

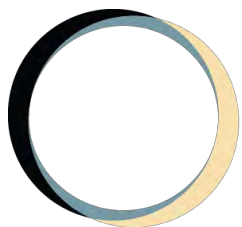


THE NCSTM
The National Citizen SurveyTM

Pearland, TX

Comparisons by Demographic Subgroups

2017



NRC
National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

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 age, sex, race/ethnicity, housing tenure (rent or own) and housing unit type (detached or attached).

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 subgroups 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 four percentage points around any given percent reported for the entire sample (733 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Residents living in detached housing tended to rate general aspects of Community Characteristics lower than those living in attached dwellings. Homeowners tended to rate general Community Characteristics such as their neighborhood as a place to live and Pearland as a place to retire, higher than respondents who rented. Female residents generally rated their feeling of safety in Pearland’s downtown/commercial area during the day higher than male residents. Younger residents (between the ages of 18-34) tended to rate Pearland as a place to visit and shopping opportunities lower than older residents. Residents who identified as Hispanic and/or another race tended to rate opportunities to volunteer and the openness and acceptance of the community toward people of diverse backgrounds lower than those who identified as white alone.
- Fewer significant differences were seen among demographic groups with respect to aspects of Governance, but there were some notable items. Renters were more likely to positively rate the general aspects of Governance including the value of services for the taxes paid to Pearland and the government acting in the best interest of the community. Female residents tended to rate Safety services higher than male residents. Survey respondents who identified as white alone generally rated public library services and City-sponsored special events higher than those who identified as Hispanic and/or another race.
- Within general aspects of Participation, female residents tended to rate the sense of community in Pearland more positively than male respondents. Female residents were also more likely to report that they would recommend living in Pearland to someone who asked and that they planned on remaining in Pearland for the next five years when compared to their male counterparts. However, male residents were more likely to report that they had contacted the City of Pearland for help or information. Homeowners or those who lived in detached housing were more likely to report that they had recycled at home or made efforts to make their home more energy efficient than those who rented their homes or lived in attached housing.
- While most residents reported that they supported a property tax increase to fund roadway improvements, residents who owned homes or lived in detached housing tended to indicate less support than their counterparts. Female respondents were more likely to positively rate the leadership provided by the City’s elected officials than male respondents.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
The overall quality of life in Pearland	90%	88%	86%	90%	87%	89%	88%	97%	86%	87%	99%	88%
Overall image or reputation of Pearland	86%	83%	78%	87%	78%	83%	84%	95%	79%	81%	94%	82%
Pearland as a place to live	92%	90%	91%	96%	85%	92%	89%	98%	89%	90%	99%	91%
Your neighborhood as a place to live	87%	93%	89%	90%	90%	89%	93%	89%	90%	89%	97%	91%
Pearland as a place to raise children	90%	91%	91%	94%	87%	91%	91%	98%	89%	89%	99%	90%
Pearland as a place to retire	56%	67%	70%	68%	62%	64%	68%	75%	63%	63%	81%	65%
Overall appearance of Pearland	82%	78%	83%	83%	77%	81%	80%	87%	79%	79%	88%	79%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall feeling of safety in Pearland	79%	86%	88%	87%	82%	84%	86%	93%	83%	83%	99%	85%
In your neighborhood during the day	94%	97%	95%	96%	95%	94%	98%	94%	96%	95%	100%	95%
In Pearland's downtown/commercial area during the day	84%	90%	87%	90%	84%	84%	91%	98%	85%	85%	100%	86%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall ease of getting to the places you usually have to visit	45%	50%	57%	54%	48%	50%	52%	48%	51%	50%	52%	52%
Traffic flow on major streets	18%	22%	32%	25%	21%	21%	25%	24%	23%	22%	29%	24%
Ease of travel by car in Pearland	33%	36%	42%	39%	34%	37%	38%	29%	38%	37%	29%	38%
Ease of travel by bicycle in Pearland	30%	25%	23%	27%	25%	19%	34%	45%	22%	23%	47%	27%
Ease of walking in Pearland	45%	38%	35%	43%	36%	35%	44%	55%	36%	36%	60%	40%
Availability of paths and walking trails	51%	38%	48%	46%	42%	46%	43%	41%	45%	46%	36%	45%

