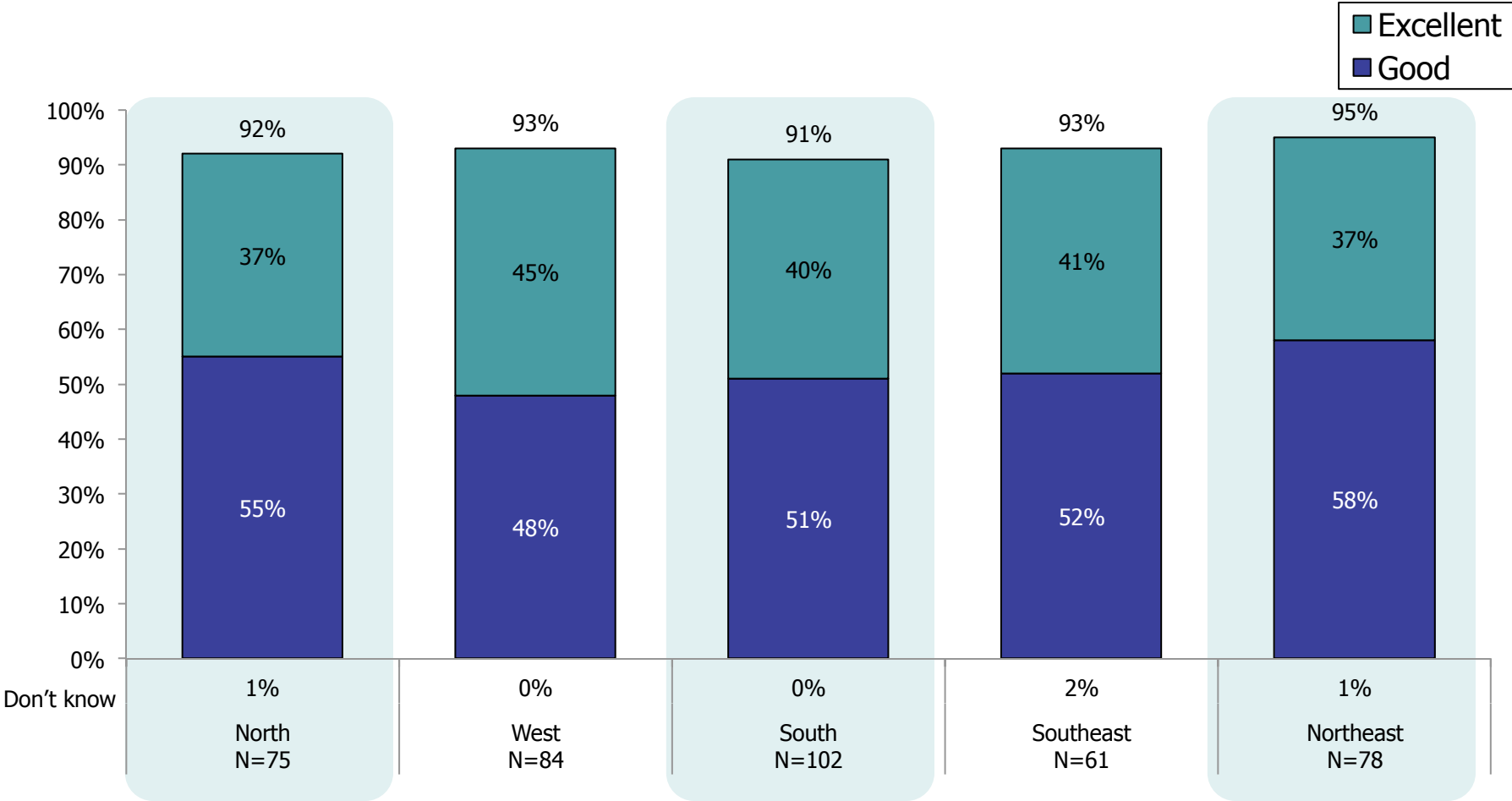
Rating Factors of Pearland: Emergency Preparedness

Excellent + Good Scores Shown



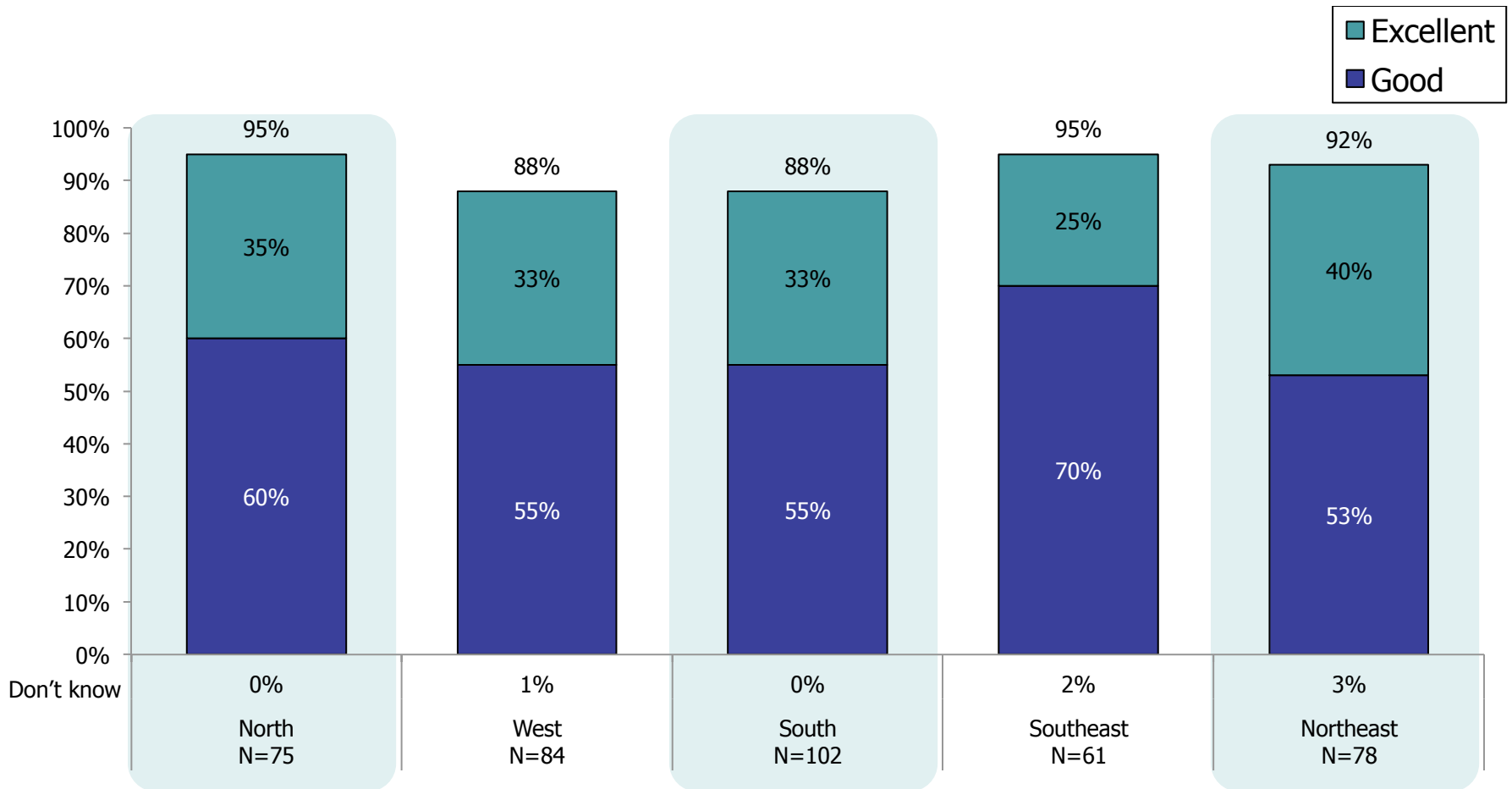
Rating Factors of Pearland: Quality of Life in Neighborhood

Excellent + Good Scores Shown



Rating Factors of Pearland: Quality of Life in Pearland Overall

Excellent + Good Scores Shown



Rating Factors of Pearland: Differences in Regions

Top Box Score Shown (Excellent)

	North			West			South		
	2009	2011	2013	2009	2011	2013	2009	2011	2013
Public safety	20%	26%	20%	15%	19%	24%	21%	10%-	21%^

	Southeast			Northeast		
	2009	2011	2013	2009	2011	2013
Public safety	23%	27%	23%	20%	28%	23%

Factors not listed here showed no differences in regions from 2011 to 2013

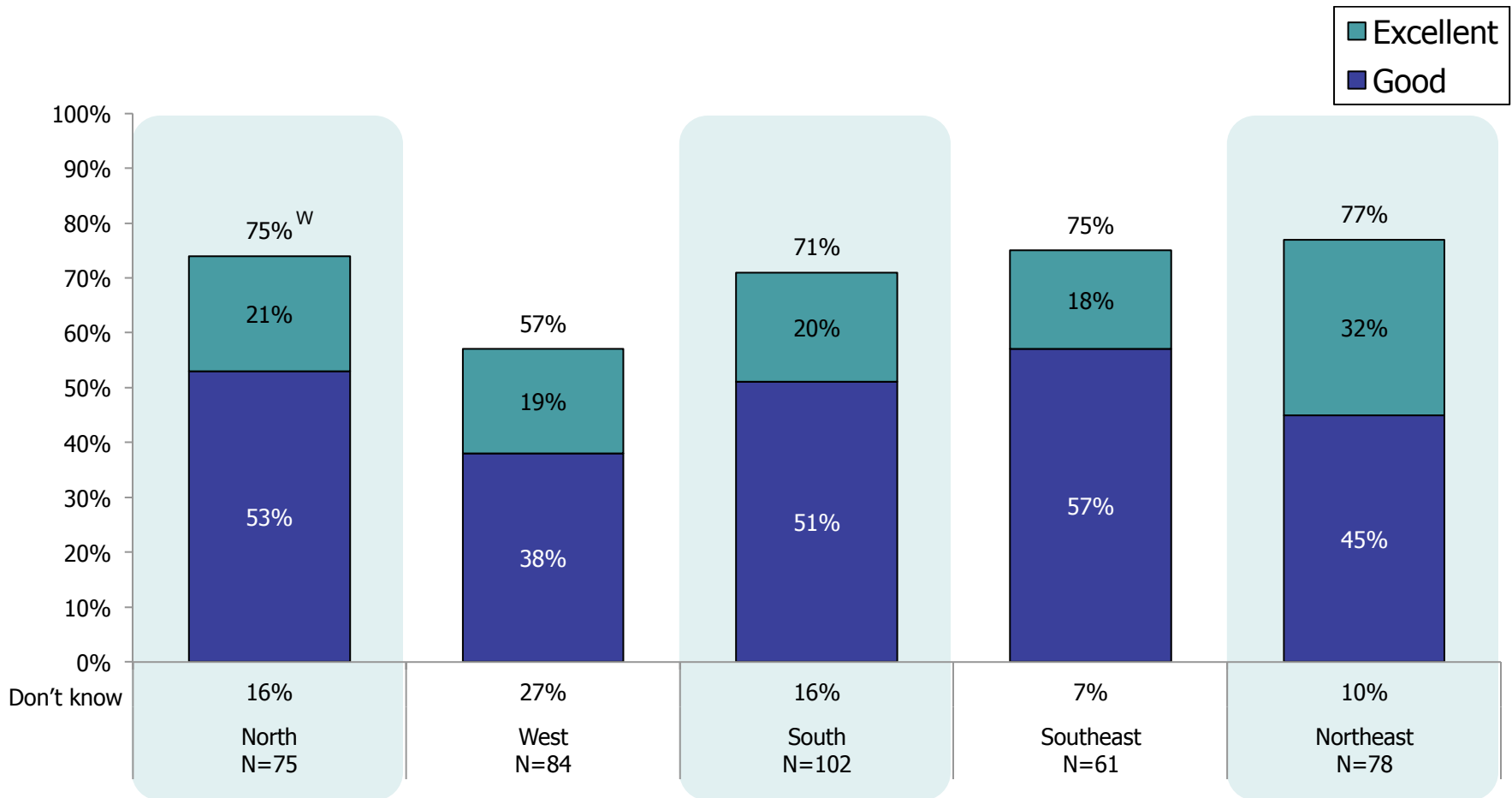


Pearland Services



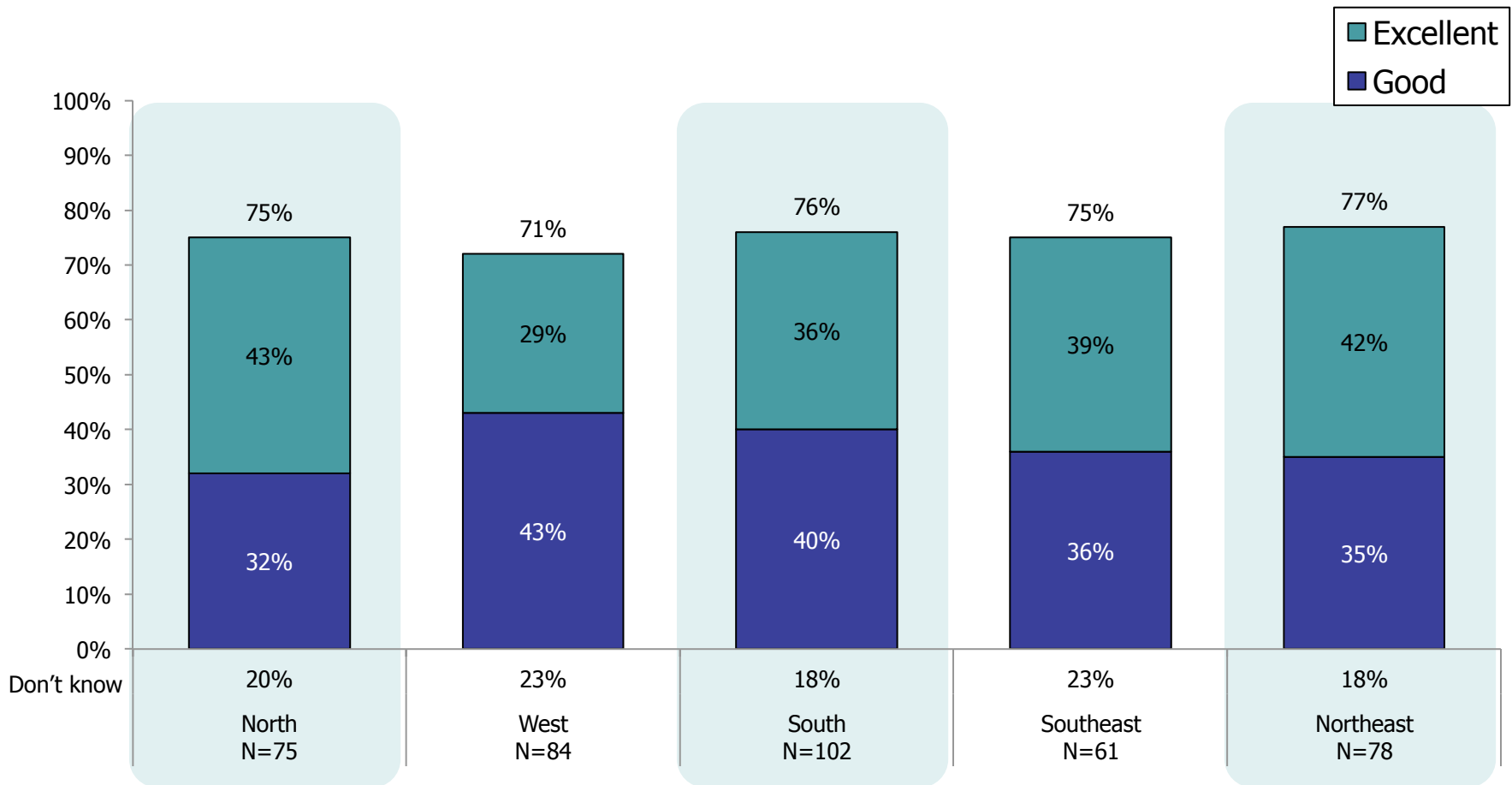
Rating Services of Pearland: Animal Control

Excellent + Good Scores Shown



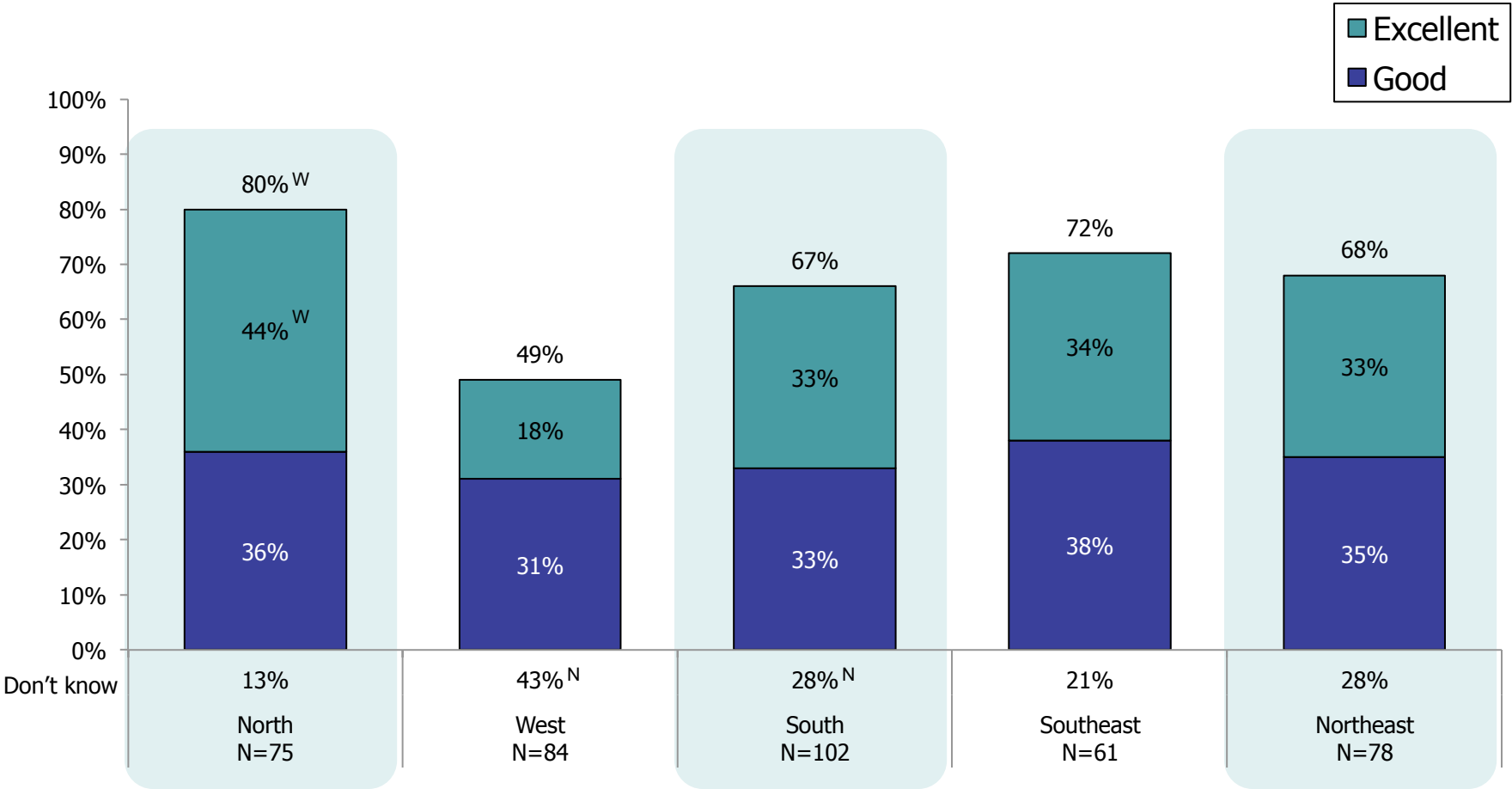
Rating Services of Pearland: Fire Department

Excellent + Good Scores Shown



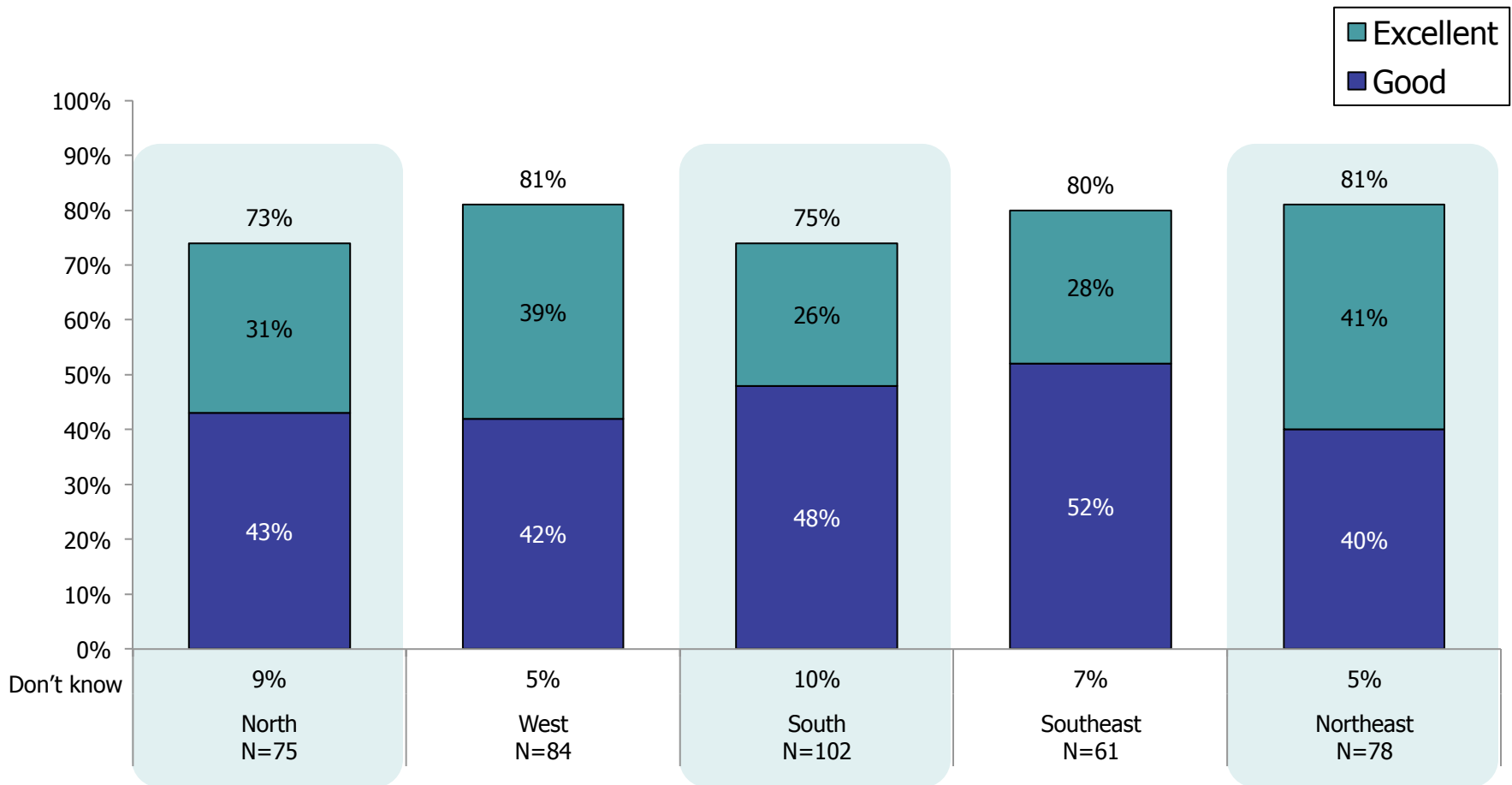
Rating Services of Pearland: Emergency Medical Services

Excellent + Good Scores Shown



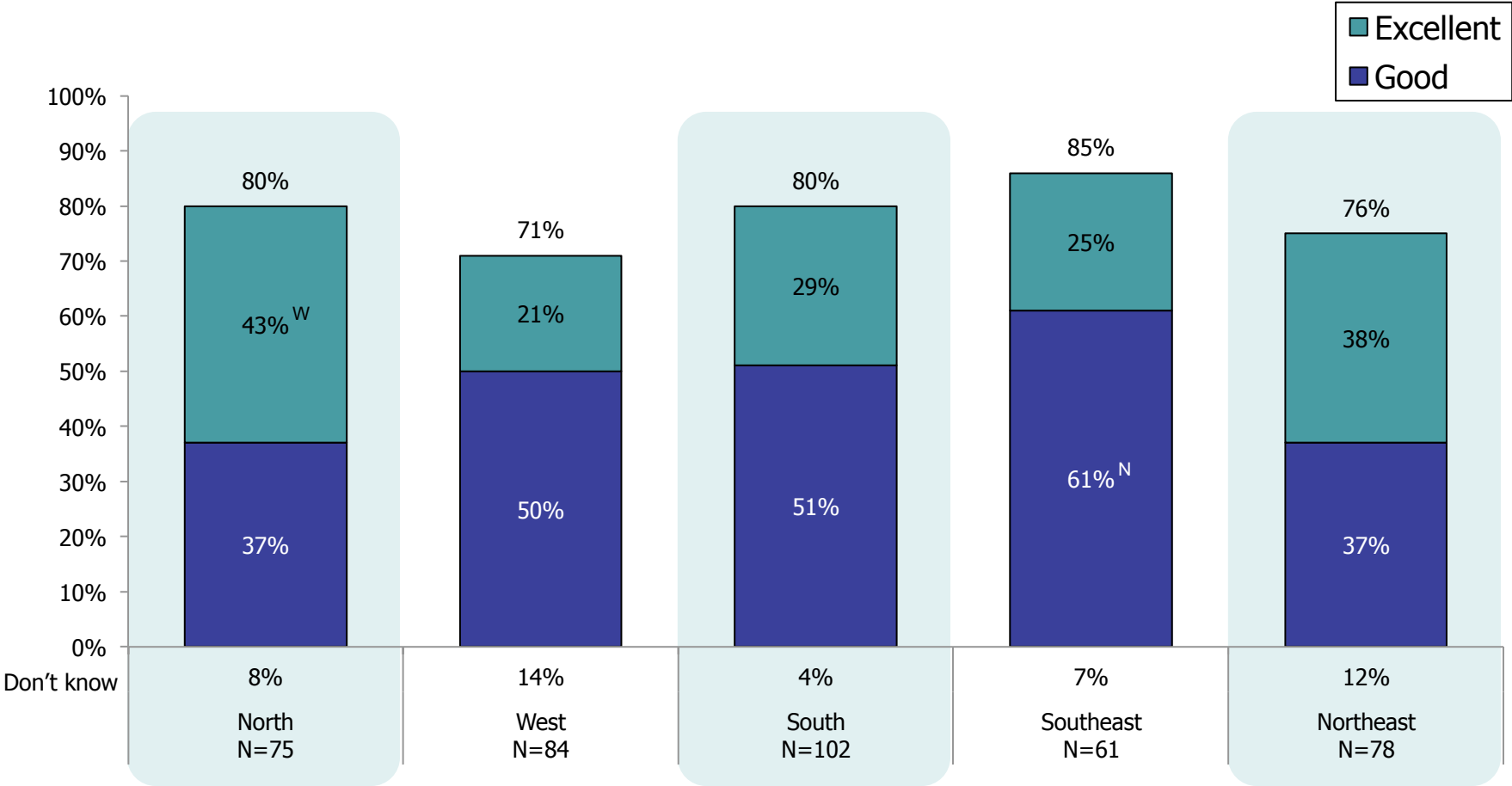
Rating Services of Pearland: Police Department

Excellent + Good Scores Shown



Rating Services of Pearland: Parks

Excellent + Good Scores Shown

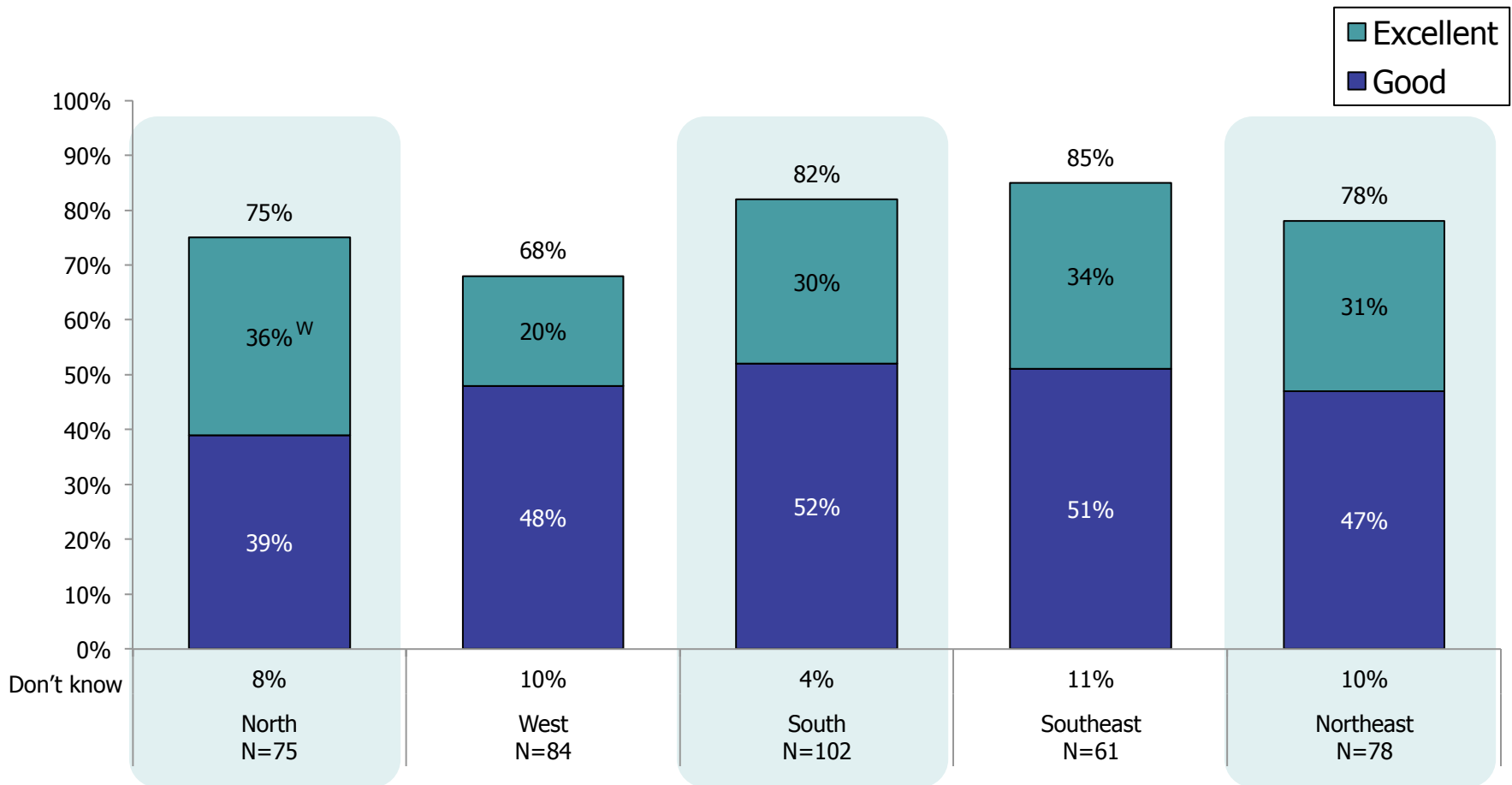


Q13. On a scale of excellent, good, fair, or poor, how would you rate...?



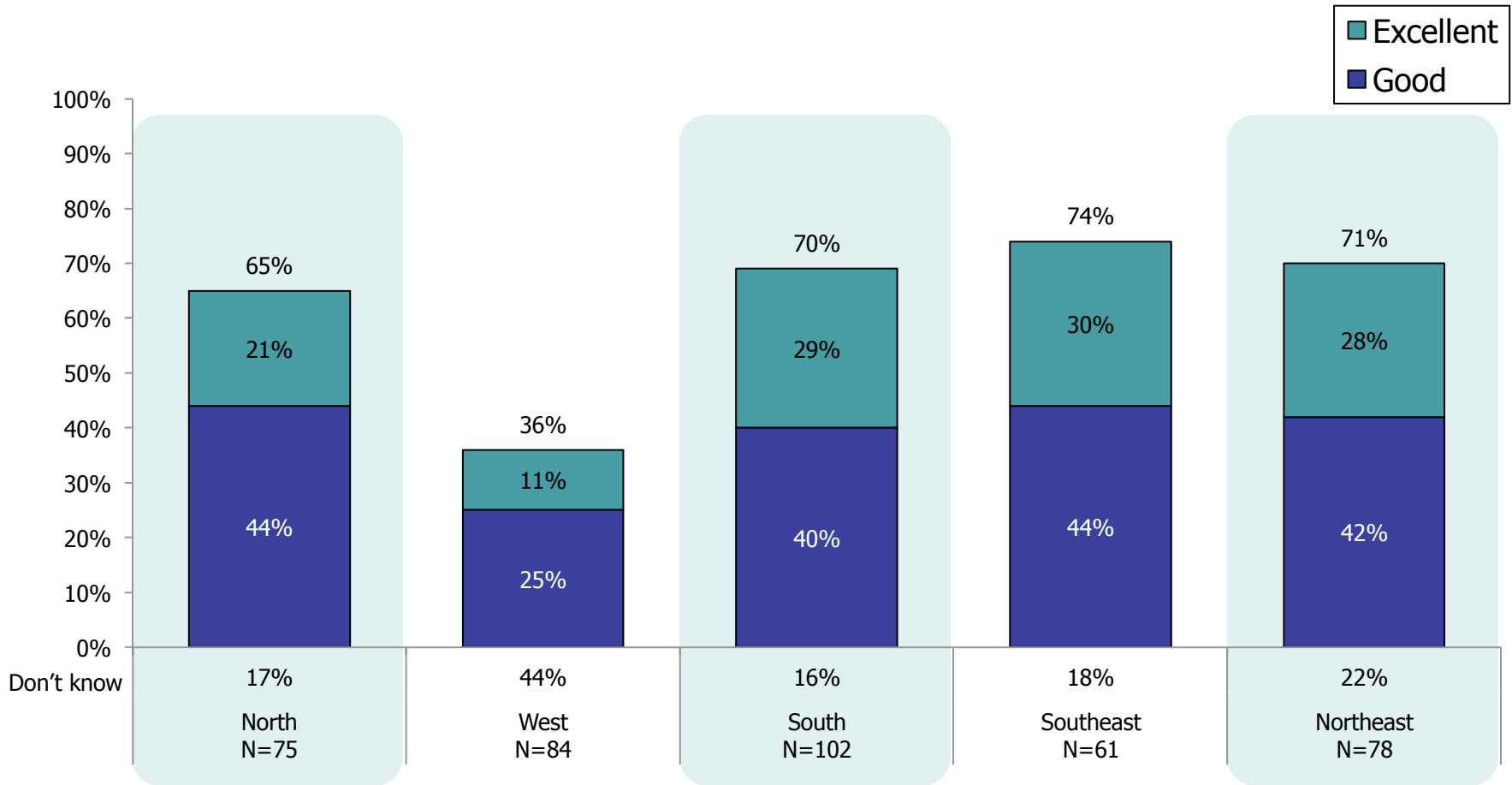
Rating Services of Pearland: Recreation

Excellent + Good Scores Shown



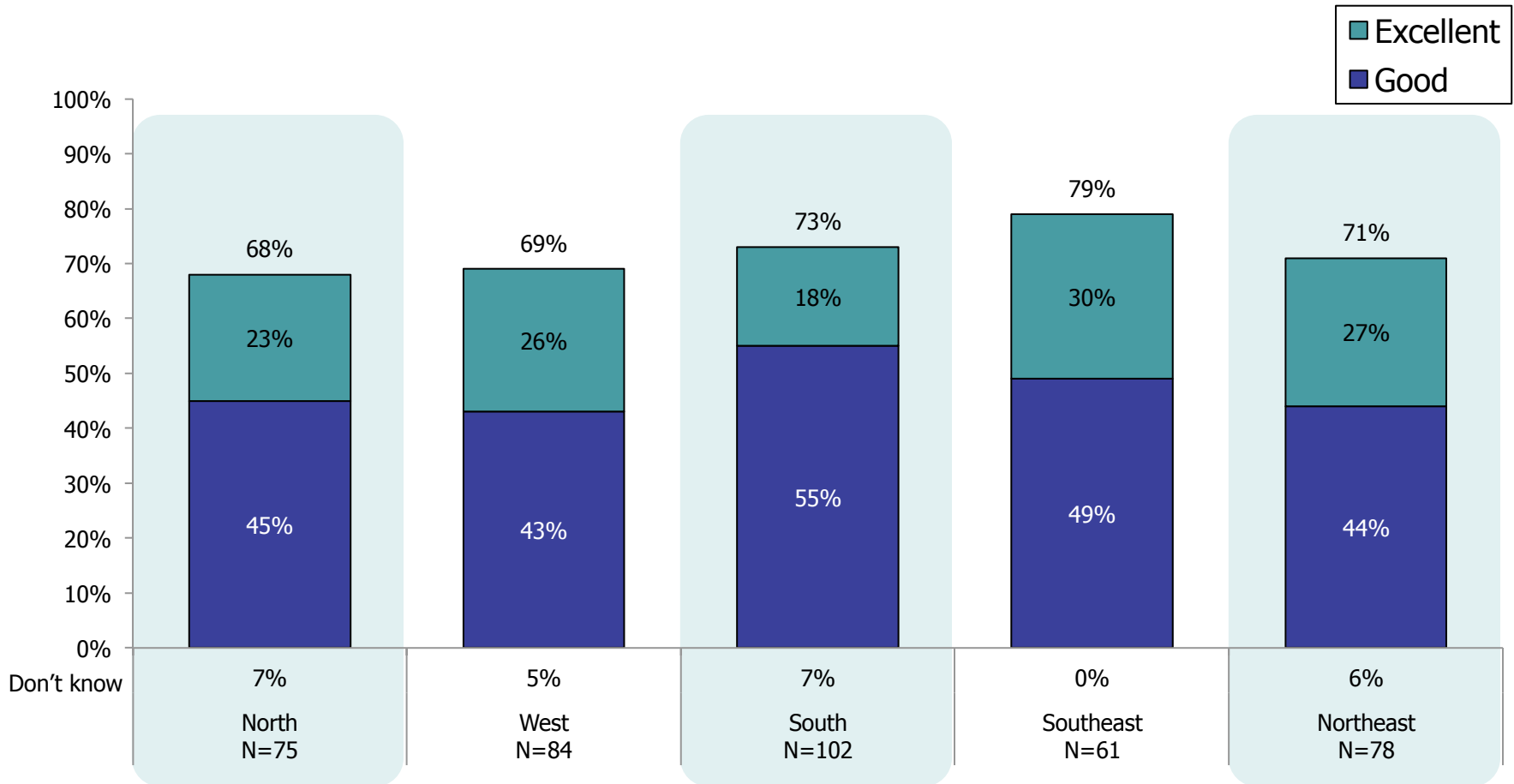
Rating Services of Pearland: Library

Excellent + Good Scores Shown



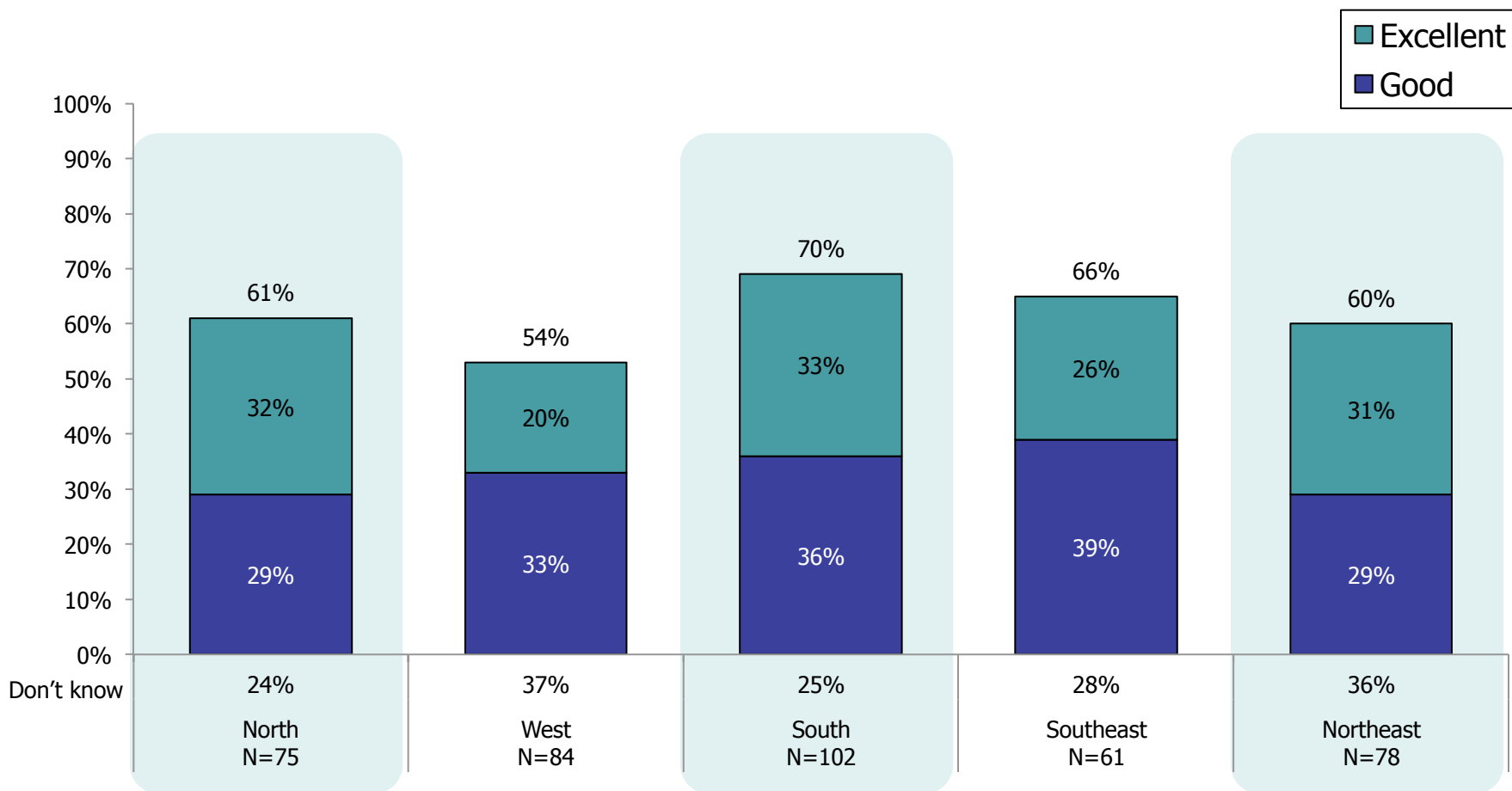
Rating Services of Pearland: Communication with Residents

Excellent + Good Scores Shown



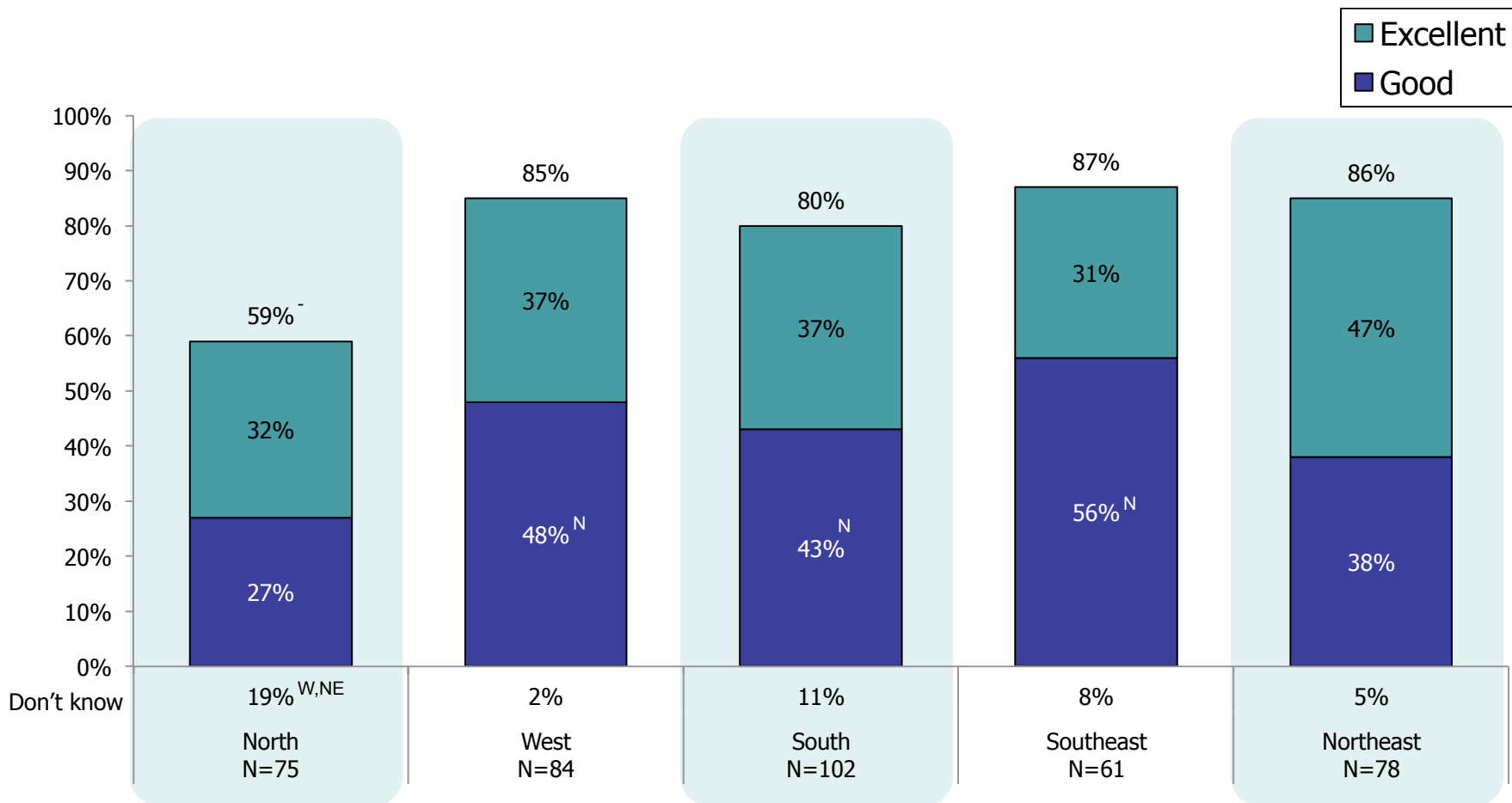
Rating Services of Pearland: Drop-Off Recycling

Excellent + Good Scores Shown



Rating Services of Pearland: Curbside Recycling

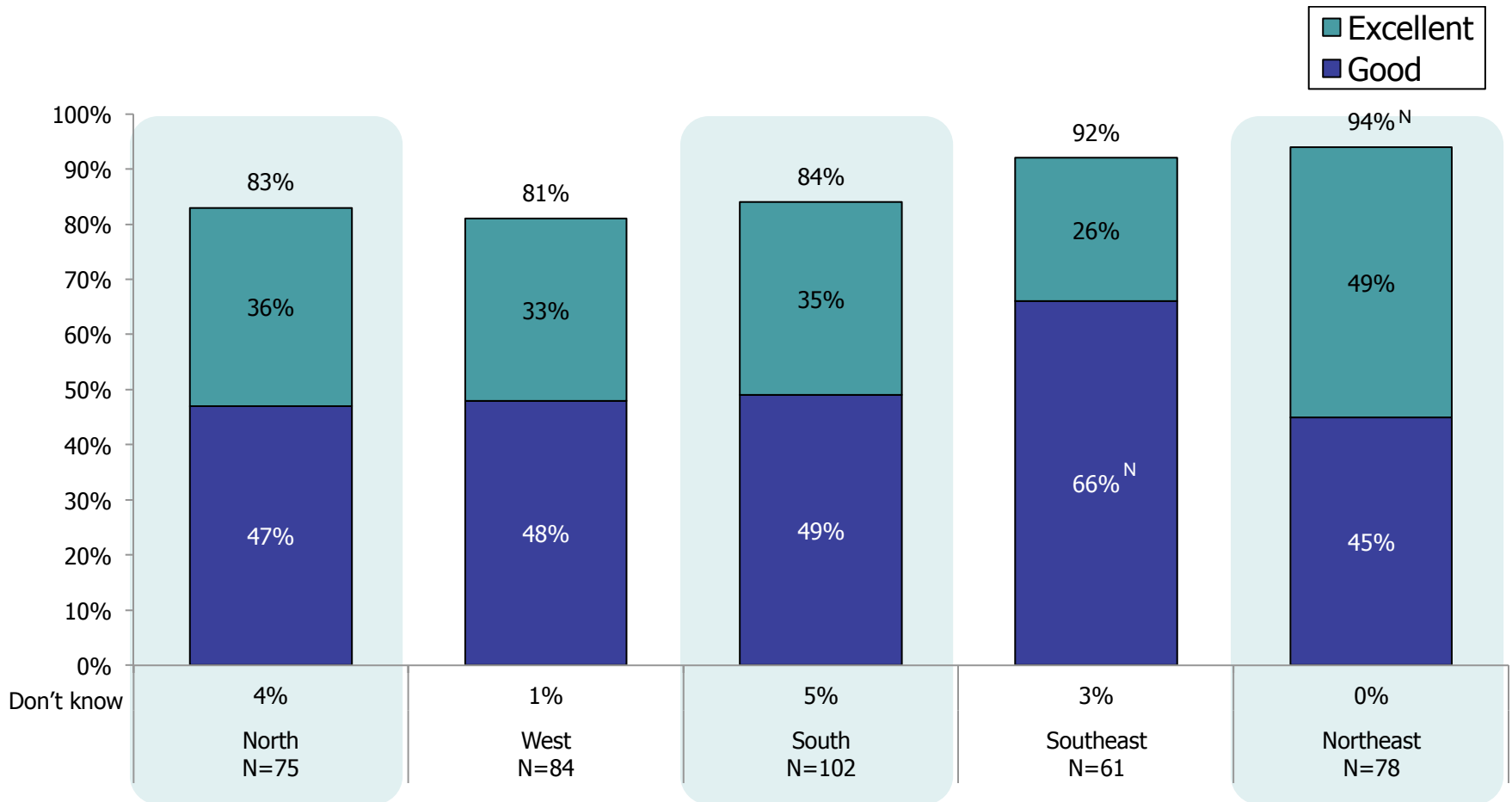
Excellent + Good Scores Shown



Q13. On a scale of excellent, good, fair, or poor, how would you rate...?

