

DEMOGRAPHIC

2023 Pearland Demographic Overview



Population

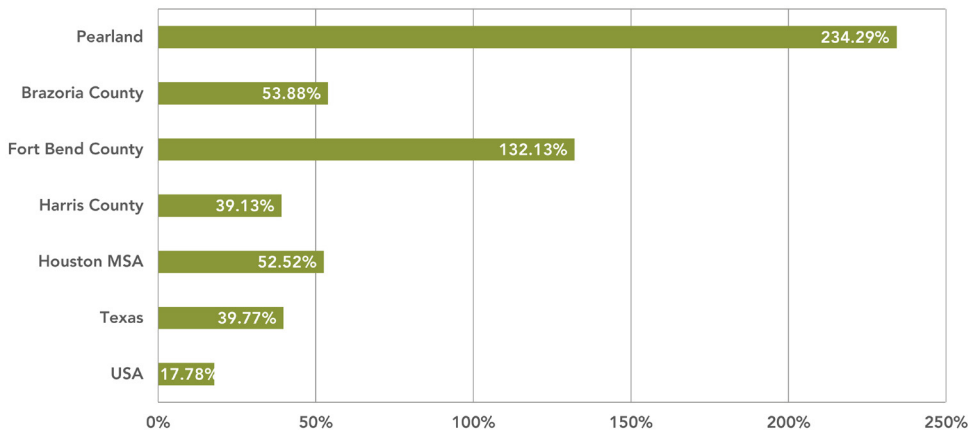
MSA City Population Comparison: 2000-2020

	2000 Population	2010 Population	2020 Population	Population Growth 2000 - 2020
Houston	1,953,631	2,099,451	2,304,580	17.96%
Pasadena	141,674	149,043	147,662	0.00%
Pearland	37,640	91,252	125,828	234.29%
League City	45,444	83,560	114,391	151.72%
Sugar Land	63,328	78,817	111,026	75.32%
Missouri City	52,913	67,358	74,259	40.34%

Source: U.S. Census

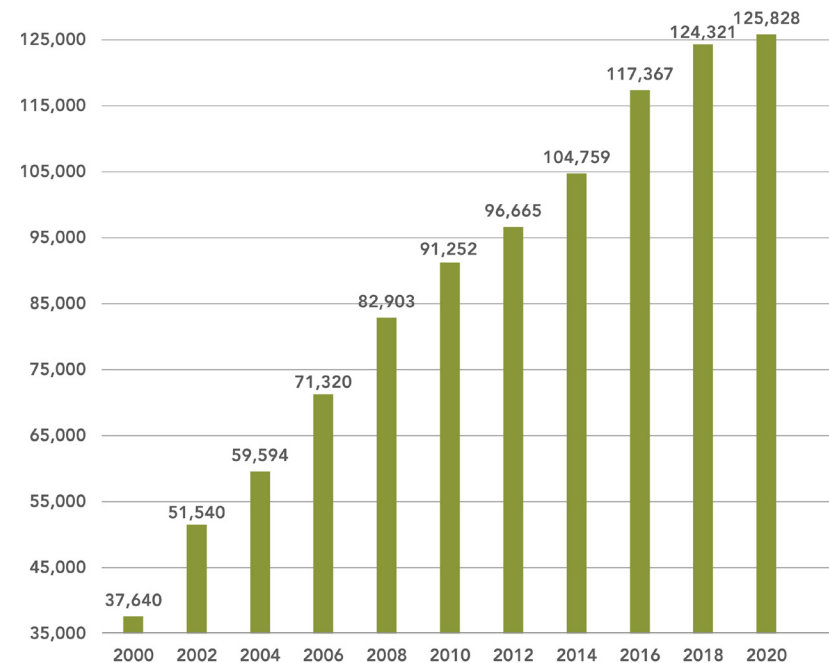
According to the U.S. Census Bureau, Pearland's population reached an estimated 126,942 in 2022, with forecasted growth expected to be 154,107 residents by 2040. Growing at almost double the rate of any of the three counties that contain it, Pearland has been the third largest and fastest growing city in the Houston Metropolitan Statistical Area (MSA) since 2000. Pearland has grown close to six times the rate of the state of Texas and more than 13 times the rate of the nation.

