THE NCS™
The National Citizen Survey™

Pearland, TX
Comparisons by Geographic Subgroups

2015

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by pre-determined geographic areas.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as "excellent" or "good," or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between areas are due to chance; or in other words, a greater than 95% probability that the differences observed are "real." Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (238 completed surveys). For each area (North, North East, South, South East and West), the margin of error rises to approximately plus or minus 17 percentage points since sample sizes were approximately 61 for the North, 49 for the North East, 53 for the South, 32 for the South East and 43 for the West. Notable differences between areas included the following:

- Respondents who live in the North East provided the highest ratings across all facets within the Pillar of Community Characteristics among the items denoted as significant when compared to their neighboring areas, with the exception of opportunities to participate in community matters— rated highest by residents living in the South East. Some of the items where differences were noted included traffic flow, ease of travel by car, fitness and recreational opportunities, overall opportunities for education/enrichment, opportunities to attend cultural/arts/music activities, opportunities to participate in religious or spiritual events/activities, opportunities to participate in social events/activities and opportunities to volunteer. Those who live in the West provided the least positive ratings for traffic flow and ease of travel by car.

- Within the Pillar of Governance, respondents in the North East felt most positively about the value of services for taxes paid, overall customer service by Pearland employees and the overall direction that Pearland is taking. Those who live in the North felt least positively about the value of services for taxes and the overall direction Pearland is taking, while respondents in the West were least satisfied with the overall customer service by Pearland employees. Respondents in the North were least satisfied with street repairs, while residents in the West reported being the most satisfied. Respondents in the North East provided the most positive ratings for traffic enforcement. Respondents living in the North East were also most satisfied with recreation programs or classes as well as the public library services; those living in the West area were the least satisfied with these services.

- The Pillar of Participation shows us that respondents who live in the South East were most likely to walk or bike instead of driving as well as visit a neighborhood or City park. Those who live in the North East were most likely to make an effort to make their home more energy efficient.