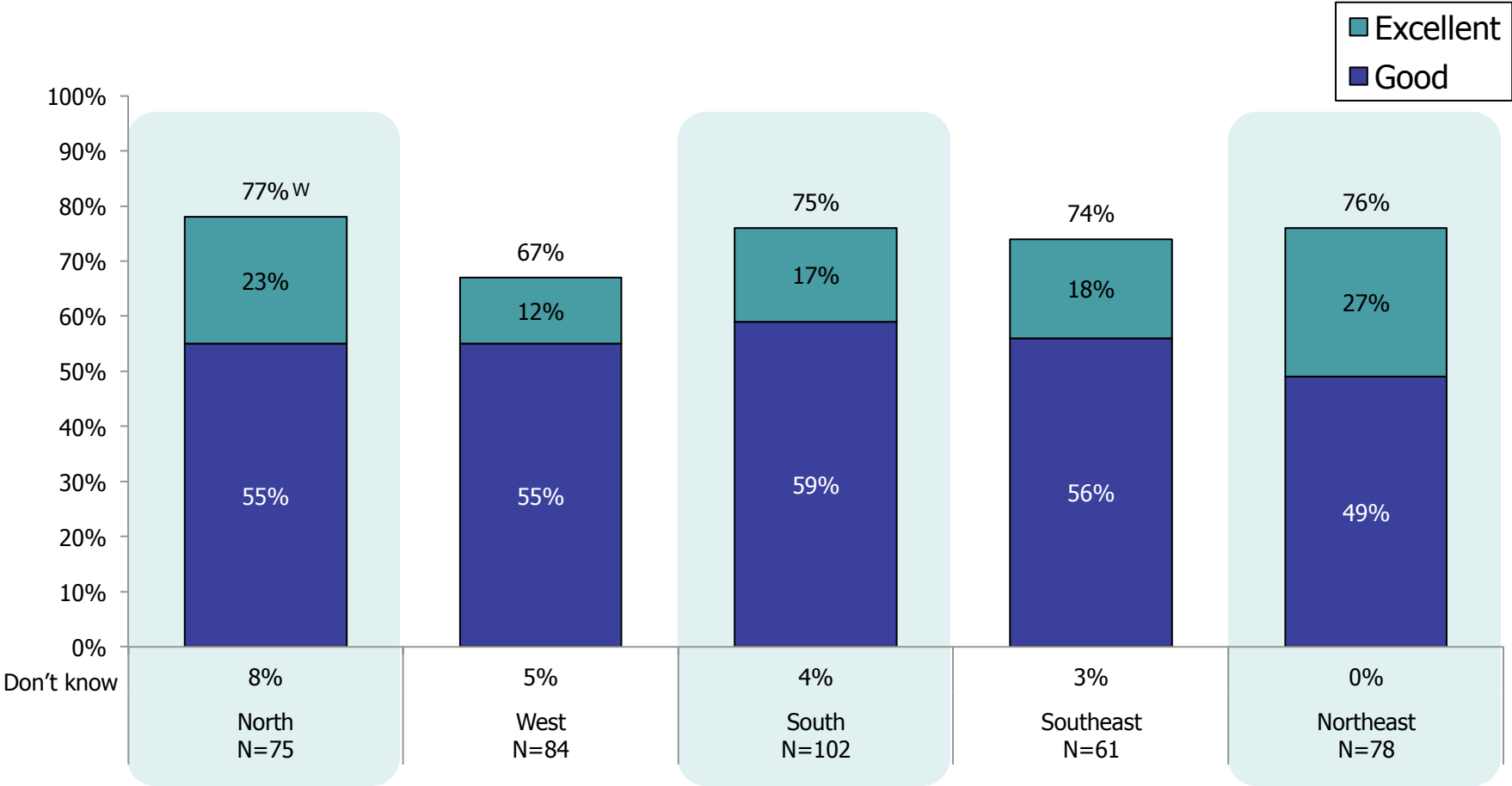
Rating Services of Pearland: Trash Collection

Excellent + Good Scores Shown



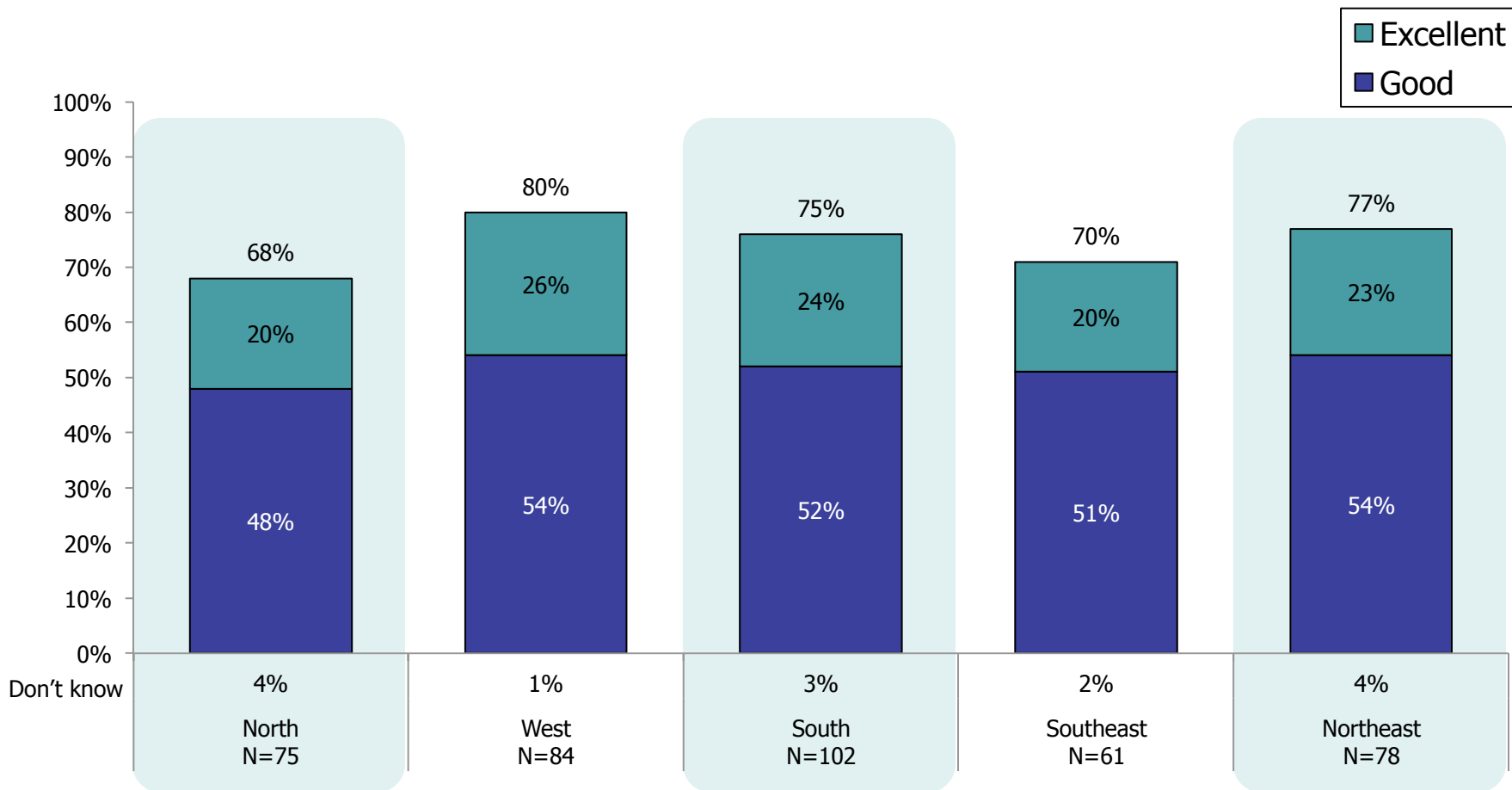
Rating Services of Pearland: Water

Excellent + Good Scores Shown



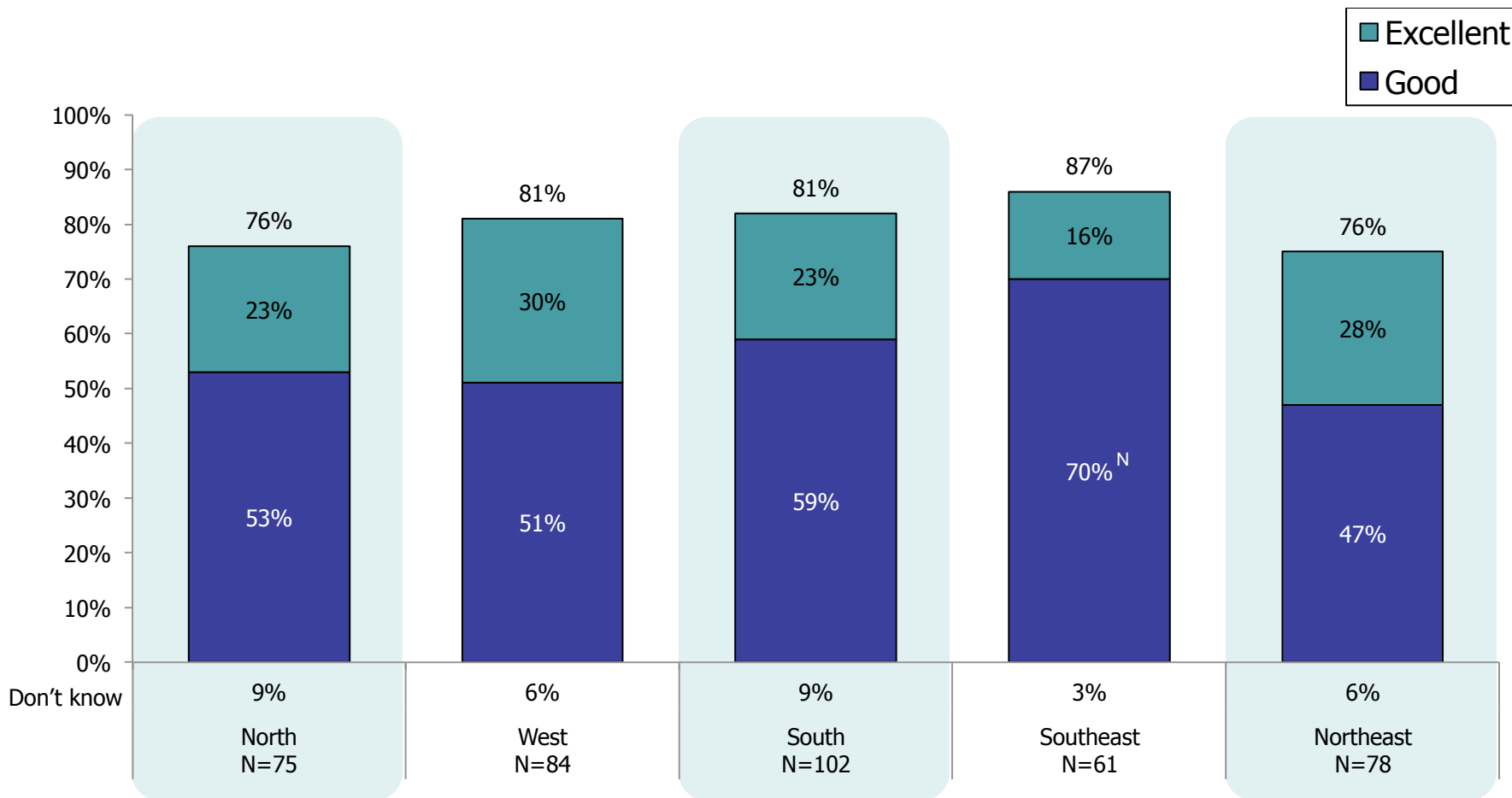
Rating Services of Pearland: Drainage

Excellent + Good Scores Shown



Rating Services of Pearland: Sewer

Excellent + Good Scores Shown



Q13. On a scale of excellent, good, fair, or poor, how would you rate...?

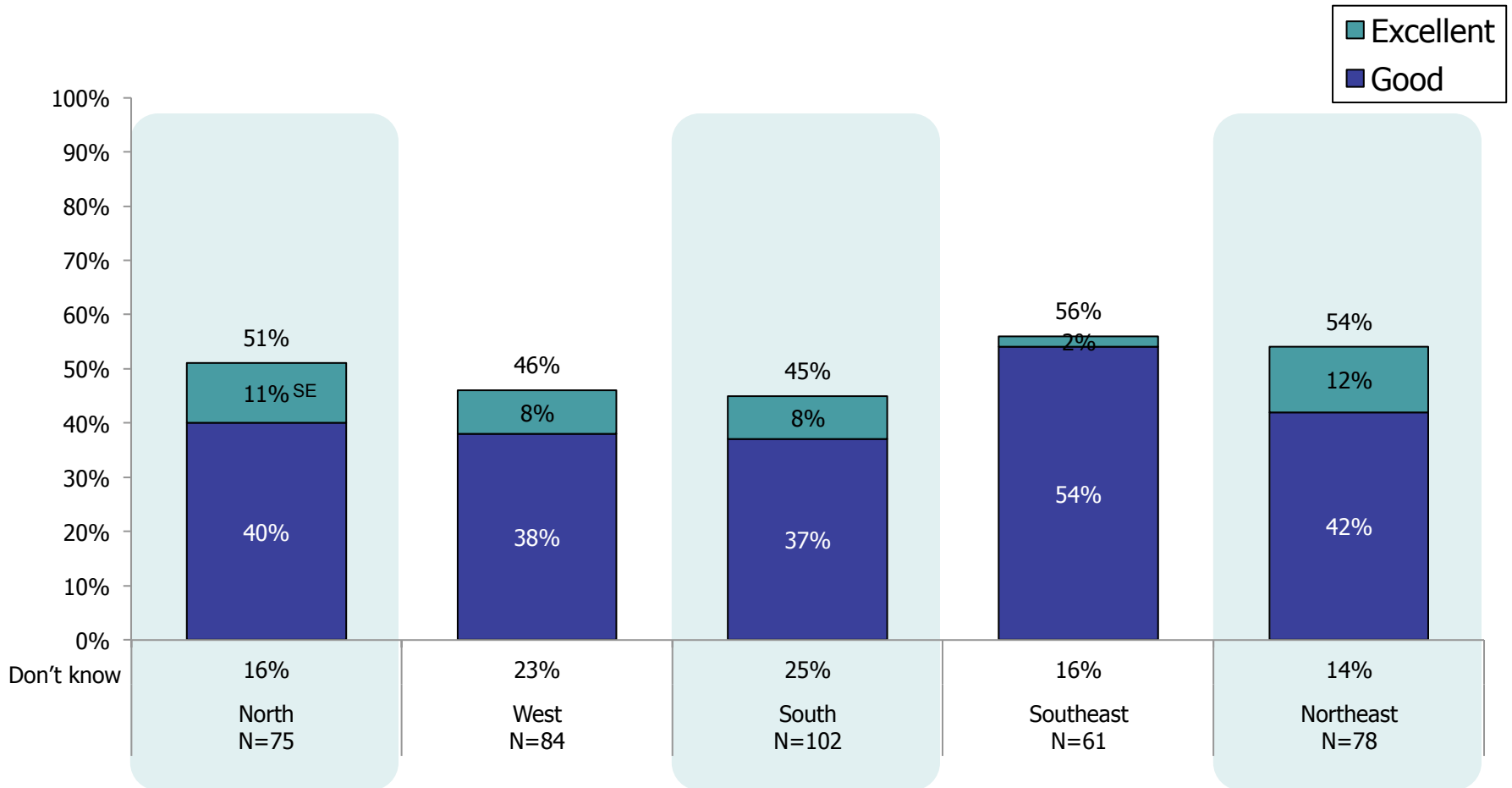
Rating Services of Pearland: Inspections and Permits

Excellent + Good Scores Shown



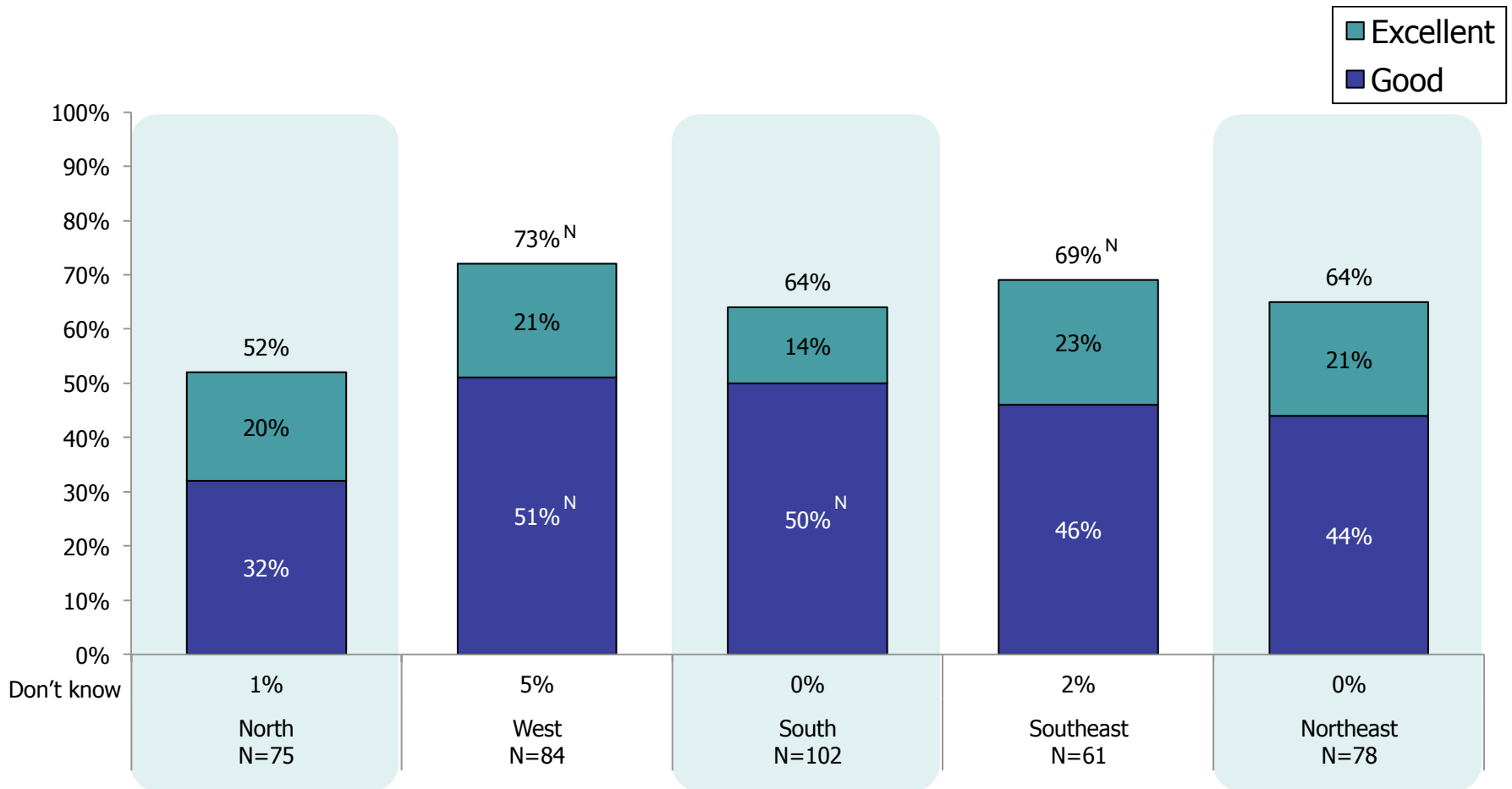
Rating Services of Pearland: Planning and Zoning

Excellent + Good Scores Shown



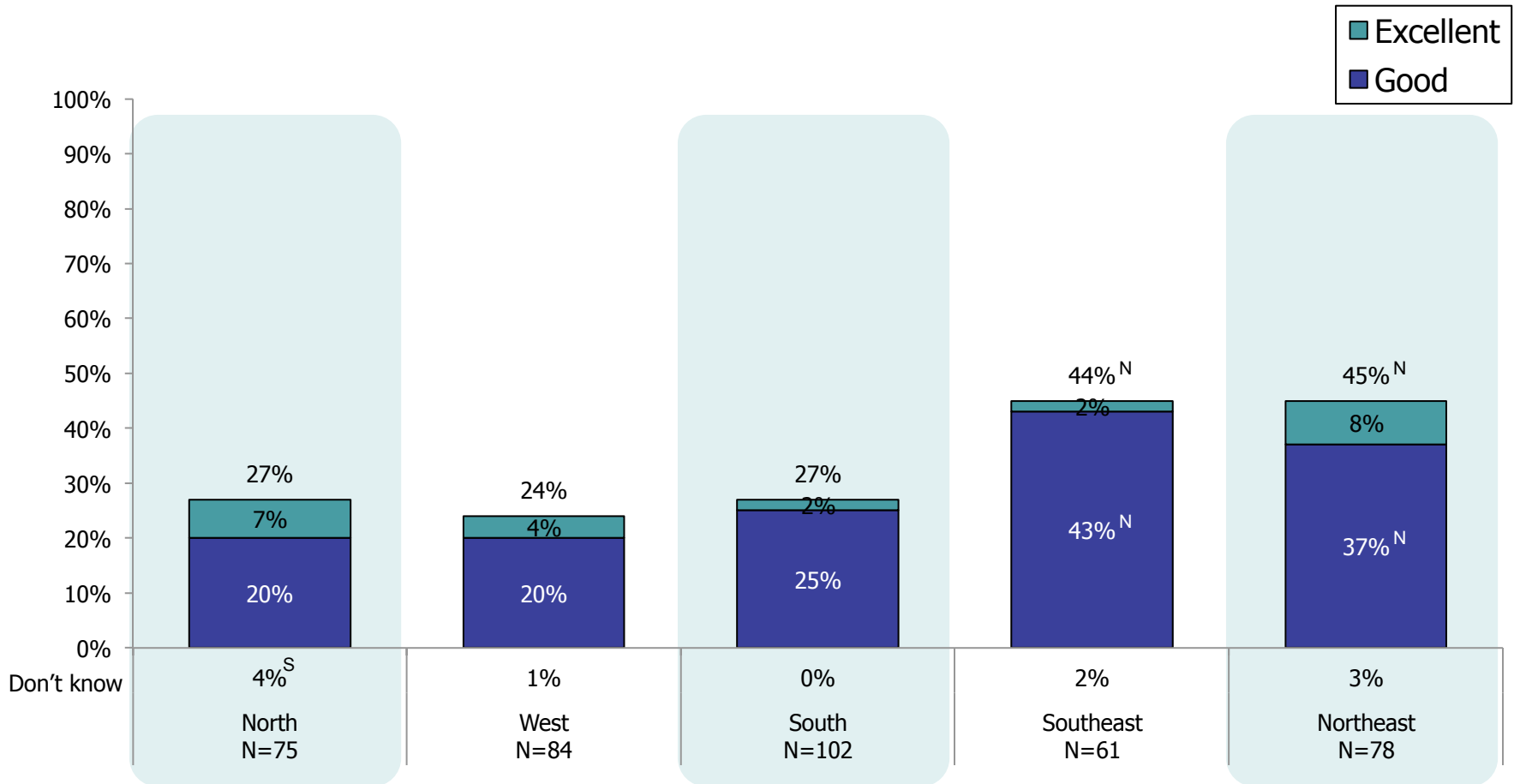
Rating Services of Pearland: Street Maintenance/Repair

Excellent + Good Scores Shown



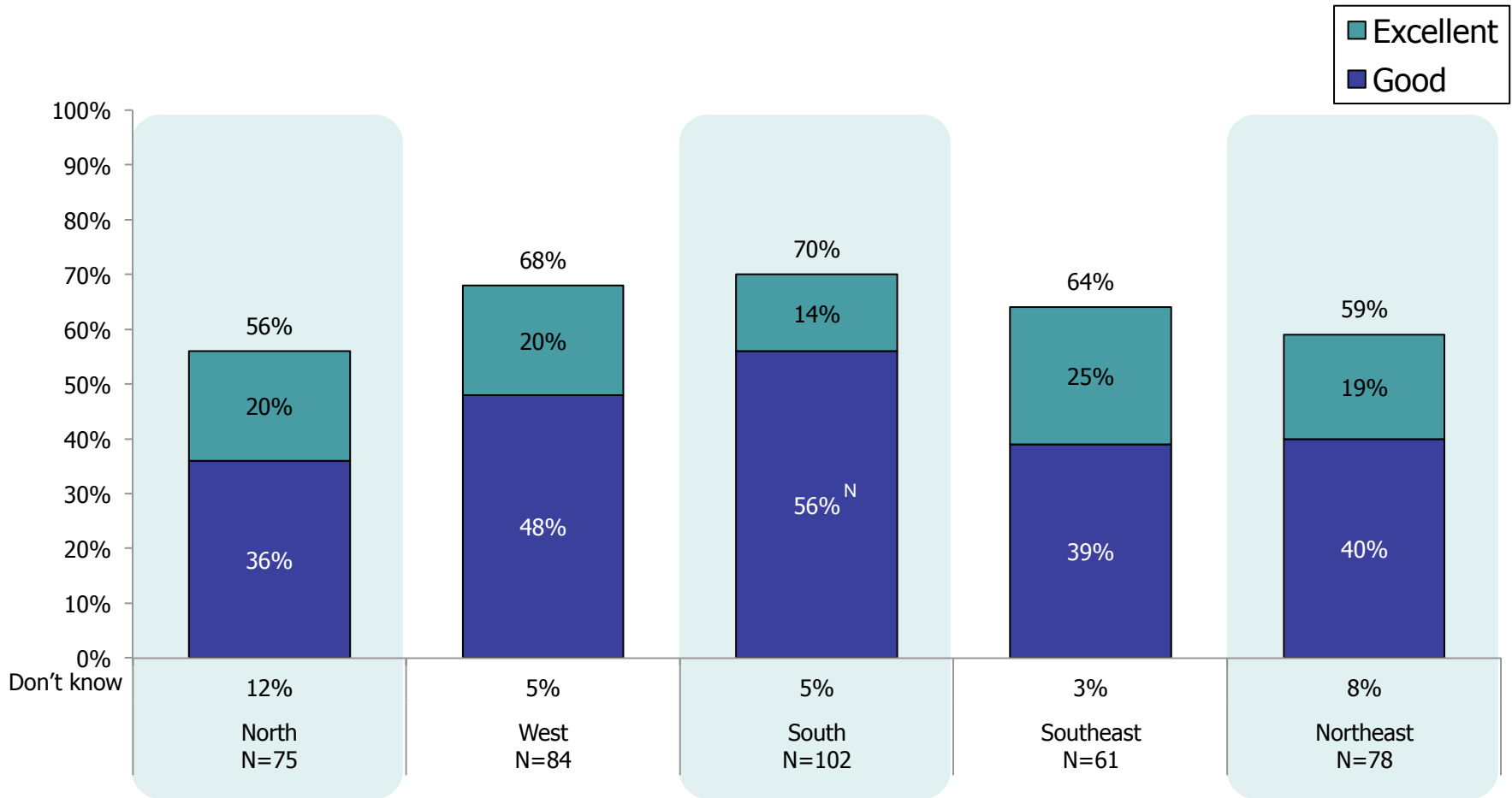
Rating Services of Pearland: Traffic Management

Excellent + Good Scores Shown



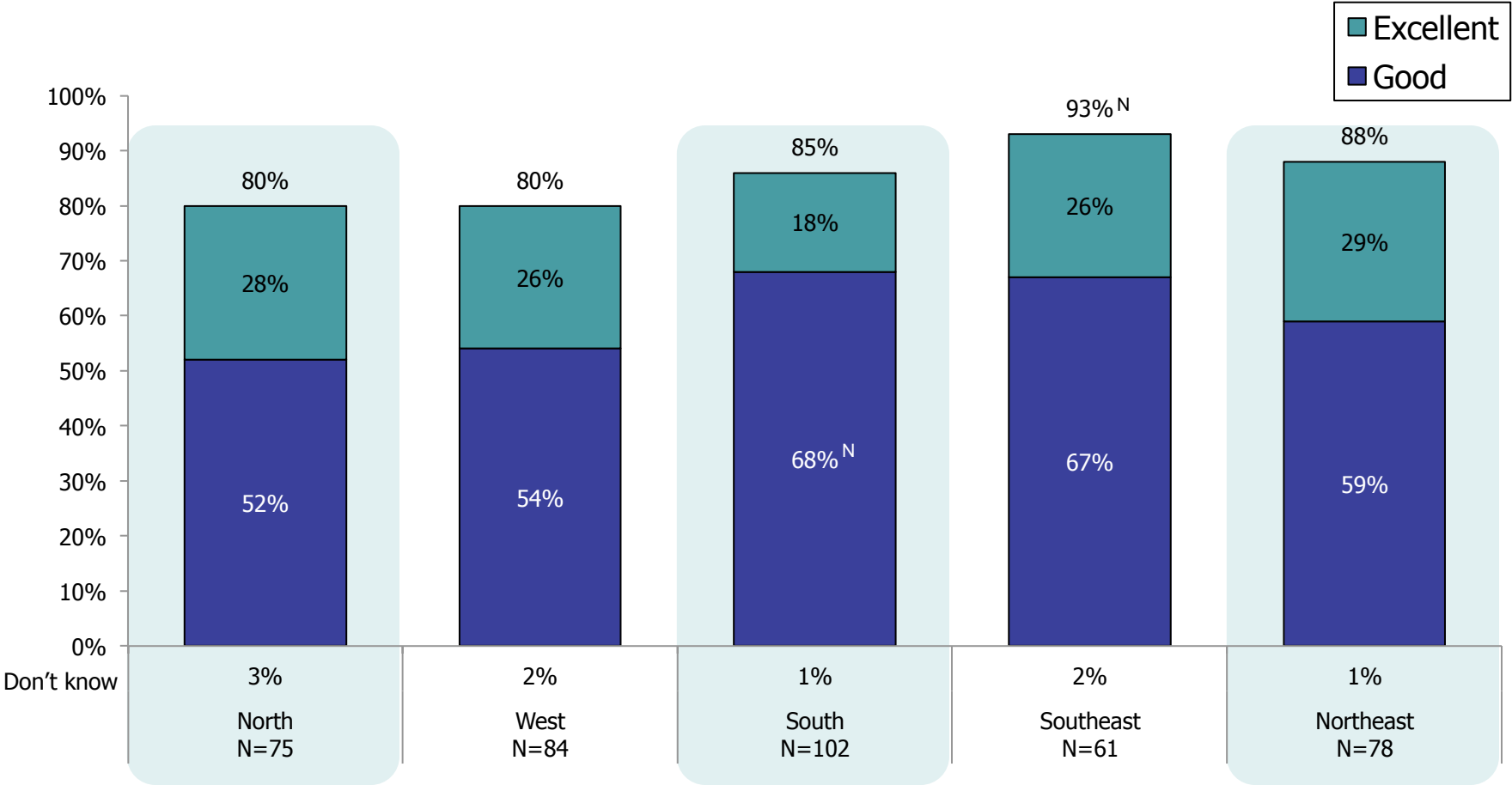
Rating Services of Pearland: Sidewalk Maintenance

Excellent + Good Scores Shown



Rating Services of Pearland: City Overall

Excellent + Good Scores Shown



Rating Services of Pearland: Regional Differences

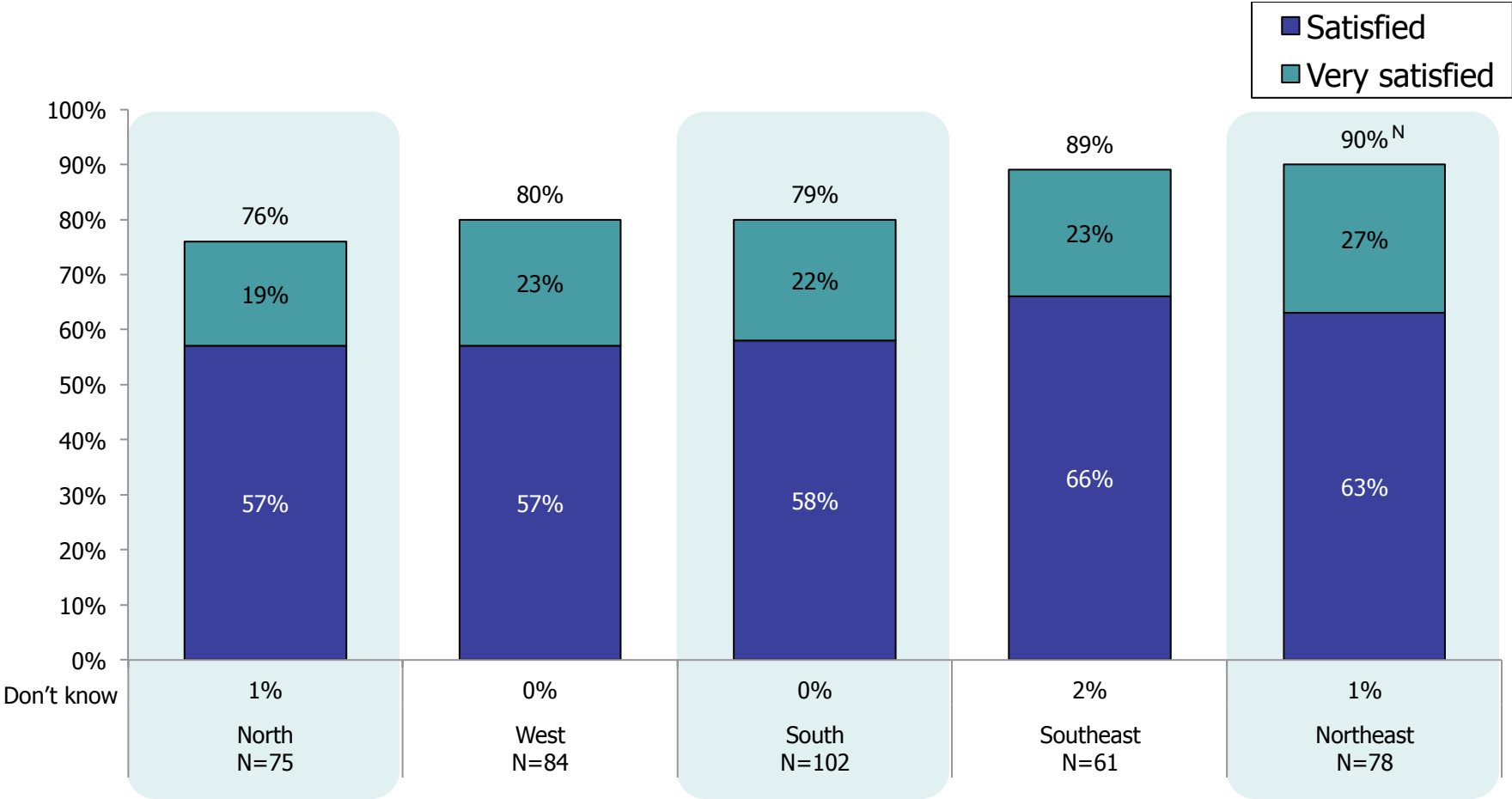
Regional Differences from 2011 to 2013

	North			West			South			Southeast			Northeast		
	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013
Fire	86%	81%	75%	46%	48%	71%+	74%	79%	76%	82%	81%	75%	76%	70%	77%
Trash collection	80%	90%	83%	88%	85%	81%	88%	85%	84%	91%	92%	92%	89%	82%	94%^
Inspections and permits	54%	50%	43%	49%	45%	50%	57%+	34%	36%	57%	51%	61%	48%	30%-	47%^
Planning and zoning	50%	49%	51%	38%	46%	46%	50%	35%-	45%	45%	49%	56%	49%	37%	54%^
Sidewalk maintenance	62%	47%	56%	68%	74%	68%	67%	55%	70%^	68%	55%	64%	67%	53%	59%
Base:	84	72	75	68	112	84	106	82	102	44	74	61	98	60	78



Satisfaction with City Services in Return for Dollars Paid

Satisfied + Very Satisfied Shown

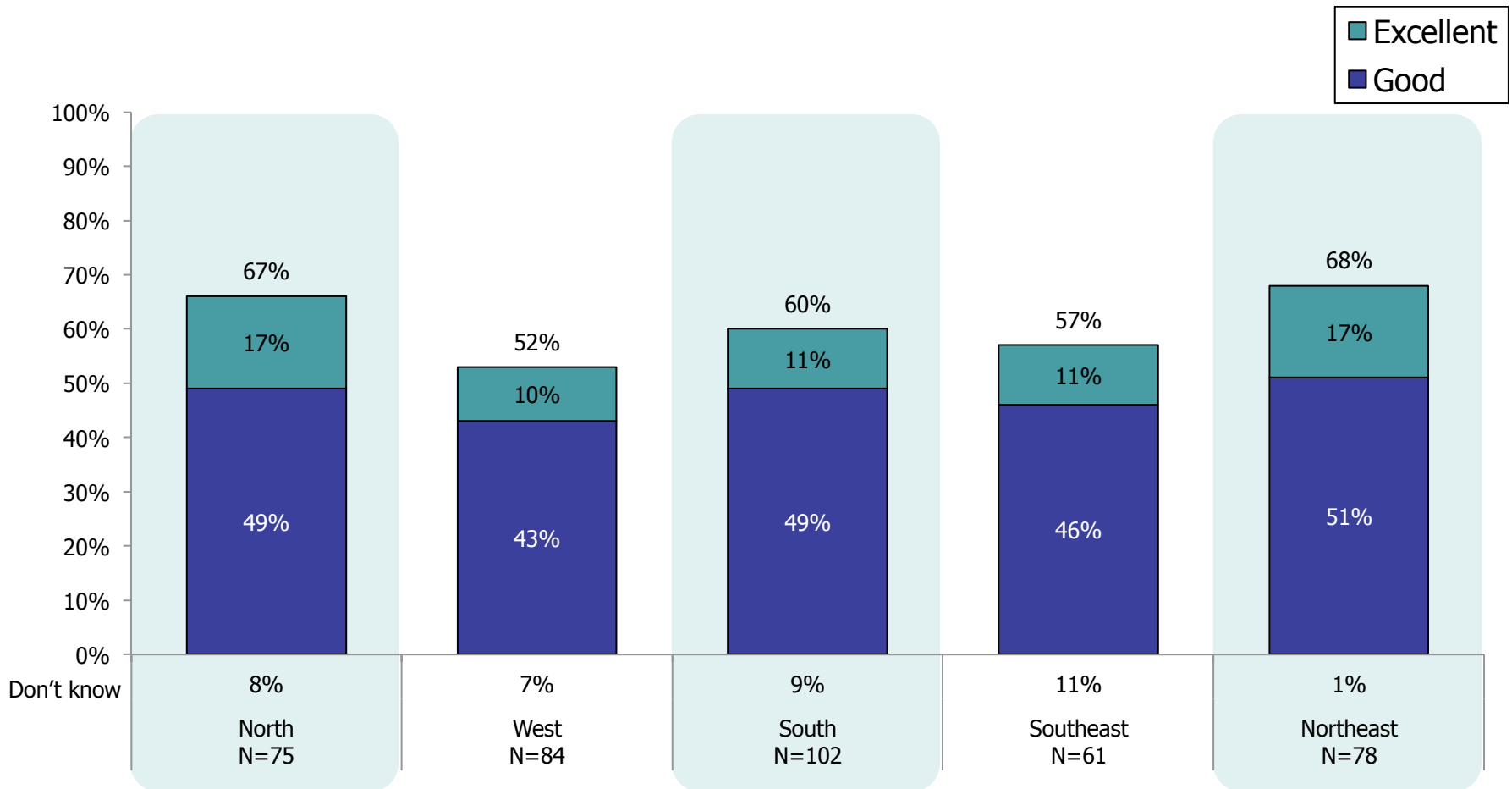


14. Considering all the services mentioned in this survey, are you very satisfied, satisfied, neutral, etc... with the level of city services received in return for dollars paid.



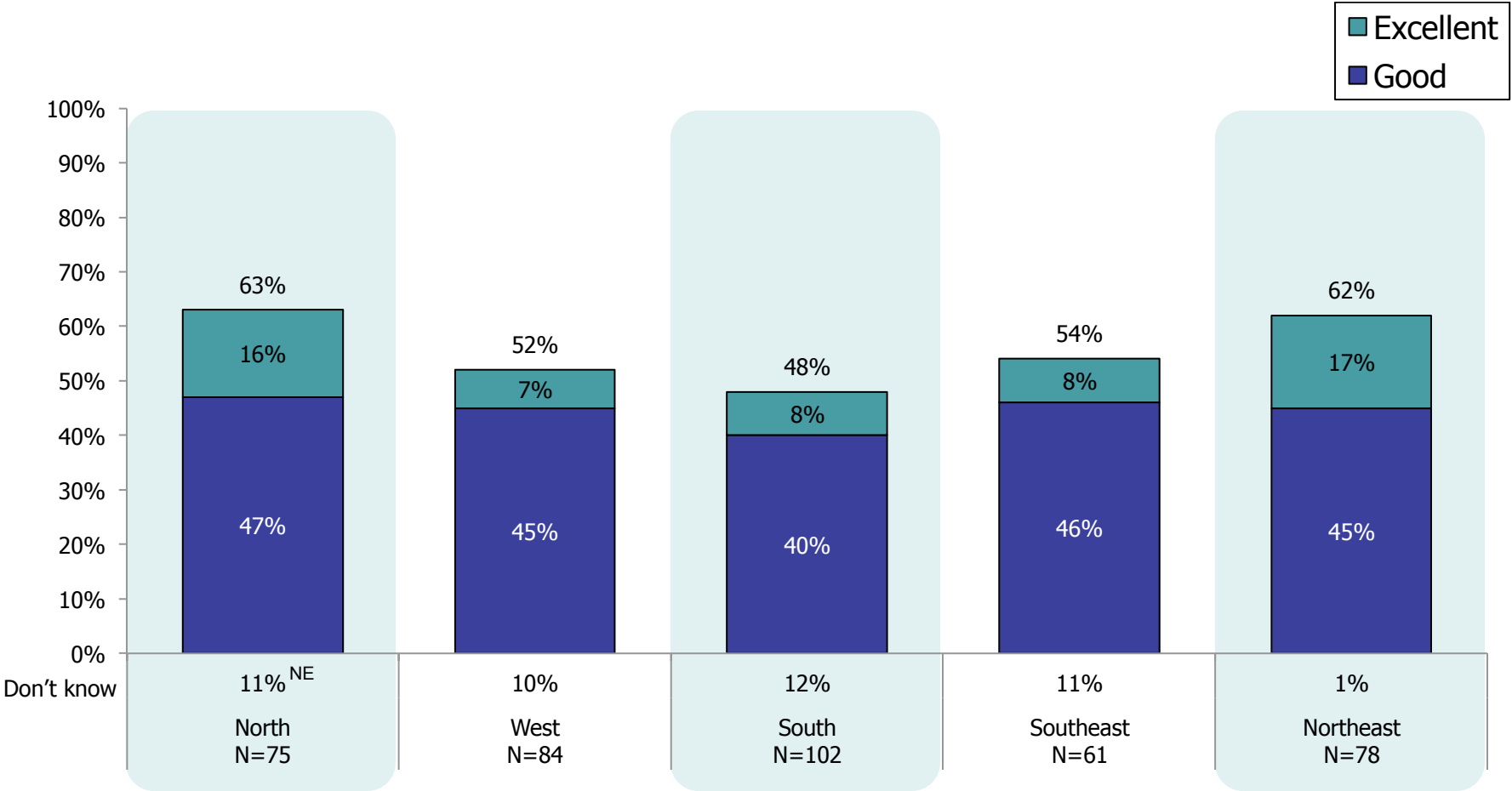
Rating Public Water: Quality of Drinking Water

Excellent + Good Scores Shown



Rating Public Water: Taste of Drinking Water

Excellent + Good Scores Shown

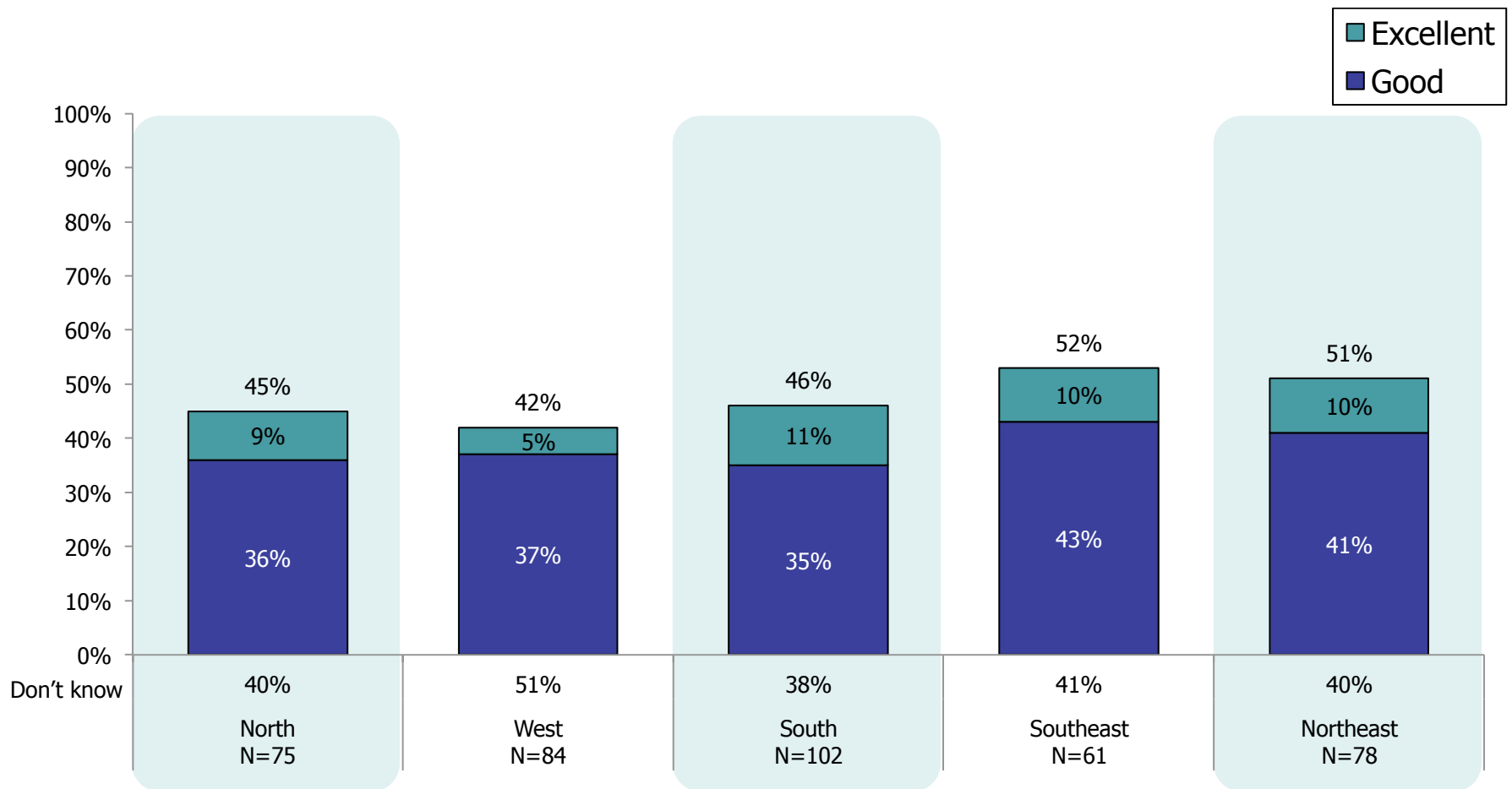


Q21a. On a scale of excellent, good, fair, or poor, how would you rate...?