From 2010-2020, Pearland ranked as the eighth fastest growing city in the U.S. when compared to other communities with populations of 100,000.



Population Growth: 2000-2020

Source: U.S. Census



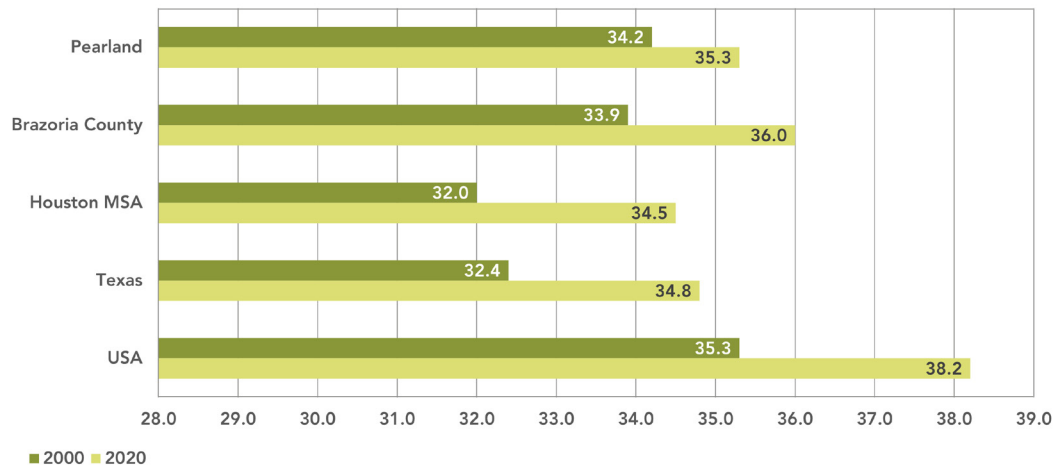
Pearland Historical Population: 2000-2020 Source: U.S. Census

Pearland Projected Population: 2020-2040 Source: H-GAC

Demographics

In 2012, Pearland surpassed Houston as the region's second most diverse city. Out of 300 U.S. cities with at least 100,000 residents or more, Pearland is one of only 17 where minorities are the majority, with Asian, Black, Hispanic and white non-Hispanic residents making up at least 10% of the total population.

Pearland continues to attract young residents. The median age is 35.3, which is significantly younger than the U.S. national average of 38.2.



Median Age in 2000 and 2020

Source: American Community Survey

Ethnic Group Comparison: 2000-2020

	2010		2020		Change 2010-2020	
	Count	Share	Count	Share	Count	% Change
White	56,553	73.4%	53,512	45.6%	- 3,041	- 5.4%
African American	14,962	5.2%	24,991	21.3%	10,029	67.0%
American Indian and Alaska Native	427	0.3%	668	0.6%	241	56.4%
Asian	11,302	3.6%	18,848	16.1%	7,546	66.8%
Native Hawaiian and Other Pacific Islander	37	0.0%	84	0.1%	47	127.0%
Some Other Race	5,475	0.1%	9,207	7.8%	3,732	68.2%
Two or More Races	2,496	1.1%	18,518	15.8%	16,022	641.9%
Total Population	91,252		125,828		34,576	

