

OPPORTUNITY

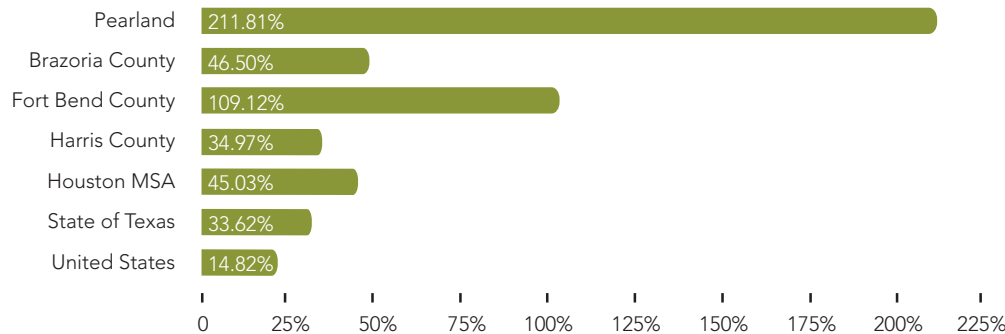
Pearland Demographic Overview



Population

According to the US Census, Pearland's population reached 117,367 in 2016, with forecasted growth of almost 66,000 additional 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 MSA since 2000. It has grown more than six times the rate of the State of Texas and 14 times the rate of the nation.

From 2010 to 2016, Pearland ranked as the 8th fastest growing city in the U.S., compared to other cities with population of 50,000+ in 2010.



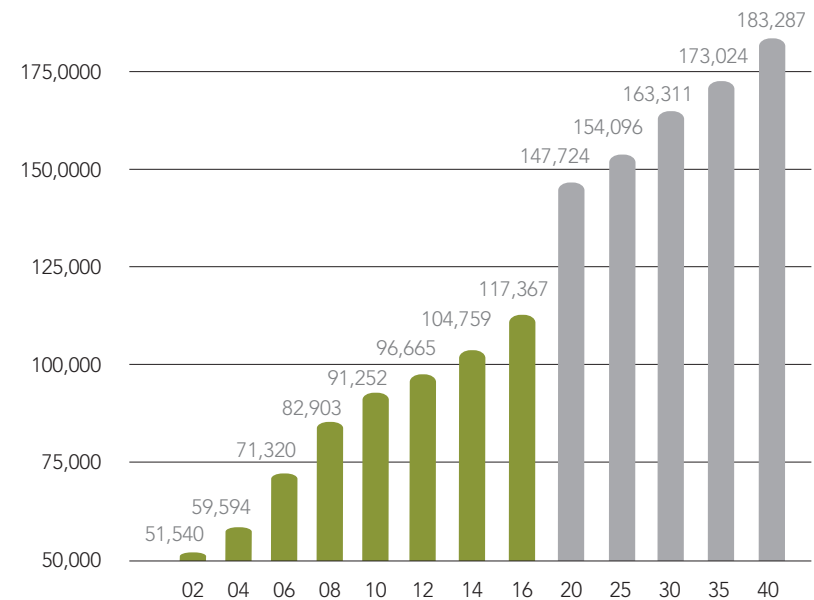
Population Growth: 2000-2016

Source: U.S. Census

MSA City Population Comparison: 2000-2016

	2000 Population	2010 Population	2016 Population	Population Growth 2000 - 2016
Houston	1,953,631	2,099,451	2,304,388	17.95%
Pasadena	141,674	149,043	153,359	8.25%
Pearland	37,640	91,252	117,367	211.81%
League City	45,444	83,560	101,619	123.61%
Sugar Land	63,328	78,817	88,187	39.25%
Missouri City	52,913	67,358	74,875	41.51%

Source: U.S. Census



Pearland Historical Population: 1970-2016 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. All U.S. Census-tracked ethnic groups within the community increased more than 50% from 2000 to 2016. Pearland continues to attract young residents, with a median age of 36.1 years – nearly two years younger than the U.S. national average of 37.9 years.

Ethnic Group Comparison: 2000-2016

	2000 Census		2016 ACS		Change 2000-2016	
	Count	Share	Count	Share	Count	%Change
White	27,629	73.4%	53,872	45.9%	26,243	95%
African American	1,968	5.2%	21,621	18.4%	19,653	998.6%
American Indian and Alaska Native	111	0.3%	177	0.2%	66	59.5%
Asian	1,355	3.6%	17,246	14.7%	15,891	1,172.8%
Native Hawaiian and Other Pacific Islander	14	0.0%	0	0.0%	-14	-100.0%
Hispanic or Latino	6,107	16.2%	20,595	17.5%	14,448	237.2%
Some Other Race	47	0.1%	275	0.2%	228	485.1%
Two or More Races	409	1.1%	3,581	3.1%	3,172	775.6%
Total Population	37,640		117,367		79,727	