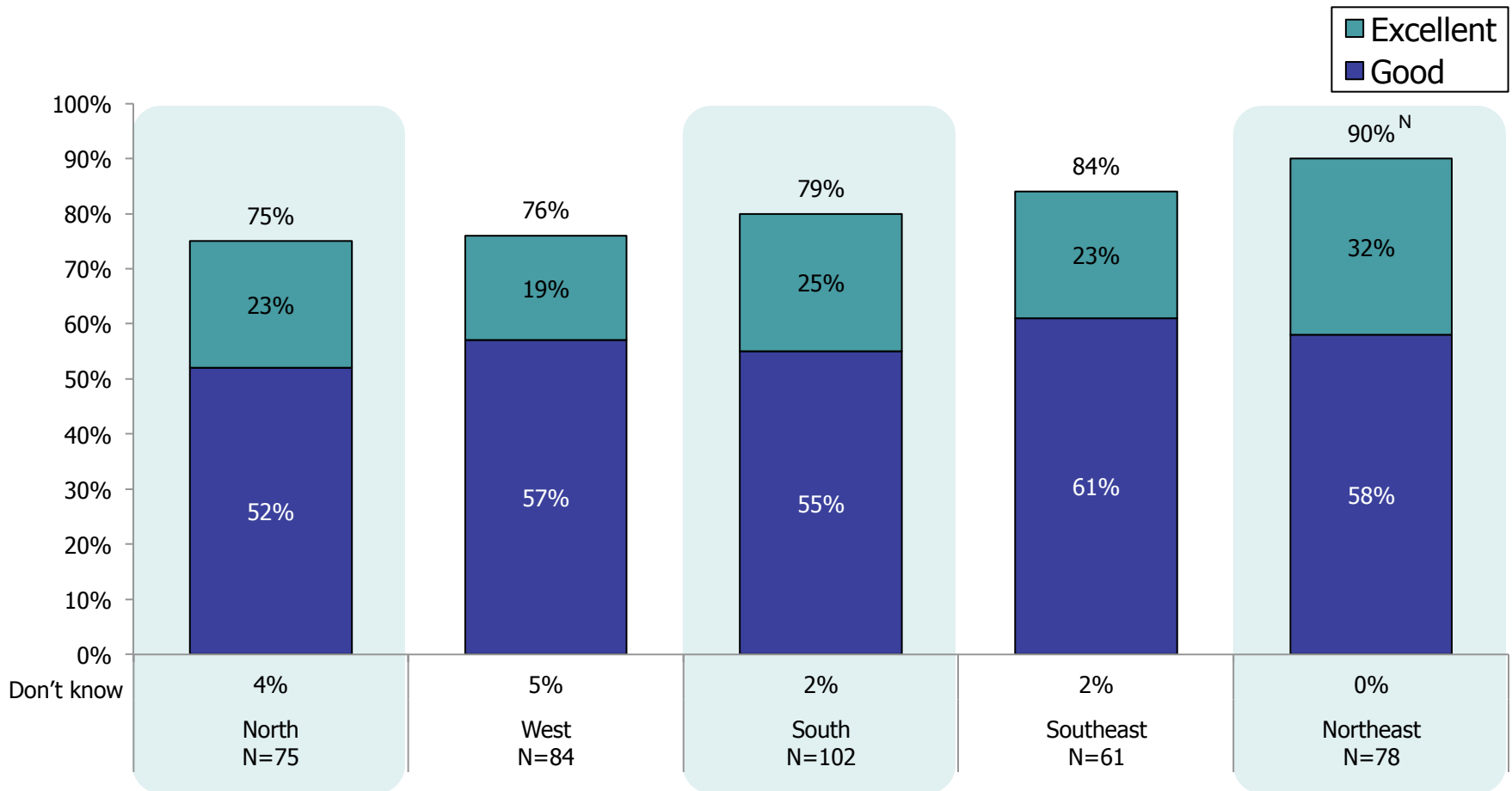
Rating Public Water: Response Time to Emergencies

Excellent + Good Scores Shown



Rating Public Water: Home Water Pressure

Excellent + Good Scores Shown



City Departments



Household Contact with City Departments in Past Year

2013 Regional Comparison

	North	West	South	Southeast	Northeast
Utility billing	33%SE,NE	25%	23%	16%	15%
Library	29%	20%	28%	23%	26%
Police	17%	23%	10%	28%	17%
Animal control	16%	11%	14%	18%	19%
Public works	11%	10%	10%	10%	10%
Permits/inspections	9%	11%	10%	13%	13%
Parks and recreation	15%	11%	13%	10%	10%
EMS	12%	7%	8%	7%	15%
Municipal court	23%W,SE,NE	8%	12%	5%	8%
Fire department	1%	5%	3%	2%	4%
Base	75	84	102	61	78

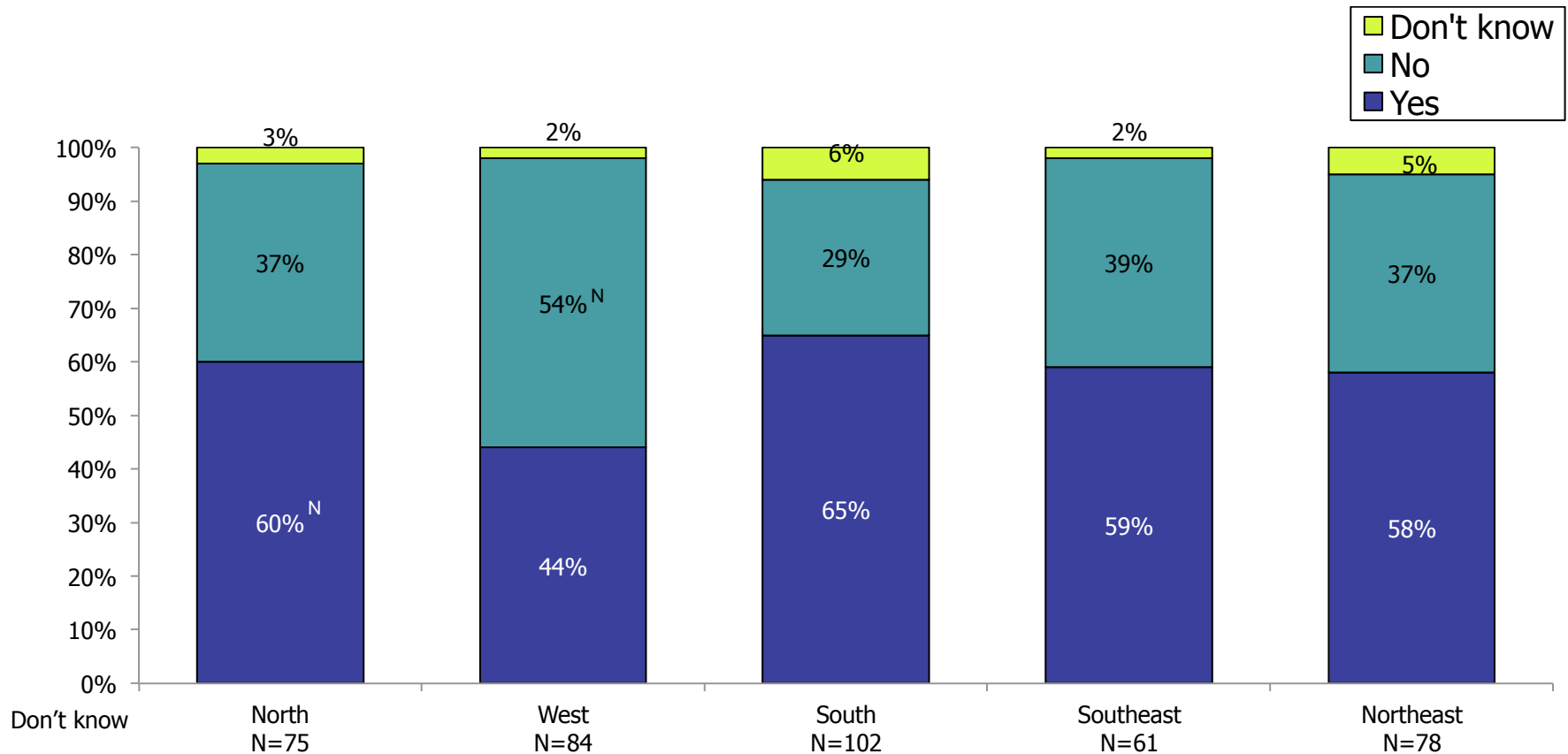
22. Have you or a member of your household contacted any of the following City of Pearland departments about a complaint, request for service, information, or any other reason in the past 12 months?



Parks and Recreation



Used City Park or Recreational Facility



Why Have Not Used City Park

	North	West	South	Southeast	Northeast
No need to visit	36%	24%	33%	38%	31%
Do not have children	0%	0%	3%	4%	7%
Location too far away	0%	13%N	7%	4%	7%
No time	29%	20%	30%	17%	24%
Too old	4%	7%	3%	8%	14%
No interest in going	14%	13%	10%	8%	10%
Don't know locations	0%	2%	0%	4%	0%
Haven't been here long	4%	2%	3%	0%	0%
Base: Those who haven't used city park	28	45	30	24	29

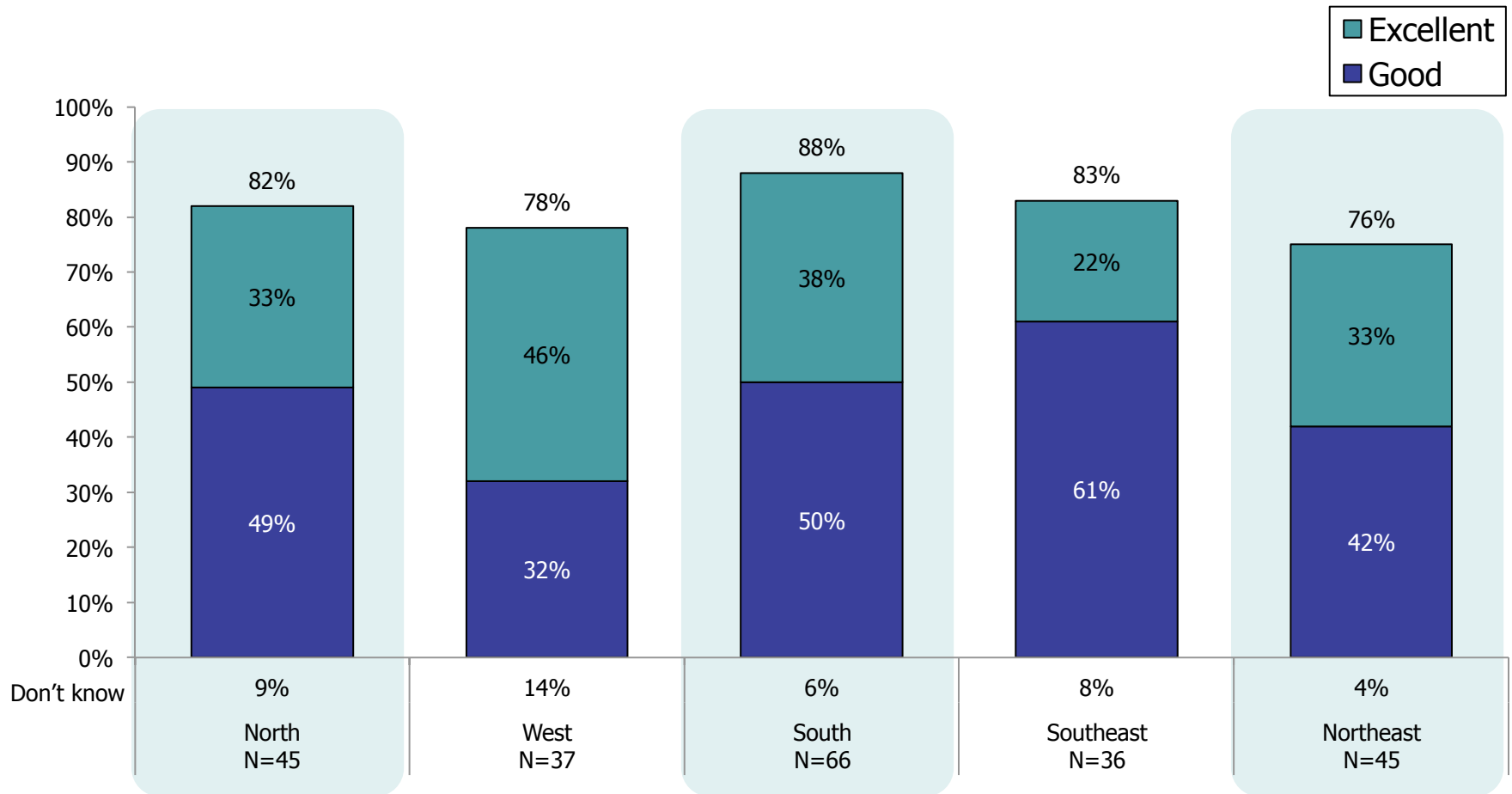
Other mentions by 1% or less than total sample

17. Why have you not used a city park or facility?



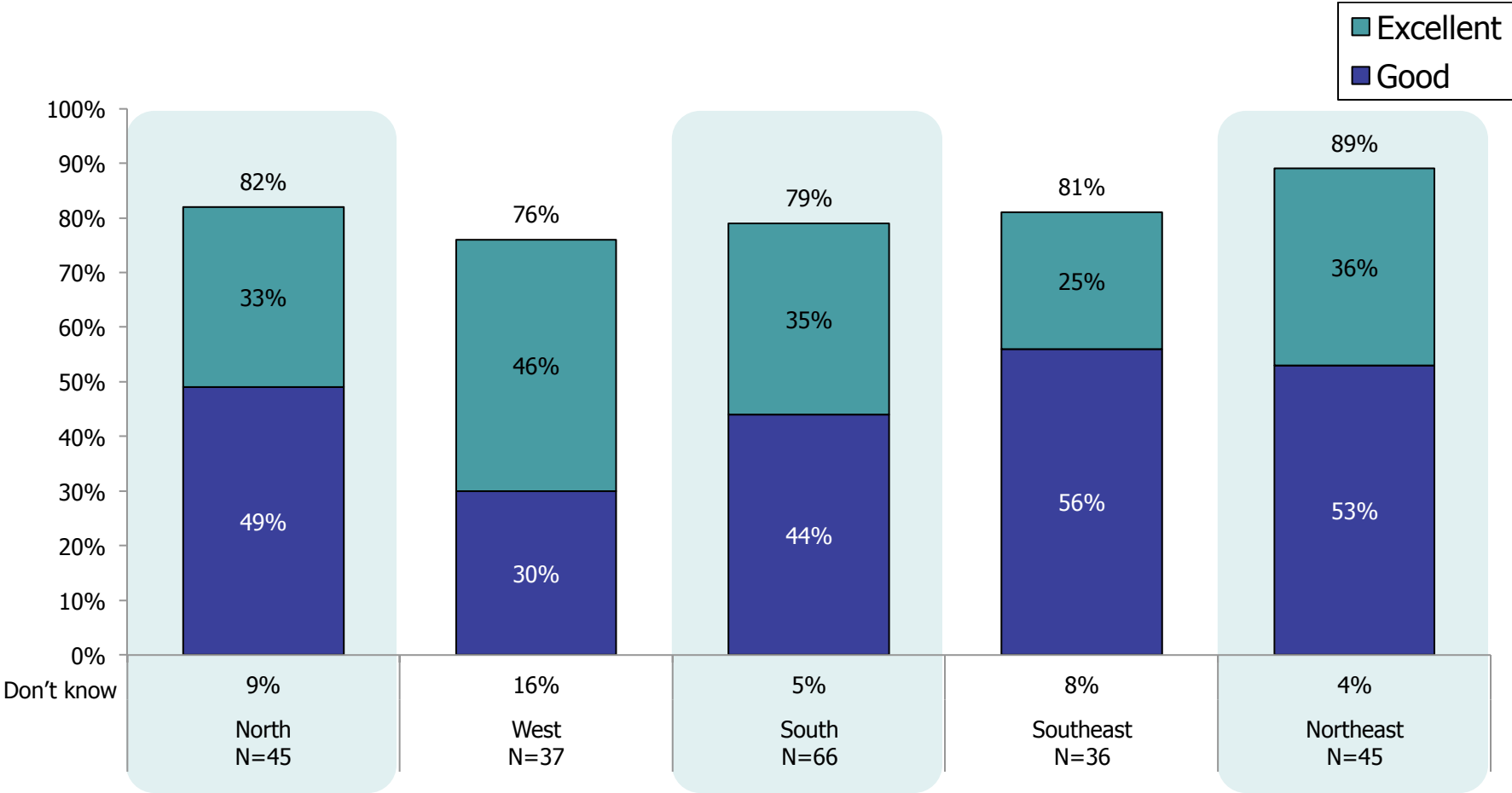
Rating City Park or Facility: Condition/Safety of the Equipment

Base: Those who have used a park or facility; Excellent + Good Scores Shown



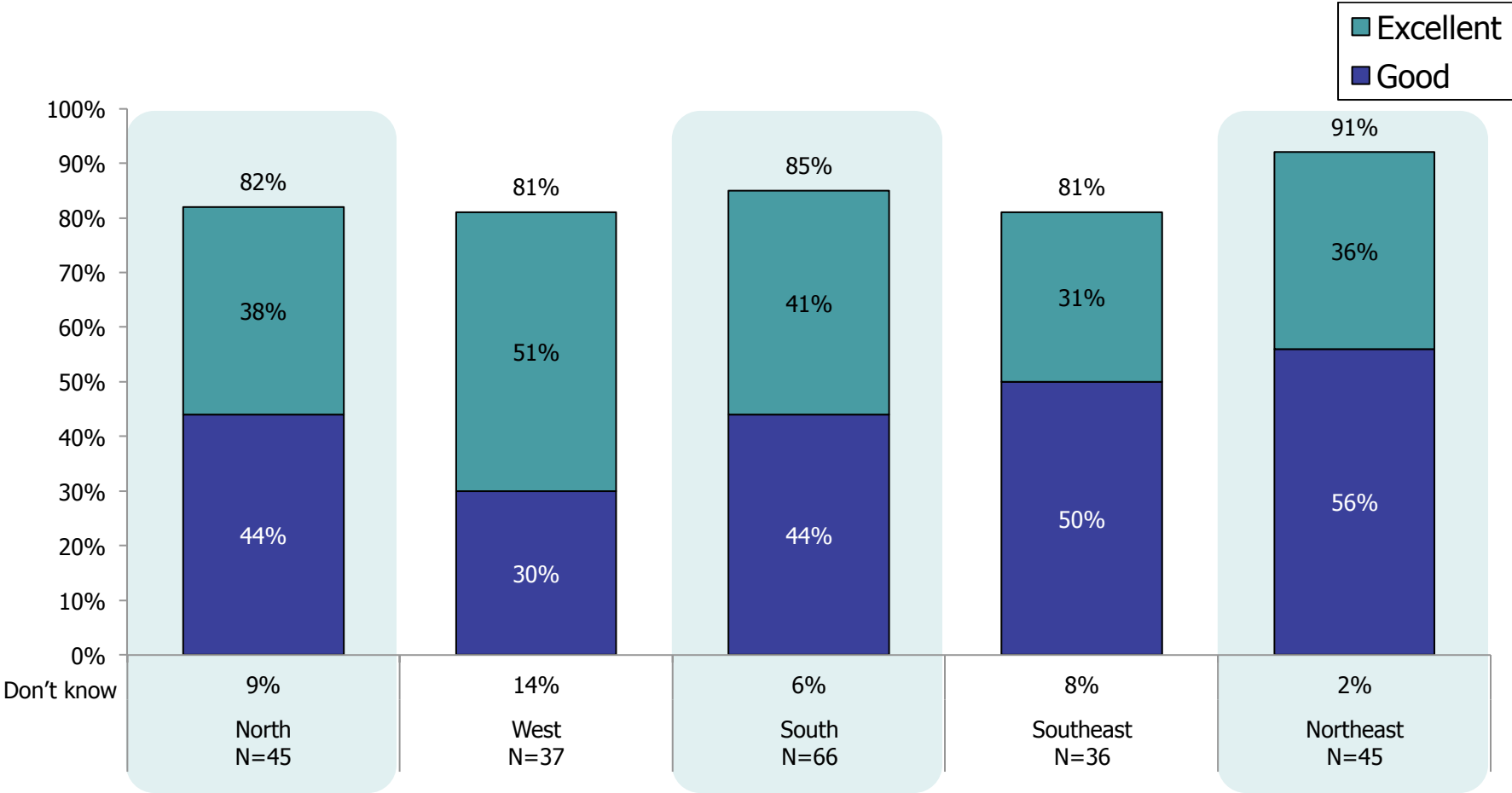
Rating City Park or Facility: Turf Maintenance

Base: Those who have used a park or facility; Excellent + Good Scores Shown



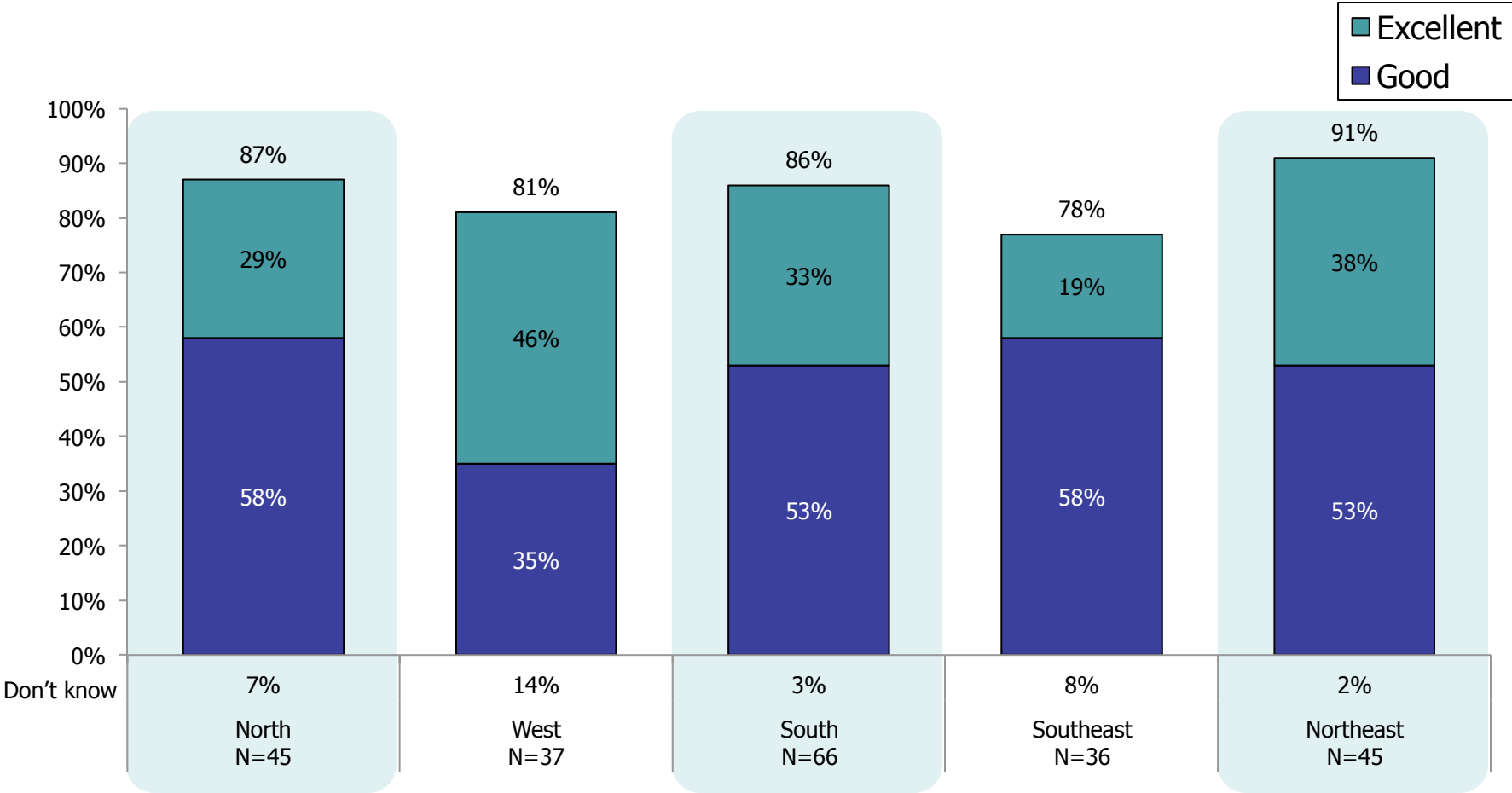
Rating City Park or Facility: Cleanliness

Base: Those who have used a park or facility; Excellent + Good Scores Shown



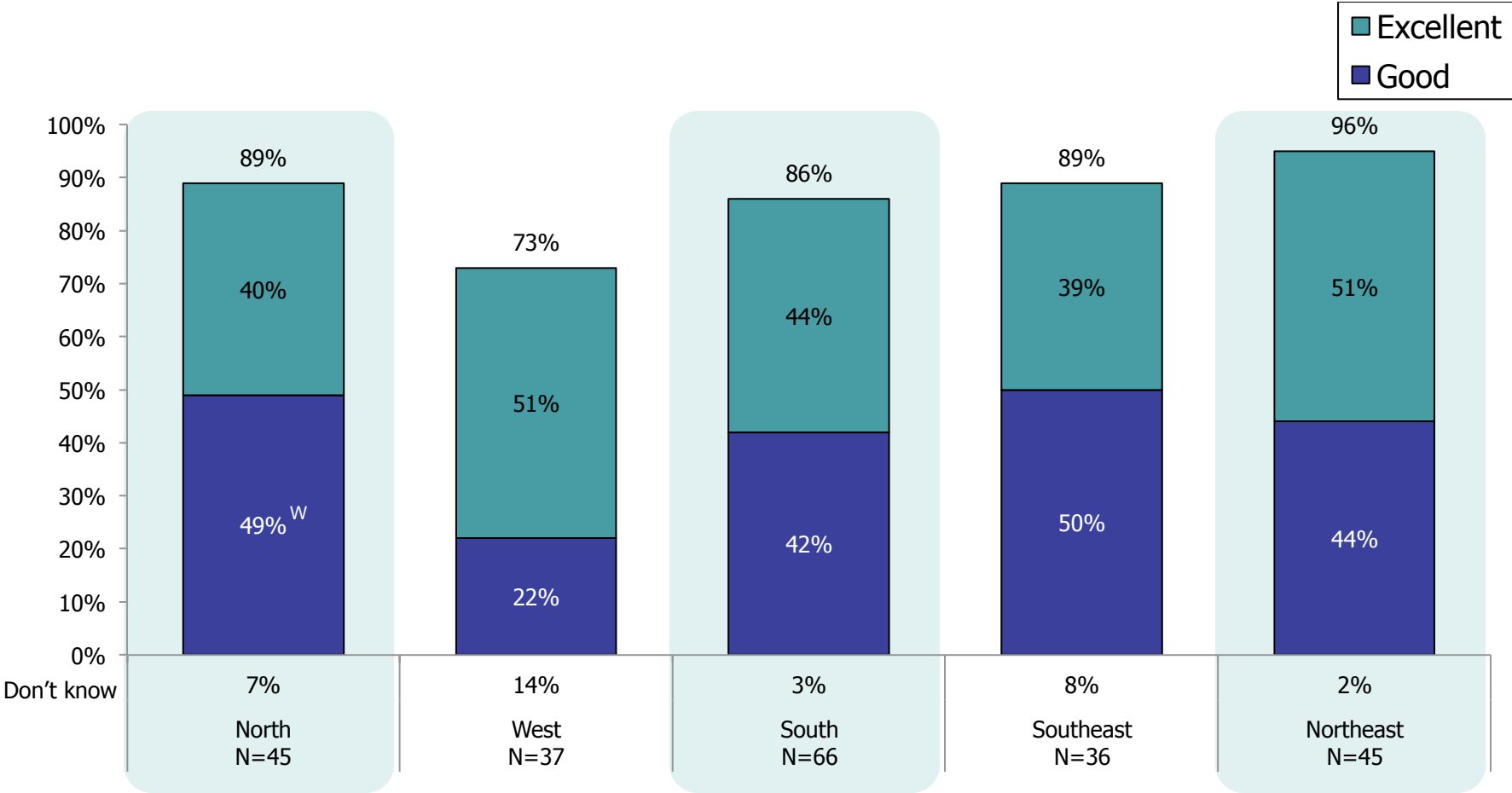
Rating City Park or Facility: Personal Safety

Base: Those who have used a park or facility; Excellent + Good Scores Shown



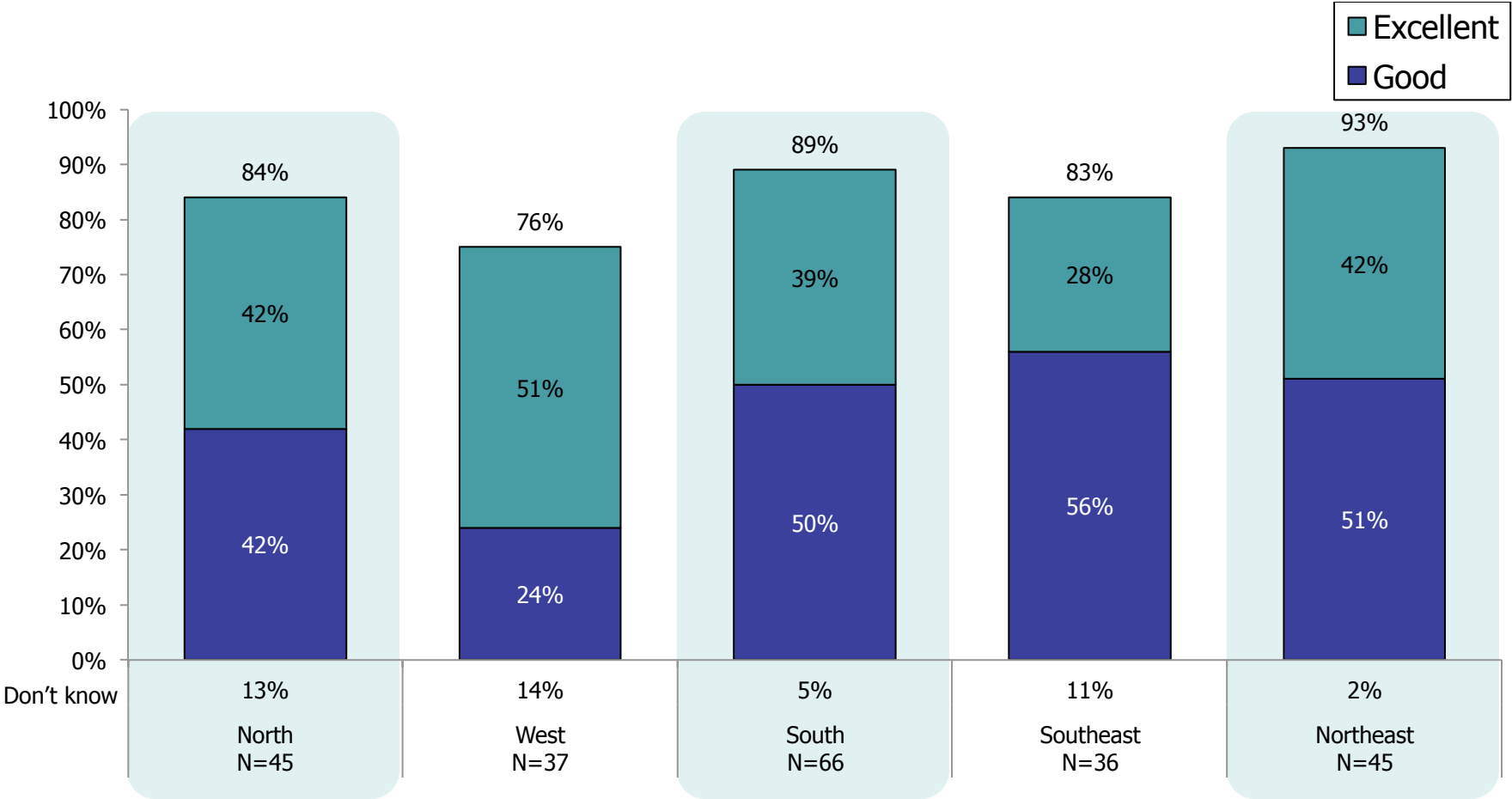
Rating City Park or Facility: Convenience of Location

Base: Those who have used a park or facility; Excellent + Good Scores Shown



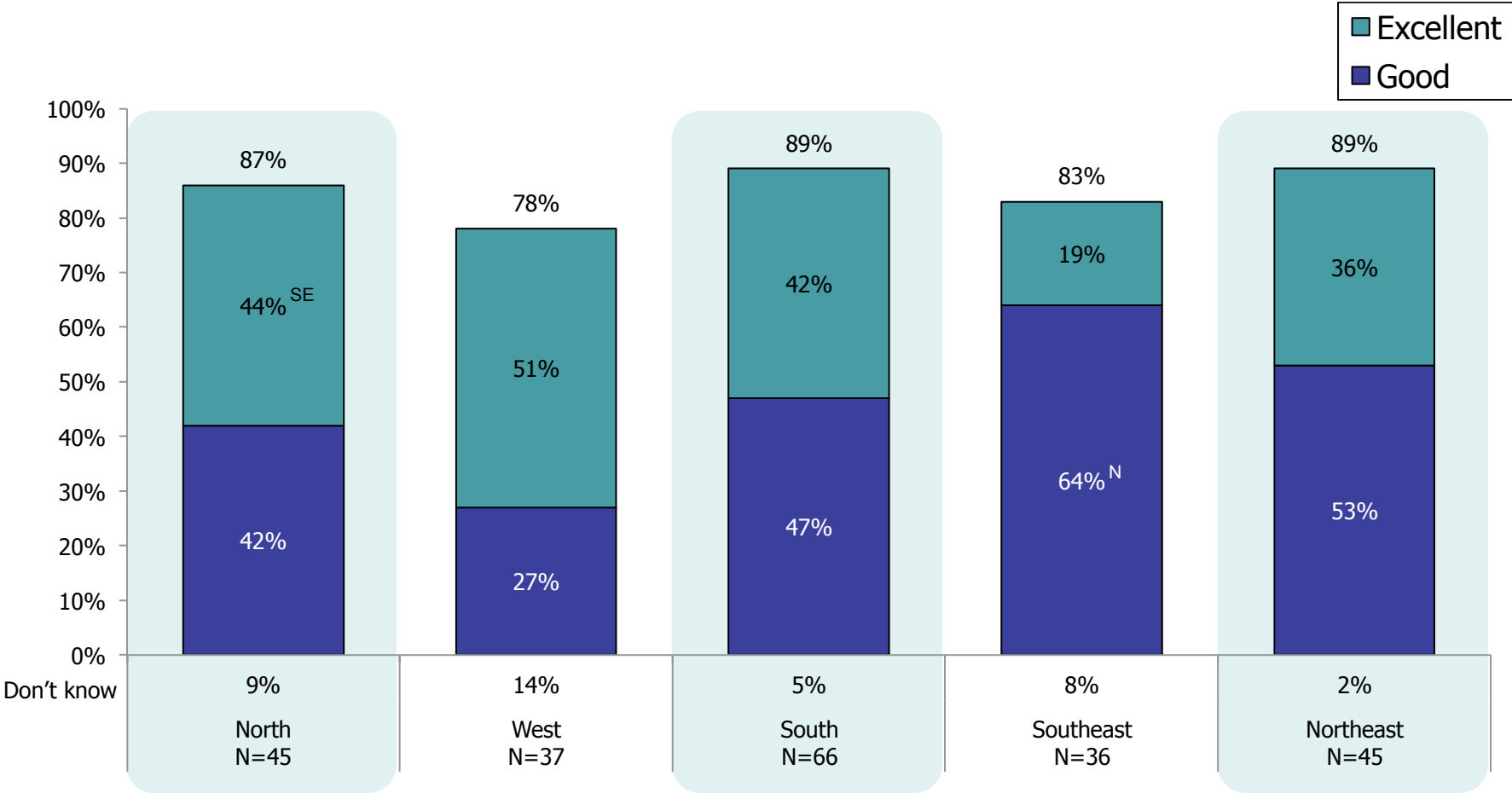
Rating City Park or Facility: Accessibility

Base: Those who have used a park or facility; Excellent + Good Scores Shown



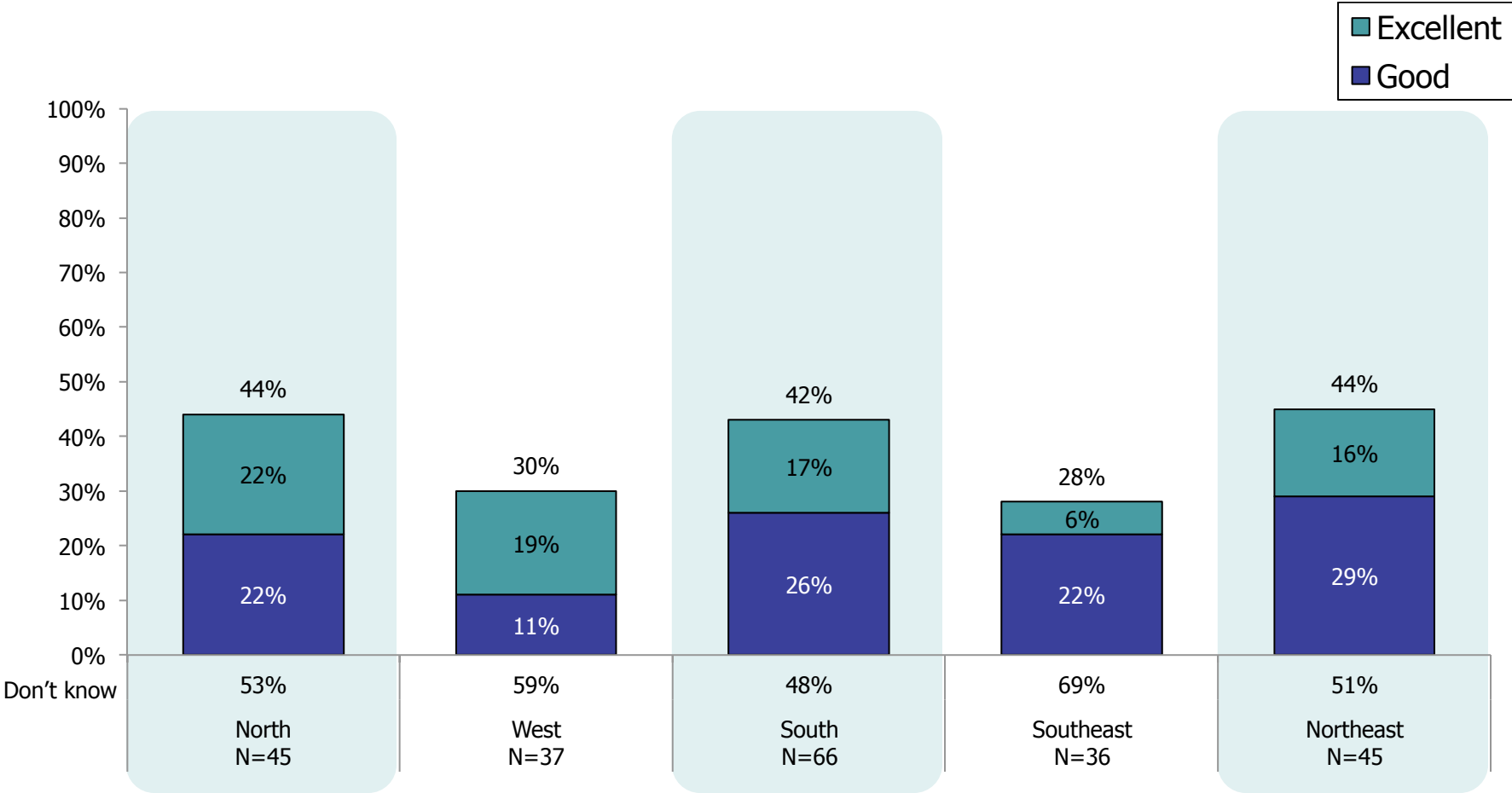
Rating City Park or Facility: Appearance

Base: Those who have used a park or facility; Excellent + Good Scores Shown



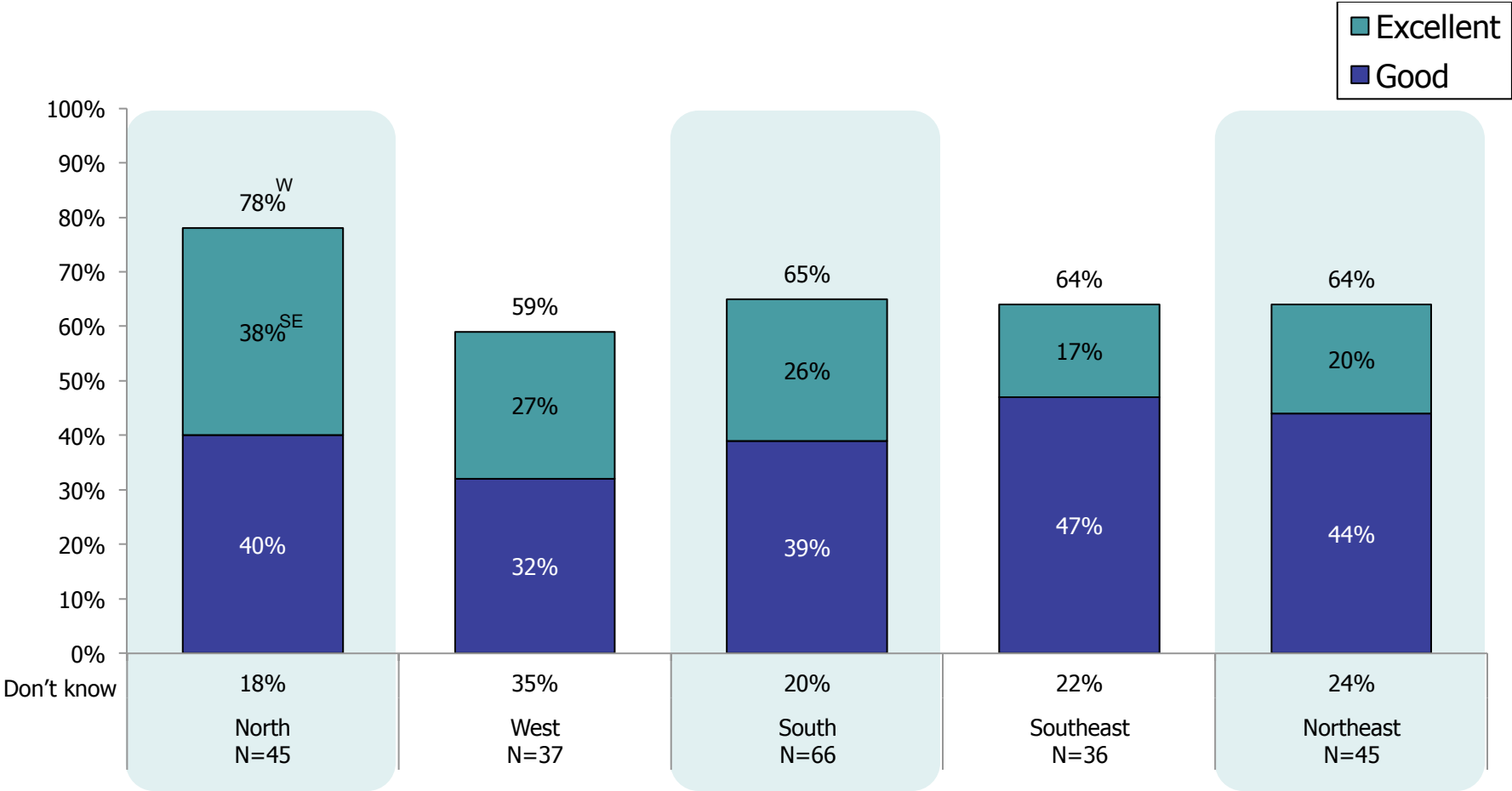
Rating City Park or Facility: Reservation Process

Base: Those who have used a park or facility; Excellent + Good Scores Shown



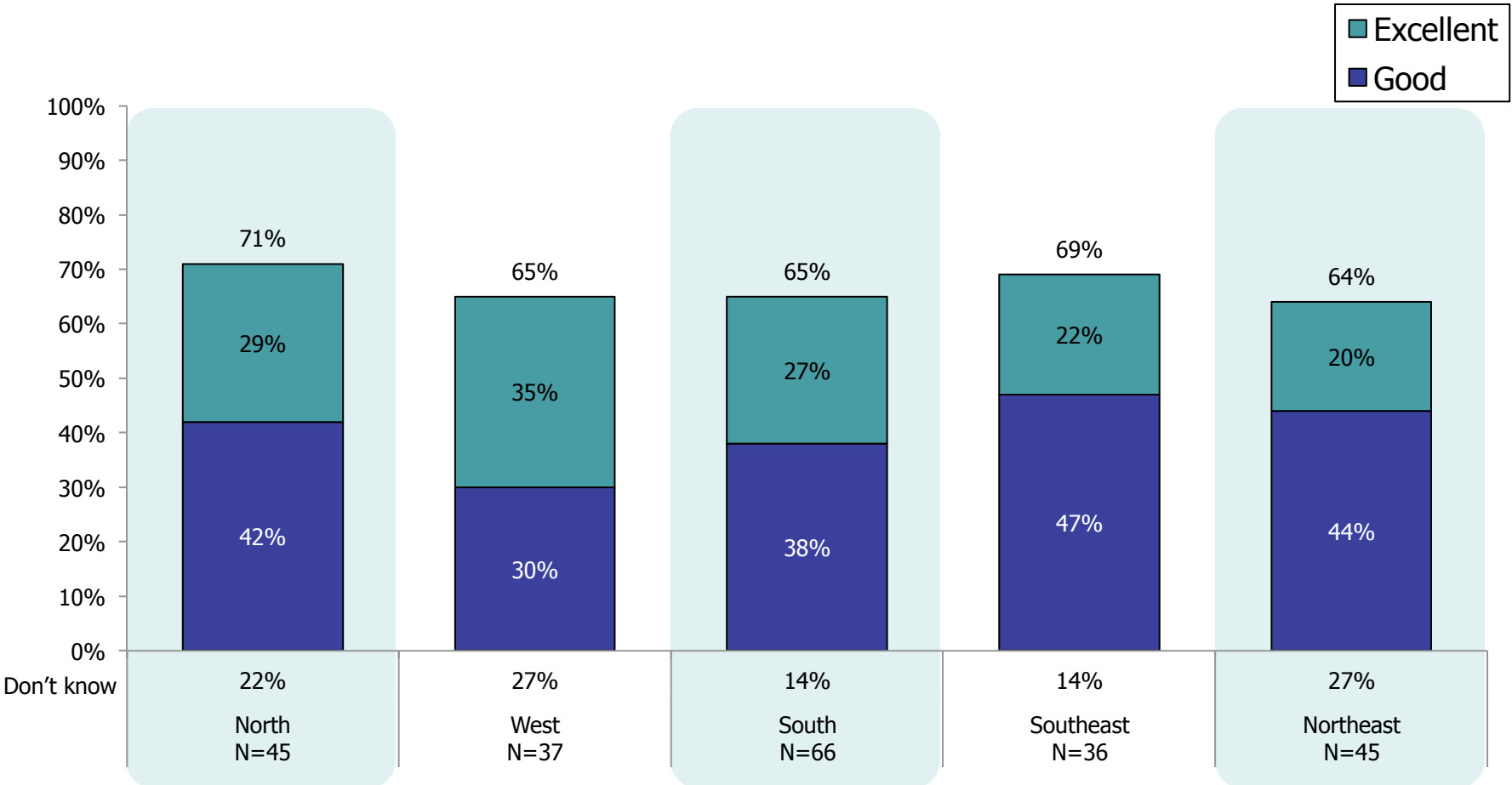
Rating City Park or Facility: Community Events