Source: U.S. Census

Gender and Age Comparison: 2000-2020

	2000 Census		2010 Census		2020 ACS	
	Count	Share	Count	Share	Count	Share
Male	18,468	49.1%	44,354	48.6%	61,632	52.5%
Female	19,172	50.9%	46,898	51.4%	64,185	54.7%
Under Age 10	6,031	16.0%	16,002	17.5%	20,074	17.1%
Age 10 - 17	4,824	12.8%	10,865	11.9%	18,077	15.4%
Age 18 - 24	2,762	7.3%	7,816	8.6%	6,546	5.6%
Age 25 - 34	5,681	15.1%	13,945	15.3%	17,595	15.0%
Age 35 - 44	7,205	19.1%	15,775	17.3%	20,424	17.4%
Age 45 - 54	5,164	13.7%	12,763	14.0%	16,822	14.3%
Age 55 - 64	2,814	7.5%	8,540	9.4%	12,899	11.0%
Age 65 and over	3,159	8.4%	7,037	7.7%	13,380	11.4%

Source: U.S. Census/American Community Survey



Education

Pearland's academics and access to high-quality education are major reasons new residents move to Pearland. The two districts that serve the majority of the community are Pearland Independent School District (PISD) and Alvin Independent School District (AISD). Both are highly ranked districts that offer students multiple opportunities to reach their potential, including career and technology programs and campuses. Residents also have a wealth of choices for higher education with more than 60 degree-granting institutions in the region, including the University of Houston-Clear Lake's Pearland campus.

Educational Attainment Compared to U.S. in 2020

Residents Over 25 Years Old	Pearland	U.S. Average
Less than 9th Grade	1.7%	4.9%
Some High School, No Diploma	3.2%	6.6%
High School Graduate (or GED)	15.5%	26.7%
Some College, No Degree	20.5%	20.3%
Associate Degree	9.5%	8.6%
Bachelor's Degree	30.6%	20.2%
Graduate or Professional Degree	19.0%	12.7%
High School Graduate or Higher	95.2%	88.5%
Bachelor's Degree or Higher	49.7%	32.9%

Source: U.S. Census/American Community Survey

49.7%
Earned College Degrees
(bachelor's degree or higher)

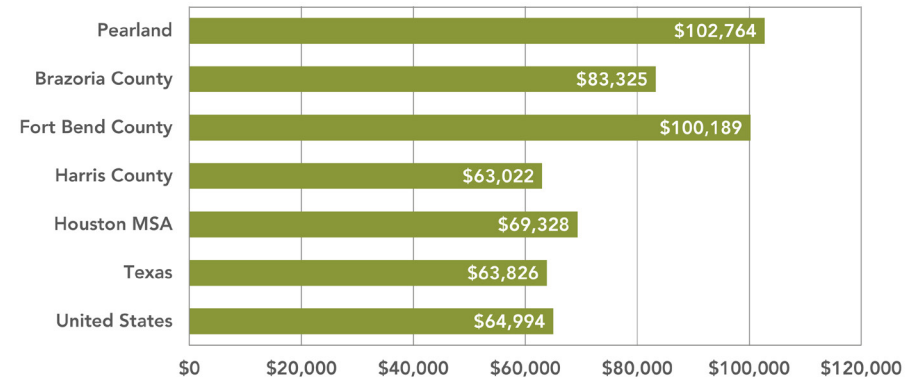
19%
Hold Graduate or
Professional Degrees

Income

According to the 2020 U.S. Census estimates, Pearland's median income is \$102,764 – one of the highest in the Houston region and nearly 52% higher than the national average.

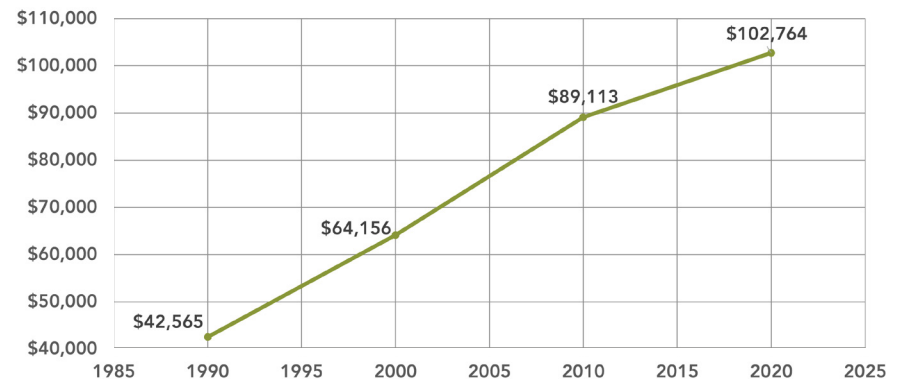
Median Household Income Comparison in 2020