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Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Quality of overall natural environment in Pearland	65%	68%	68%	72%	62%	66%	71%	84%	63%	65%	81%	68%
Cleanliness of Pearland	85%	83%	82%	86%	80%	84%	83%	92%	81%	82%	89%	84%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	60%	53%	61%	62%	52%	57%	58%	67%	55%	55%	68%	56%
Public places where people want to spend time	65%	69%	66%	72%	61%	64%	71%	79%	64%	65%	81%	66%
Variety of housing options	72%	72%	76%	73%	73%	75%	70%	64%	74%	73%	70%	72%
Availability of affordable quality housing	43%	57%	63%	53%	56%	56%	53%	30%	60%	58%	29%	55%
Overall quality of new development in Pearland	84%	78%	74%	83%	75%	77%	82%	89%	77%	77%	94%	78%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall economic health of Pearland	87%	81%	83%	88%	79%	85%	83%	94%	81%	82%	95%	84%
Pearland as a place to work	62%	59%	67%	71%	54%	69%	54%	71%	60%	60%	82%	62%
Pearland as a place to visit	45%	58%	59%	60%	48%	49%	61%	71%	50%	50%	81%	54%
Employment opportunities	54%	51%	59%	64%	44%	62%	45%	58%	52%	52%	61%	53%
Shopping opportunities	71%	82%	80%	82%	73%	79%	77%	84%	77%	76%	91%	77%
Cost of living in Pearland	55%	58%	58%	59%	55%	57%	58%	44%	59%	58%	50%	57%
Overall quality of business and service establishments in Pearland	77%	80%	77%	82%	75%	81%	77%	88%	76%	76%	92%	78%

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Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Health and wellness opportunities in Pearland	79%	79%	81%	82%	77%	81%	78%	91%	77%	79%	87%	80%
Fitness opportunities (including exercise classes and paths or trails, etc.)	62%	72%	74%	72%	67%	67%	73%	75%	68%	69%	71%	69%
Availability of affordable quality food	80%	81%	79%	79%	81%	81%	79%	82%	79%	80%	77%	78%
Availability of affordable quality health care	84%	82%	82%	81%	84%	82%	84%	83%	82%	82%	85%	81%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall opportunities for education and enrichment	71%	80%	75%	81%	71%	76%	78%	82%	75%	76%	79%	77%
Availability of affordable quality child care/preschool	74%	71%	72%	70%	74%	74%	70%	71%	72%	72%	71%	73%
K-12 education	83%	88%	86%	92%	79%	90%	83%	98%	84%	85%	96%	87%
Adult educational opportunities	57%	67%	57%	62%	59%	59%	64%	67%	60%	58%	79%	61%
Opportunities to attend cultural/arts/music activities	43%	51%	34%	50%	39%	45%	45%	60%	41%	42%	61%	44%
Opportunities to participate in religious or spiritual events and activities	78%	79%	83%	81%	78%	84%	75%	75%	80%	80%	72%	78%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Opportunities to participate in social events and activities	62%	64%	55%	67%	56%	63%	60%	73%	58%	60%	69%	60%
Opportunities to volunteer	76%	66%	69%	72%	66%	74%	64%	73%	68%	70%	64%	69%
Opportunities to participate in community matters	64%	66%	59%	69%	58%	62%	66%	75%	61%	62%	74%	64%
Openness and acceptance of the community toward people of diverse backgrounds	78%	73%	71%	75%	73%	83%	65%	81%	72%	74%	75%	72%
Neighborliness of residents in Pearland	63%	67%	68%	71%	61%	69%	64%	77%	63%	63%	87%	65%

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Table 10: Governance - General

	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., excellent/good)												
The City of Pearland	78%	82%	81%	86%	74%	82%	79%	87%	79%	78%	95%	80%
The value of services for the taxes paid to Pearland	48%	51%	52%	55%	46%	51%	51%	65%	48%	48%	74%	50%
The overall direction that the City of Pearland is taking	62%	66%	65%	75%	54%	65%	65%	90%	59%	60%	97%	64%
The job Pearland government does at welcoming citizen involvement	57%	59%	55%	61%	53%	61%	55%	71%	54%	56%	68%	56%
Overall confidence in Pearland government	69%	60%	61%	65%	61%	65%	61%	72%	61%	61%	71%	62%
Generally acting in the best interest of the community	75%	60%	63%	68%	62%	69%	62%	79%	62%	63%	76%	64%
Being honest	73%	66%	65%	70%	65%	71%	65%	89%	63%	65%	87%	67%
Treating all residents fairly	79%	64%	66%	70%	67%	73%	65%	79%	66%	67%	75%	68%
Overall customer service by Pearland employees (police, receptionists, planners, etc.)	85%	80%	80%	84%	79%	82%	81%	82%	81%	80%	86%	80%
The Federal Government	37%	48%	48%	52%	38%	40%	50%	42%	45%	43%	55%	45%