Base: Those who have used a park or facility; Excellent + Good Scores Shown



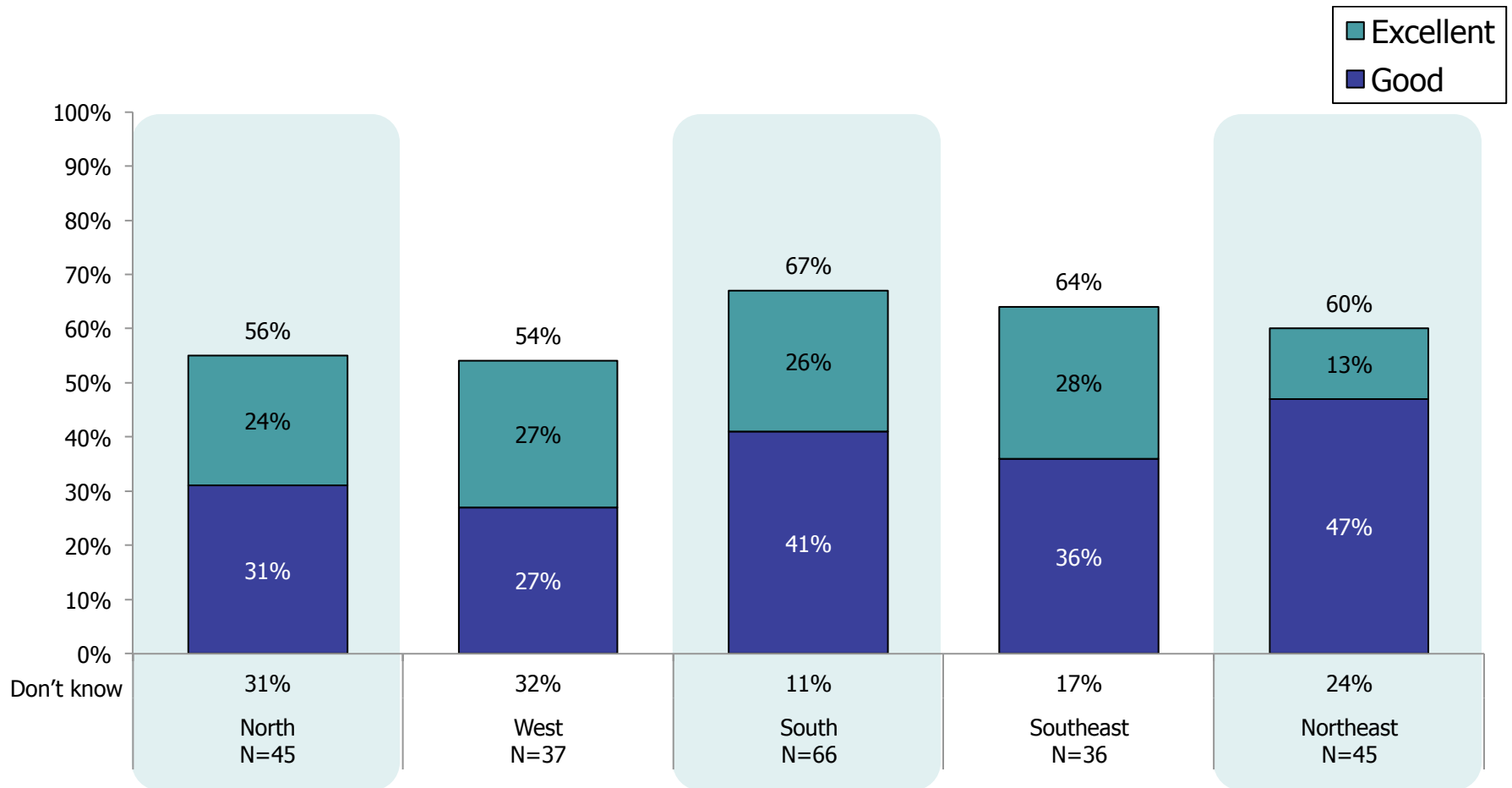
Rating City Park or Facility: Quality of Recreation Programs

Base: Those who have used a park or facility; Excellent + Good Scores Shown



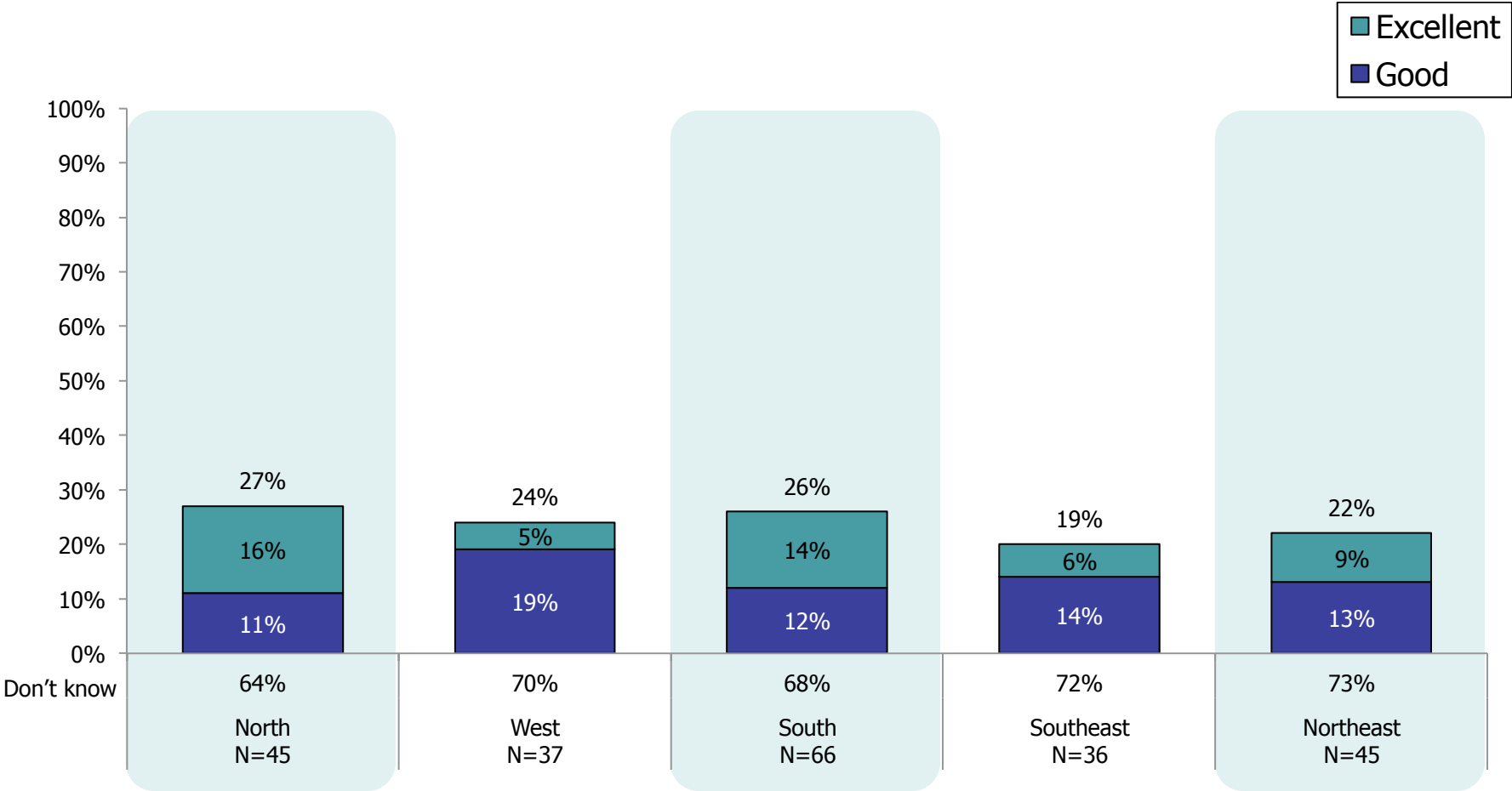
Rating City Park or Facility: Range of Recreation Programs

Base: Those who have used a park or facility; Excellent + Good Scores Shown



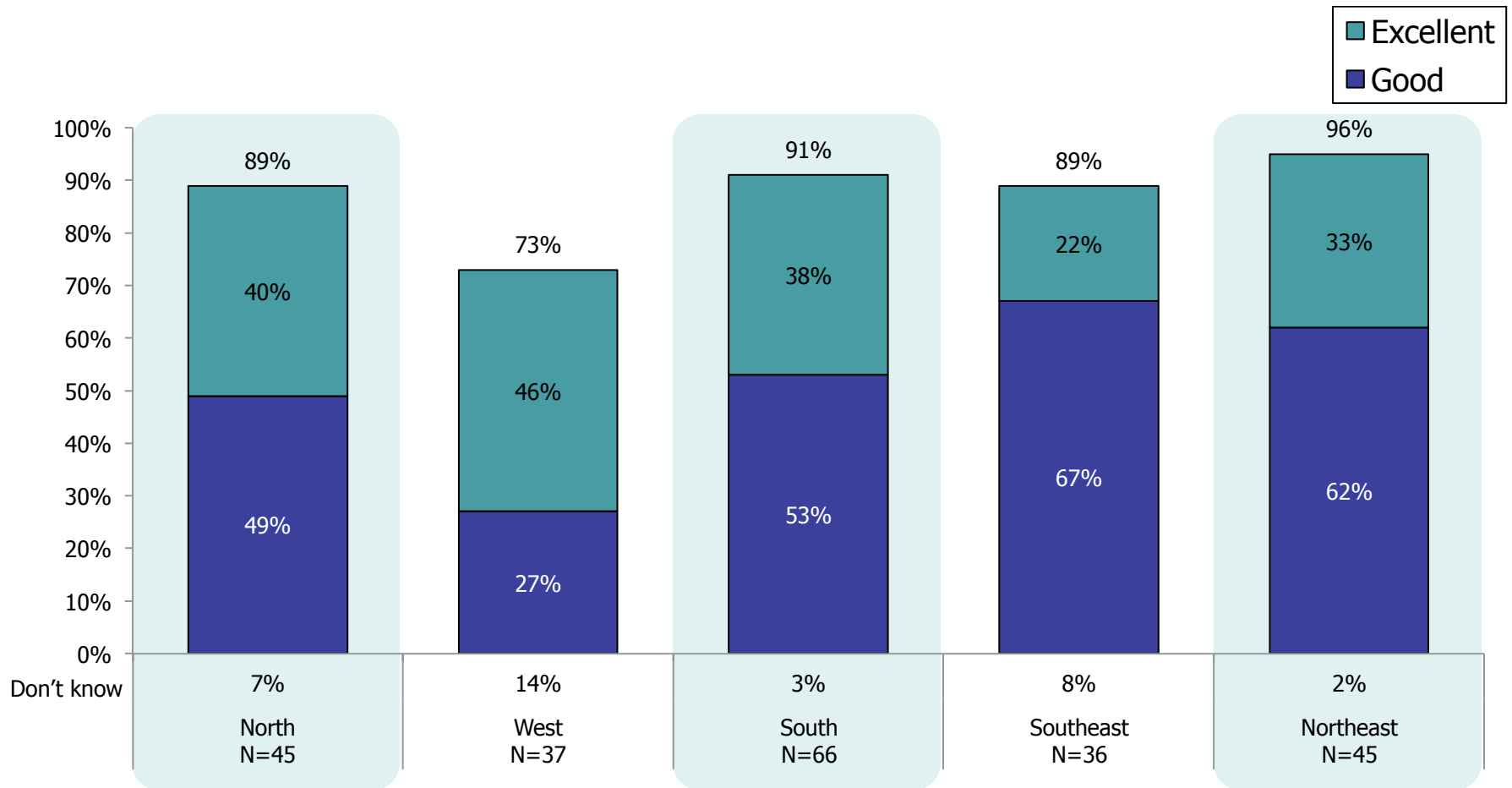
Rating City Park or Facility: Quality of Senior Programs

Base: Those who have used a park or facility; Excellent + Good Scores Shown



Rating City Park or Facility: Overall Satisfaction with Pearland Parks and Facilities

Base: Those who have used a park or facility; Excellent + Good Scores Shown



Rating City Park or Facility

Regional Differences from 2011 to 2013

	North		West		South		Southeast		Northeast	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Personal safety	80%	87%	72%	81%^	93%	86%	81%	78%	85%	91%
Base	46	45	57	37	43	66	43	36	33	45



Park Visited Most Often

Base: Those who have used a park or facility

	North	West	South	Southeast	Northeast
Independence	11%	8%	15%	58%N	44%N
Centennial	16%	5%	36%N	14%	7%
West side/Rec center	29%S,SE,NE	22%	6%	3%	9%
Southbound	4%	5%	0%	0%	0%
Tom Bass	7%	3%	12%	3%	2%
Liberty	2%	0%	0%	3%	2%
McClellan	11%	3%	3%	6%	7%
Park in Shadow Creek	0%	8%	0%	0%	0%
Base: Those who have used a City park	45	37	66	36	45

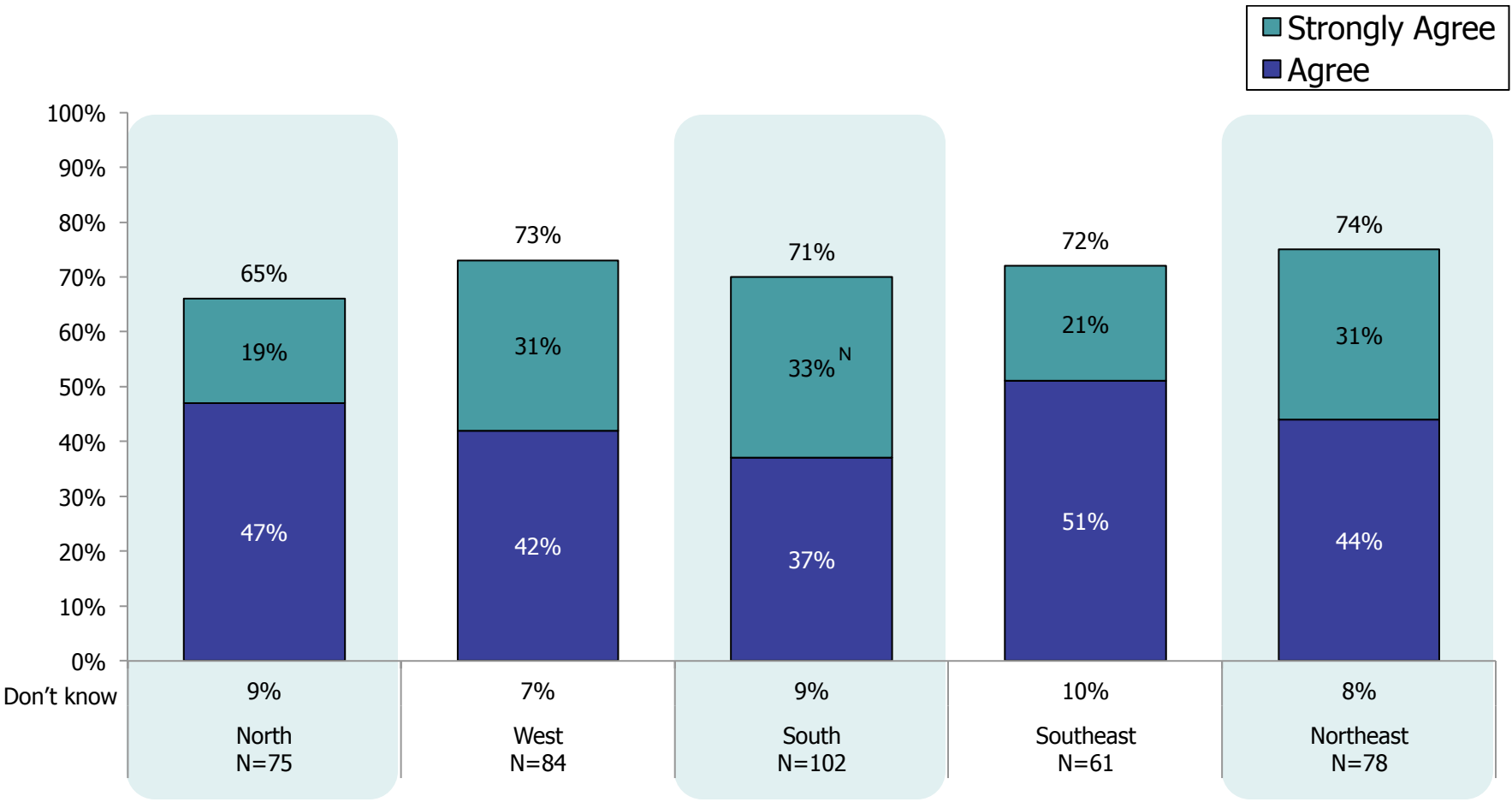


Ordinance and Code Enforcement



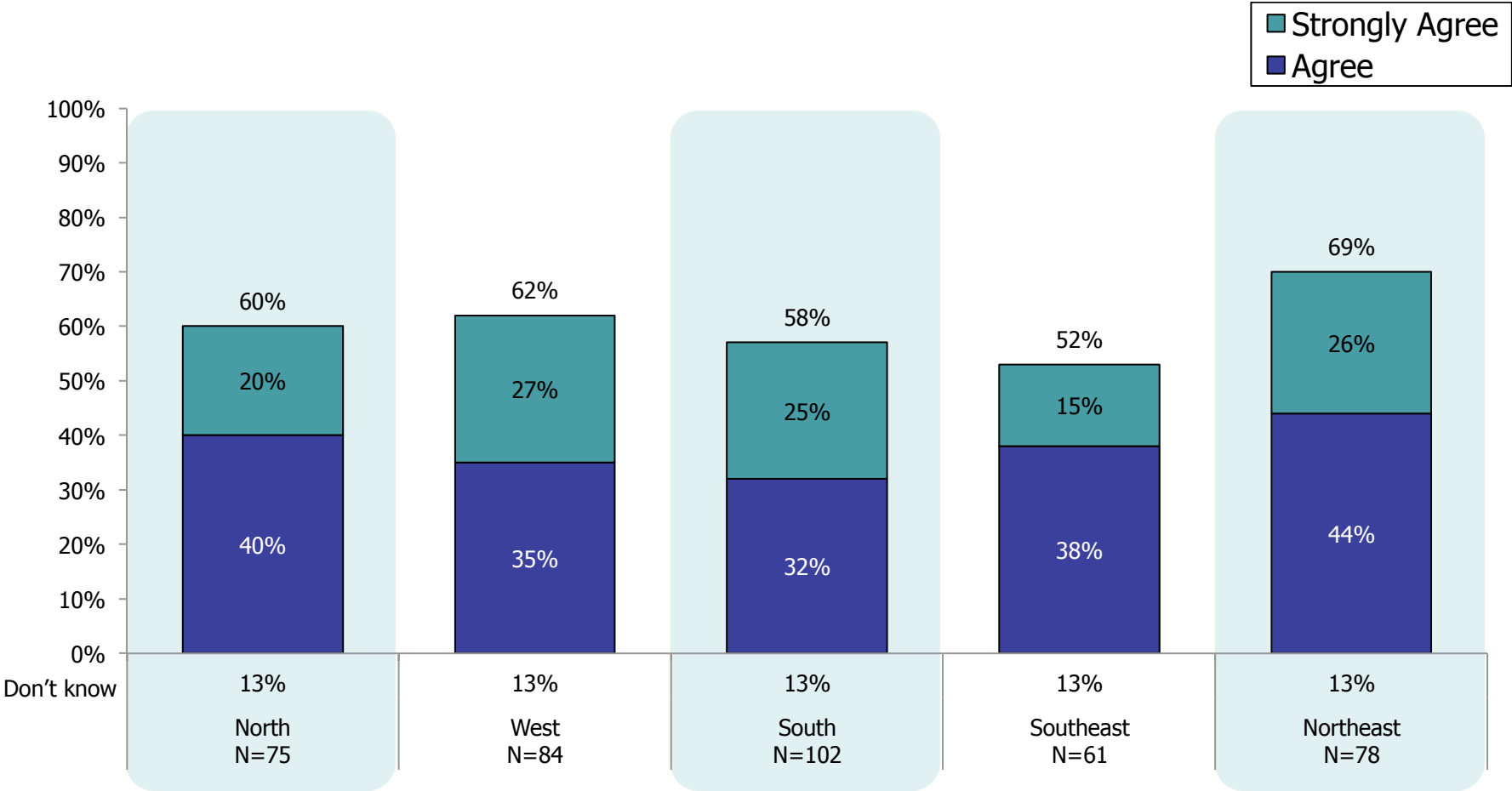
Effectiveness of City Regulations Within Neighborhoods: Junked or Abandoned Vehicles

Agreement with Statements: The City adequately enforces codes regarding ... in my neighborhood



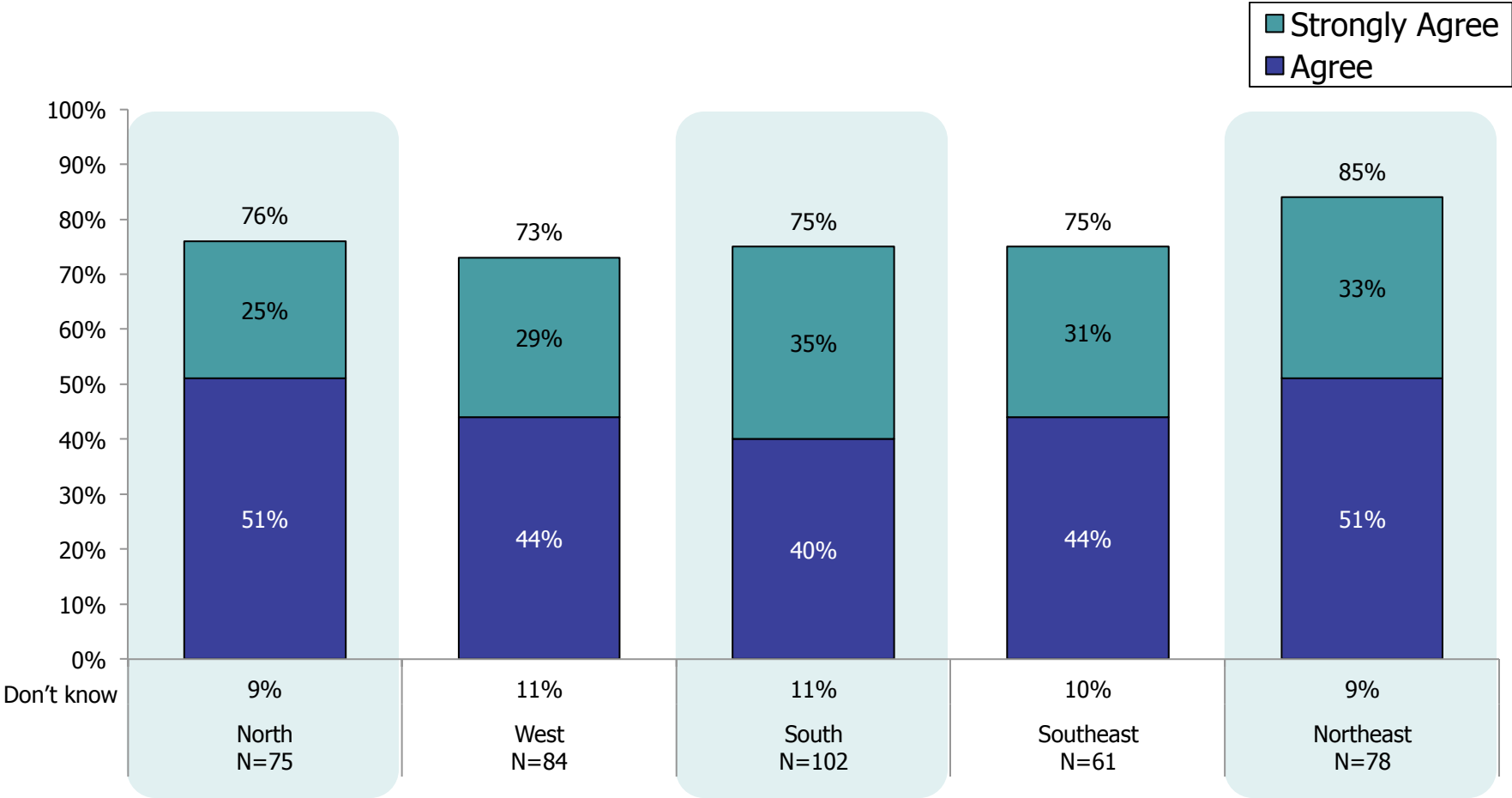
Effectiveness of City Regulations Within Neighborhoods: Dilapidated Buildings

Agreement with Statements: The City adequately enforces codes regarding ... in my neighborhood



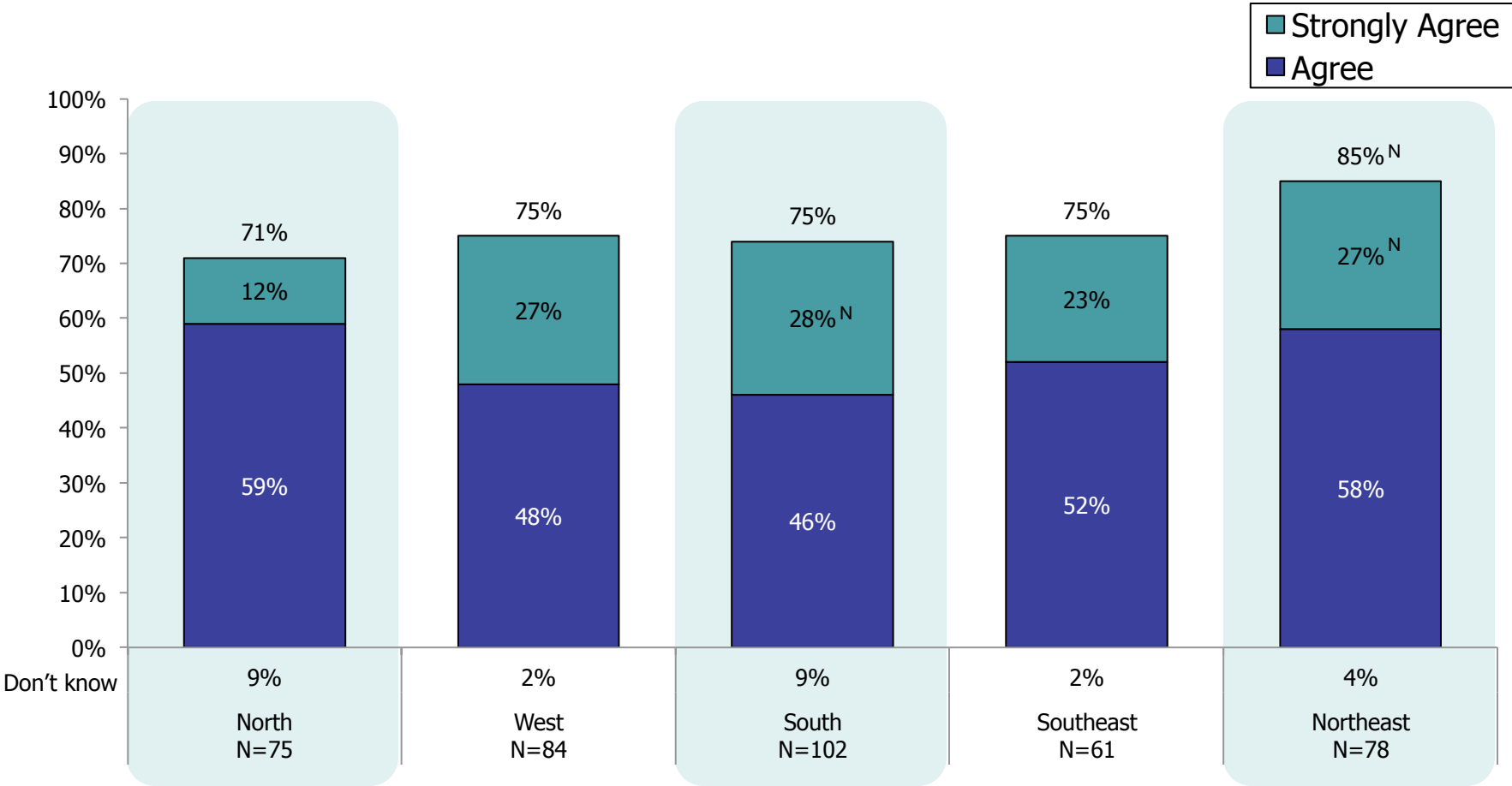
Effectiveness of City Regulations Within Neighborhoods: Graffiti

Agreement with Statements: The City adequately enforces codes regarding ... in my neighborhood



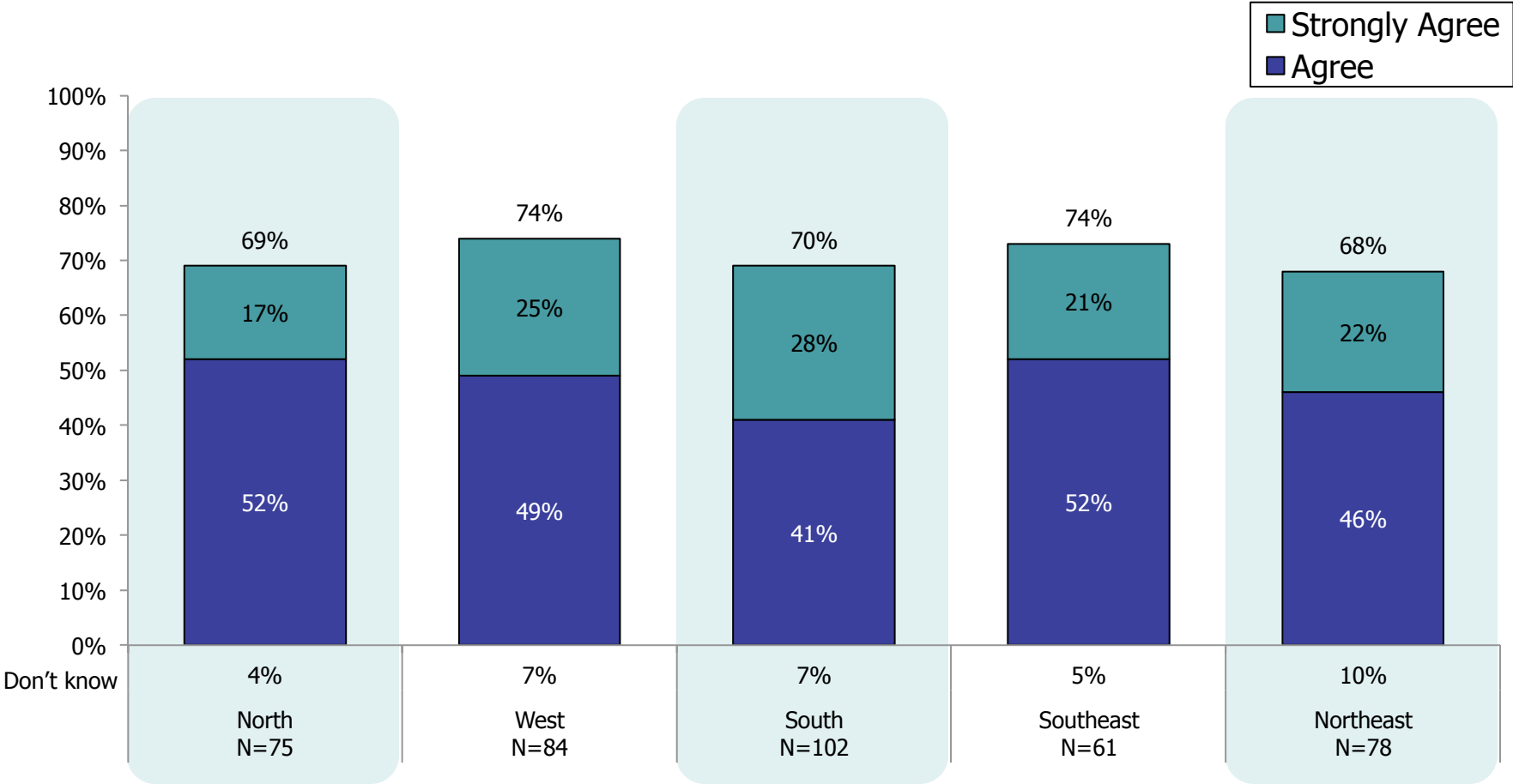
Effectiveness of City Regulations Within Neighborhoods: Signs

Agreement with Statements: The City adequately enforces codes regarding ... in my neighborhood



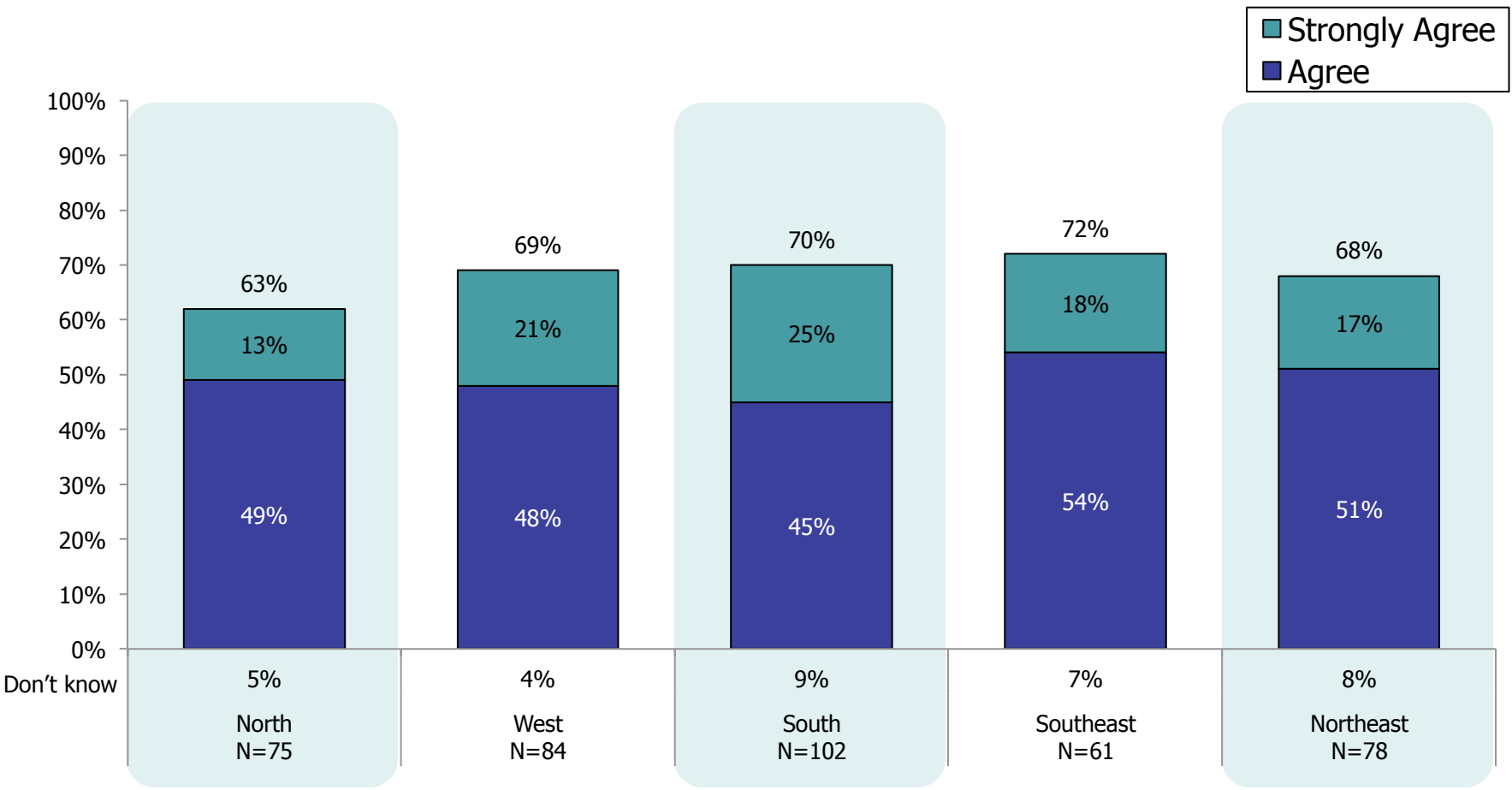
Effectiveness of City Regulations Within Neighborhoods: Noise

Agreement with Statements: The City adequately enforces codes regarding ... in my neighborhood



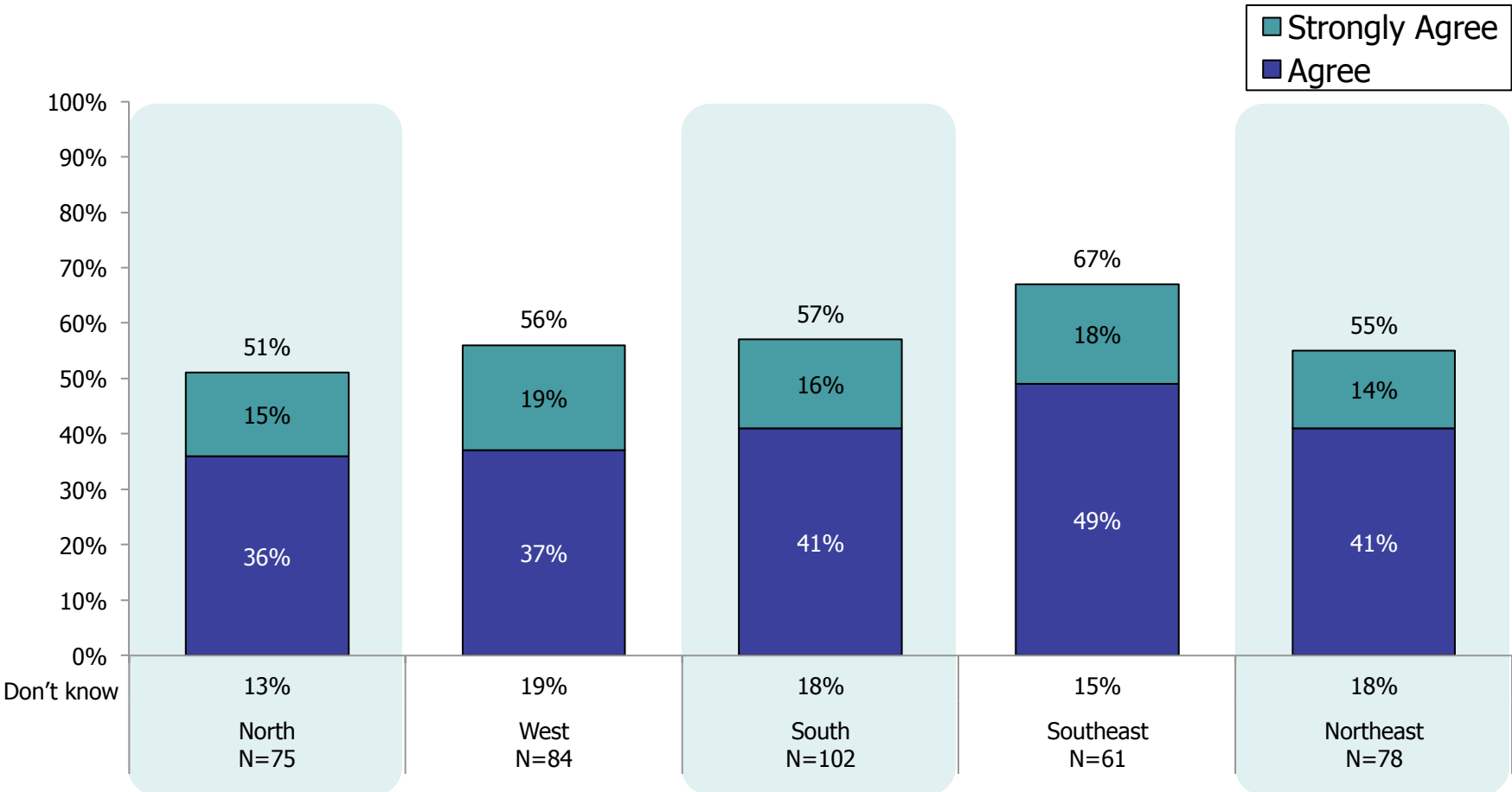
Effectiveness of City Regulations Within Neighborhoods: High Grass

Agreement with Statements: The City adequately enforces codes regarding ... in my neighborhood



Effectiveness of City Regulations Within Neighborhoods: Zoning

Agreement with Statements: The City adequately enforces codes regarding ... in my neighborhood



Effectiveness of City Regulations Within Neighborhoods

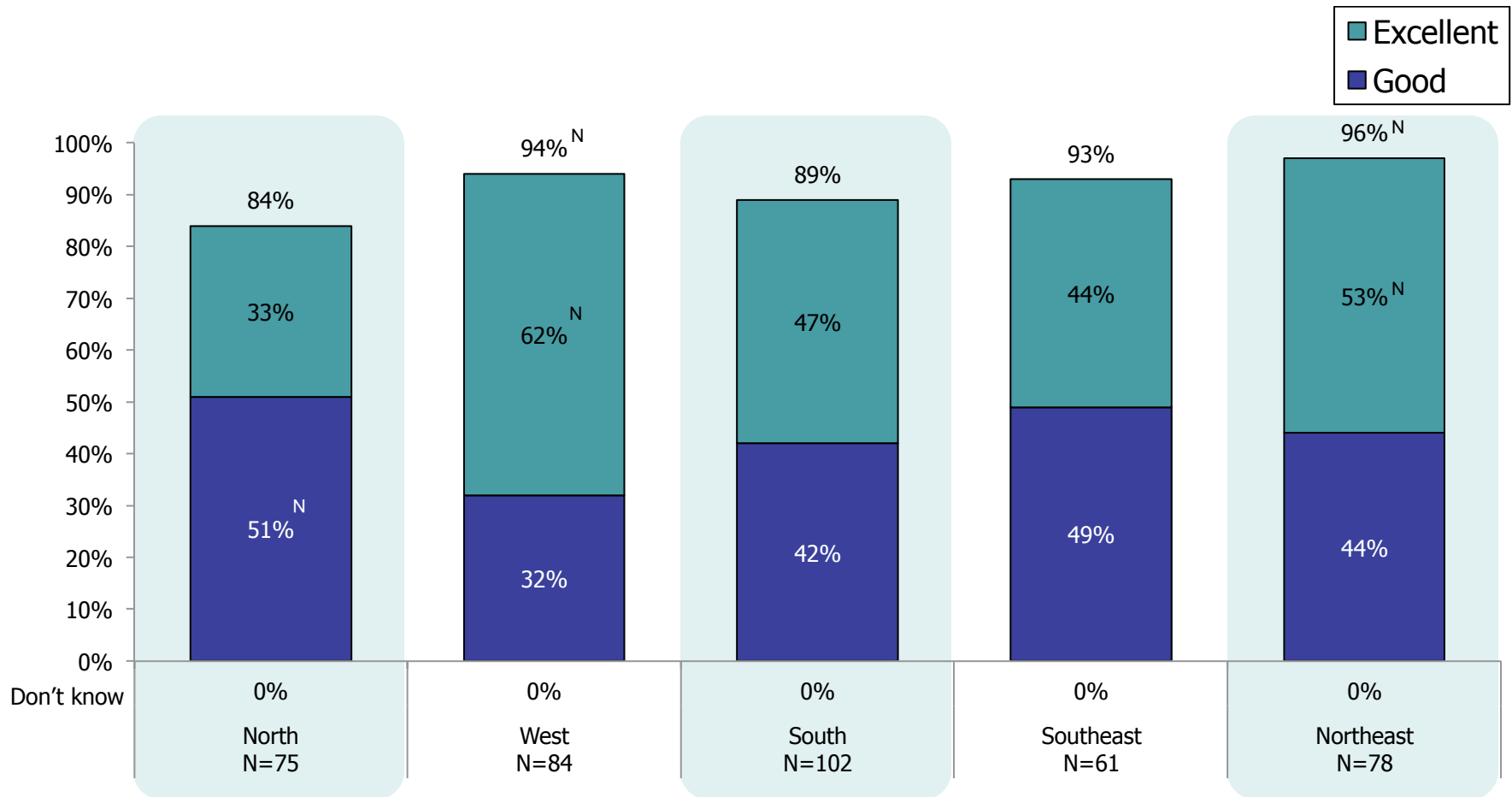
Regional Differences from 2011 to 2013

	North		West		South		Southeast		Northeast	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Junked/abandoned vehicles	67%	65%	71%	73%	61%	71%	59%	72%	58%	74% [^]
Dilapidated building	67%	60%	63%	62%	43%	58% [^]	62%	52%	47%	69% [^]
Graffiti	71%	76%	75%	73%	55%	75% [^]	72%	75%	60%	85% [^]
Noise	61%	69%	67%	74%	51%	70% [^]	70%	74%	58%	68%
High grass	67%	63%	63%	69%	57%	70%	64%	72%	50%	68% [^]
Signs	72%	71%	71%	75%	61%	75% [^]	66%	75%	70%	85% [^]
Base	72	75	112	84	82	102	74	61	60	78