- When asked about ease of travel to specific areas in and around Pearland (such as Galleria, TX Medical Center, etc.) respondents living in the North East area of Pearland provided the most positive ratings for the overall ease of getting to each location listed and, with the exception of Westchase, respondents living in the West rated the overall ease of getting to those areas least positively. Respondents in the South gave the least positive rating for the overall ease of getting to Westchase. Differences between areas were also noted for the number of days residents reported using a variety of travel corridors.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	North	North East	South	South East	West	
The overall quality of life in Pearland	79%	92%	87%	87%	81%	85%
Overall image or reputation of Pearland	71%	85%	74%	74%	72%	75%
Pearland as a place to live	88%	98%	90%	92%	88%	91%
Your neighborhood as a place to live	87%	90%	81%	90%	94%	88%
Pearland as a place to raise children	85%	90%	90%	94%	95%	90%
Pearland as a place to retire	56%	81%	62%	78%	69%	68%
Overall appearance of Pearland	71%	86%	65%	71%	78%	74%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	North	North East	South	South East	West	
Overall feeling of safety in Pearland	81%	89%	93%	85%	85%	87%
In your neighborhood during the day	94%	99%	97%	94%	91%	95%
In Pearland's commercial/retail areas during the day	84%	93%	88%	89%	88%	88%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	North	North East	South	South East	West	
Overall ease of getting to the places you usually have to visit	44%	68%	58%	66%	48%	56%
Traffic flow on major streets	19%	39%	27%	30%	9%	24%
Ease of travel by car in Pearland	35%	66%	48%	48%	24%	43%
Ease of travel by bicycle in Pearland	9%	25%	26%	22%	22%	21%
Ease of walking in Pearland	26%	36%	31%	38%	36%	33%
Availability of paths and walking trails	38%	46%	27%	40%	46%	39%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	North	North East	South	South East	West	
Quality of overall natural environment in Pearland	56%	69%	74%	68%	69%	67%
Cleanliness of Pearland	74%	82%	76%	67%	87%	78%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	North	North East	South	South East	West	
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	34%	58%	49%	47%	40%	45%
Public places where people want to spend time	54%	74%	47%	57%	52%	56%
Variety of housing options	67%	88%	72%	77%	70%	74%
Availability of affordable quality housing	60%	73%	52%	66%	68%	64%
Overall quality of new development in Pearland	56%	79%	61%	75%	70%	67%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	North	North East	South	South East	West	
Overall economic health of Pearland	79%	85%	85%	73%	77%	80%
Pearland as a place to work	56%	76%	62%	70%	63%	65%
Pearland as a place to visit	43%	59%	39%	49%	50%	47%
Employment opportunities	37%	72%	42%	51%	39%	46%
Shopping opportunities	76%	86%	71%	83%	62%	74%
Cost of living in Pearland	63%	52%	52%	58%	55%	56%
Overall quality of business and service establishments in Pearland	57%	82%	65%	78%	68%	69%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	North	North East	South	South East	West	
Health and wellness opportunities in Pearland	73%	82%	82%	66%	72%	76%
Fitness opportunities (including exercise classes and paths or trails, etc.)	64%	74%	45%	58%	51%	57%
Recreational opportunities	50%	77%	52%	50%	44%	54%
Availability of affordable quality food	76%	69%	68%	82%	64%	71%
Availability of affordable quality health care	84%	77%	77%	72%	73%	77%
Availability of preventive health services	72%	76%	67%	68%	77%	72%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	North	North East	South	South East	West	
Overall opportunities for education and enrichment	53%	89%	79%	70%	67%	71%
Availability of affordable quality child care/preschool	71%	65%	74%	77%	63%	70%
K-12 education	82%	85%	89%	89%	71%	83%
Adult educational opportunities	44%	66%	54%	43%	31%	47%
Opportunities to attend cultural/arts/music activities	33%	49%	21%	34%	11%	28%
Opportunities to participate in religious or spiritual events and activities	76%	86%	61%	72%	57%	70%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area					Overall
	North	North East	South	South East	West	
Opportunities to participate in social events and activities	44%	62%	35%	59%	37%	46%
Opportunities to volunteer	57%	84%	59%	80%	41%	63%
Opportunities to participate in community matters	64%	60%	40%	76%	40%	54%
Openness and acceptance of the community toward people of diverse backgrounds	58%	59%	58%	68%	64%	61%
Neighborliness of residents in Pearland	53%	78%	52%	62%	49%	58%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	North	North East	South	South East	West	
The City of Pearland	75%	88%	79%	81%	72%	78%
The value of services for the taxes paid to Pearland	34%	76%	53%	62%	50%	54%
The overall direction that Pearland is taking	53%	83%	70%	74%	73%	70%
The job Pearland government does at welcoming citizen involvement	49%	60%	42%	57%	55%	52%
Overall confidence in Pearland government	56%	80%	78%	67%	62%	68%
Generally acting in the best interest of the community	61%	79%	71%	69%	65%	69%
Being honest	66%	66%	74%	71%	61%	67%
Treating all residents fairly	59%	61%	73%	68%	59%	63%
Overall customer service by Pearland employees (police, fire, public works, receptionists, planners, etc.)	72%	96%	89%	75%	60%	78%
The County of Brazoria	62%	76%	69%	59%	69%	68%
The State of Texas	58%	67%	63%	66%	53%	61%
Municipal Utility District	63%	78%	74%	71%	63%	69%
The Federal Government	43%	41%	48%	32%	48%	43%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	North	North East	South	South East	West	
Police services	86%	86%	95%	94%	81%	88%
Fire services	93%	92%	97%	98%	87%	93%
Ambulance or emergency medical services	83%	96%	97%	98%	76%	90%