Table 11: Governance - Safety

	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., excellent/good)												
Police services	93%	90%	93%	93%	90%	94%	89%	91%	91%	92%	88%	91%
Fire services	99%	92%	96%	95%	95%	96%	94%	97%	94%	95%	95%	95%
Ambulance or emergency medical services	99%	91%	93%	95%	92%	95%	93%	96%	93%	94%	95%	94%
Crime prevention	85%	79%	83%	84%	80%	84%	80%	87%	81%	81%	86%	81%
Fire prevention and education	84%	78%	82%	83%	78%	81%	82%	81%	81%	81%	83%	82%
Animal control	71%	75%	69%	78%	66%	75%	70%	86%	69%	70%	85%	72%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	69%	72%	79%	74%	73%	78%	68%	71%	73%	74%	65%	73%

Table 12: Governance - Mobility

	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., excellent/good)												
Traffic enforcement	71%	69%	71%	73%	67%	73%	67%	66%	70%	71%	62%	69%
Street repair	64%	55%	55%	59%	56%	56%	61%	59%	57%	58%	54%	58%
Street cleaning	77%	75%	68%	77%	70%	75%	74%	86%	71%	73%	80%	74%
Street lighting	67%	58%	68%	65%	62%	64%	64%	63%	63%	64%	57%	64%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Sidewalk maintenance	52%	48%	54%	55%	47%	49%	53%	53%	50%	51%	45%	51%
Traffic signal timing	48%	44%	51%	54%	41%	42%	53%	60%	44%	45%	60%	47%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Garbage collection	77%	83%	90%	87%	79%	84%	82%	78%	84%	83%	83%	82%
Recycling	79%	87%	91%	88%	83%	87%	84%	76%	87%	86%	81%	85%
Yard waste pick-up	77%	83%	85%	85%	79%	81%	84%	82%	82%	82%	84%	81%
Drinking water	65%	71%	73%	72%	67%	70%	68%	70%	69%	69%	71%	69%
Preservation of natural areas such as open space, farmlands and greenbelts	63%	51%	66%	61%	55%	58%	59%	66%	56%	57%	65%	58%
Pearland open space	46%	55%	59%	59%	48%	54%	53%	63%	51%	52%	65%	53%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Storm drainage	86%	83%	76%	86%	78%	81%	83%	81%	82%	81%	87%	82%
Sewer services	84%	85%	84%	88%	82%	87%	83%	83%	85%	85%	85%	84%
Power (electric and/or gas) utility	84%	82%	86%	85%	82%	88%	78%	83%	83%	84%	78%	83%
Utility billing and meter reading	75%	79%	82%	78%	79%	82%	74%	79%	78%	77%	83%	77%
Land use, planning and zoning	69%	54%	53%	64%	53%	63%	54%	72%	56%	57%	70%	58%
Code enforcement (weeds, abandoned buildings, etc.)	69%	60%	62%	67%	59%	63%	63%	64%	62%	61%	68%	61%
Cable television	77%	63%	69%	72%	64%	70%	67%	78%	66%	67%	73%	67%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Economic development	70%	71%	74%	80%	64%	75%	69%	85%	68%	69%	86%	71%

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Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
City parks	77%	74%	80%	79%	73%	79%	73%	78%	76%	76%	80%	76%
Recreation programs or classes	73%	75%	74%	81%	67%	76%	74%	74%	74%	75%	70%	73%
Recreation centers or facilities	77%	80%	81%	86%	73%	78%	81%	81%	79%	79%	83%	80%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Public library services	84%	82%	88%	91%	76%	88%	80%	87%	83%	84%	84%	84%
City-sponsored special events	65%	74%	72%	78%	63%	76%	66%	78%	69%	70%	79%	71%