Overall Look of Neighborhood

Base: Those who have used a park or facility; Excellent + Good Scores Shown

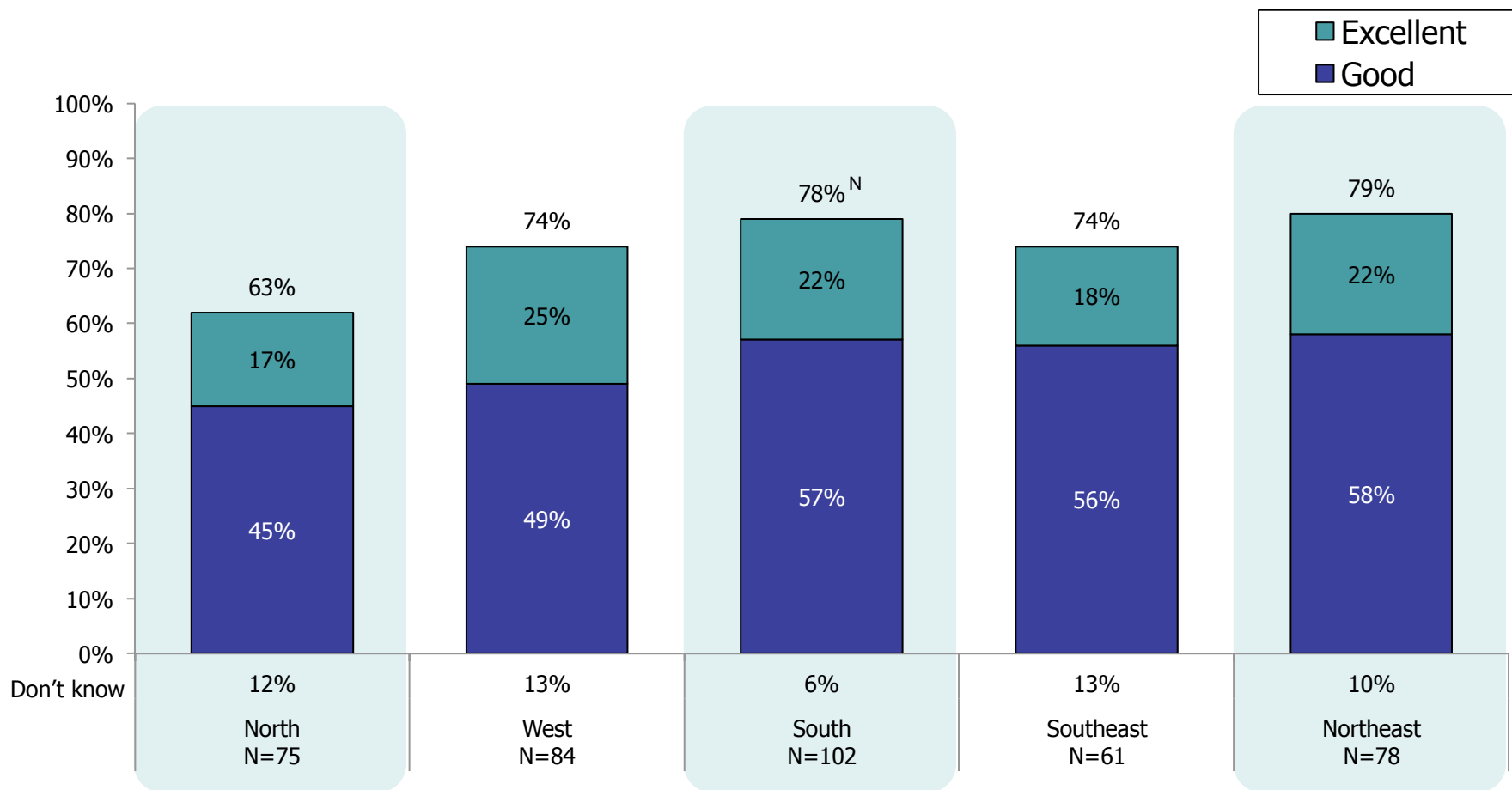


Traffic and Mobility



Rating Street and Transportation Services: Right of Way Mowing

Excellent + Good Scores Shown



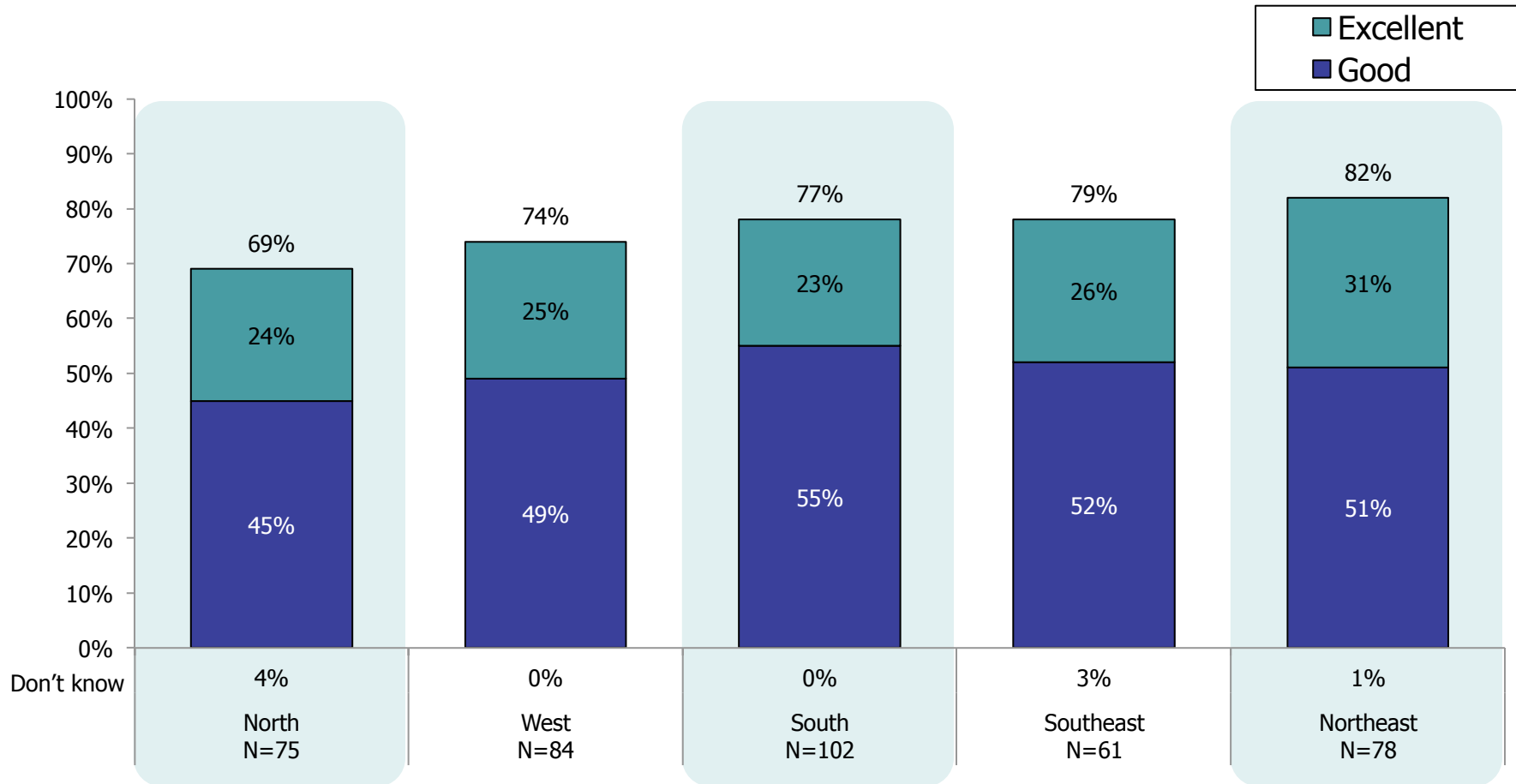
Rating Street and Transportation Services: Mobility and Getting Around

Excellent + Good Scores Shown



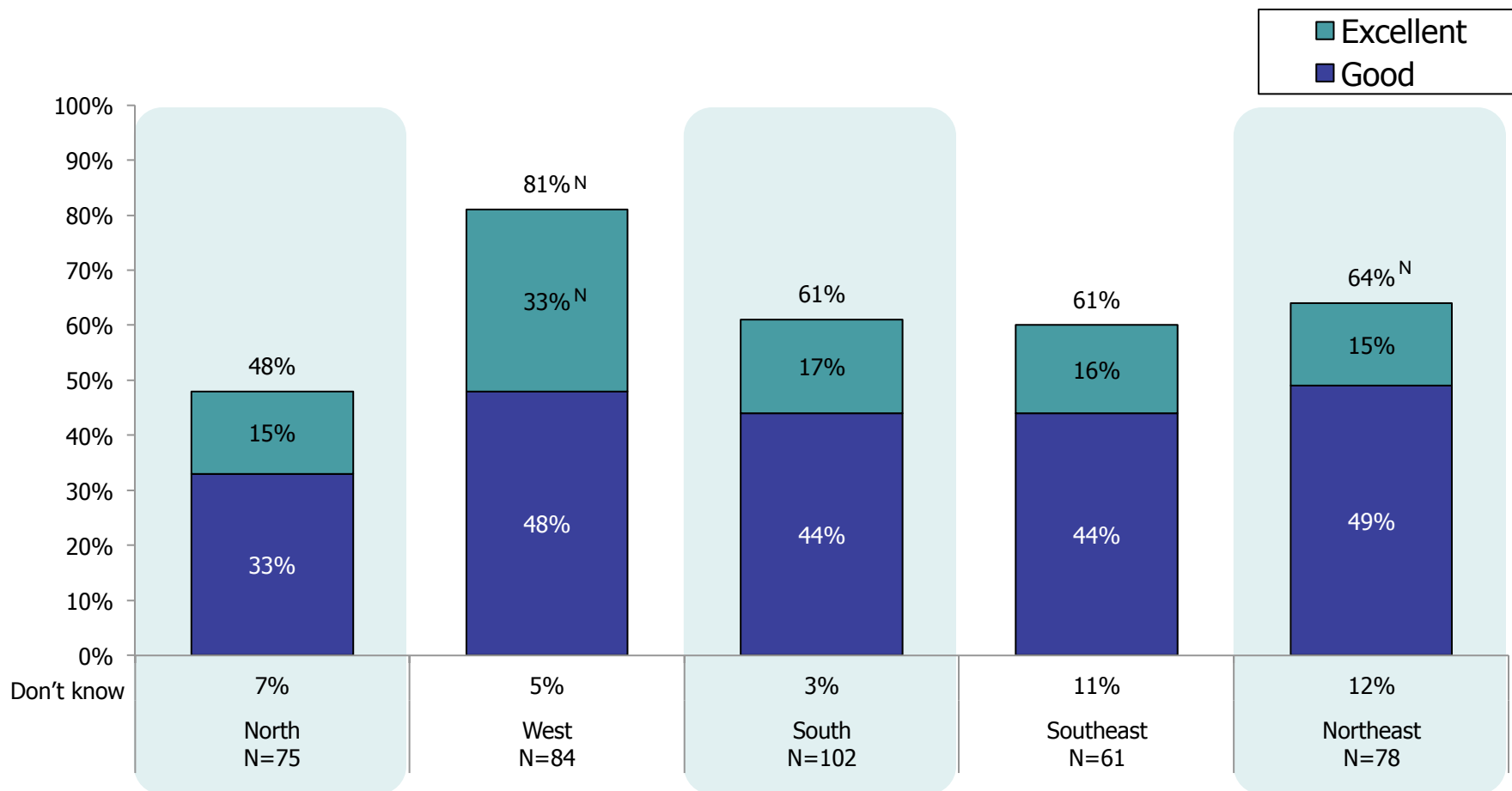
Rating Street and Transportation Services: Traffic Management in Your Neighborhood

Excellent + Good Scores Shown



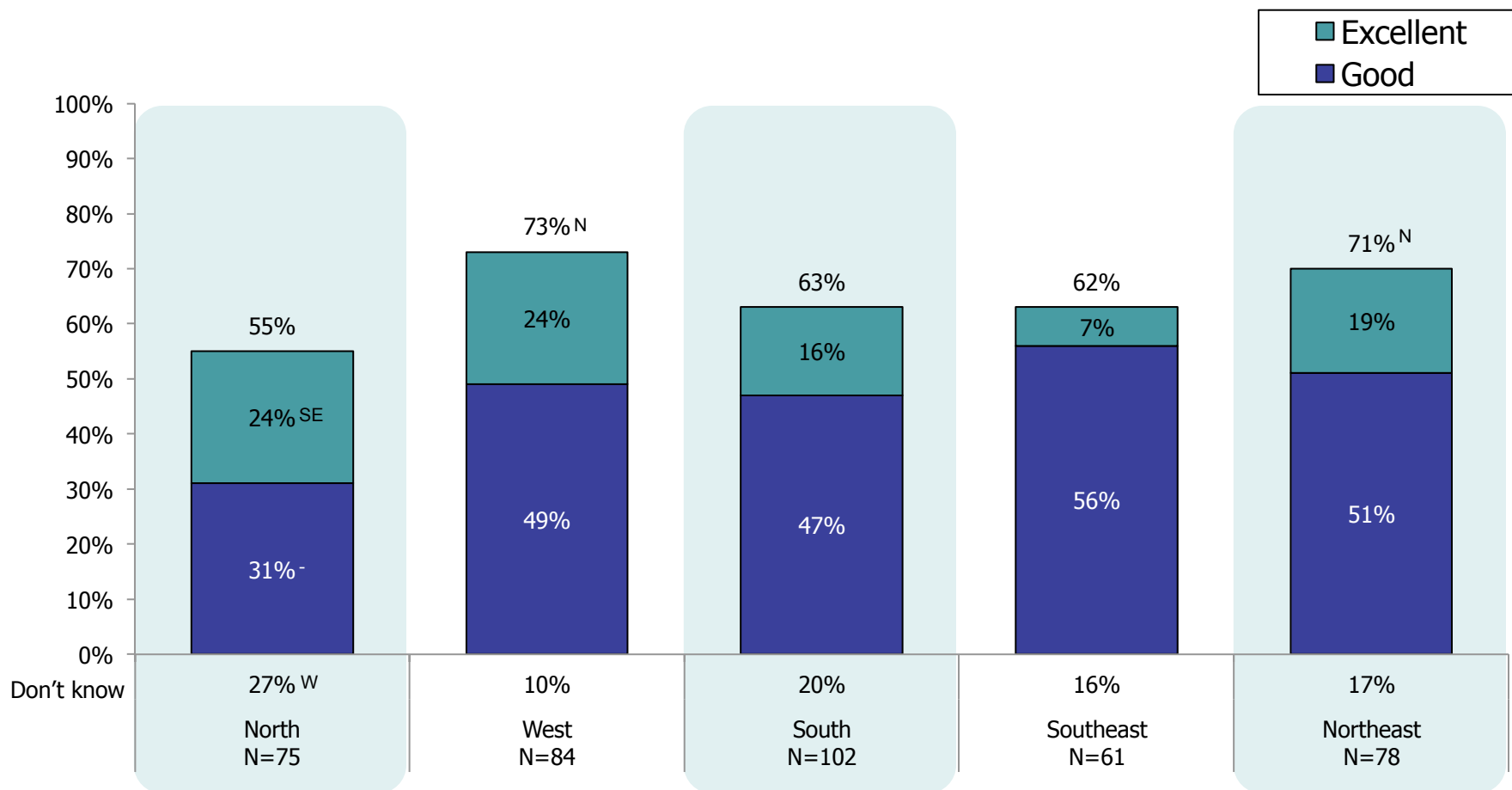
Rating Street and Transportation Services: Pedestrian Accessibility to Sidewalks

Excellent + Good Scores Shown



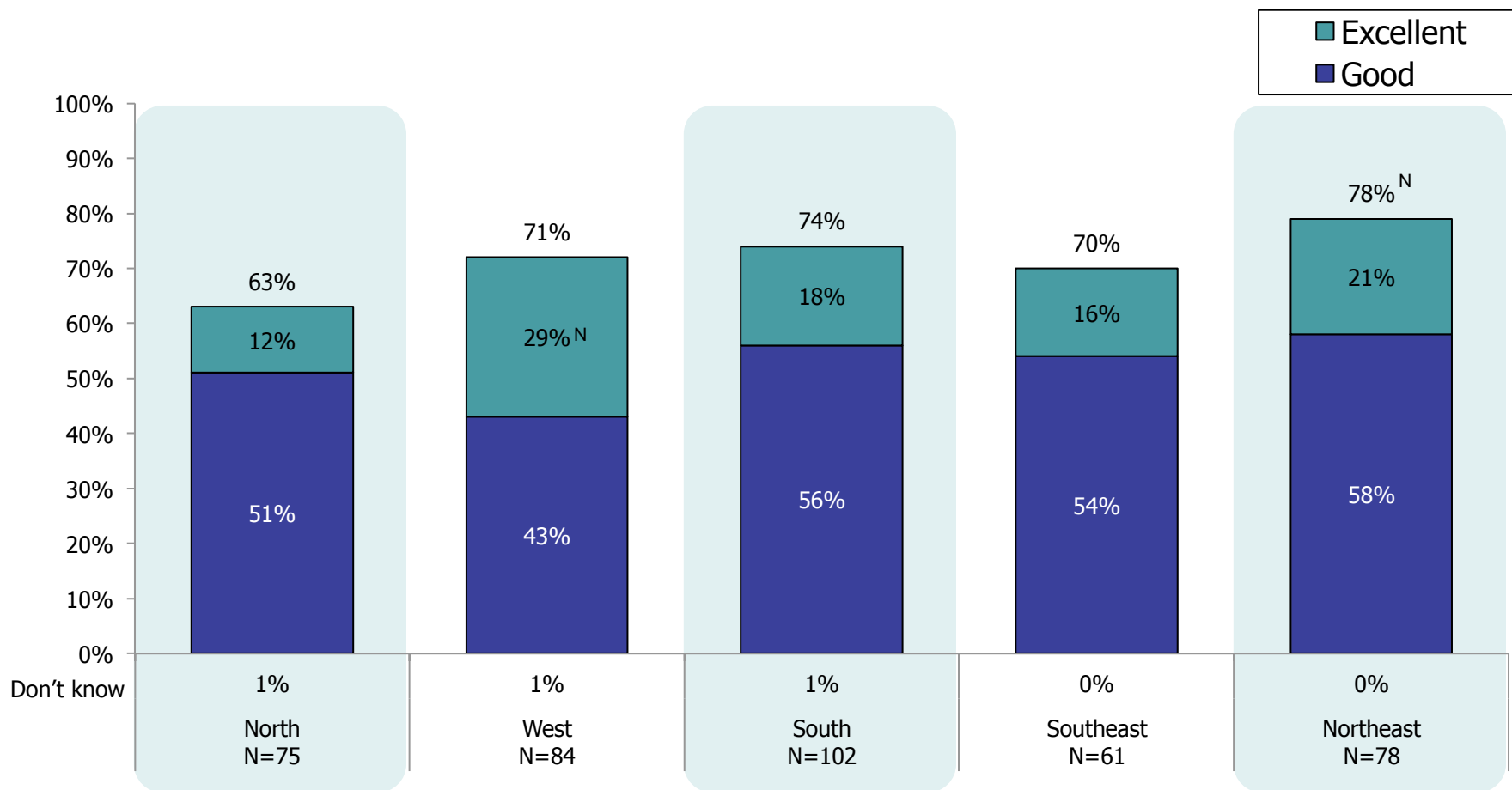
Rating Street and Transportation Services: Street Sweeping

Excellent + Good Scores Shown



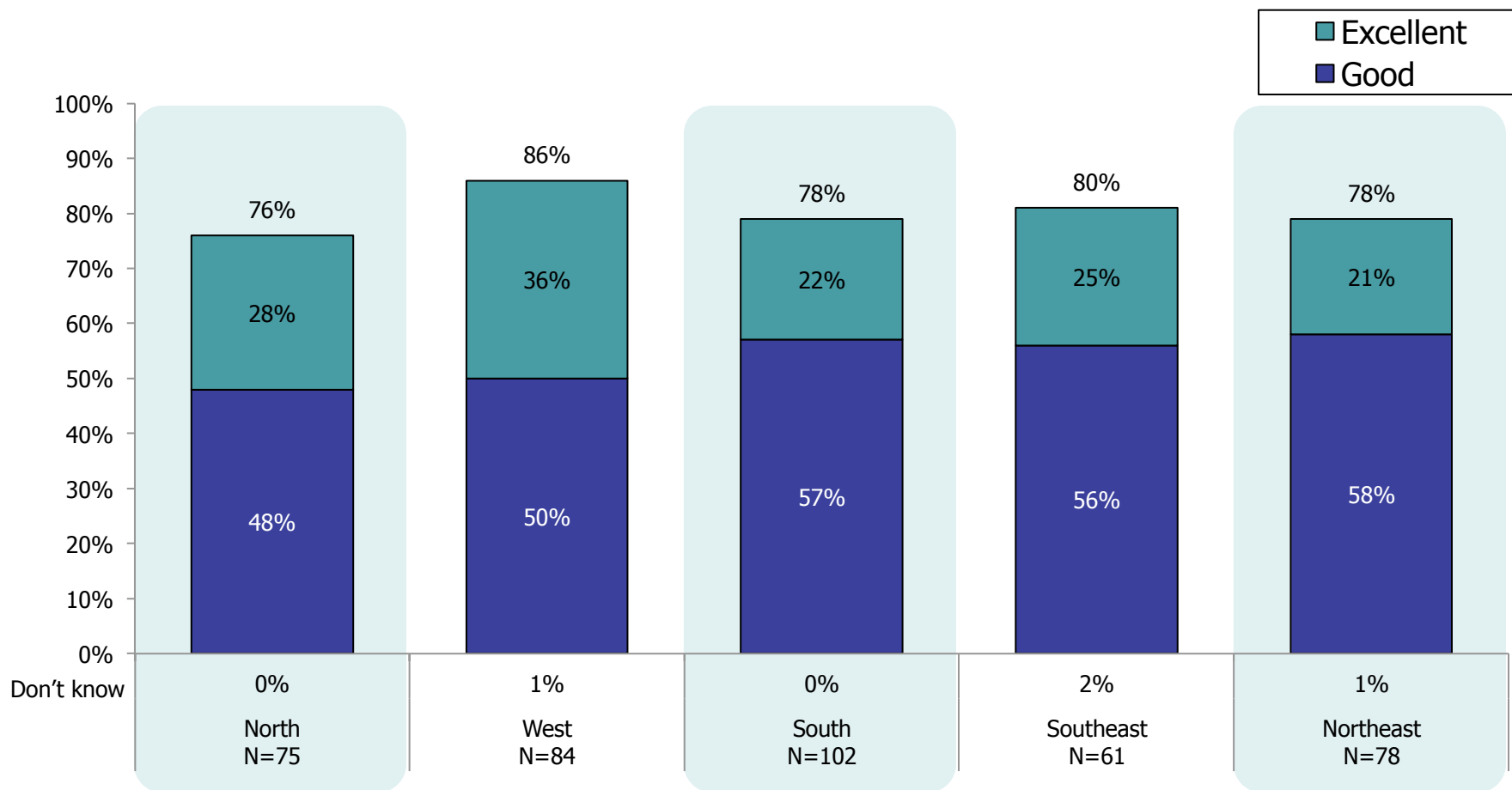
Rating Street and Transportation Services: Condition of Major Streets

Excellent + Good Scores Shown



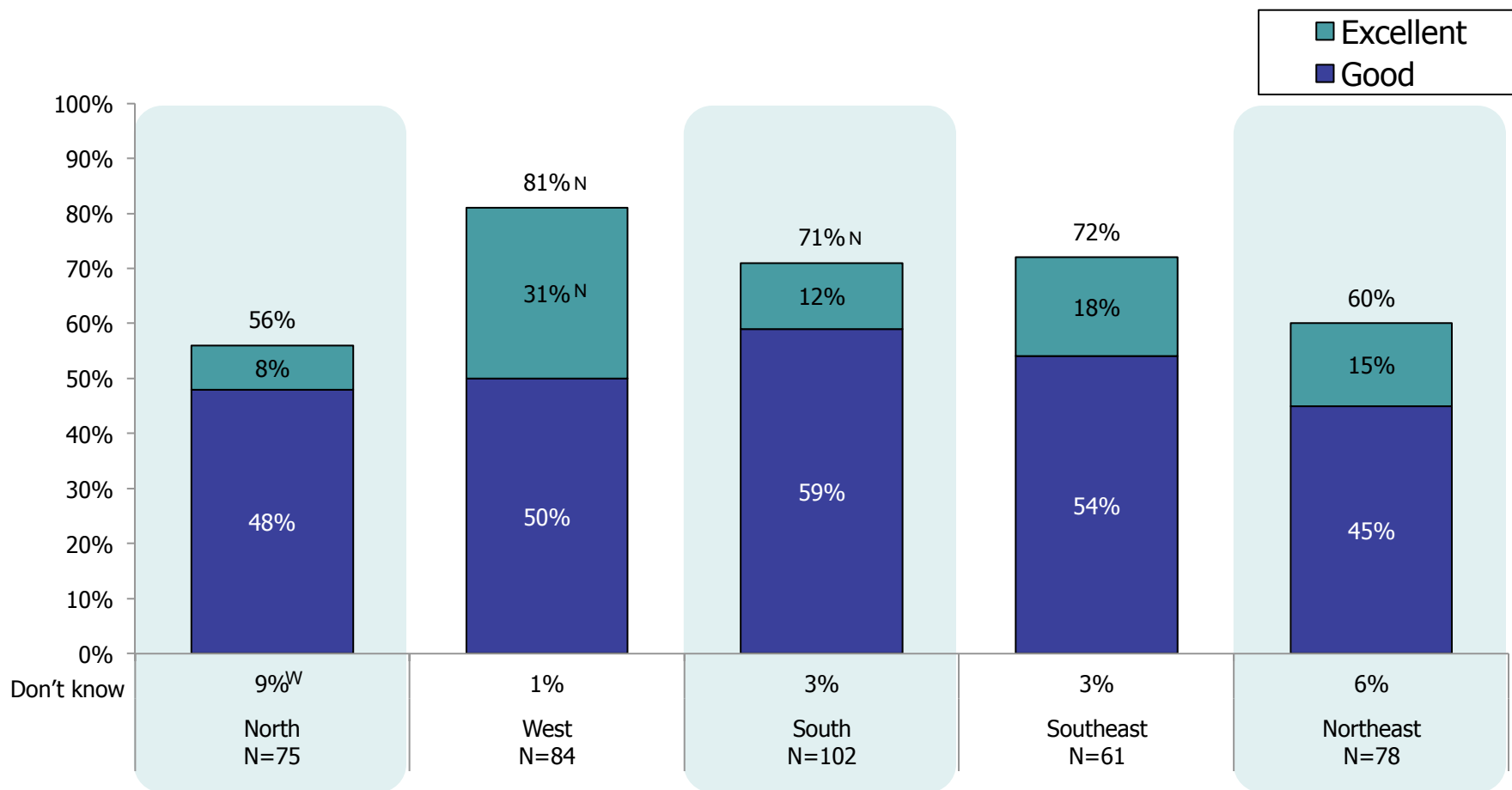
Rating Street and Transportation Services: Condition of Neighborhood Streets

Excellent + Good Scores Shown



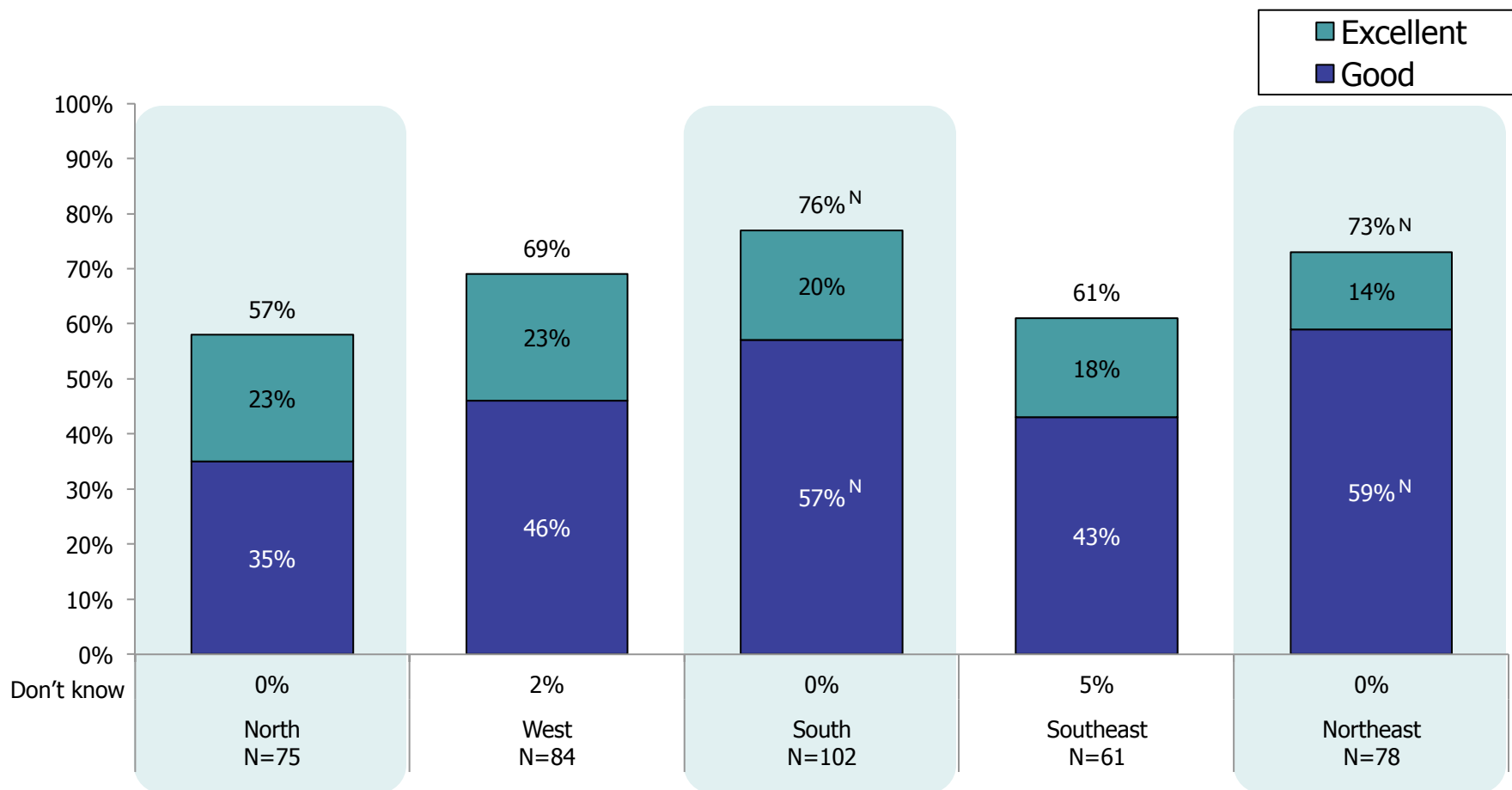
Rating Street and Transportation Services: Condition of Sidewalks

Excellent + Good Scores Shown



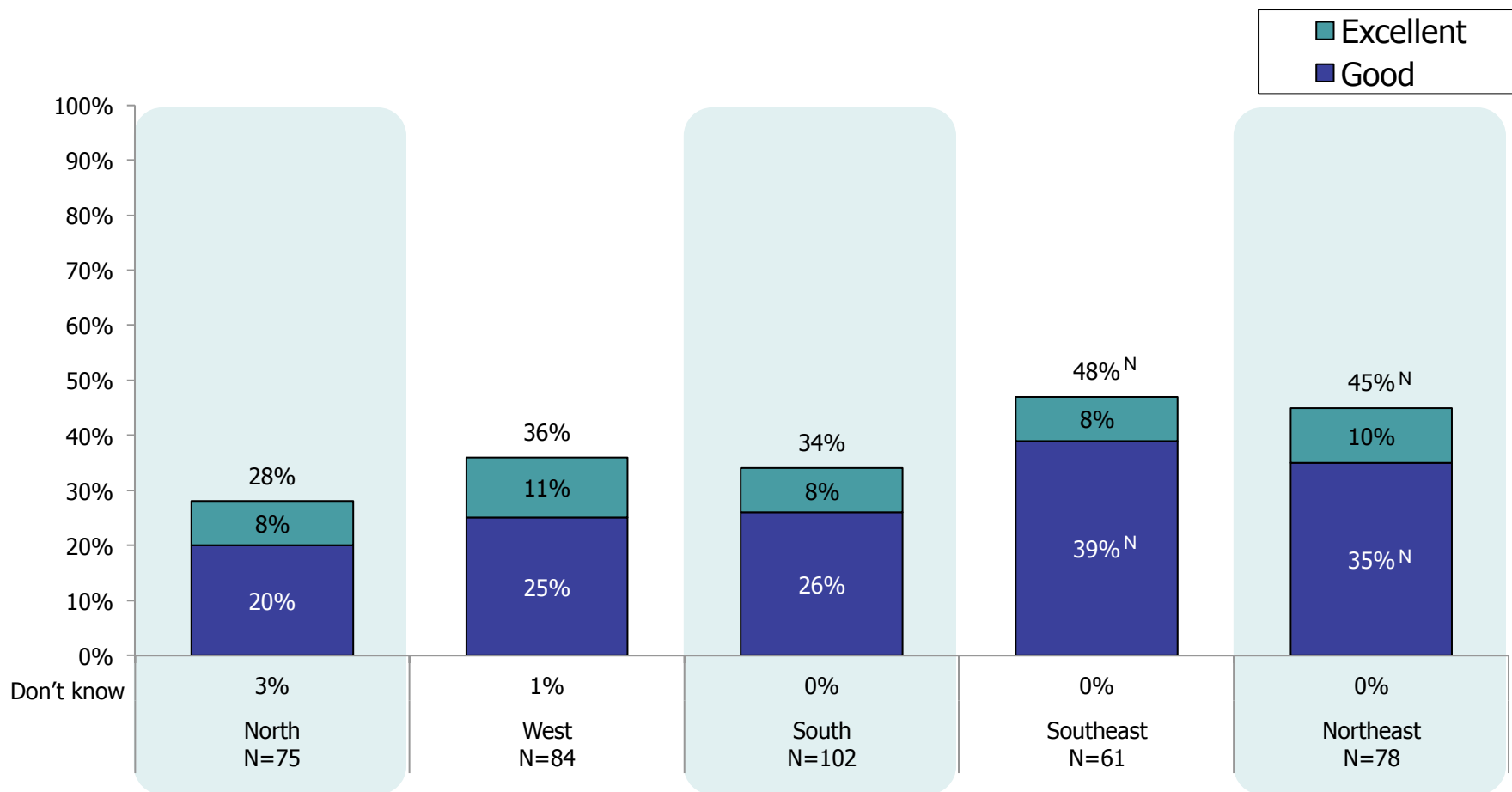
Rating Street and Transportation Services: Adequacy of Street Lighting

Excellent + Good Scores Shown



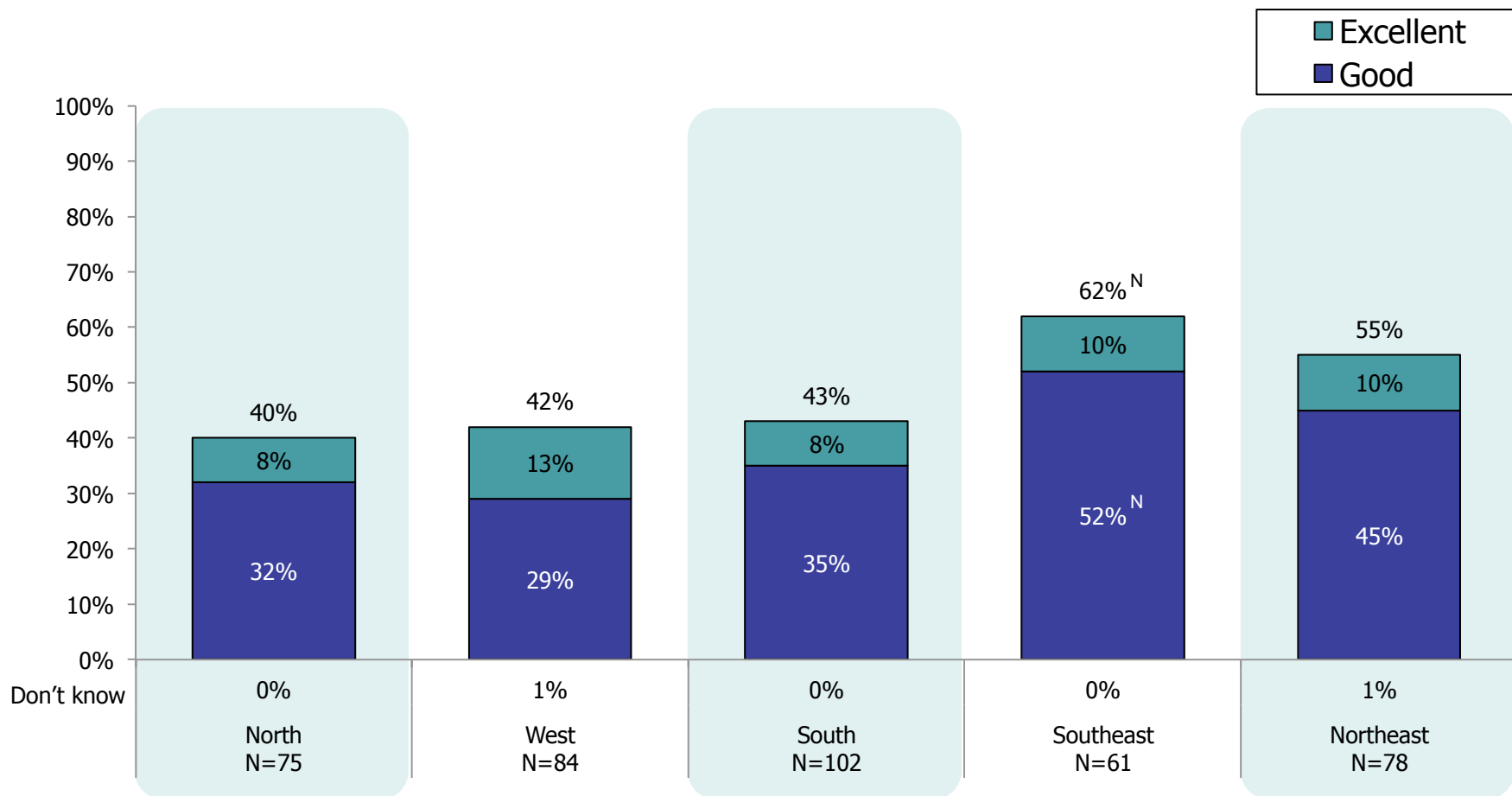
Rating Street and Transportation Services: Traffic Management During Peak Hours

Excellent + Good Scores Shown



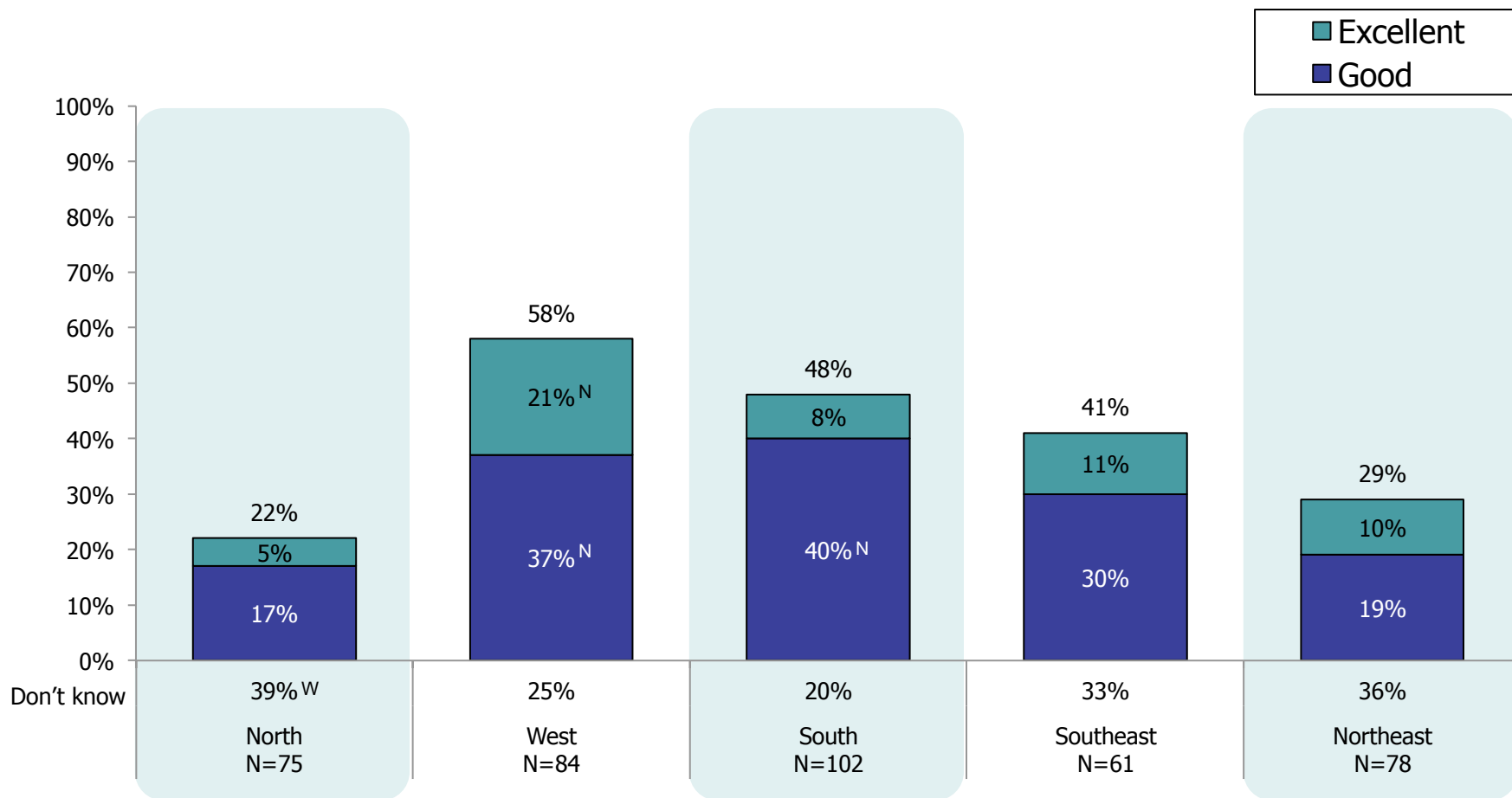
Rating Street and Transportation Services: Traffic Management Overall

Excellent + Good Scores Shown



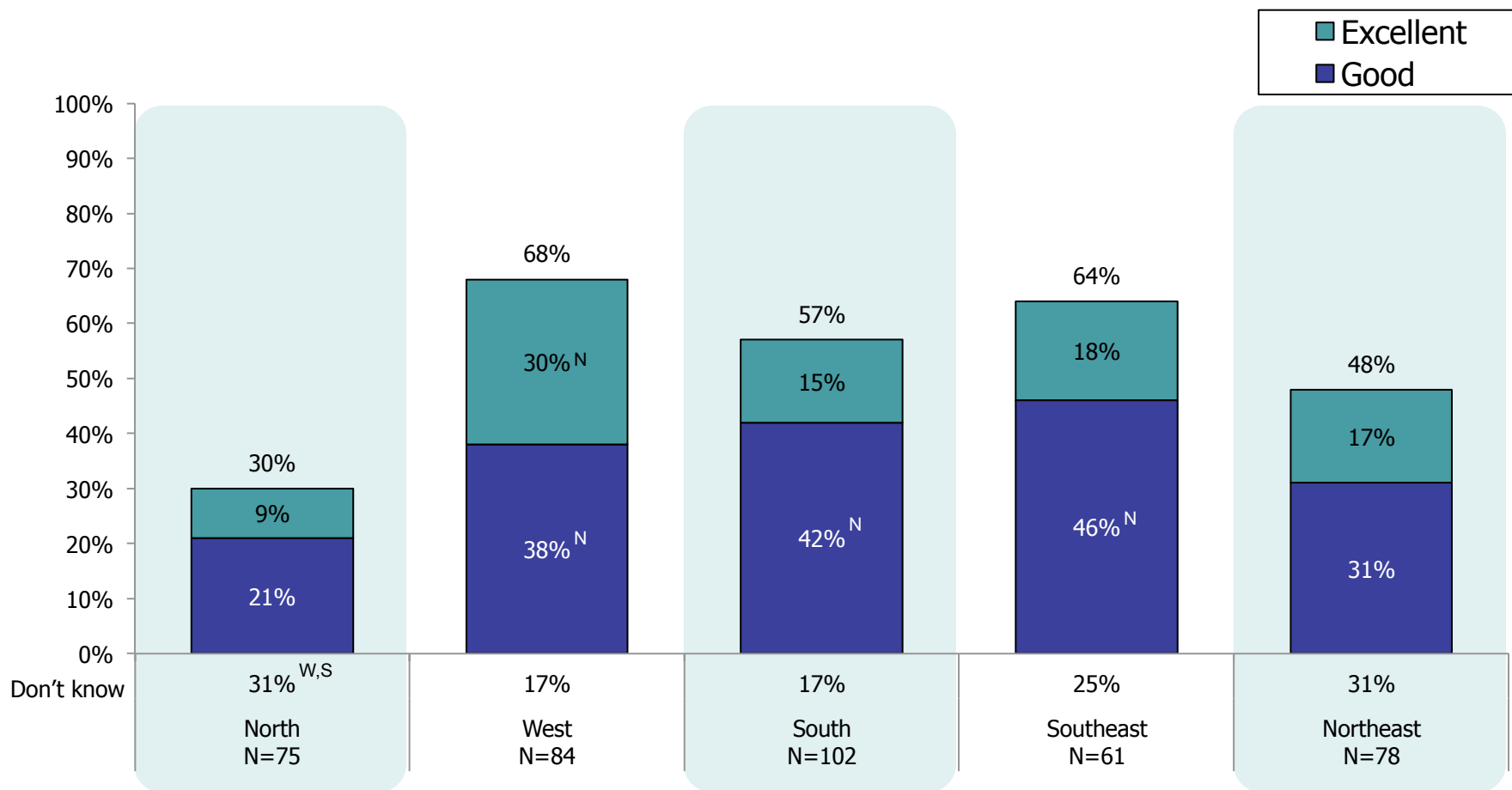
Rating Street and Transportation Services: Bike Paths

Excellent + Good Scores Shown



Rating Street and Transportation Services: Walking Trails

Excellent + Good Scores Shown



Rating Street and Transportation Services

Differences in Regions From 2011 to 2013; Excellent + Good Scores Shown

	North			West			South			Southeast			Northeast		
	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013
Right-of-way mowing	68%	69%	63%	66%	62%	74%	74%	57%-	78%+	77%	70%	74%	71%	65%	79%
Street sweeping	51%	60%	55%	75%	72%	73%	73%	54%-	63%	64%	58%	62%	65%	53%	71% [^]
Base:	84	72	75	68	112	84	106	82	102	44	74	61	98	60	78

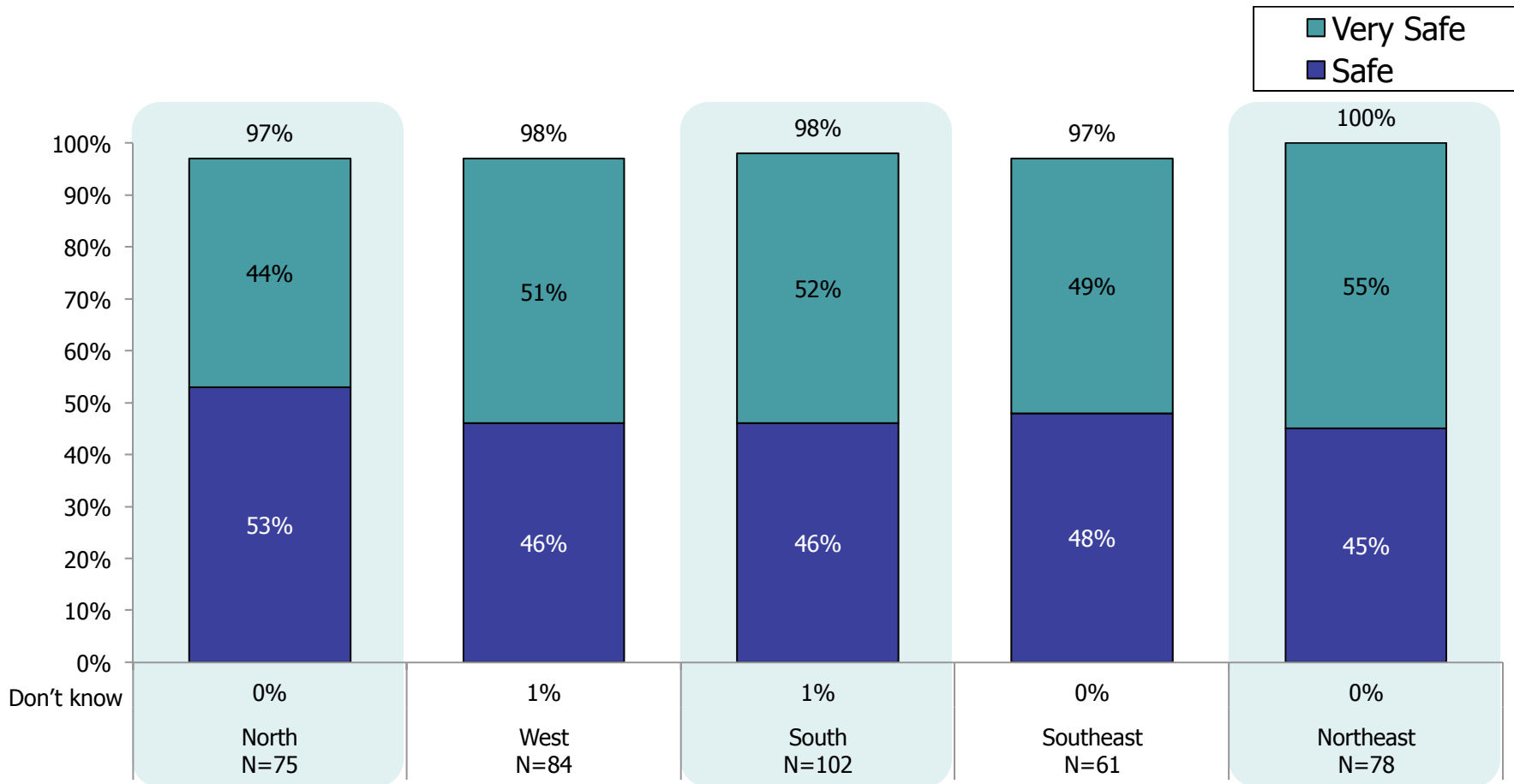


Police Department



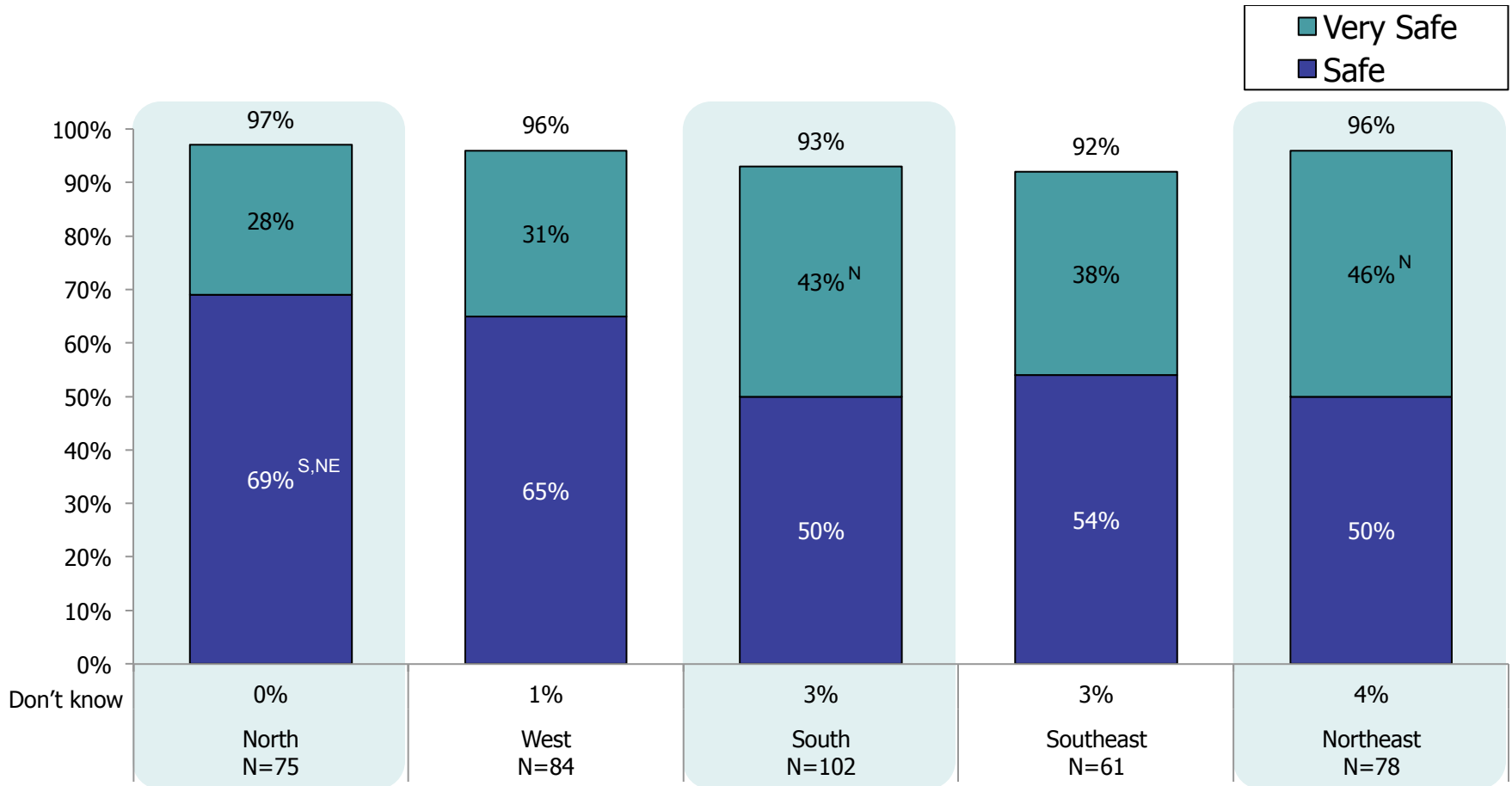
Rating Feeling of Safety: In Your Neighborhood During the Day