Crime prevention	68%	88%	85%	80%	73%	79%
Fire prevention and education	59%	88%	80%	76%	71%	74%
Animal control	52%	78%	63%	68%	61%	64%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	73%	66%	46%	77%	56%	64%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	North	North East	South	South East	West	
Traffic enforcement	59%	84%	71%	81%	41%	65%
Street repair	38%	48%	46%	50%	68%	50%
Street cleaning	52%	66%	60%	53%	67%	60%
Street lighting	48%	72%	58%	58%	59%	59%
Sidewalk maintenance	38%	60%	42%	54%	59%	50%
Traffic signal timing	33%	53%	37%	49%	28%	39%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Geographic Area					Overall
	North	North East	South	South East	West	
Garbage collection	83%	96%	92%	97%	80%	89%
Recycling	87%	91%	90%	93%	70%	85%
Yard waste pick-up	80%	94%	69%	97%	79%	83%
Drinking water	68%	62%	62%	59%	68%	64%
Pearland open space	49%	57%	45%	65%	55%	54%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Geographic Area						Overall
	North	North East	South	South East	West		Overall
Storm Drainage	68%	90%	65%	67%	75%		72%
Sewer services	80%	88%	77%	72%	78%		80%
Utility billing	79%	80%	64%	63%	60%		69%
Land use, planning and zoning	56%	52%	59%	41%	33%		47%
Code enforcement (weeds, abandoned buildings, etc.)	40%	57%	44%	57%	64%		52%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Geographic Area						Overall
	North	North East	South	South East	West		Overall
Economic development	52%	76%	66%	62%	73%		66%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Geographic Area						Overall
	North	North East	South	South East	West		Overall
City parks	71%	88%	78%	66%	72%		76%
Recreation programs or classes	67%	81%	75%	56%	44%		66%
Recreation centers or facilities	63%	79%	69%	63%	49%		65%
Health services	76%	77%	84%	59%	74%		75%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Geographic Area						Overall
	North	North East	South	South East	West		Overall
Public library services	78%	94%	91%	86%	52%		79%
City-sponsored special events	57%	69%	58%	50%	40%		55%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Geographic Area						Overall
	North	North East	South	South East	West		Overall
Public information services	77%	70%	62%	70%	53%		66%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
Sense of community	57%	75%	52%	61%	54%	59%
Recommend living in Pearland to someone who asks	88%	96%	92%	86%	95%	92%
Remain in Pearland for the next five years	86%	100%	91%	88%	85%	90%
Contacted the City of Pearland (in-person, phone, email or web) for help or information	46%	25%	55%	38%	46%	43%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
Was NOT the victim of a crime	92%	90%	89%	91%	93%	91%
Did NOT report a crime	72%	89%	85%	83%	85%	83%
Stocked supplies in preparation for an emergency	56%	49%	44%	40%	47%	48%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
Walked or biked instead of driving	16%	27%	40%	47%	46%	35%
Carpooled with other adults or children instead of driving alone	24%	39%	26%	52%	30%	33%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
Recycle at home	98%	84%	94%	94%	92%	93%
Made efforts to make your home more energy efficient	70%	85%	57%	70%	76%	71%
Made efforts to conserve water	87%	70%	84%	80%	84%	81%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
NOT under housing cost stress	65%	83%	73%	82%	77%	75%
Did NOT observe a code violation	51%	68%	53%	57%	61%	58%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
Purchase goods or services from a business located in Pearland	100%	100%	92%	100%	100%	98%
Economy will have positive impact on income	37%	24%	36%	23%	50%	35%
Work in Pearland	30%	18%	33%	40%	18%	27%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
Used Pearland recreation centers or their services	46%	48%	57%	62%	35%	48%
Visited a neighborhood park or City park	65%	79%	85%	87%	69%	76%
Eat at least 5 portions of fruits and vegetables a day	88%	80%	84%	89%	91%	86%
Participate in moderate or vigorous physical activity	84%	90%	72%	85%	83%	83%
Reported being in "very good" or "excellent" health	55%	64%	61%	60%	72%	63%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
Used Pearland public libraries or their services	45%	55%	66%	60%	46%	54%
Participated in religious or spiritual activities in Pearland	46%	58%	61%	62%	43%	53%
Attended a City-sponsored event	36%	47%	45%	52%	25%	39%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area					Overall
	North	North East	South	South East	West	
Campaigned or advocated for an issue, cause or candidate	19%	18%	12%	20%	17%	17%
Contacted Pearland elected officials (in-person, phone, email or web) to express your opinion	18%	15%	11%	4%	24%	15%
Volunteered your time to some group/activity in Pearland	33%	19%	40%	50%	27%	33%
Talked to or visited with your immediate neighbors	85%	90%	97%	91%	88%	90%
Attended a local public meeting	22%	17%	18%	3%	21%	17%
Watched (online or on television) a local public meeting	12%	4%	18%	15%	15%	13%
Read or watch local news (via television, paper, computer, etc.)	96%	87%	69%	88%	90%	86%
Vote in local elections	83%	81%	70%	84%	78%	79%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Geographic Area					Overall
	North	North East	South	South East	West	
Overall feeling of safety in Pearland	95%	100%	99%	97%	99%	98%
Overall ease of getting to the places you usually have to visit	99%	93%	97%	96%	96%	96%
Quality of overall natural environment in Pearland	77%	86%	81%	89%	84%	83%
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	84%	78%	76%	81%	73%	78%
Health and wellness opportunities in Pearland	81%	68%	80%	76%	86%	79%
Overall opportunities for education and enrichment	79%	77%	90%	80%	92%	84%
Overall economic health of Pearland	96%	85%	90%	97%	97%	93%
Sense of community	81%	80%	83%	78%	87%	82%