Source: American Community Survey



Median Household Income - Current Year Dollars

Source: American Community Survey





Workforce

As Pearland's population grew, so did its labor force and job base. Jobs in the community soared from 9,169 in 2000 to 42,306 in 2022 – a staggering 360% increase.

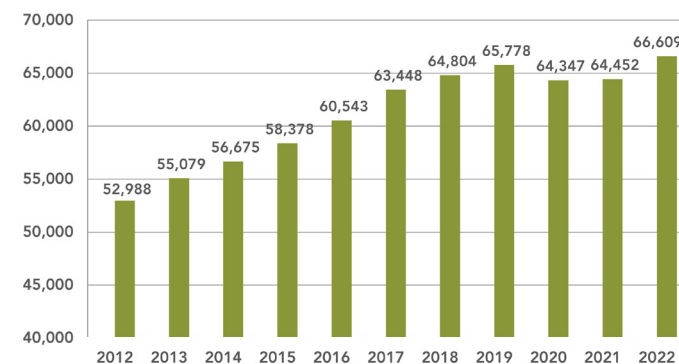
The total labor force increased more than 25.7% from 52,998 in 2012 to 66,609 in 2022. A majority of the community's labor force commutes daily to other employment centers in the region, including the Texas Medical Center. In fact, Pearland's 77584 zip code is home to more Texas Medical Center employees than any other Houston-area zip code.

Additionally, Pearland is able to draw talent from the 3 million workers throughout the Houston region.

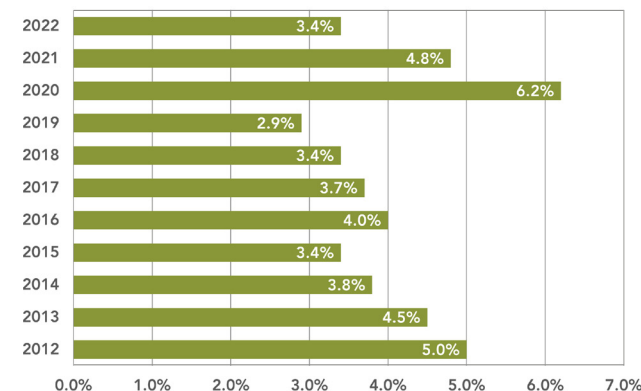
Estimated Job Base By Sector*			
Sector	2012	2022	Change
Agriculture, Forestry, Fishing and Hunting	180	160	-20
Mining, Quarrying & Oil/Gas Extraction	302	194	-108
Utilities	82	111	29
Construction	2,019	2,518	431
Manufacturing	1,888	2,247	228
Wholesale Trade	752	1,220	468
Retail Trade	4,782	7,062	2,280
Transportation & Warehousing	506	868	362
Information	106	102	-4
Finance & Insurance	515	663	148
Real Estate, Rental & Leasing	754	839	85
Professional, Scientific & Technical Services	964	1,551	587
Management of Companies & Enterprises	13	63	50
Admin, Support, Waste Mgt. & Remediation Services	817	1,772	955
Educational Services	3,584	4,667	1,083
Health Care & Social Assistance	2,343	6,226	3,883
Arts, Entertainment & Recreation	1,004	1,360	356
Accommodations & Food Services	3,306	6,271	2,965
Other Services (except Public Administration)	1,960	2,678	718
Industries Not Classified	39	60	21