Very Safe + Safe Scores Shown



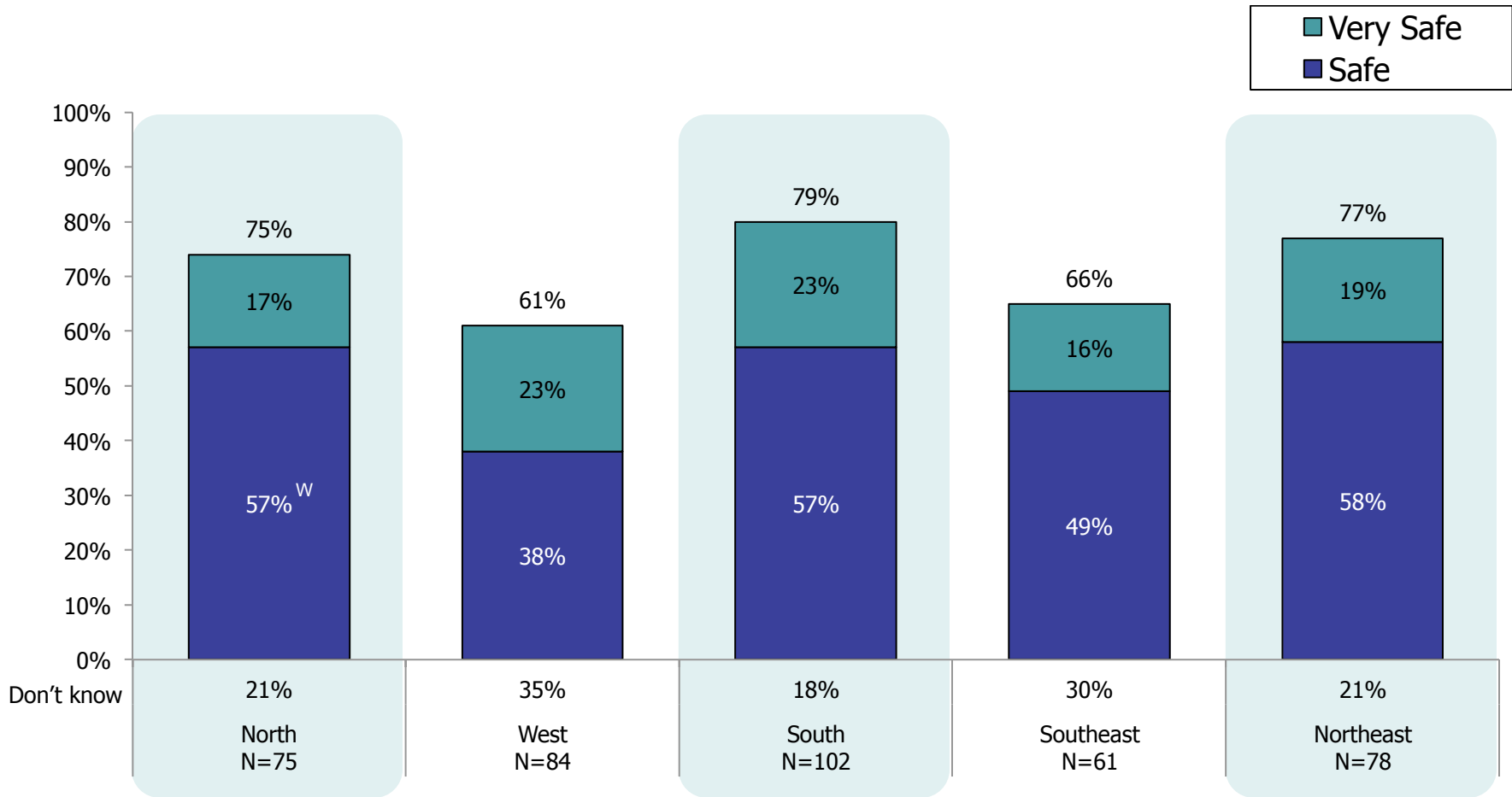
Rating Feeling of Safety: In Your Neighborhood During the Night

Very Safe + Safe Scores Shown



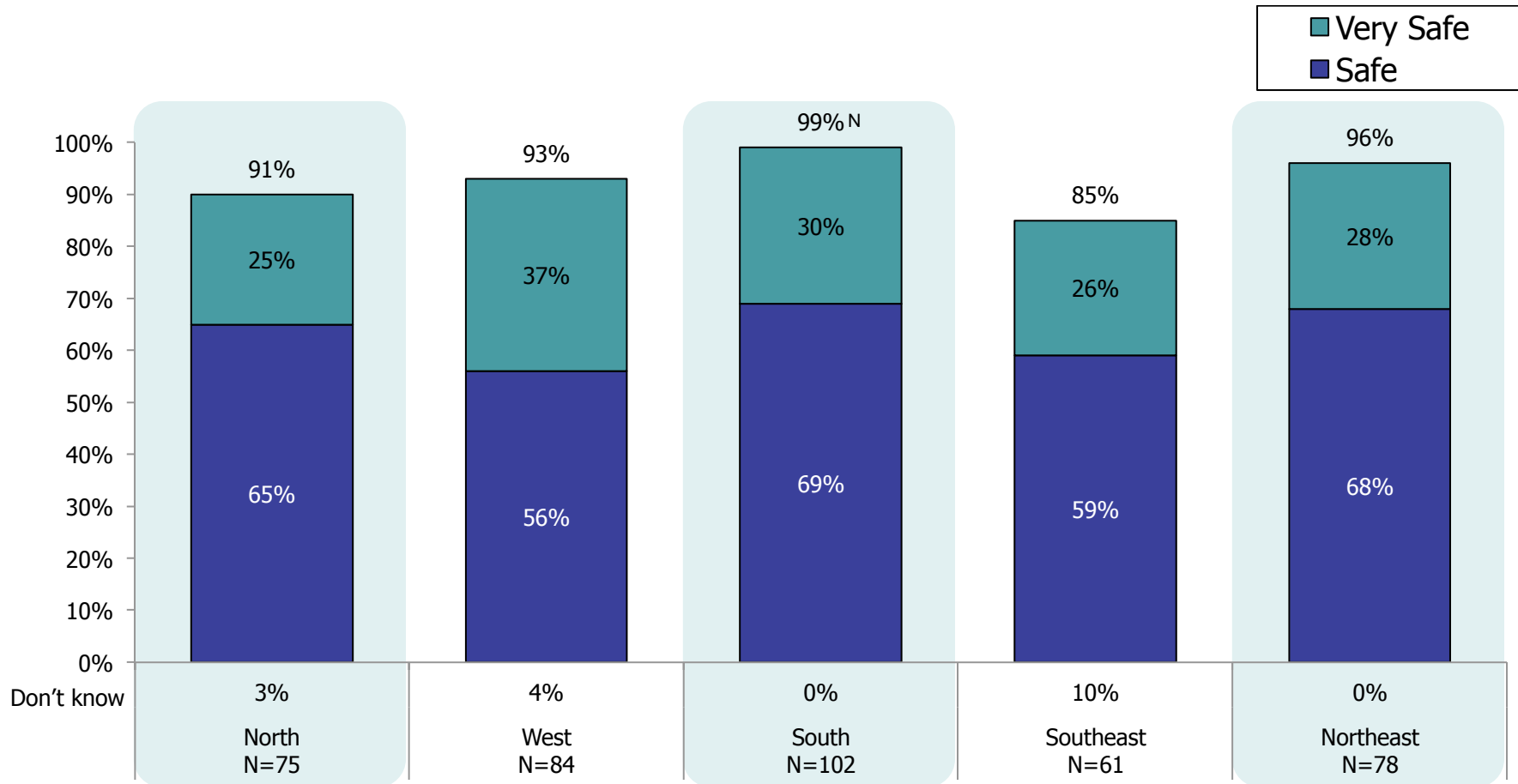
Rating Feeling of Safety: Pearland Park

Very Safe + Safe Scores Shown



Rating Feeling of Safety: Pearland Shopping Areas During the Day

Very Safe + Safe Scores Shown



Rating Feeling of Safety: Pearland Shopping Areas at Night

Very Safe + Safe Scores Shown



Rating Feeling of Safety: Regional Differences 2011 to 2013

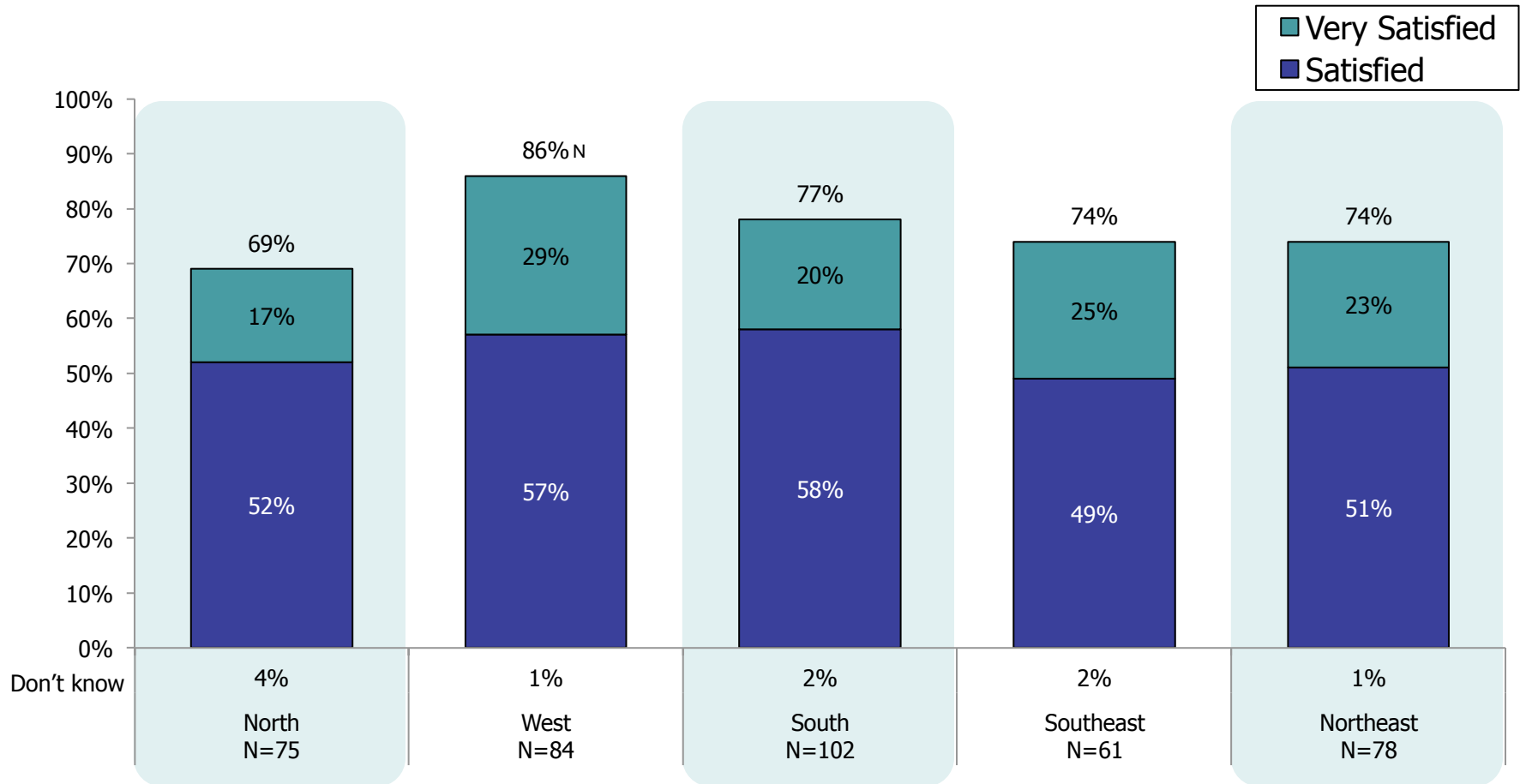
Very Safe + Safe Scores Shown

	North			West			South			Southeast			Northeast		
	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013
Pearland Park	77%	79%	75%	74%	66%	61%	75%	62%-	79%	73%	77%	66%	69%	72%	77%
Pearland shopping areas during the day	93%	93%	91%	97%	94%	93%	83%	87%	99%+	91%	86%	85%	91%	92%	96%
Pearland shopping areas at night	71%	63%	67%	88%	74%	76%	66%	46%-	82%+	64%	64%	57%	65%	60%	72%
Neighborhood at night	89%	90%	97%	90%	86%	96%^	92%	88%	93%	93%	91%	92%	95%	92%	96%
Base:	84	72	75	68	112	84	106	82	102	44	74	61	98	60	78



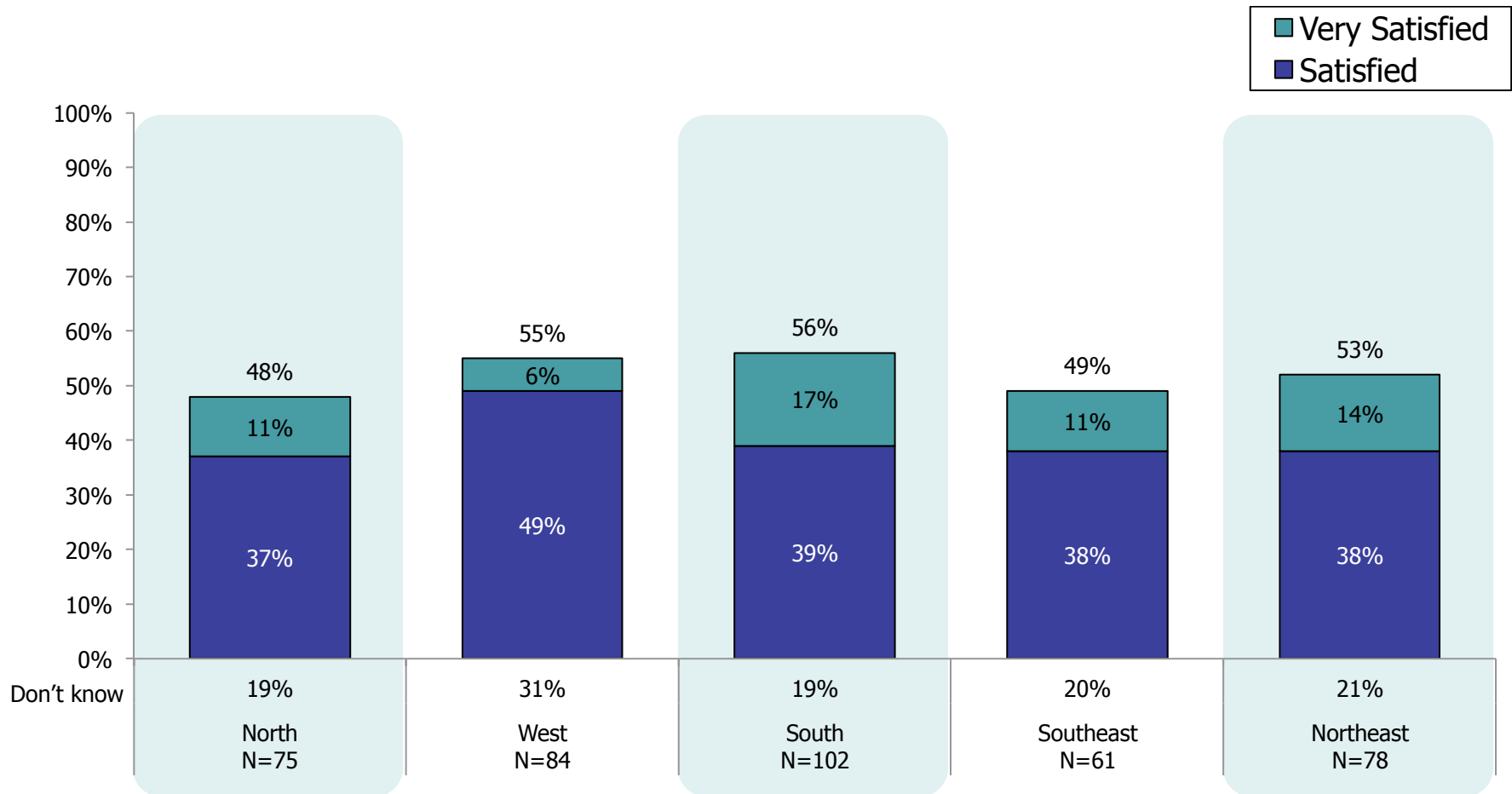
Rating Perception of Pearland Police Department: Visibility in Residential Areas

Base: Total Sample; Very Satisfied + Satisfied Scores Shown



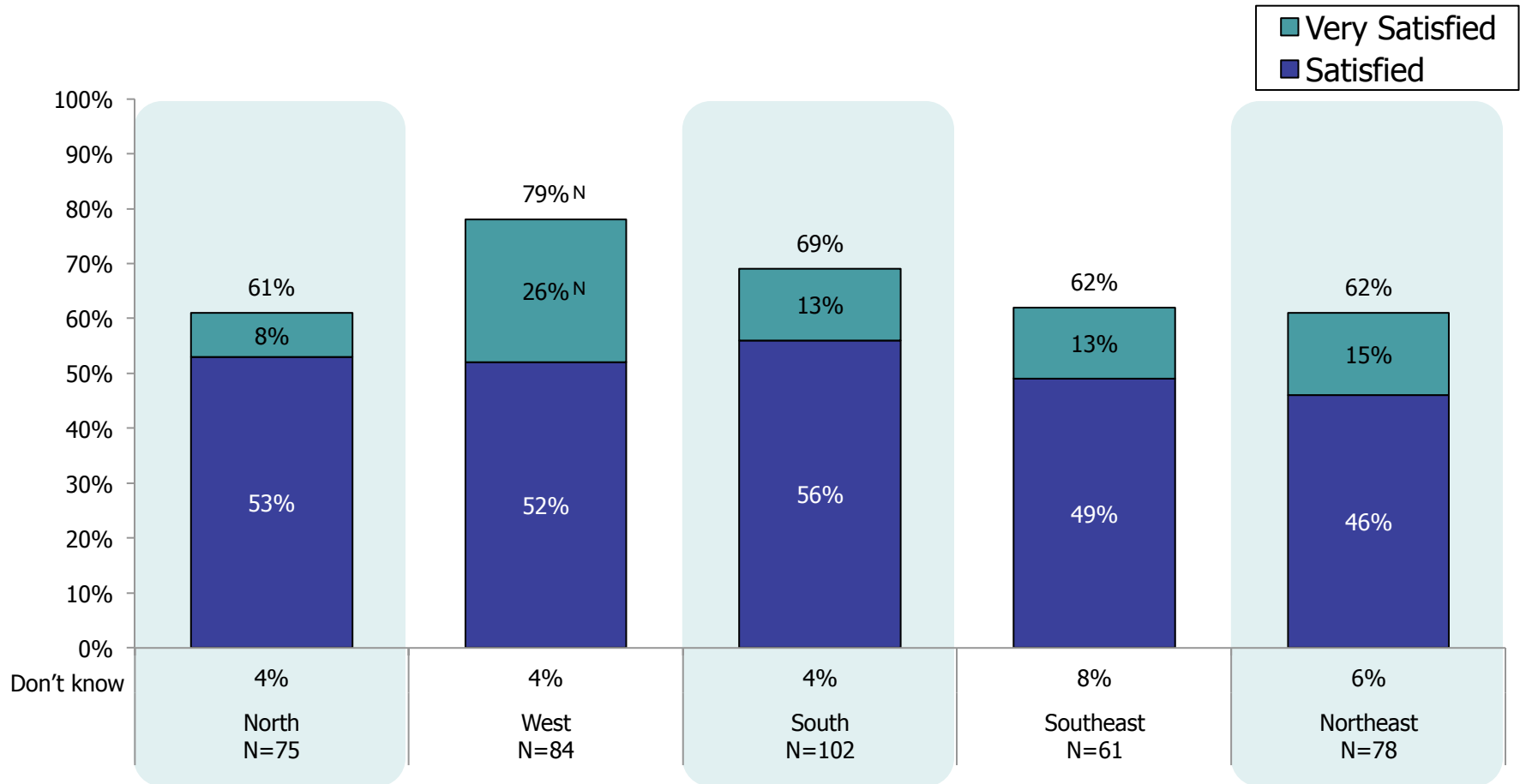
Rating Perception of Pearland Police Department: Visibility in Parks

Base: Total Sample; Very Satisfied + Satisfied Scores Shown



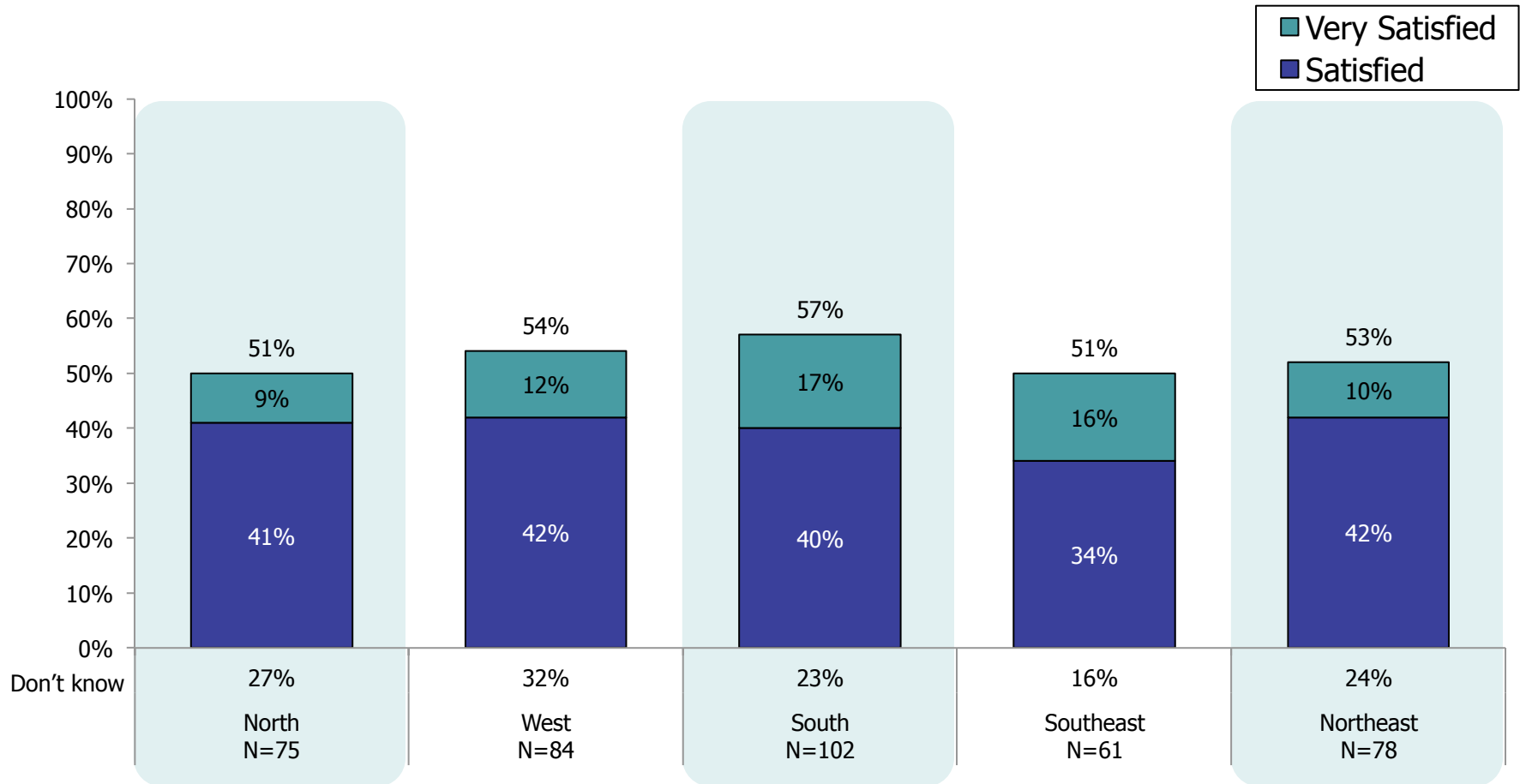
Rating Perception of Pearland Police Department: Visibility in Shopping Areas

Base: Total Sample; Very Satisfied + Satisfied Scores Shown



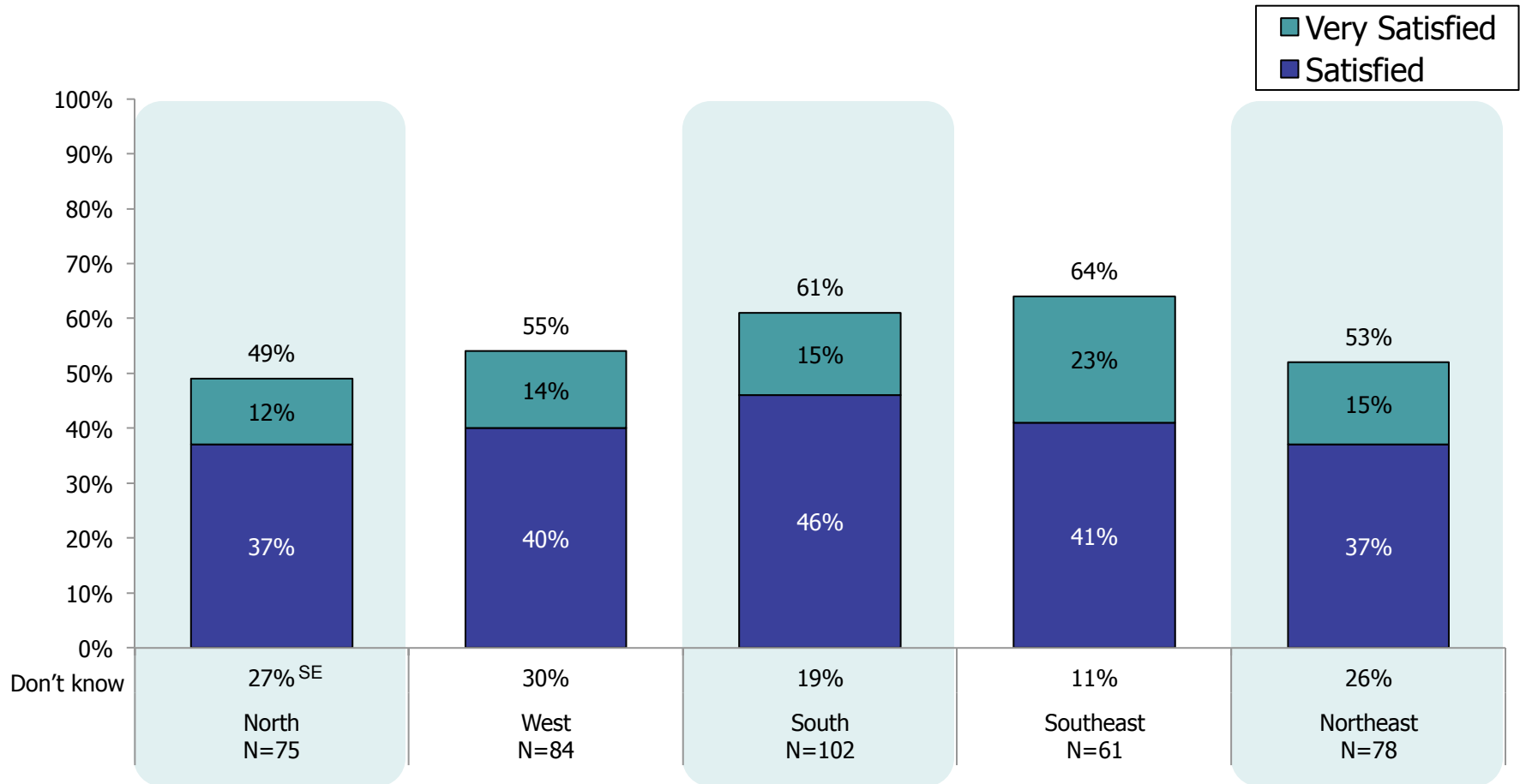
Rating Perception of Pearland Police Department: Reducing Drug Related Activities

Base: Total Sample; Very Satisfied + Satisfied Scores Shown



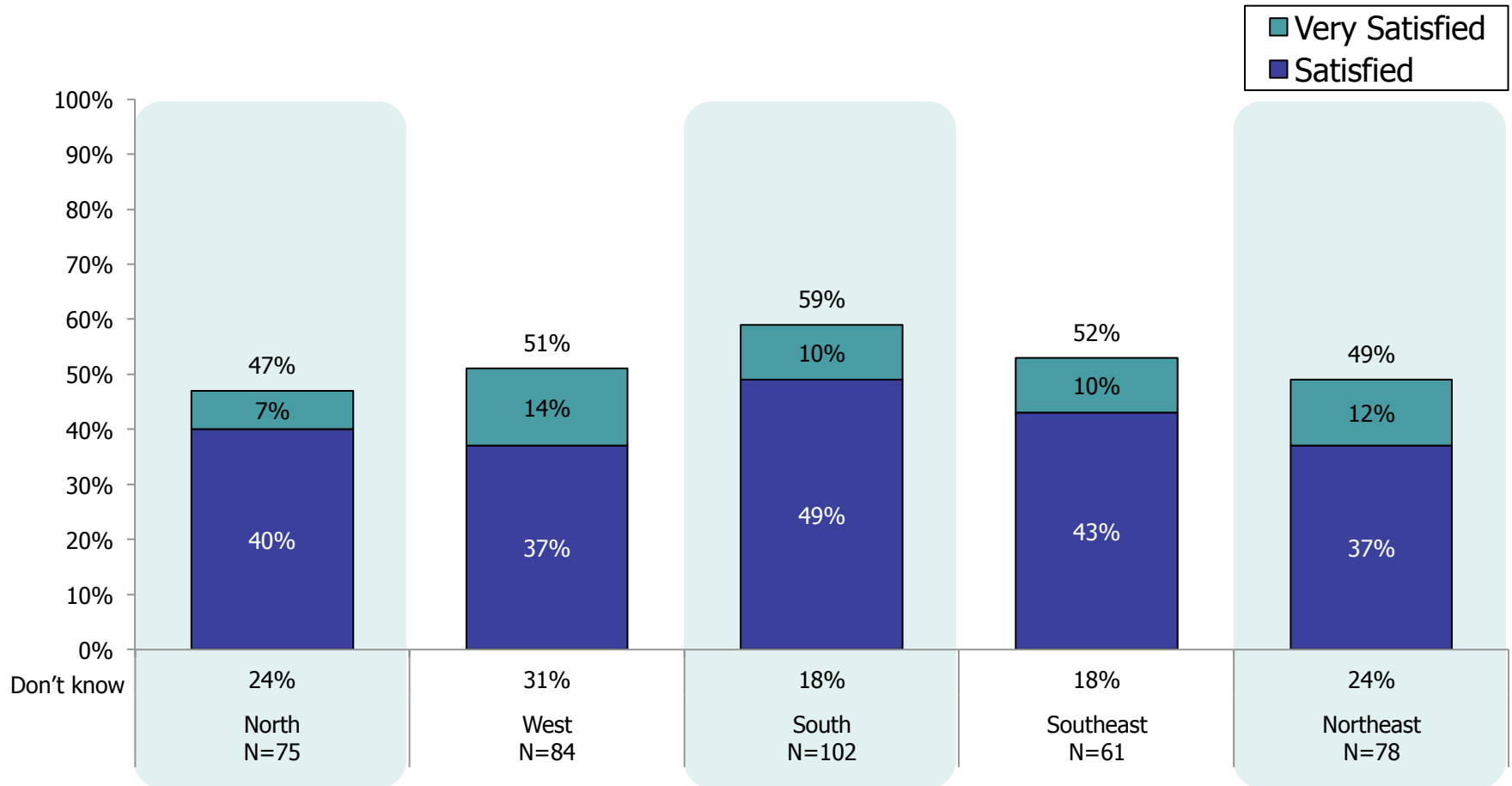
Rating Perception of Pearland Police Department: Reducing Gang Related Crime

Base: Total Sample; Very Satisfied + Satisfied Scores Shown



Rating Perception of Pearland Police Department: Reducing Juvenile Crime

Base: Total Sample; Very Satisfied + Satisfied Scores Shown



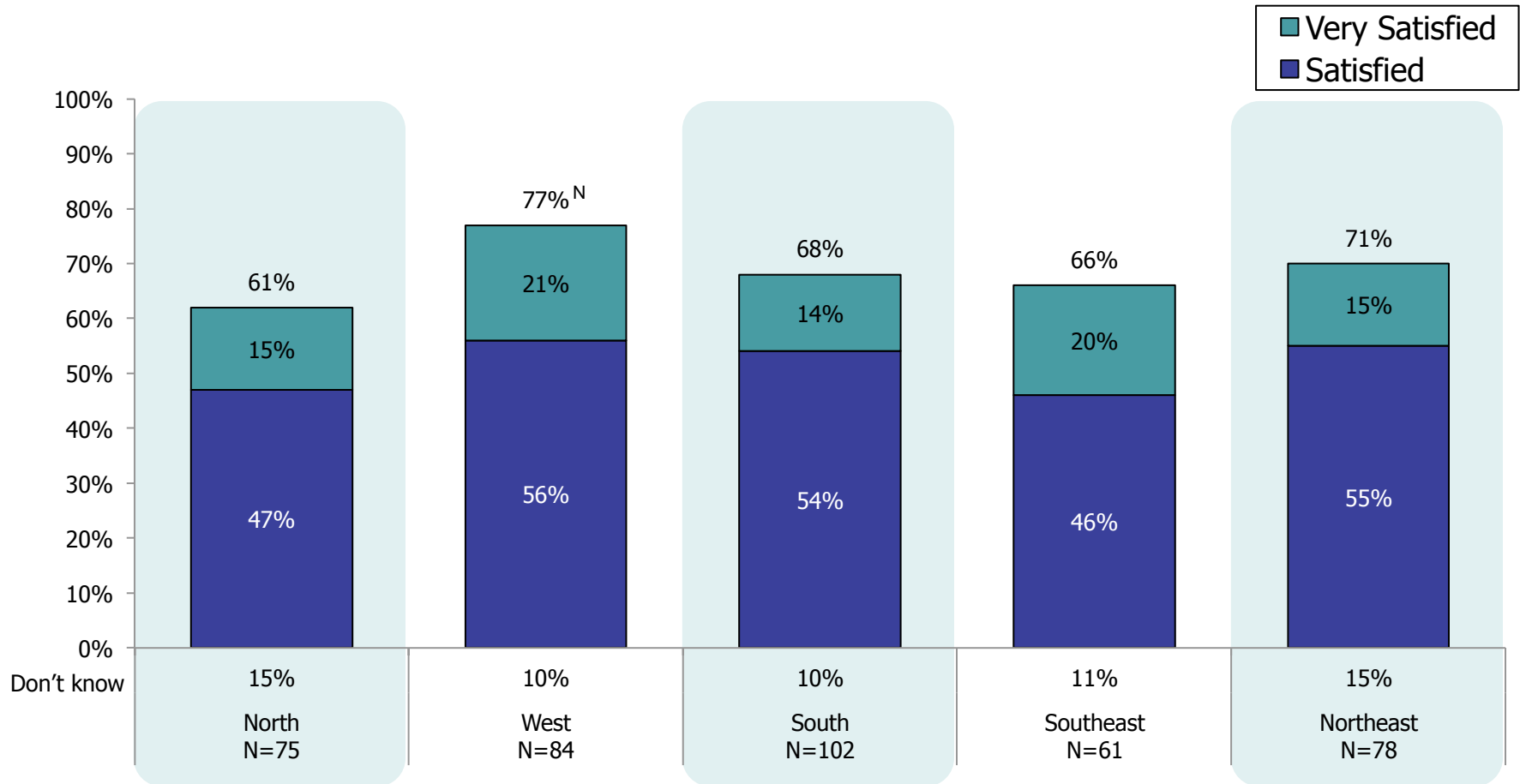
Rating Perception of Pearland Police Department: Traffic Enforcement

Base: Total Sample; Very Satisfied + Satisfied Scores Shown



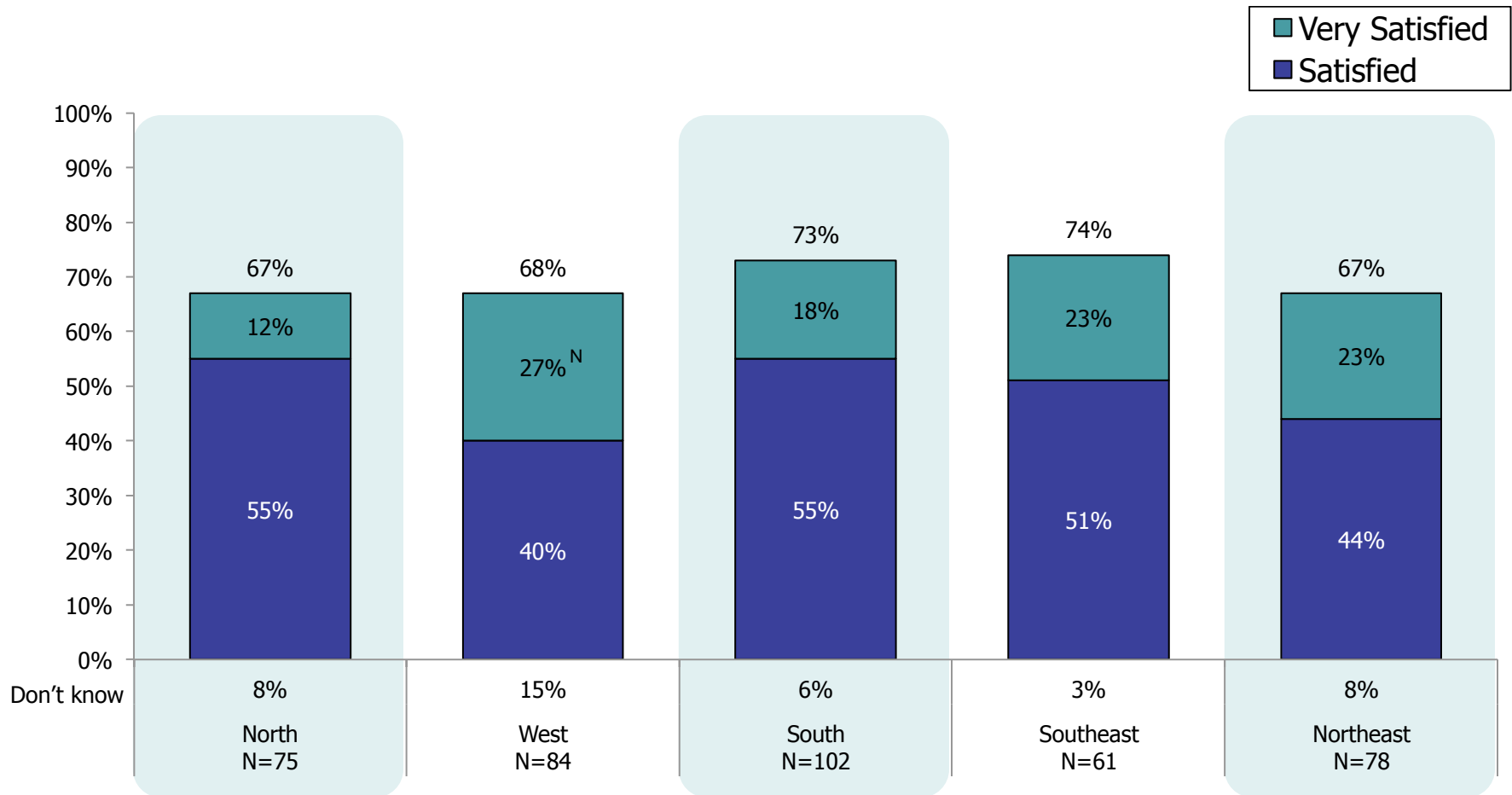
Rating Perception of Pearland Police Department: Crime Prevention Efforts

Base: Total Sample; Very Satisfied + Satisfied Scores Shown



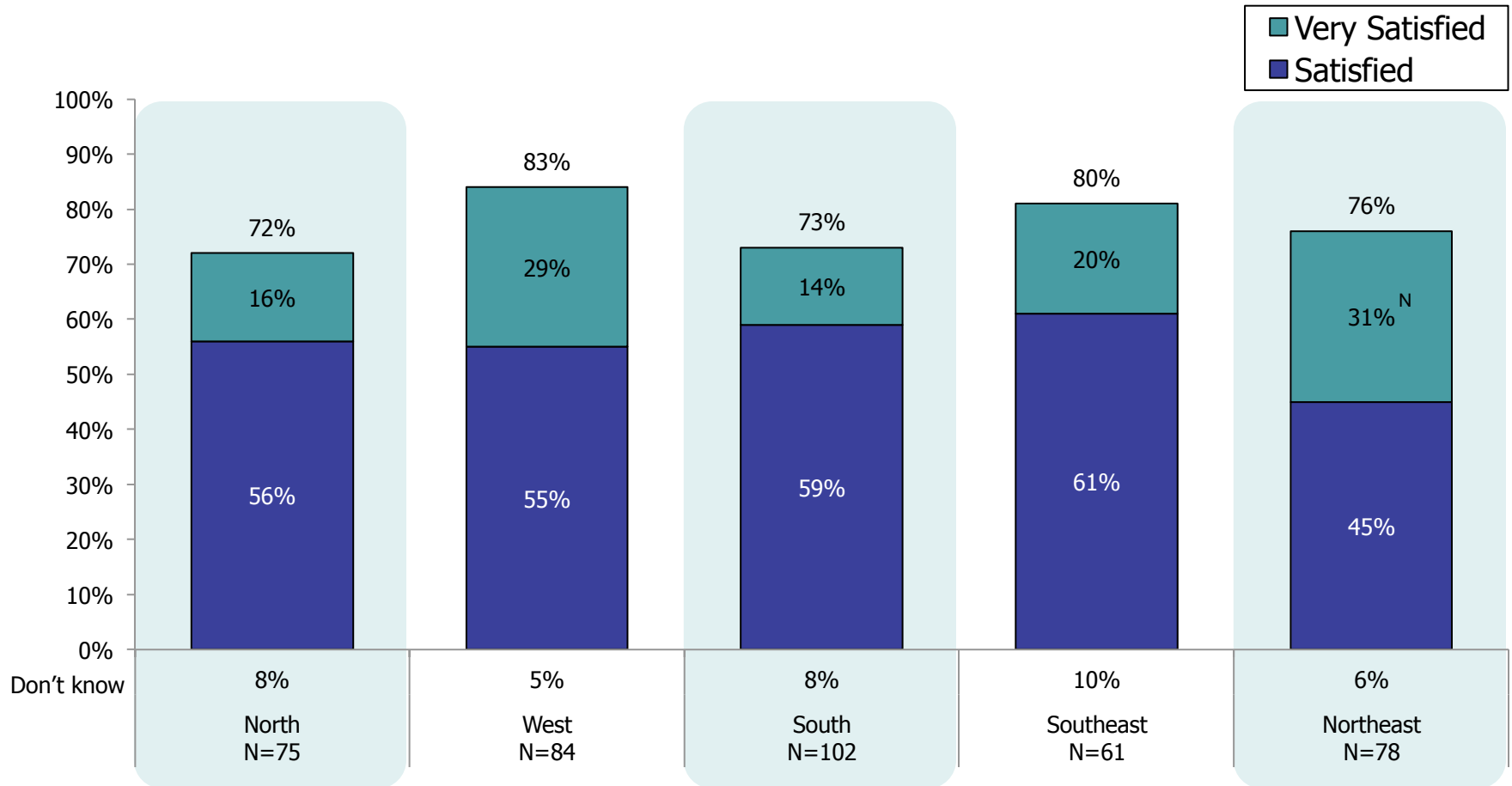
Rating Perception of Pearland Police Department: Employee Attitude and Behavior Towards Citizen

Base: Total Sample; Very Satisfied + Satisfied Scores Shown



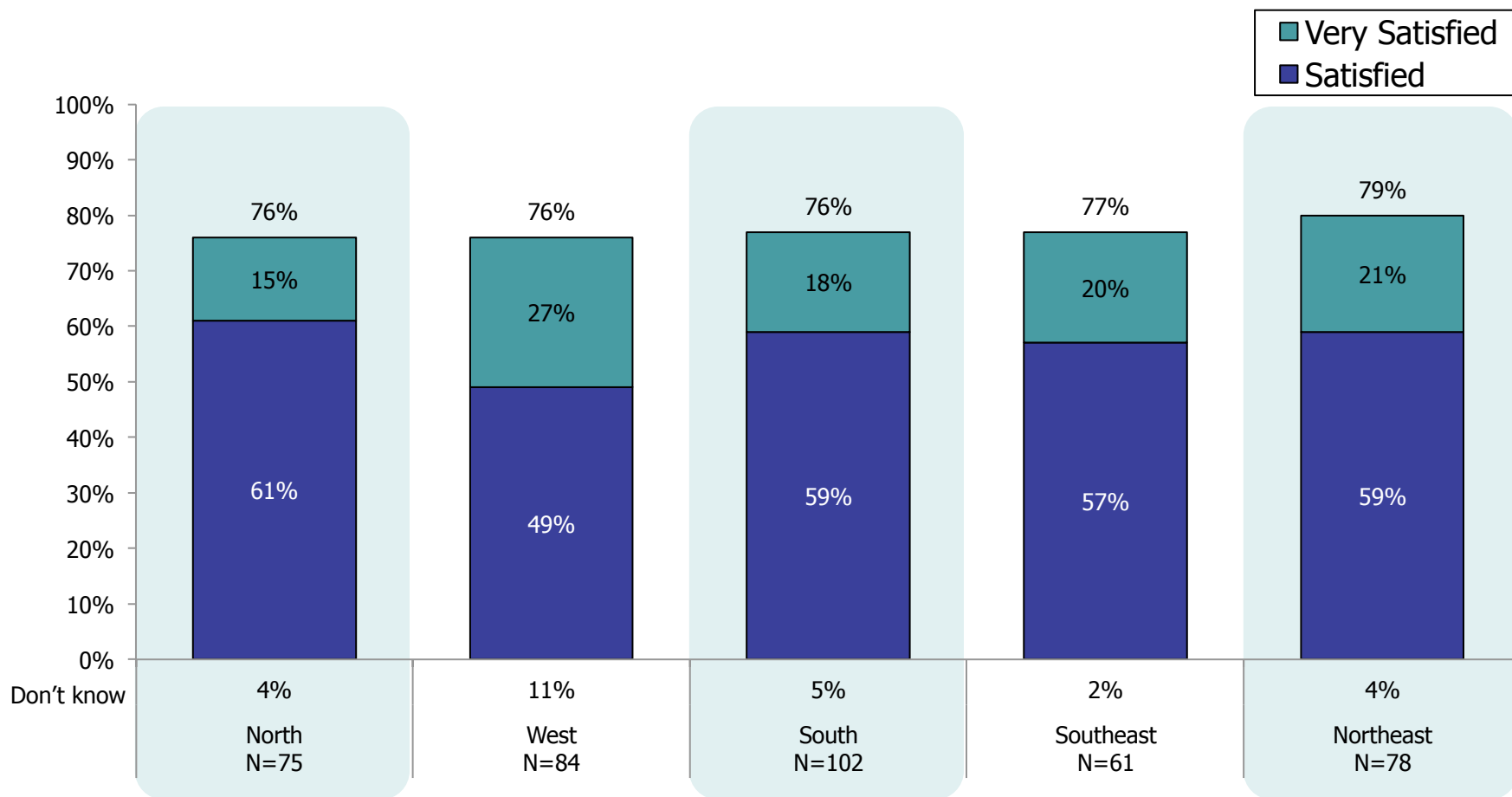
Rating Perception of Pearland Police Department: Overall Competency