Table 18: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Sense of community	60%	69%	68%	75%	56%	65%	69%	76%	64%	65%	74%	67%
Recommend living in Pearland to someone who asks	87%	90%	90%	94%	84%	91%	87%	99%	87%	88%	99%	89%
Remain in Pearland for the next five years	83%	91%	89%	91%	85%	86%	92%	89%	88%	87%	94%	89%
Contacted the City of Pearland (in-person, phone, email or web) for help or information	46%	41%	48%	37%	51%	45%	42%	28%	48%	48%	17%	43%

Table 19: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Was NOT the victim of a crime	89%	90%	94%	93%	87%	93%	87%	95%	90%	91%	91%	90%
Did NOT report a crime	87%	79%	87%	84%	83%	84%	83%	94%	81%	81%	98%	83%
Stocked supplies in preparation for an emergency	35%	48%	46%	49%	38%	47%	39%	30%	47%	46%	33%	44%

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Table 20: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Walked or biked instead of driving	43%	33%	25%	36%	32%	35%	33%	49%	31%	32%	49%	34%
Carpooled with other adults or children instead of driving alone	34%	41%	20%	39%	28%	37%	30%	41%	32%	32%	41%	34%

Table 21: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Recycle at home	78%	88%	89%	78%	93%	86%	84%	37%	95%	94%	22%	86%
Made efforts to make your home more energy efficient	74%	76%	76%	72%	79%	72%	79%	61%	78%	77%	62%	76%
Made efforts to conserve water	67%	82%	88%	80%	77%	78%	79%	76%	79%	80%	68%	78%

Table 22: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
NOT under housing cost stress	72%	78%	68%	70%	77%	77%	69%	54%	78%	76%	51%	73%
Did NOT observe a code violation	59%	54%	55%	57%	55%	52%	61%	60%	54%	53%	74%	55%

Table 23: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Purchase goods or services from a business located in Pearland	97%	99%	99%	100%	97%	100%	97%	100%	98%	98%	99%	98%
Economy will have positive impact on income	40%	45%	39%	37%	46%	39%	44%	20%	46%	44%	26%	42%
Work in Pearland	30%	32%	24%	35%	24%	28%	30%	33%	29%	30%	30%	30%

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Table 24: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Used the City of Pearland Recreation Center & Natatorium or its services	30%	50%	35%	36%	44%	37%	43%	26%	42%	42%	23%	39%
Visited a neighborhood park or City park	89%	83%	64%	79%	81%	80%	79%	80%	80%	80%	77%	80%
Eat at least 5 portions of fruits and vegetables a day	82%	85%	82%	86%	81%	84%	84%	87%	82%	83%	87%	83%
Participate in moderate or vigorous physical activity	89%	90%	74%	86%	85%	85%	86%	88%	85%	84%	96%	86%
Reported being in "very good" or "excellent" health	79%	73%	59%	69%	73%	68%	75%	71%	71%	70%	78%	71%

Table 25: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Used Pearland public libraries or their services	44%	66%	50%	59%	53%	57%	54%	55%	56%	56%	57%	55%
Participated in religious or spiritual activities in Pearland	45%	52%	54%	47%	54%	52%	48%	51%	50%	52%	39%	50%
Attended a City-sponsored event	60%	57%	35%	57%	47%	53%	52%	68%	49%	51%	62%	52%

Table 26: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Campaigned or advocated for an issue, cause or candidate	26%	25%	31%	24%	30%	27%	27%	20%	29%	29%	8%	27%
Contacted Pearland elected officials (in-person, phone, email or web) to express your opinion	20%	14%	16%	12%	21%	16%	16%	10%	18%	18%	3%	16%
Volunteered your time to some group/activity in Pearland	36%	40%	31%	38%	35%	40%	32%	44%	35%	38%	24%	36%
Talked to or visited with your immediate neighbors	85%	89%	93%	87%	90%	92%	85%	77%	91%	89%	85%	90%
Done a favor for a neighbor	74%	81%	80%	75%	83%	84%	73%	70%	81%	80%	69%	79%
Attended a local public meeting	28%	24%	27%	20%	32%	23%	29%	15%	28%	27%	22%	26%
Watched (online or on television) a local public meeting	20%	17%	19%	20%	17%	21%	16%	30%	16%	18%	26%	18%
Read or watch local news (via television, paper, computer, etc.)	88%	89%	92%	92%	86%	90%	87%	95%	88%	89%	93%	89%
Vote in local elections	86%	95%	91%	91%	91%	93%	89%	87%	92%	92%	90%	91%