Table 29: Information Sources

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services: (Percent rating as "Major source" or "Minor Source").	Geographic Area					Overall
	North	North East	South	South East	West	
City website (pearlandtx.gov)	91%	95%	90%	96%	88%	92%
Local newspapers	71%	77%	69%	87%	69%	73%
Other local media (radio or local television stations)	76%	66%	65%	82%	80%	73%
The local government cable channel (Comcast Ch. 16/U-Verse Ch. 99)	38%	42%	47%	57%	49%	46%
City water bill insert	76%	70%	77%	68%	65%	72%
Other city publications (Pearland in Motion, Pearland Connect, or other)	66%	0%	100%	37%	80%	65%
City Council meetings and other public meetings	56%	68%	69%	61%	46%	59%
Talking with City officials	43%	53%	58%	49%	47%	50%
City communications via social media (i.e. Facebook, Twitter, Instagram or YouTube)	54%	63%	71%	61%	68%	64%
City of Pearland e-mail blasts	61%	49%	69%	72%	69%	64%
Word-of-mouth	76%	84%	74%	77%	75%	77%

This question was not tested for statistical significance.

Table 30: Road Corridors

In a typical week, about how many days per week do you use each of the following corridors for travel for any purpose: (Percent rating as at least one day a week).	Geographic Area					
	North	North East	South	South East	West	Overall
State Highway 288	95%	62%	93%	64%	99%	85%
State Highway 35/Main	69%	86%	90%	88%	44%	74%
Cullen Parkway	86%	29%	85%	30%	57%	61%
Beltway 8	95%	92%	72%	81%	93%	87%
Mykawa Rd.	50%	44%	61%	37%	21%	43%
Pearland Parkway	60%	94%	82%	100%	47%	74%
FM 518/Broadway	99%	100%	100%	100%	100%	100%

Table 31: Ease of Travel

Please rate the overall ease of getting to each of the following destinations from the City of Pearland: (Percent rating as "Excellent" or "Good").	Geographic Area					
	North	North East	South	South East	West	Overall
TX Medical Center	58%	77%	56%	66%	39%	57%
Downtown Houston	48%	67%	48%	61%	35%	50%
Galleria	38%	67%	40%	49%	28%	42%
NASA Space Center area	53%	73%	50%	65%	31%	54%
Greenway Plaza	41%	62%	31%	48%	18%	38%
Westchase	44%	74%	30%	47%	48%	49%

Table 32: Fire & Police Services

The following services are provided by the Pearland Fire & Police Departments. Please indicate how familiar you are, if at all, with the following services: (Percent rating as "Very familiar" or "Somewhat familiar").	Geographic Area					
	North	North East	South	South East	West	Overall
Home security surveys	22%	28%	18%	35%	20%	23%
Fire extinguisher training	16%	25%	17%	31%	21%	21%
Pearland Volunteer Fire Academy	28%	21%	25%	26%	20%	24%
Citizen's Police Academy	30%	26%	25%	29%	29%	28%
Project Childsafe	13%	18%	16%	19%	8%	14%
Safe Kids Greater Houston Car Seat Inspection Services	38%	47%	22%	48%	19%	33%