Base: Total Sample; Very Satisfied + Satisfied Scores Shown



Rating Perception of Pearland Police Department: Addressing Citizen's Safety and Security Questions

Base: Total Sample; Very Satisfied + Satisfied Scores Shown

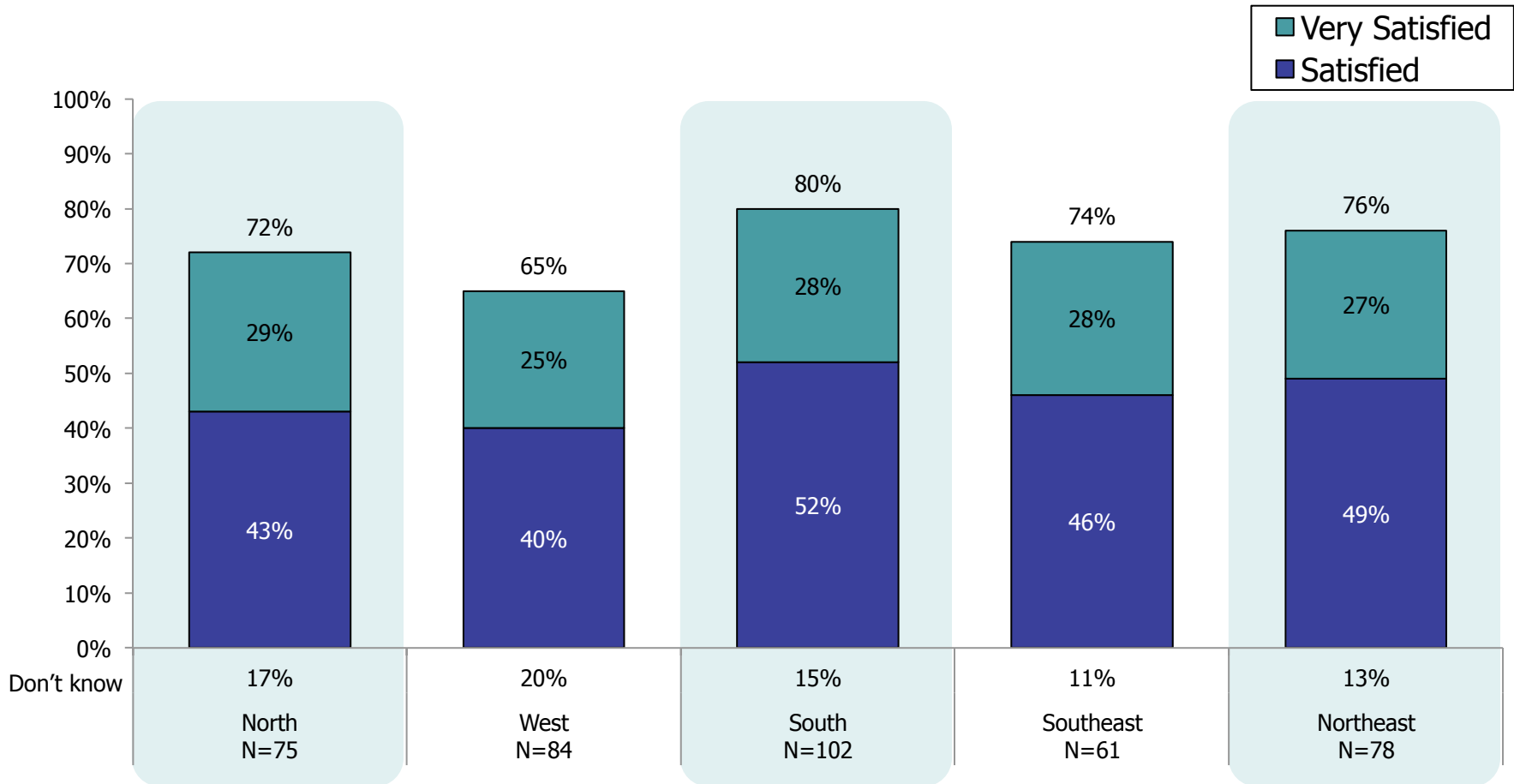


Fire Department



Rating Pearland Fire Department: Effectiveness

Base: Total Sample; Very Satisfied + Satisfied Scores Shown



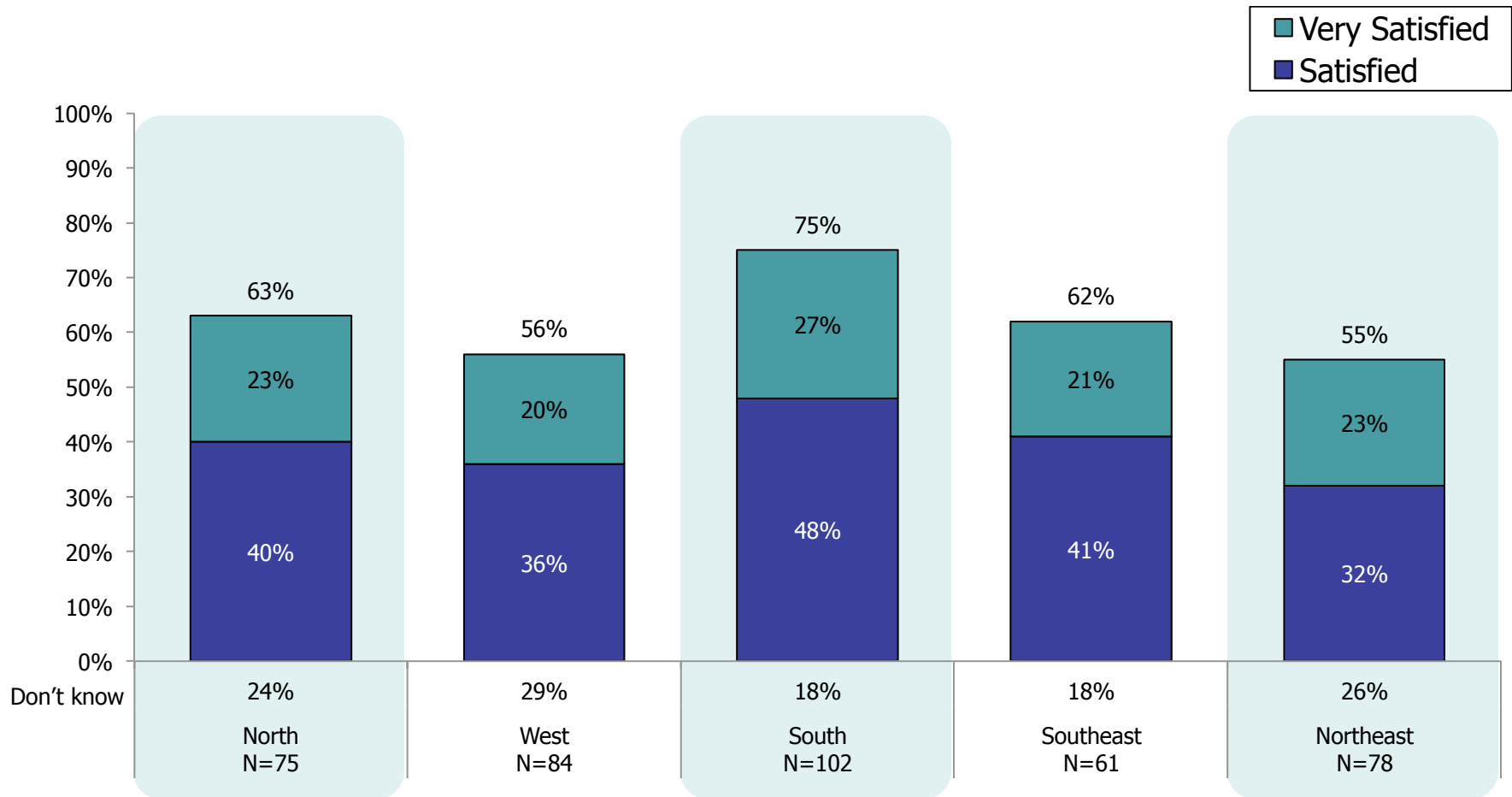
Rating Pearland Fire Department: Overall Competency of Agency Employees

Base: Total Sample; Very Satisfied + Satisfied Scores Shown



Rating Pearland Fire Department: Fire Prevention and Education Programs

Base: Total Sample; Very Satisfied + Satisfied Scores Shown



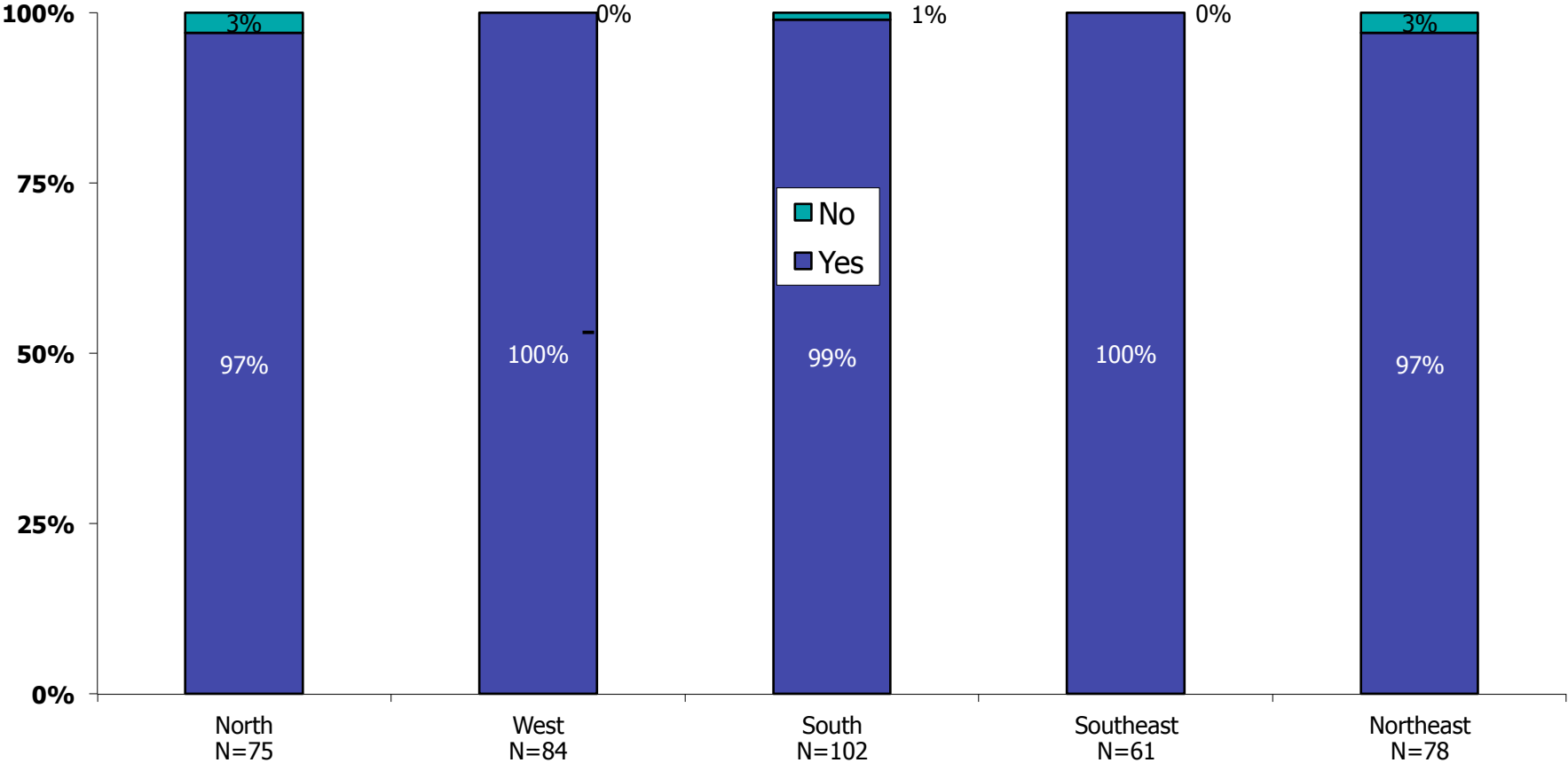
Rating Pearland Fire Department : Regional Differences 2009 to 2011

Satisfied + Very Satisfied Scores Shown

	North			West			South			Southeast			Northeast		
	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013
Fire prevention and education programs	58%	53%	63%	41%	45%	56%	60%	51%	75%+	64%	72%	62%	64%	65%	55%
Effectiveness	73%	61%	72%	49%	53%	65%^	69%	67%	80%^	75%	81%	74%	77%	72%	76%
Competancy of agency employees	71%	56%-	68%	46%	52%	62%	68%	63%	78%^	73%	74%	69%	80%+	60%	65%
Base:	84	72	75	68	112	84	106	82	102	44	74	61	98	60	78



At Least One Working Smoke Detector in Home



Communications



Rating How Well City Communicates

Top-Box Ratings (4 + 5) Shown



*New Question in 2013
35a. How well do you feel the City communicates with you?



Main Sources of Information

Open-ended question

	North	West	South	Southeast	Northeast
Area newspapers	40%	36%	40%	41%	42%
City website	15%	19%	20%	26%	18%
Pearland publications	19%	17%	17%	26%	15%
Email	9%	12%	15%	10%	8%
Word-of-mouth, friends, family, neighbors	16%W,SE	6%	9%	5%	6%
Other websites	15%W,SE	4%	11%	8%	1%
Banners	4%	8%	7%	5%	9%
City's social media pages	9%	6%	6%	2%	4%
Mail	1%	5%	5%	5%	4%
Municipal channel	4%	0%	4%	8%	5%
Media, TV, Radio	4%	4%	5%	3%	4%
Base:	75	84	102	61	78

*New Question in 2013

Other mentions by less than 4% of total sample

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



Preferred Communication

Open-ended question

	North	West	South	Southeast	Northeast
Pearland in Motion (printed newsletter)	36%	33%	34%	25%	38%
Email blasts	32%	39%	21%	30%	31%
City website	25%	20%	28%	36%	18%
Pearland Connect (electronic newsletter)	15%	21%	22%	20%	15%
Information included in utility bill	15%	13%	20%	15%	22%
Phone, robocall	23%W	11%	13%	25%	14%
City's Facebook page	12%	13%	11%	8%	9%
Mailing	11%	6%	5%	5%	4%
Base:	75	84	102	61	78

*New Question in 2013

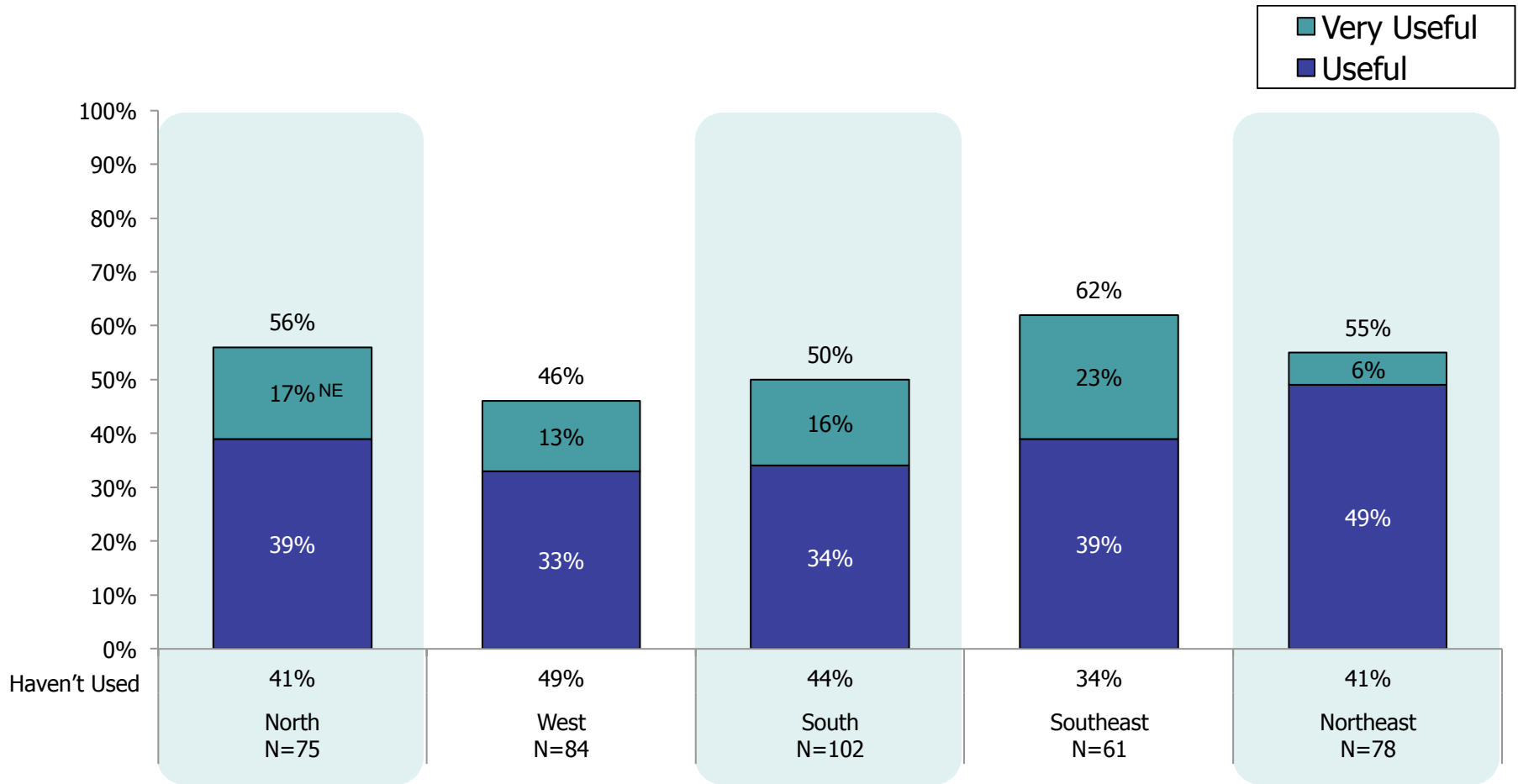
Other mentions by less than 6% of total sample

35c. How would you prefer to receive information from the City?



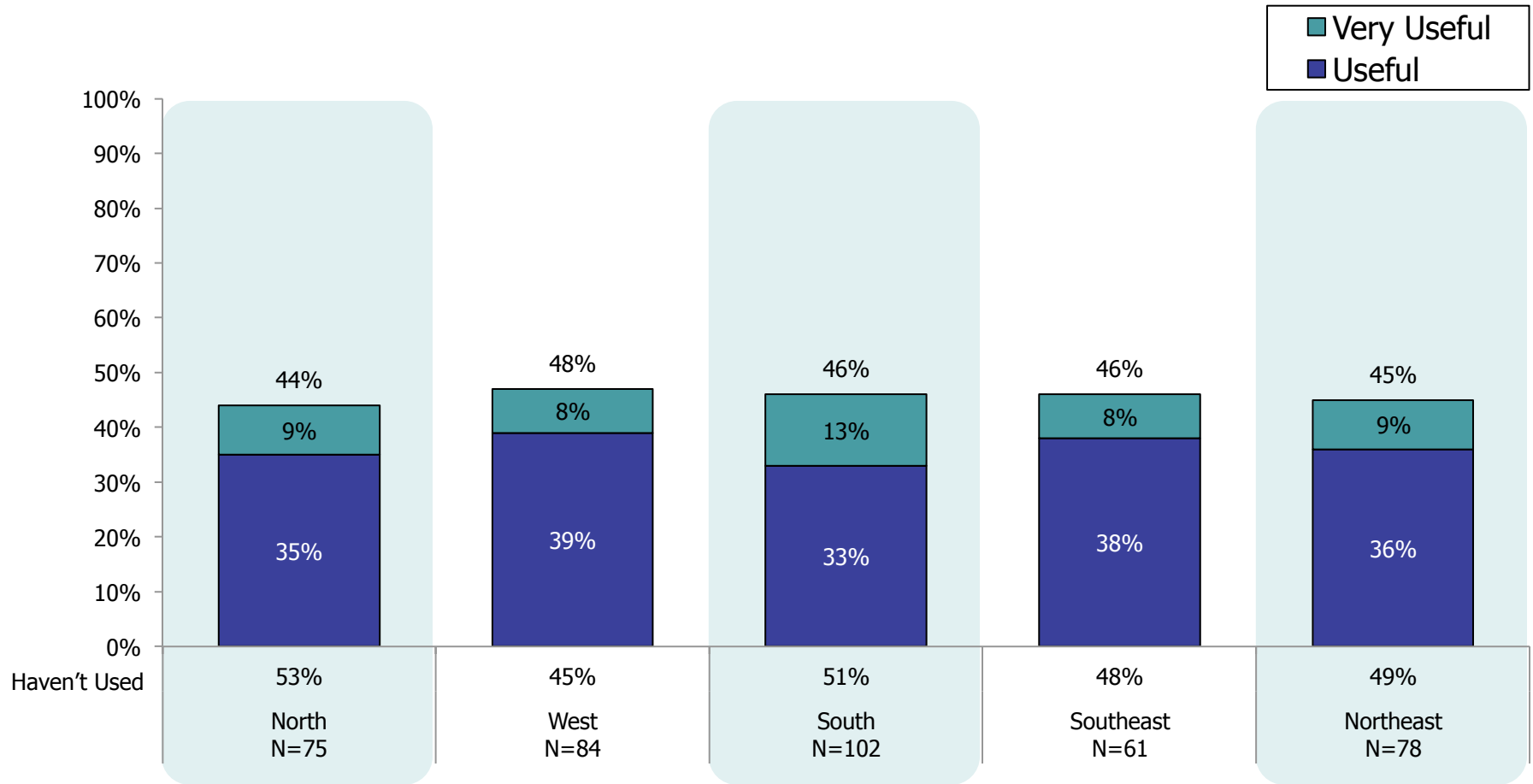
Rating Usefulness of Annual Report and Calendar

Very Useful + Useful Ratings Shown



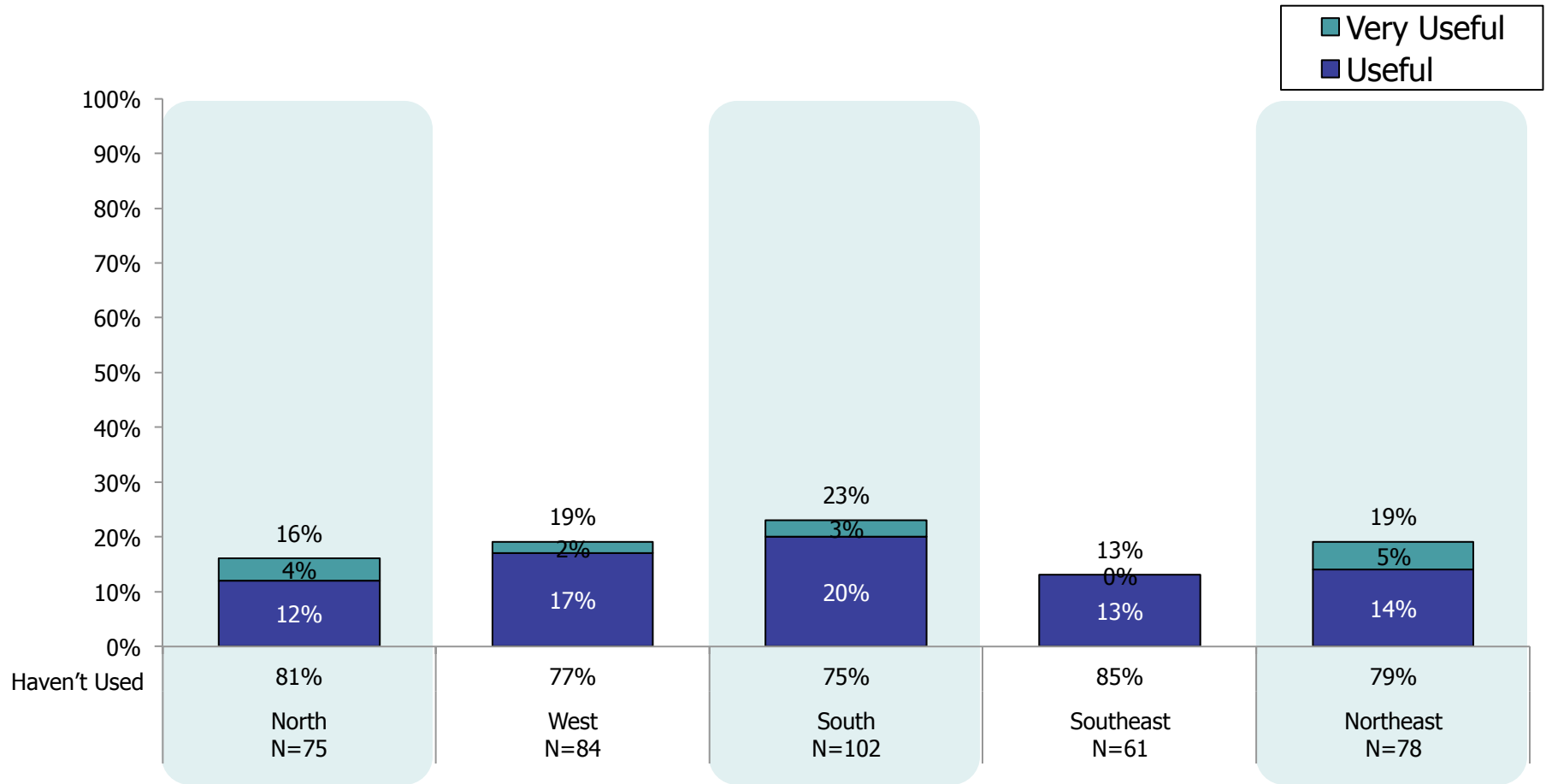
Rating Usefulness of Pearland in Motion

Very Useful + Useful Ratings Shown



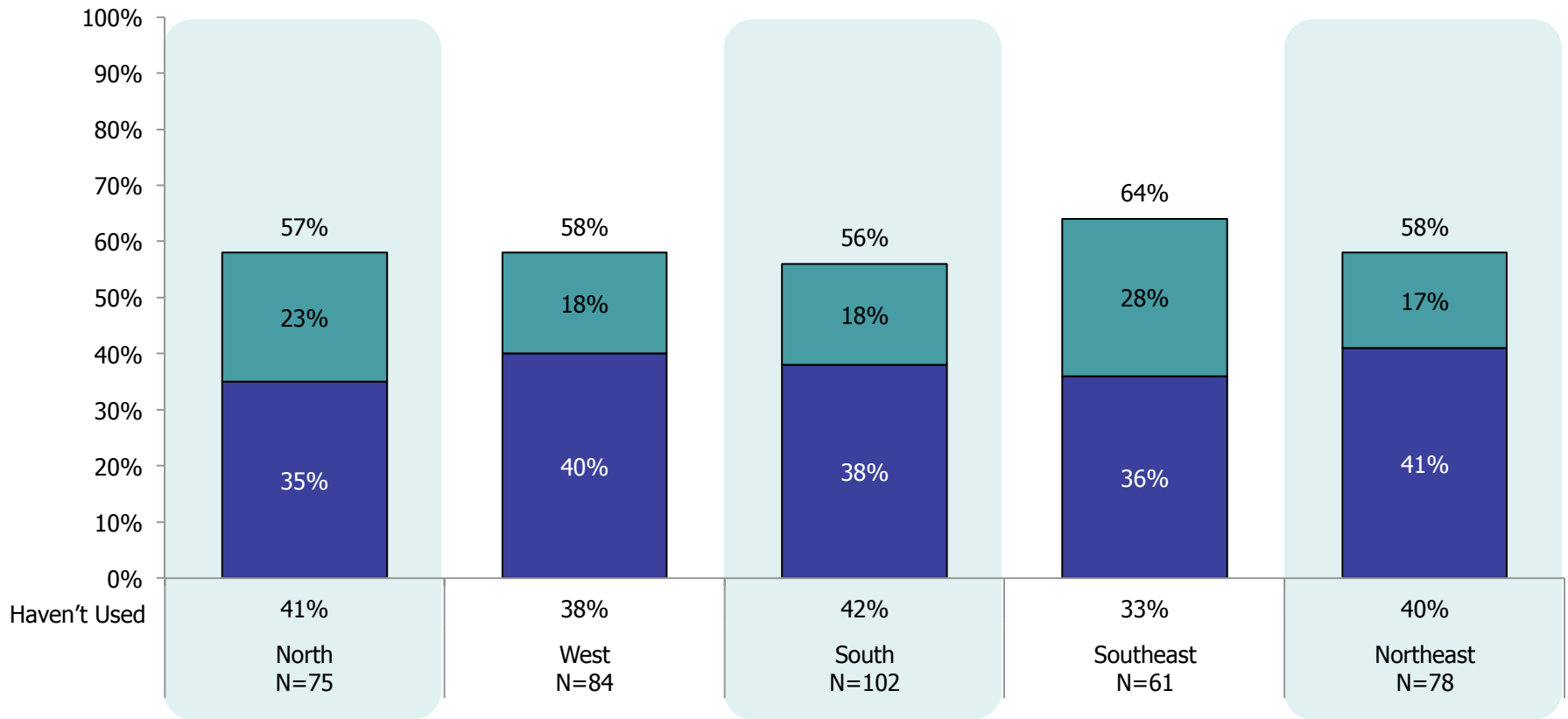
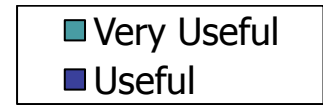
Rating Usefulness of Pearland Connect

Very Useful + Useful Ratings Shown



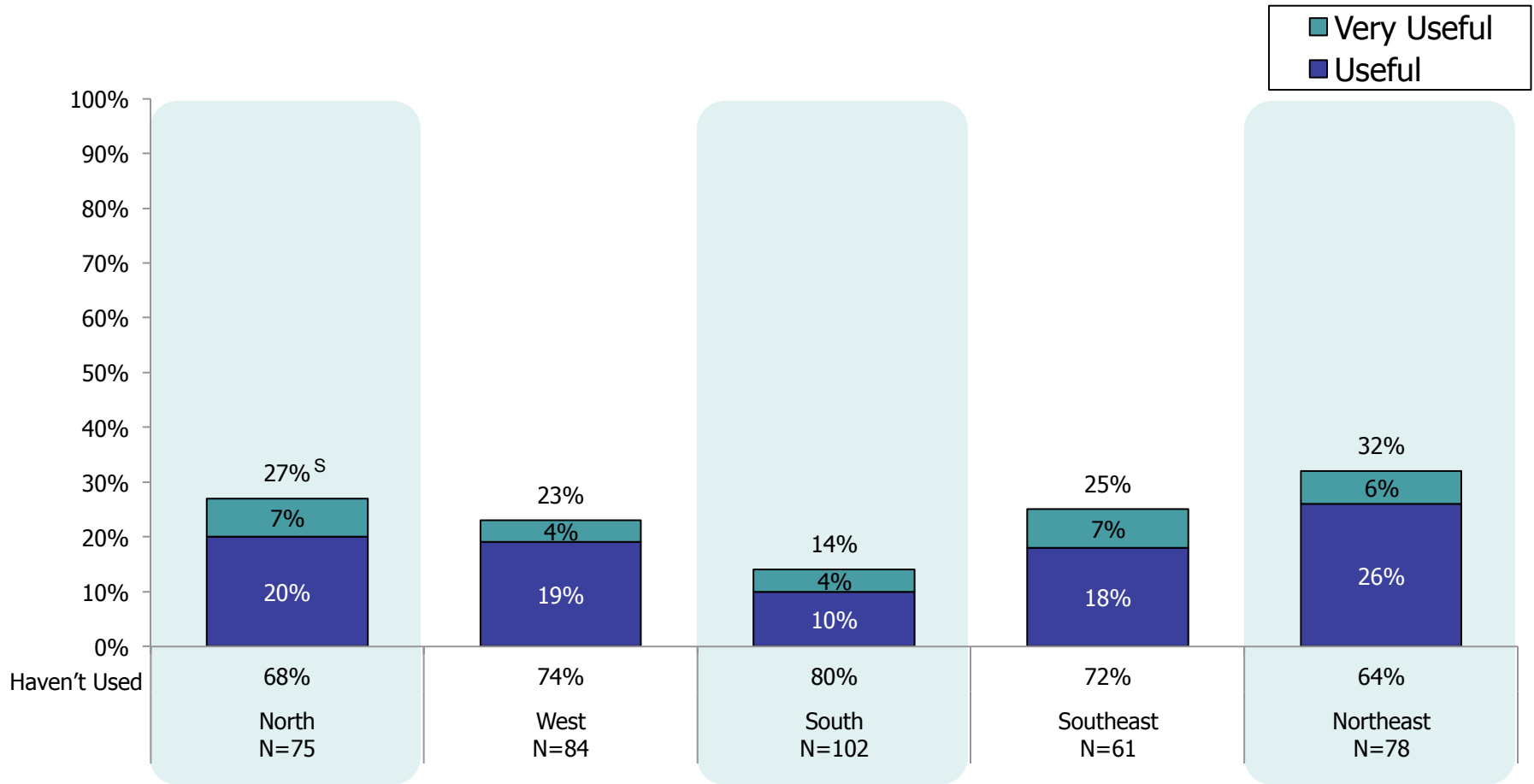
Rating Usefulness of City Website

Very Useful + Useful Ratings Shown



Rating Usefulness of City Hall Line

Very Useful + Useful Ratings Shown



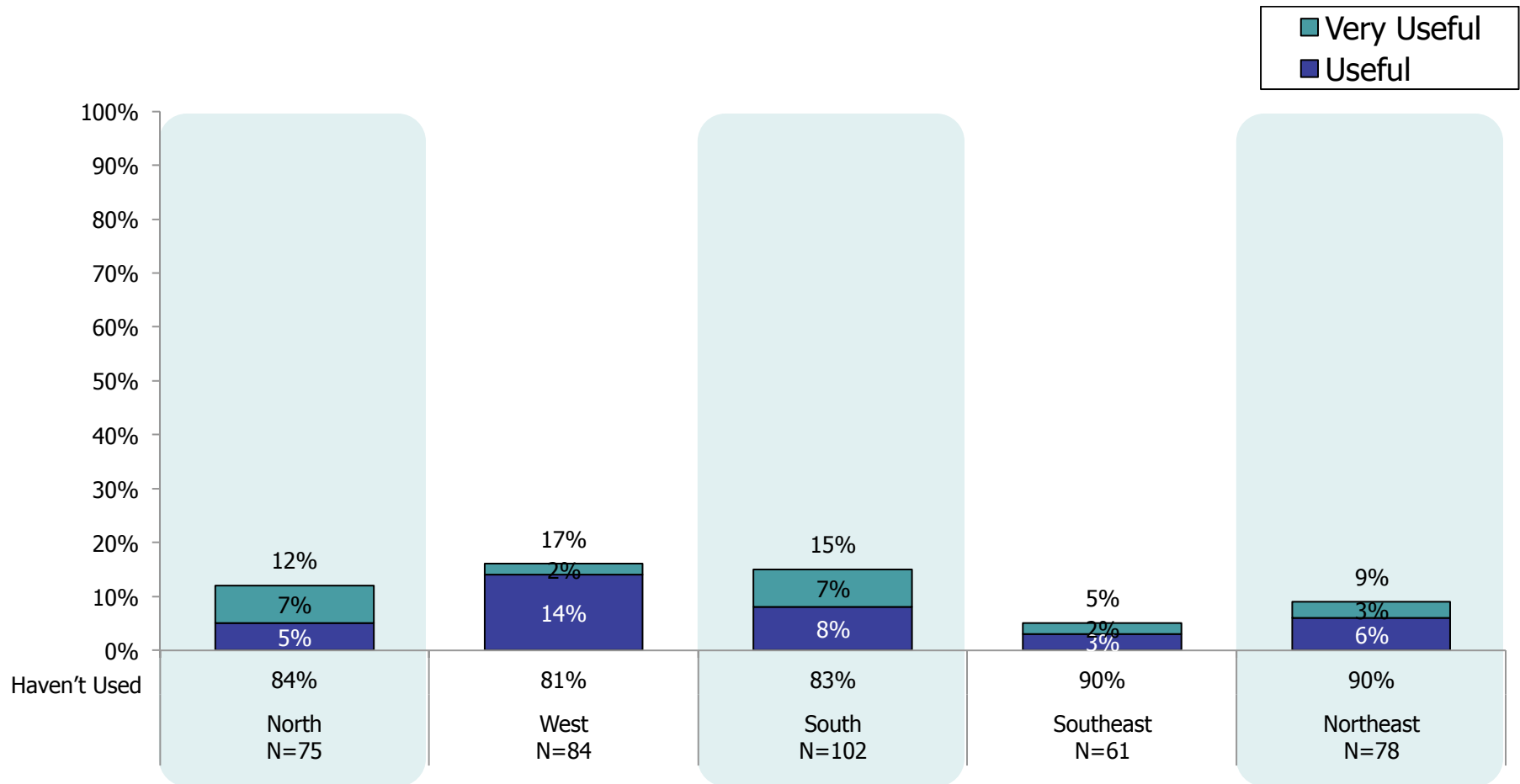
Rating Usefulness of Daily Newspaper

Very Useful + Useful Ratings Shown



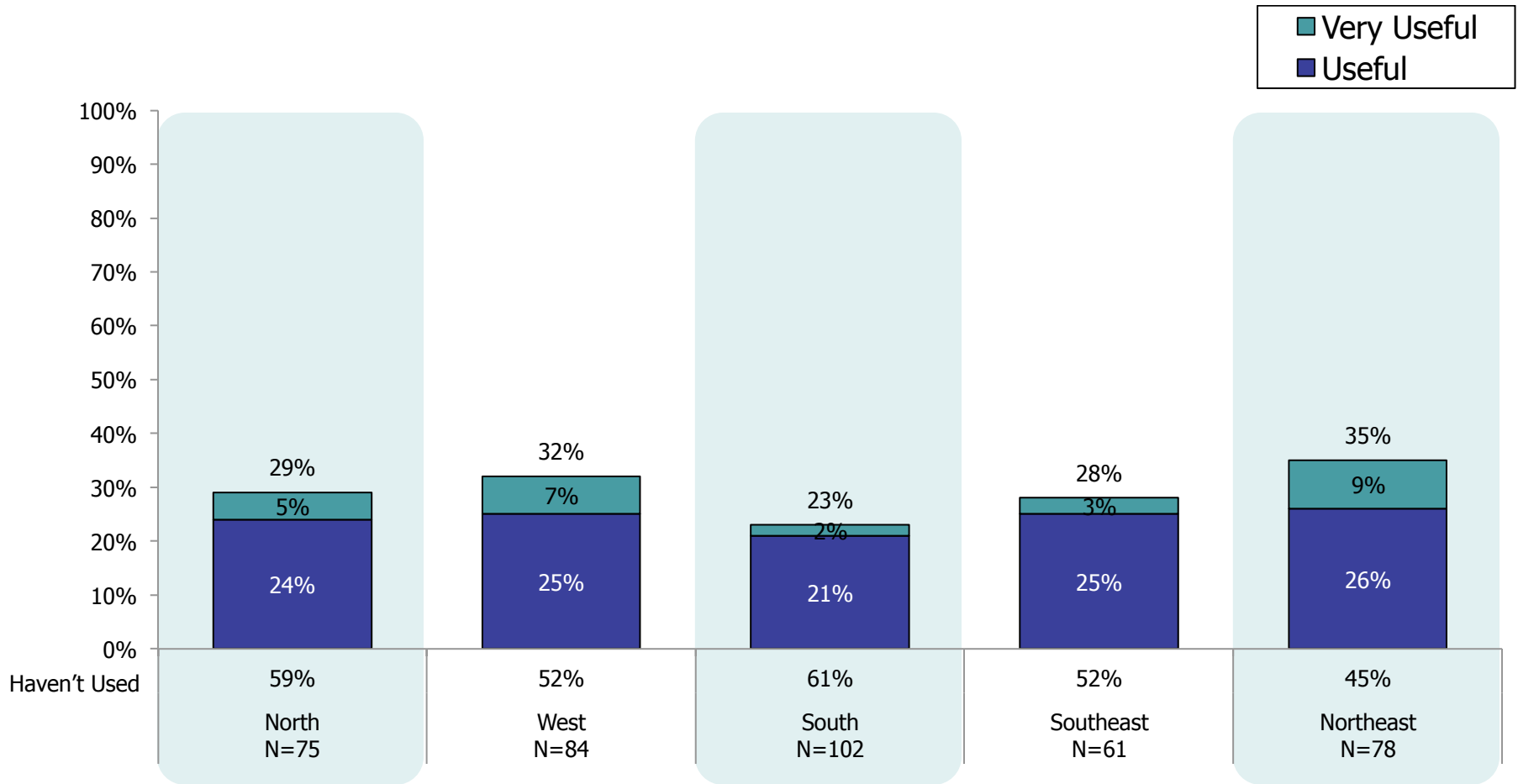
Rating Usefulness of Everbridge Message

Very Useful + Useful Ratings Shown



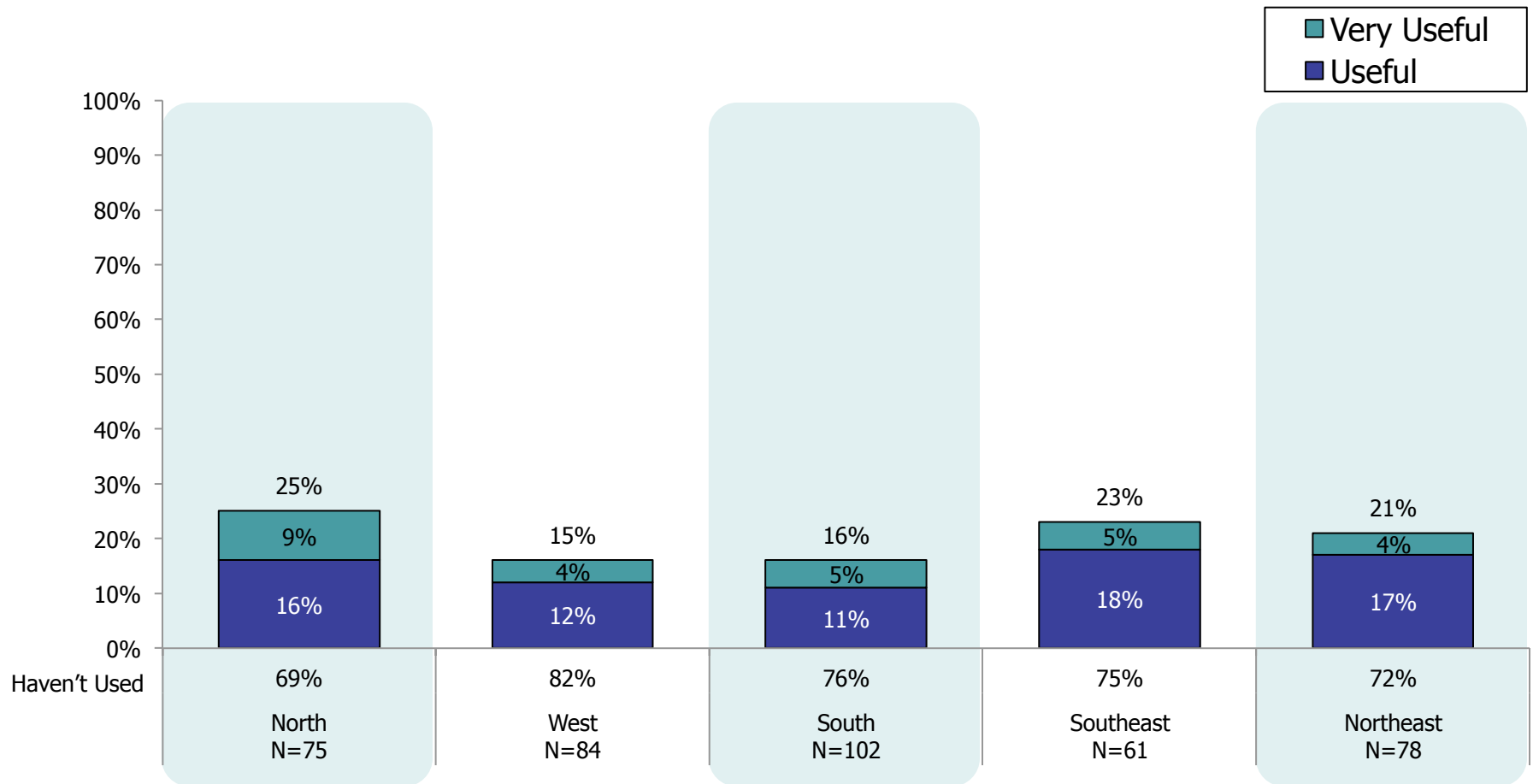
Rating Usefulness of Utility Bill Stuffers