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Table 27: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall feeling of safety in Pearland	93%	96%	98%	97%	94%	95%	96%	98%	95%	95%	99%	96%
Overall ease of getting to the places you usually have to visit	95%	94%	96%	97%	93%	94%	95%	97%	94%	95%	95%	95%
Quality of overall natural environment in Pearland	80%	84%	83%	86%	79%	80%	87%	94%	80%	81%	96%	83%
Overall "built environment" of Pearland (including overall design, buildings, parks and transportation systems)	69%	84%	82%	81%	78%	74%	87%	85%	79%	78%	94%	80%
Health and wellness opportunities in Pearland	54%	71%	80%	73%	65%	63%	75%	83%	65%	66%	85%	69%
Overall opportunities for education and enrichment	75%	85%	83%	84%	79%	73%	91%	84%	81%	80%	88%	81%
Overall economic health of Pearland	92%	93%	93%	95%	90%	92%	94%	100%	91%	91%	100%	92%
Sense of community	67%	82%	86%	84%	72%	77%	81%	86%	77%	78%	84%	79%

Table 28: Sources of information

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").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
City website (pearlandtx.gov)	93%	93%	93%	92%	94%	92%	94%	96%	92%	92%	97%	93%
Local newspapers	74%	76%	82%	77%	78%	74%	80%	83%	75%	76%	82%	77%
Other local media (radio or local television stations)	68%	71%	71%	74%	66%	68%	71%	83%	67%	68%	84%	70%
The local government cable channel (Comcast Ch. 16/U-verse Ch.99)	30%	40%	49%	46%	33%	32%	47%	50%	37%	37%	58%	40%
City water bill insert	69%	57%	79%	64%	68%	63%	70%	59%	68%	68%	51%	66%
Other city publications (Pearland in Motion, Pearland Connect or others)	84%	74%	85%	81%	78%	77%	82%	82%	79%	79%	85%	79%
City Council meetings or other public meetings	51%	52%	63%	58%	50%	54%	55%	55%	54%	55%	51%	55%
Talking with City officials	42%	46%	63%	48%	50%	45%	53%	42%	50%	51%	36%	49%
City communications via social media (i.e. Facebook, Twitter, Instagram or Youtube)	89%	81%	64%	83%	75%	77%	82%	83%	78%	77%	89%	79%
City of Pearland e-mail blasts	65%	71%	71%	71%	68%	70%	70%	69%	70%	70%	63%	70%
Word-of-mouth	84%	71%	79%	77%	76%	80%	73%	77%	77%	77%	75%	77%

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Table 29: Support for tax increase to fund facilities/services

Please indicate to what extent you would support or oppose a property tax increase for each of the following to fund new facilities or services: (Percent rating as "Strongly support" or "Somewhat support").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	Libraries	57%	59%	62%	71%	47%	59%	59%	73%	56%	57%	
Public safety/fire rescue services	70%	81%	87%	88%	71%	80%	78%	87%	78%	78%	91%	79%
Animal shelter	53%	62%	67%	74%	46%	68%	52%	74%	58%	59%	72%	61%
Outdoor trails	66%	72%	69%	72%	67%	70%	69%	75%	68%	69%	73%	69%
Parks & Recreation facilities	72%	73%	75%	76%	70%	71%	76%	86%	70%	71%	90%	72%
Roadway improvements	86%	86%	91%	89%	85%	87%	87%	97%	85%	86%	100%	87%
Drainage improvements	79%	78%	90%	84%	78%	81%	81%	85%	80%	81%	83%	81%

Table 30: Opinion on leadership of City elected officials

	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Please rate the leadership provided by the City's elected officials.	66%	69%	74%	80%	59%	75%	63%	88%	66%	67%	88%	70%

Table 31: Quality of services

	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
The County of Brazoria, Texas	58%	68%	69%	73%	56%	68%	63%	72%	63%	63%	83%	66%
The State of Texas	58%	62%	65%	66%	58%	63%	61%	63%	61%	61%	66%	62%
Municipal Utility District	58%	60%	63%	71%	49%	64%	58%	71%	58%	57%	85%	60%