Source: Chmura Industry Snapshot - 2022 Q4

Labor Force: 2012-2022
Source: U.S. Bureau of Labor Statistics



Historical Unemployment Rate: 2012-2022
Source: Texas Workforce Commission-Local Area Unemployment Statistics (LAUS) Report





Housing

Houston MSA Large City Comparison: 2000-2020

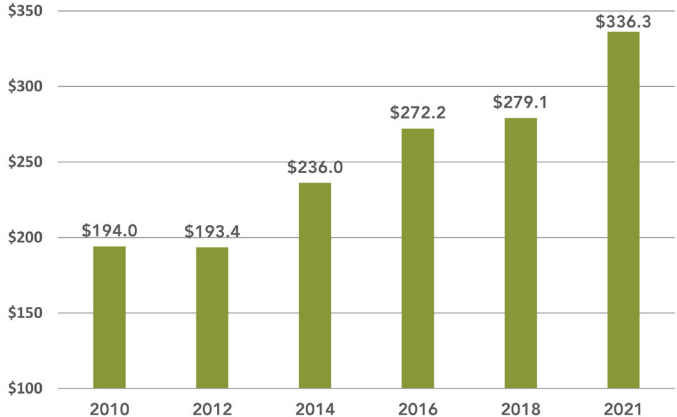
	2000 Housing Units	2020 Housing Units	Average Annual Housing Unit Growth
Pearland	13,895	45,403	11.3%
Houston	782,378	998,195	1.4%
The Woodlands	21,008	45,325	5.8%
Sugar Land	21,159	40,118	4.5%
Missouri City	17,439	26,571	2.6%
League City	17,244	43,493	7.6%
Pasadena	50,229	55,994	0.6%

Source: U.S. Census

Pearland features a variety of housing options. In the past 10 years, builders constructed more than 9,500 new single-family homes and 3,000 multi-family units in the community. Median home values rose more than 50% from \$182,300 in 2010 to \$274,540 in 2021. The average home sale price increased at a similar rate from over \$195,000 in 2010 to \$336,311 in 2021.

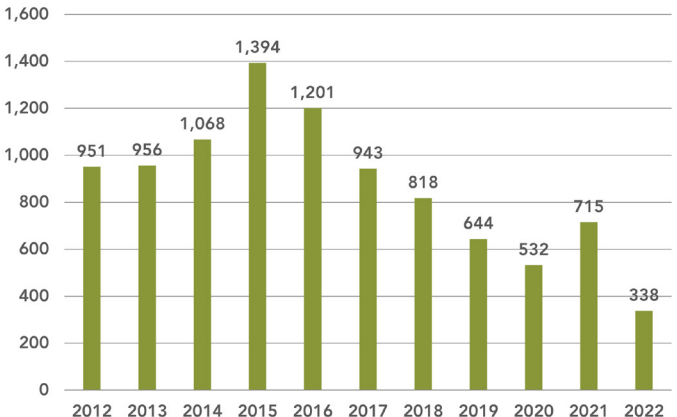
Pearland Average Home Sale Price: 2010-2021 (in thousands)

Source: HAR/MLS



Pearland Single-Family Home Permits: 2012-2022

Source: City of Pearland





Retail

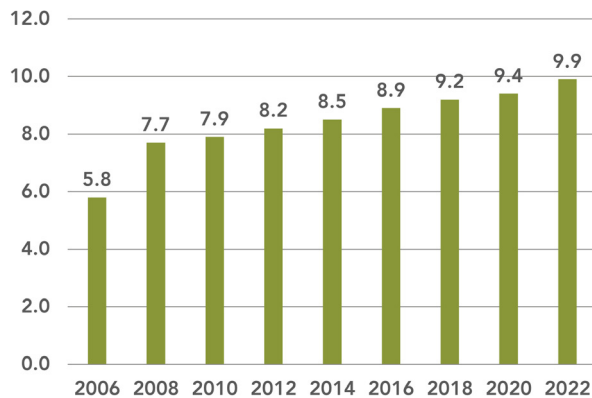
Pearland offers residents first-class shopping and dining experiences just minutes from home. Taxable retail sales have increased considerably over the past decade, reaching more than \$2.8 billion in 2022 and resulting in sales tax revenue to the city of Pearland of more than \$43 million. Prominent mixed-use lifestyle and shopping complexes – including Pearland Town Center, Silverlake Shopping Center, Shadow Creek Town Center, the Center at Pearland Parkway and The Crossing at 288 – provide residents with national retailers and dining establishments.