Very Useful + Useful Ratings Shown



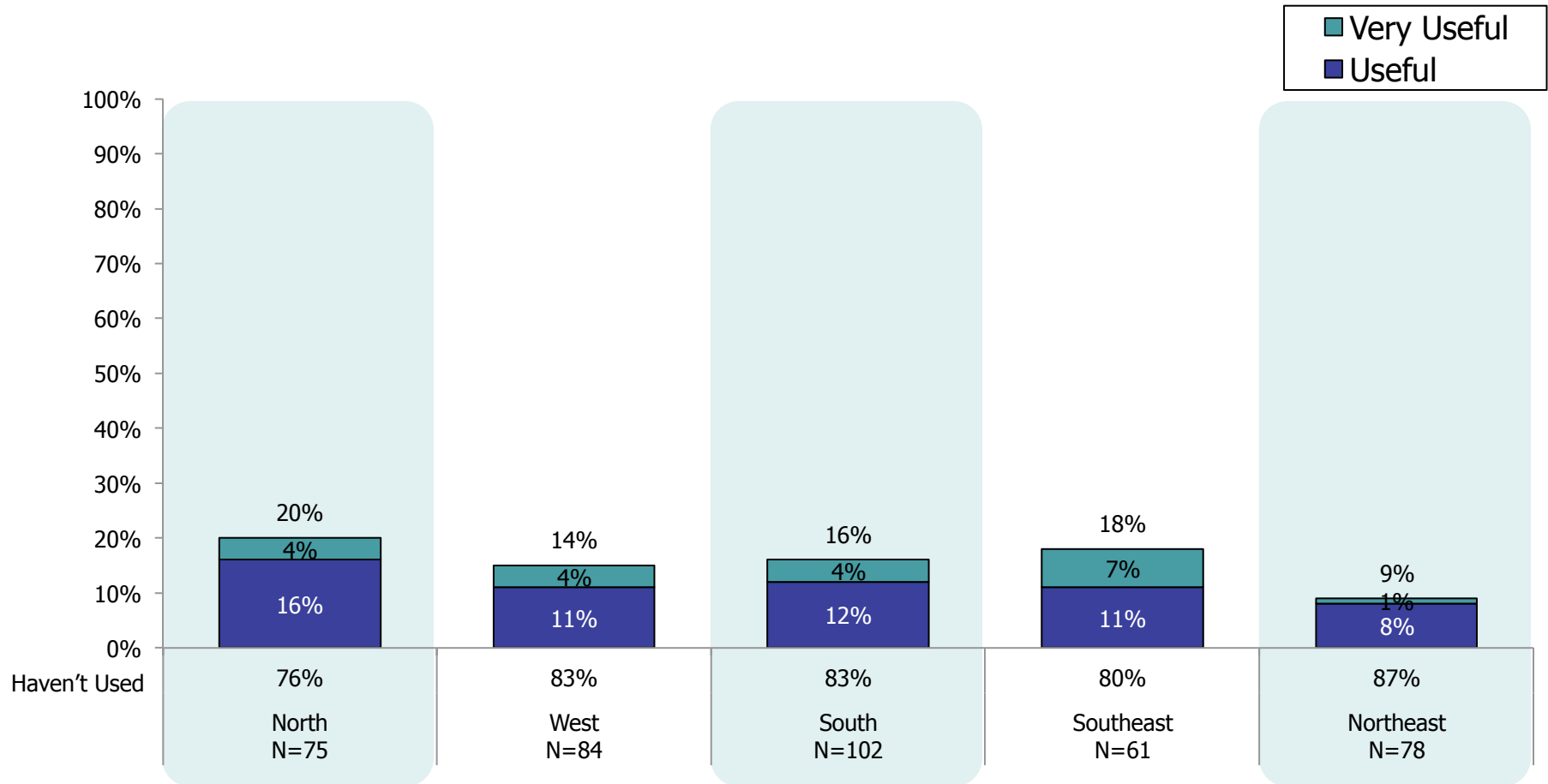
Rating Usefulness of Pearland TV

Very Useful + Useful Ratings Shown



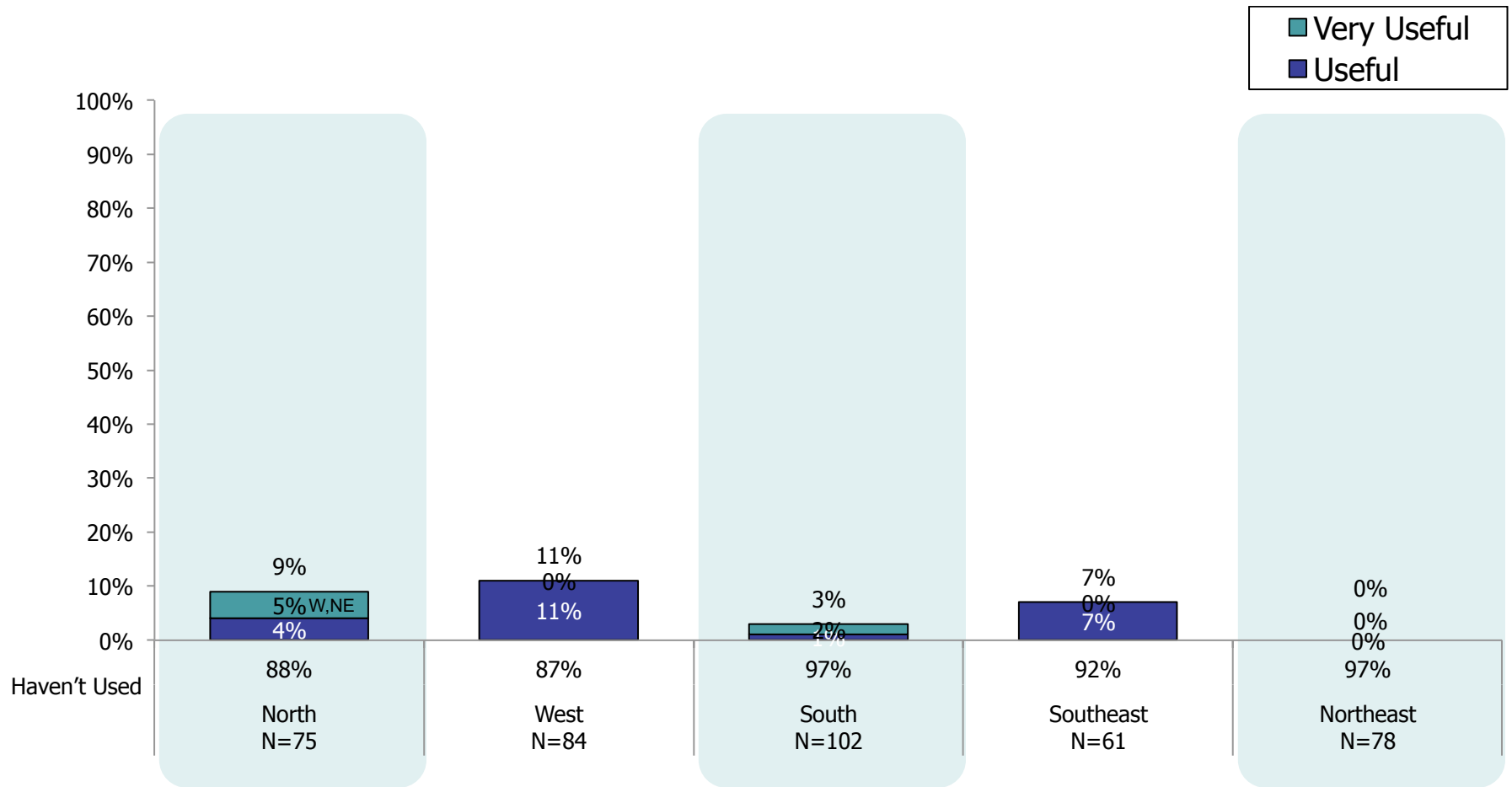
Rating Usefulness of City Facebook

Very Useful + Useful Ratings Shown



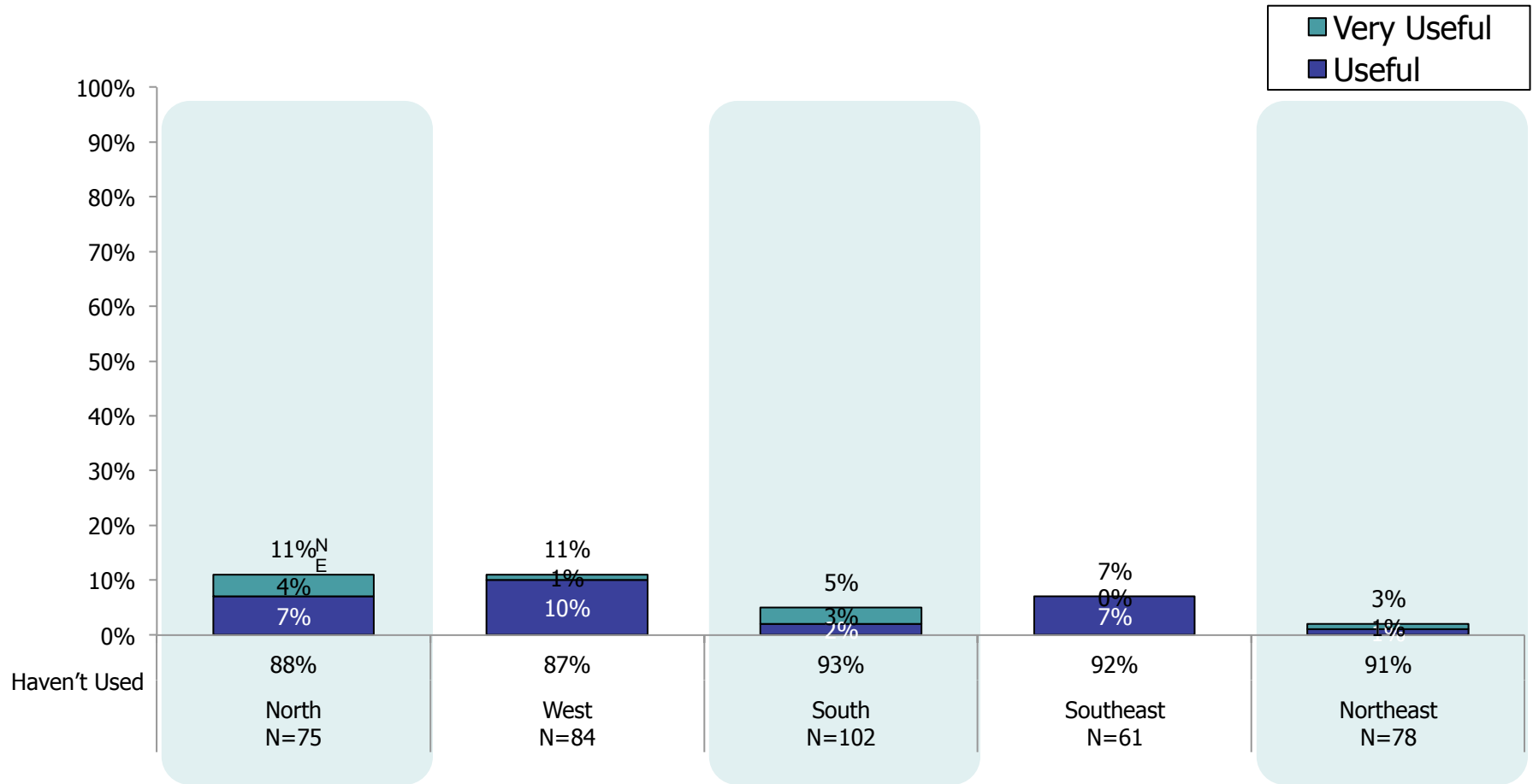
Rating Usefulness of City Twitter

Very Useful + Useful Ratings Shown



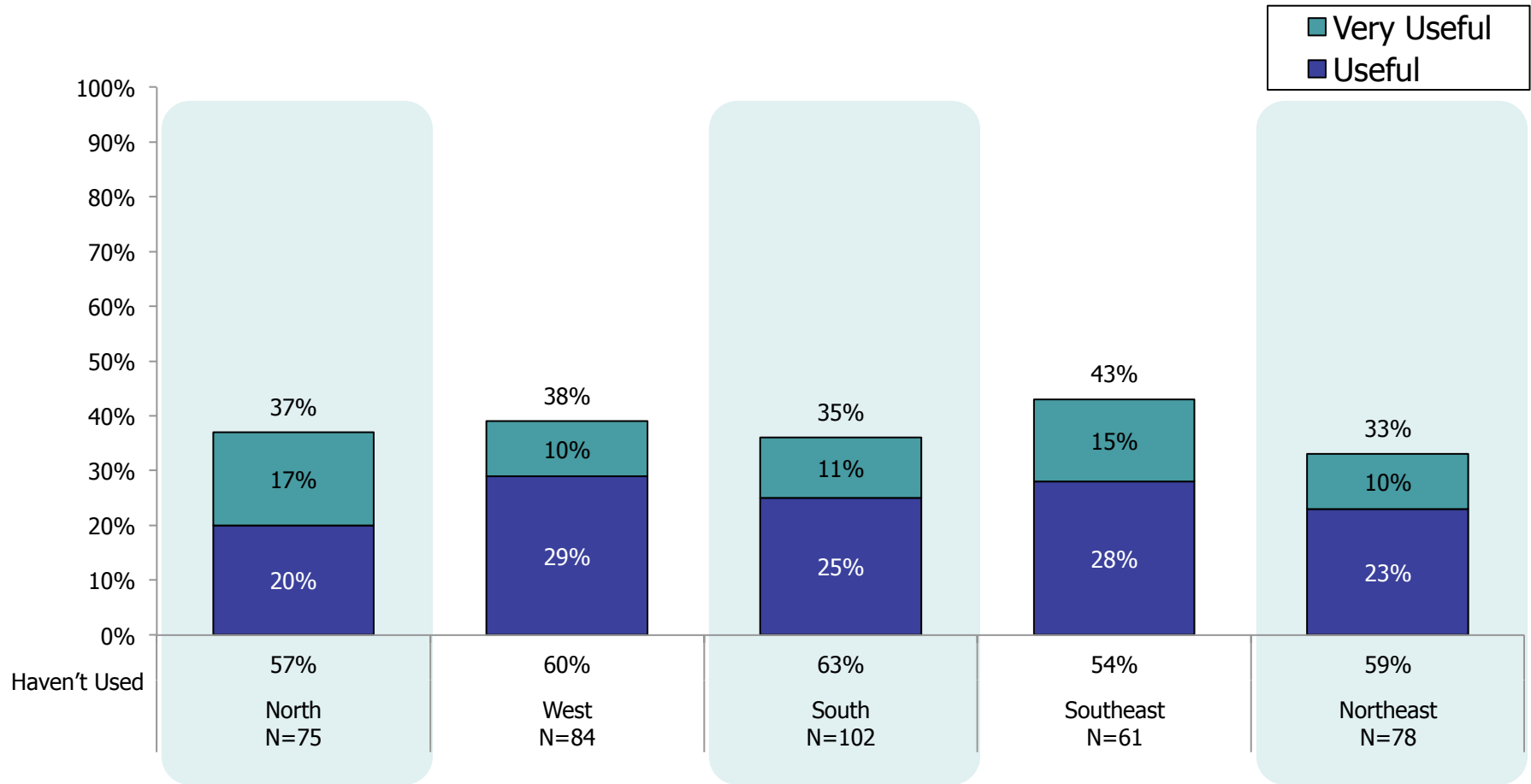
Rating Usefulness of City YouTube

Very Useful + Useful Ratings Shown



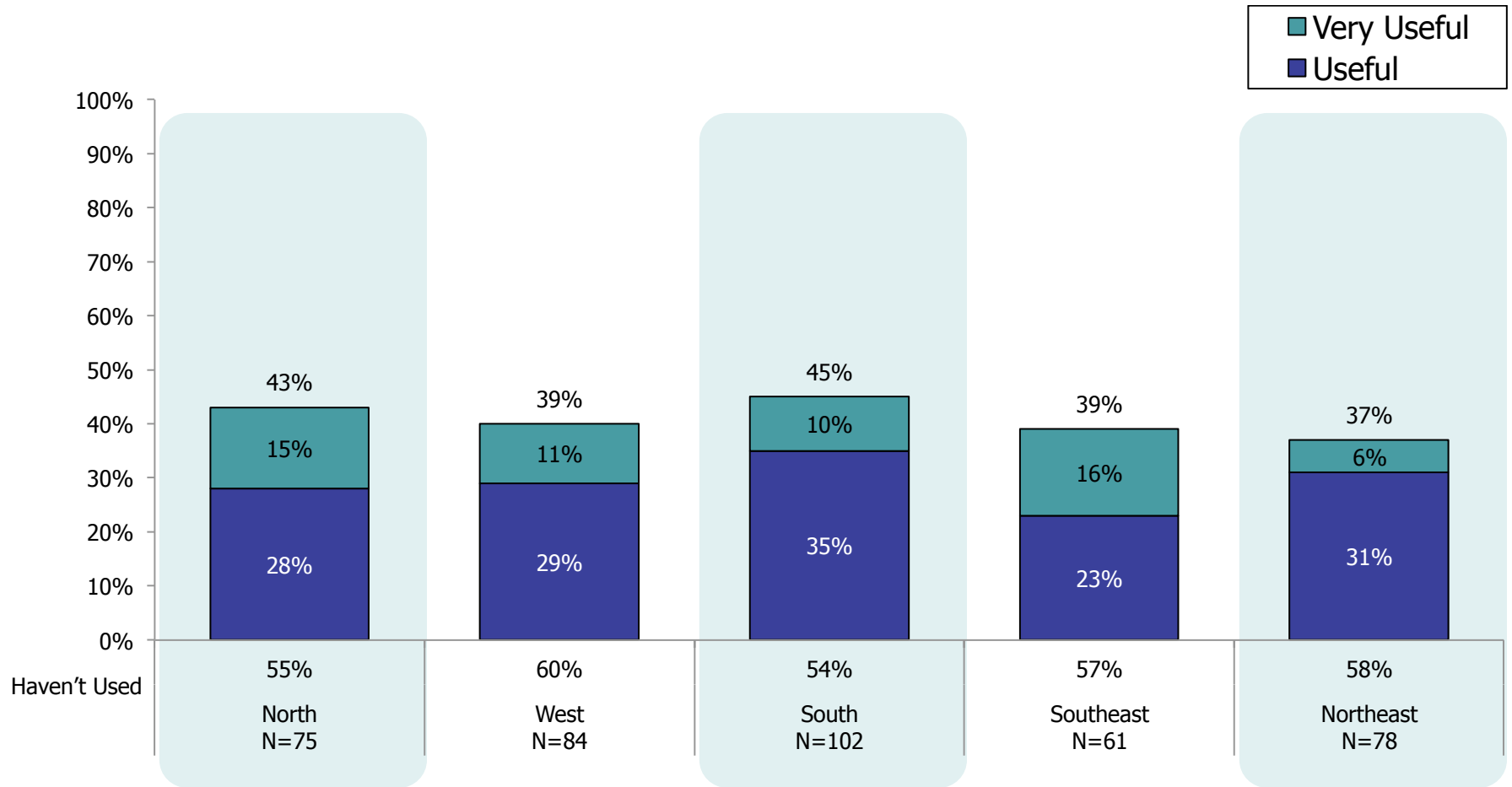
Rating Usefulness of Leisure Brochure

Very Useful + Useful Ratings Shown



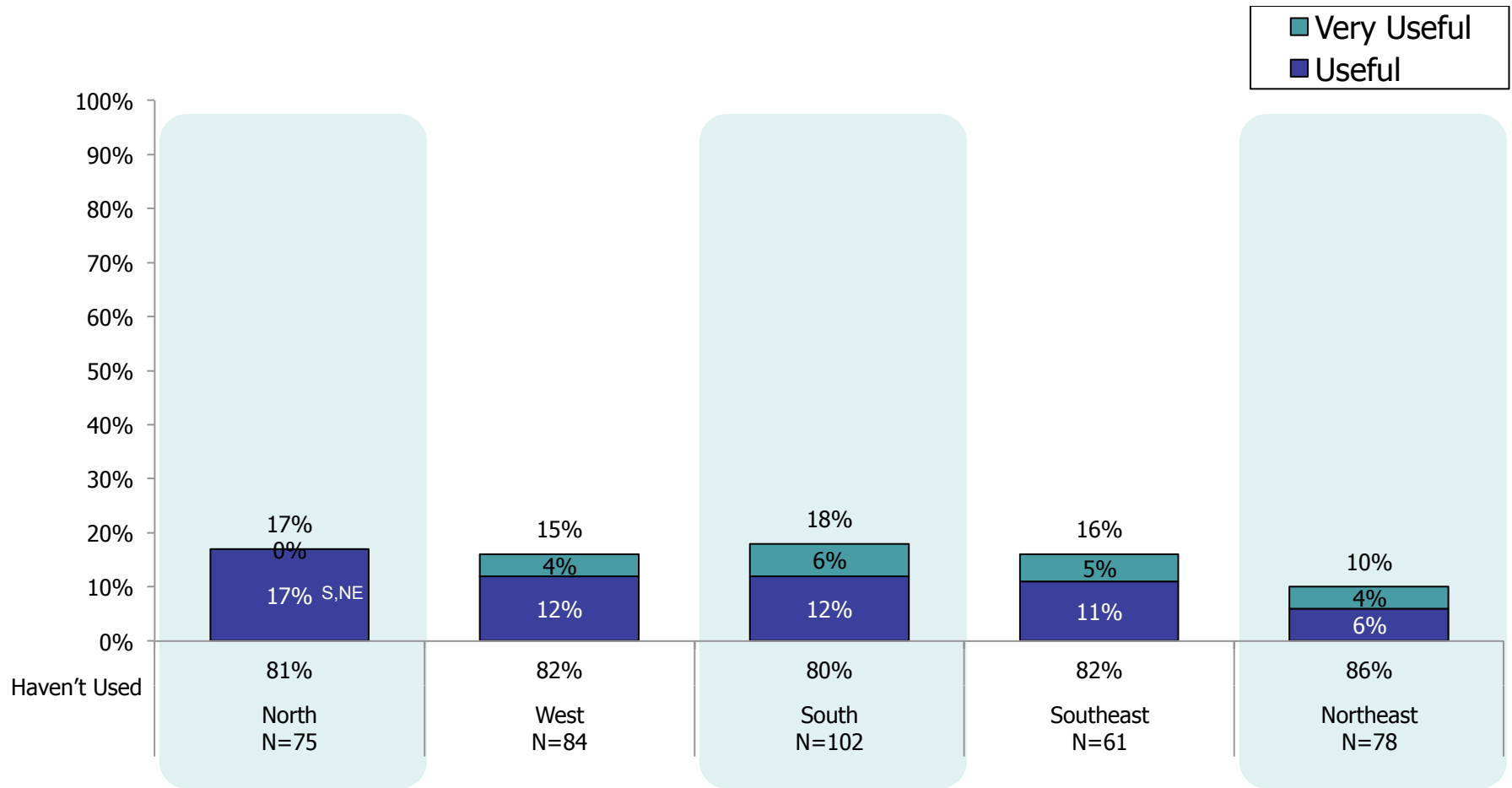
Rating Usefulness of Parks and Recreation Website

Very Useful + Useful Ratings Shown



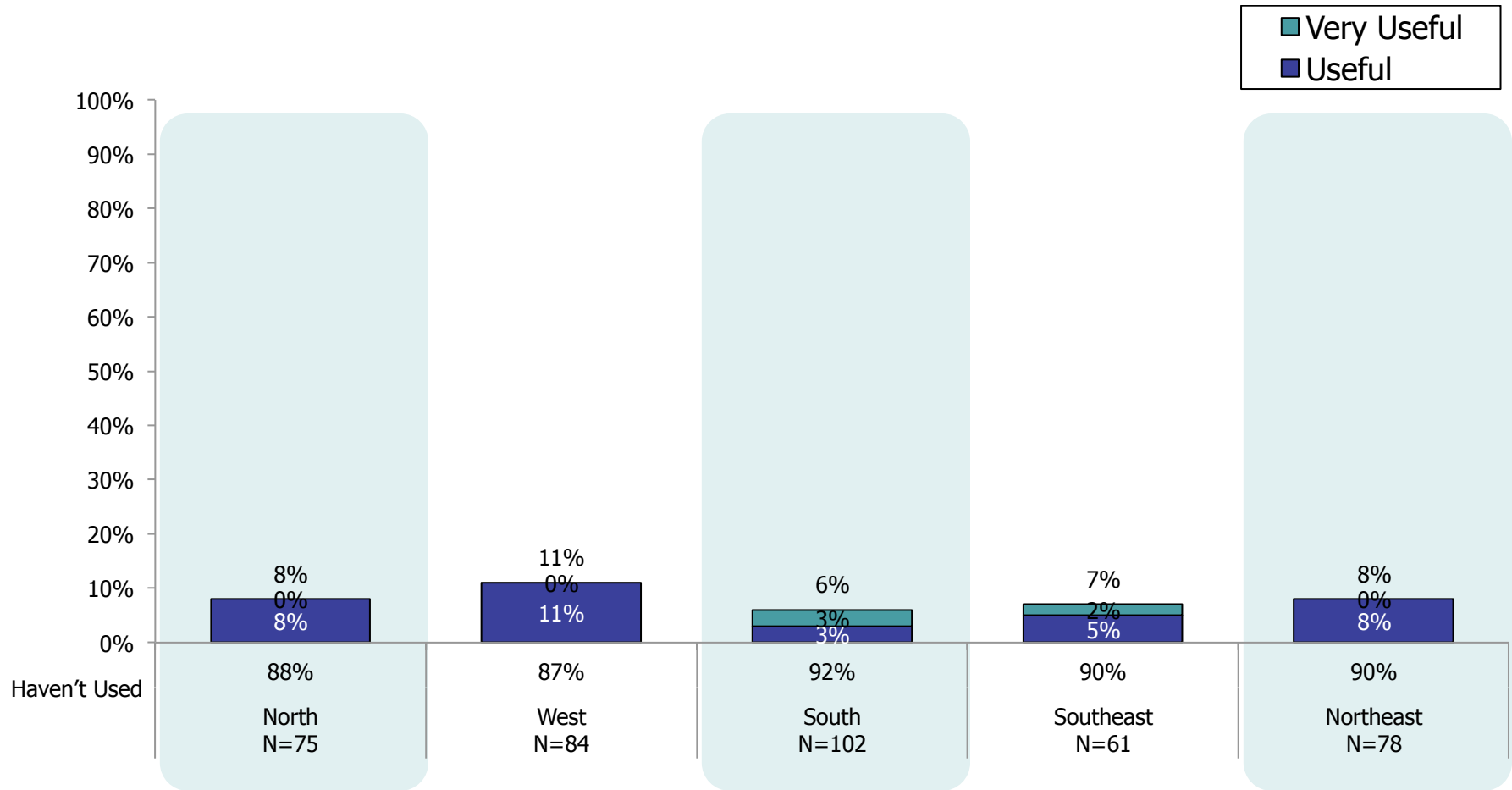
Rating Usefulness of Parks and Recreation Facebook

Very Useful + Useful Ratings Shown



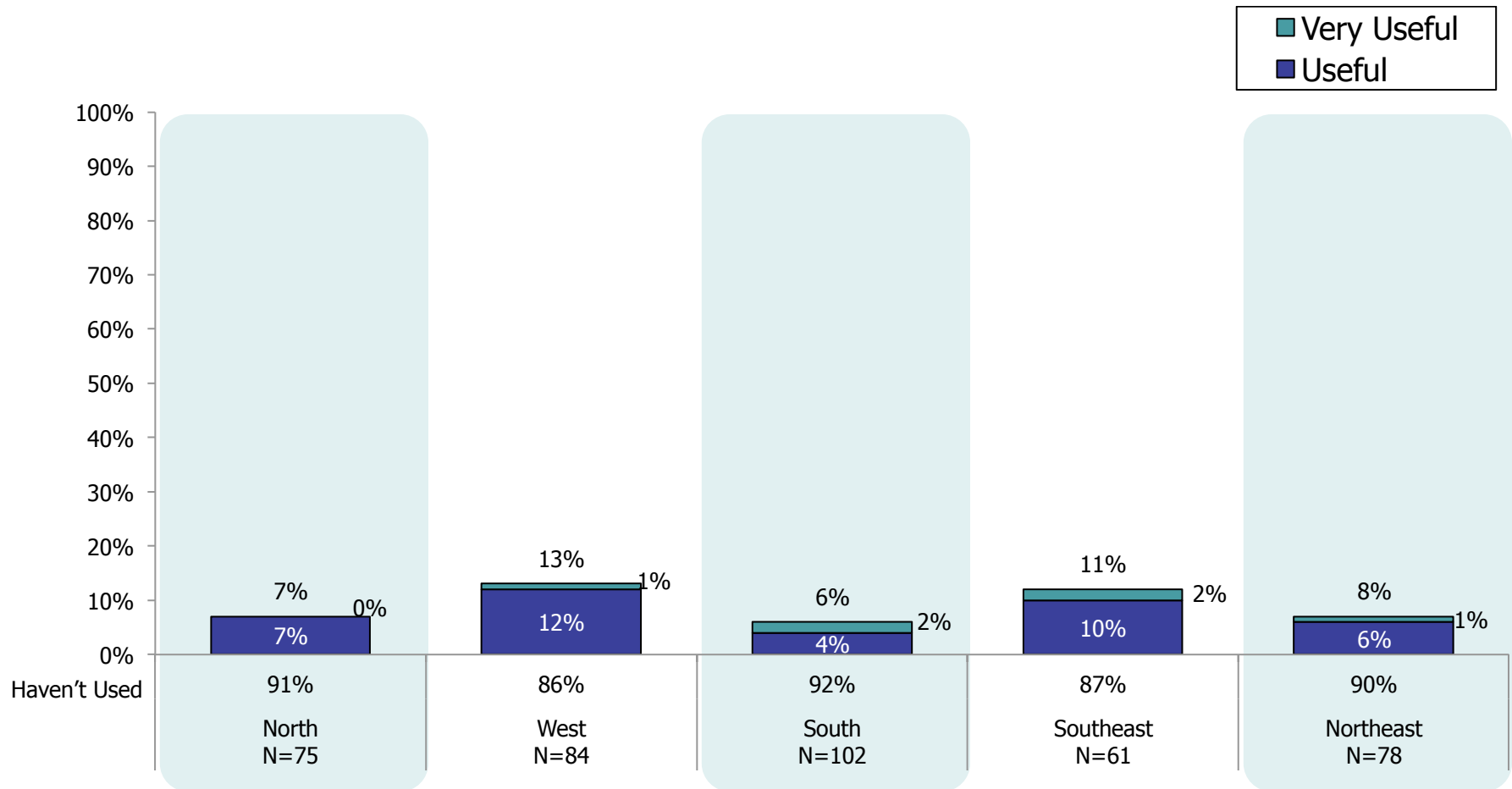
Rating Usefulness of Parks and Recreation Twitter

Very Useful + Useful Ratings Shown



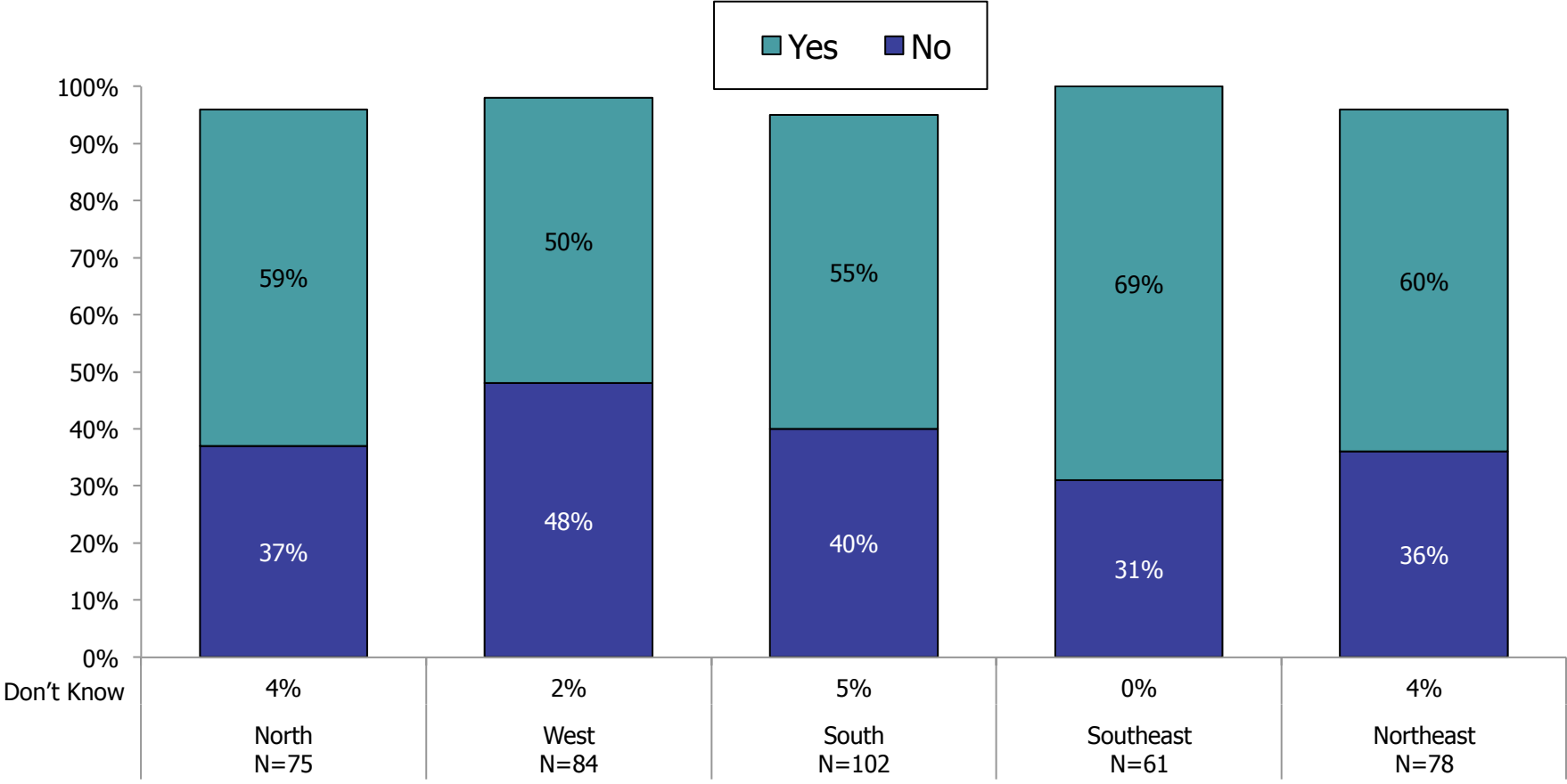
Rating Usefulness of Citizen Action Center

Very Useful + Useful Ratings Shown



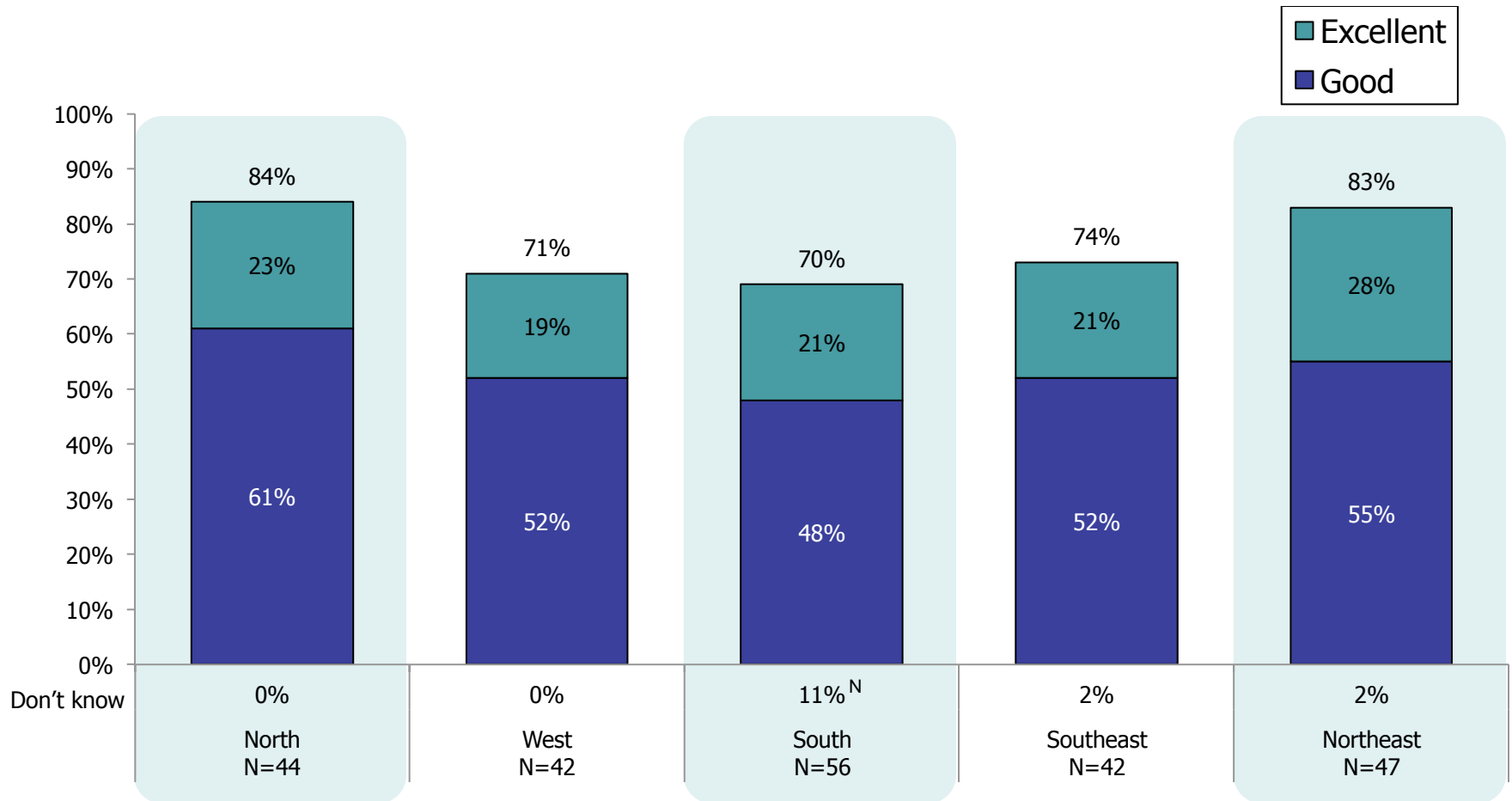
Visited Pearland Web Site

Very Useful + Useful Ratings Shown



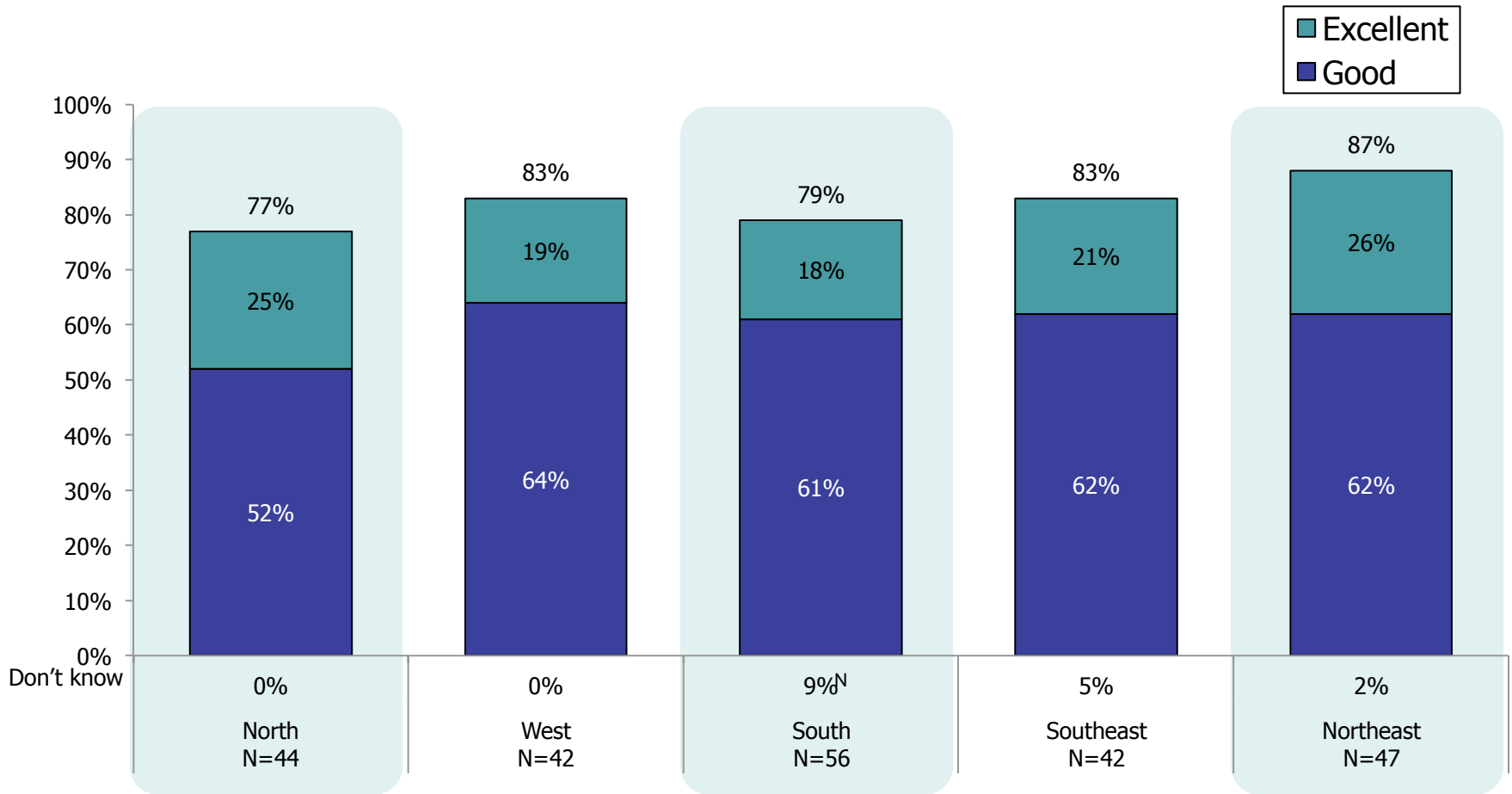
Rating Pearland's Website: User-friendly

Excellent + Good Scores Shown



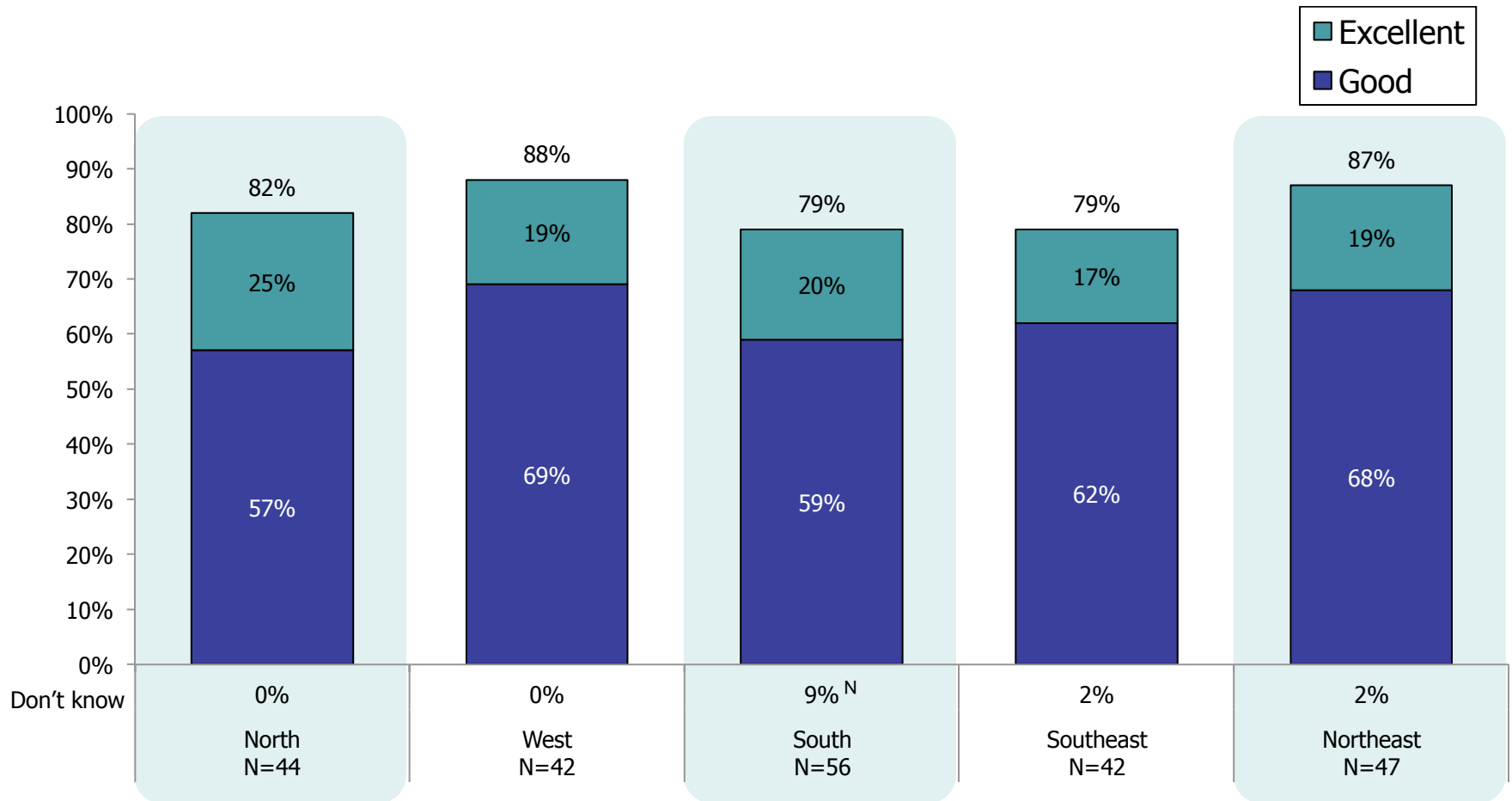
Rating Pearland's Website: Information Available on the Site

Excellent + Good Scores Shown



Rating Pearland's Website: Overall Usefulness

Excellent + Good Scores Shown



Rating Pearland's Website: Appearance

Excellent + Good Scores Shown



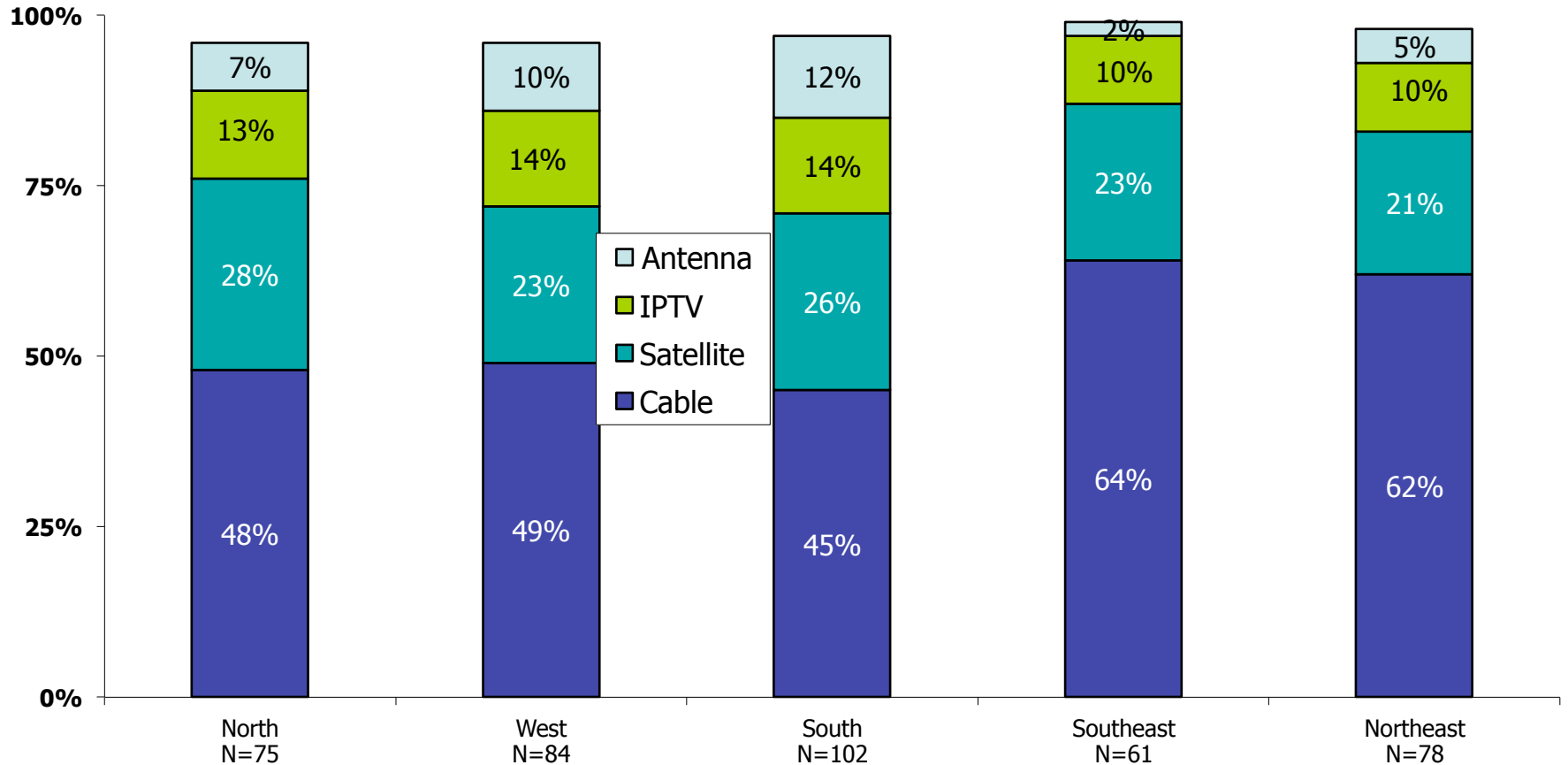
Rating Pearland's Website:

Regional Differences

	North			West			South			Southeast			Northeast		
	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013	2009	2011	2013
Overall Usefulness	90%	69%-	82%	81%	84%	88%	85%	82%	79%	92%	80%	79%	85%	82%	87%
User Friendly	88%	69%-	84%	79%	75%	71%	81%	76%	70%	88%	73%	74%	82%	64%	83%^
Base:	50	52	44	48	69	42	74	50	56	25	44	42	60	33	47



Television Signal in Home



39a. If you have a television in your home, please tell me how you receive your signal...