Pearland is listed among the state's top 50 sales tax retail markets.
 Source: Texas Comptroller 2021

Pearland Retail Space Trend: 2006-2022

(square feet in millions)

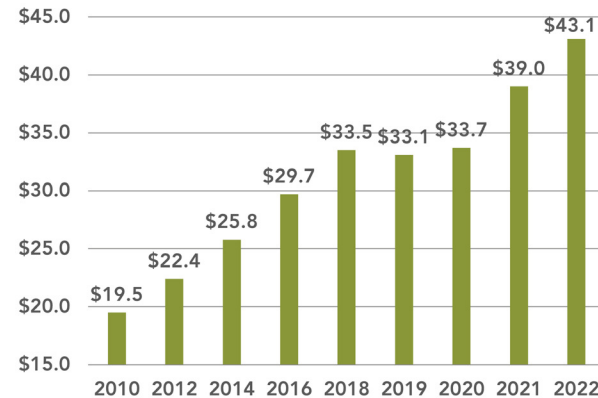
Source: CoStar

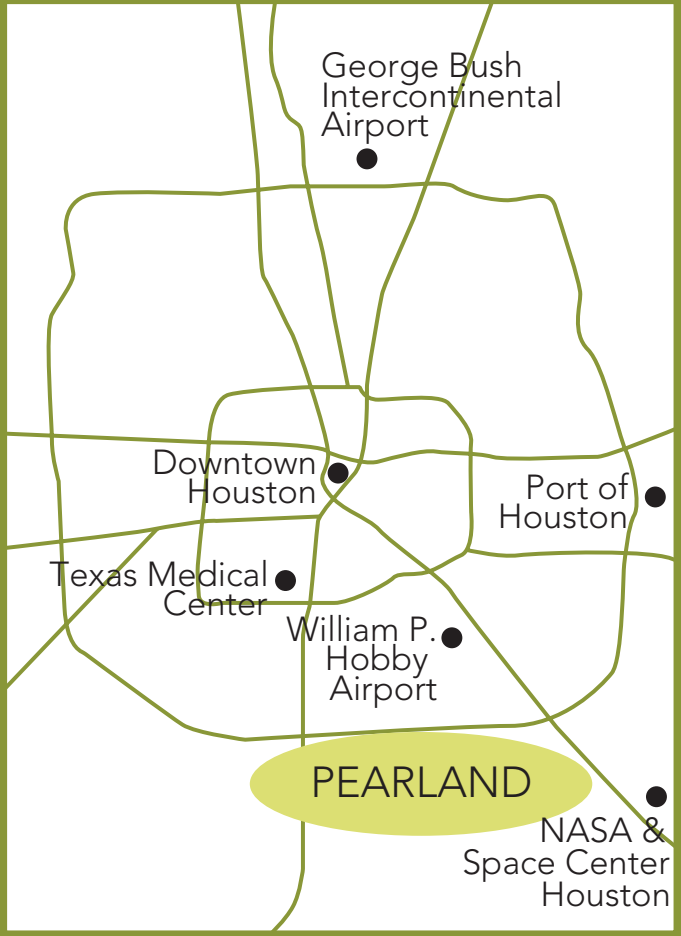


Pearland Sales Tax Collections: 2010-2022

1.5% of taxable retail sales (in millions)

Source: Texas Comptroller





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