Source: U.S. Census/American Community Survey

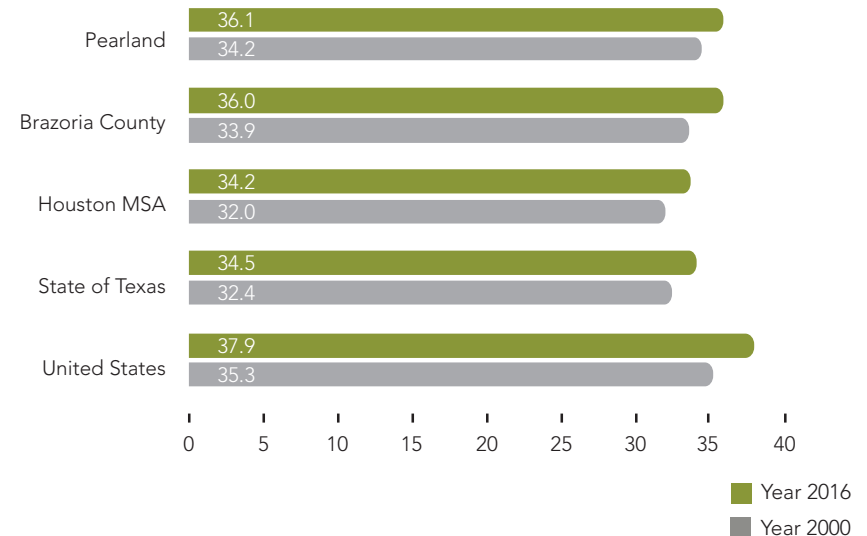
Gender and Age Comparison: 2000-2016

	2000 Census		2010 Census		2016 ACS	
	Count	Share	Count	Share	Count	Share
Male	18,468	49.1%	44,354	48.6%	57,380	48.9%
Female	19,172	50.9%	46,898	51.4%	59,987	51.1%
Under Age 10	6,031	16.0%	16,002	17.5%	16,637	14.2%
Age 10 - 17	4,824	12.8%	10,865	11.9%	14,737	12.6%
Age 18 - 24	2,762	7.3%	7,816	8.6%	11,213	9.6%
Age 25 - 34	5,681	15.1%	13,945	15.3%	14,820	12.6%
Age 35 - 44	7,205	19.1%	15,775	17.3%	19,418	16.5%
Age 45 - 54	5,164	13.7%	12,763	14.0%	16,740	14.3%
Age 55 - 64	2,814	7.5%	8,540	9.4%	11,718	10.0%
Age 65 and Over	3,159	8.4%	7,037	7.7%	12,084	10.3%

Source: U.S. Census/American Community Survey

Median Age in 2000 and 2016

Source: American Community Survey





Education

Access to high-quality education is a major reason new residents move to Pearland. All of the community's public schools in Pearland ISD and Alvin ISD achieved the Texas Education Agency's top accountability rating of "Met Standard." 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 2016		
Residents Over 25 Years Old	Pearland	U.S. Average
Less than 9th Grade	2.0%	5.4%
Some High School, No Diploma	3.9%	7.2%
High School Graduate (or GED)	18.1%	27.2%
Some College, No Degree	24.1%	20.6%
Associate Degree	7.7%	8.4%
Bachelor's Degree	26.0%	19.3%
Graduate or Professional Degree	18.3%	11.9%
High School Graduate or Higher	94.2%	87.5%
Bachelor's Degree or Higher	44.3%	31.3%

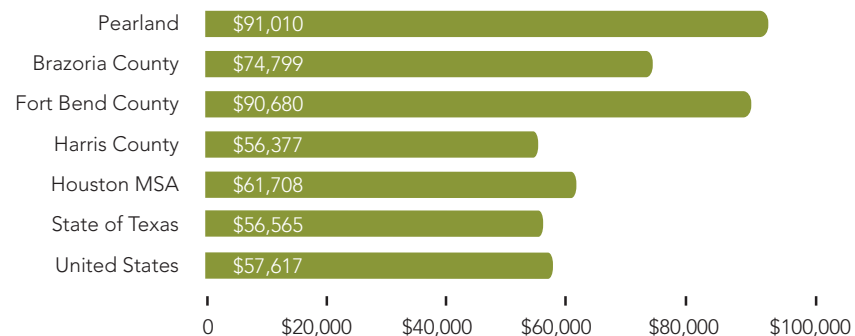
Source: American Community Survey

Income

According to the 2016 U.S. Census estimates, Pearland's median income is \$91,010, one of the highest in the Houston region and over 57% higher than the national average.

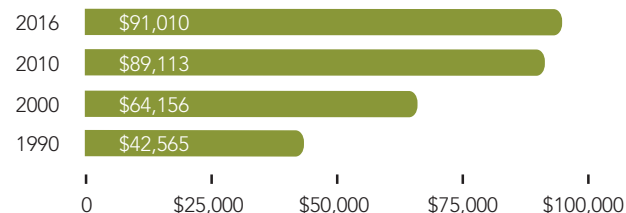
Median Household Income Comparison in 2016

Source: American Community Survey



Median Household Income - Current Year Dollars

Source: American Community Survey



44.3%

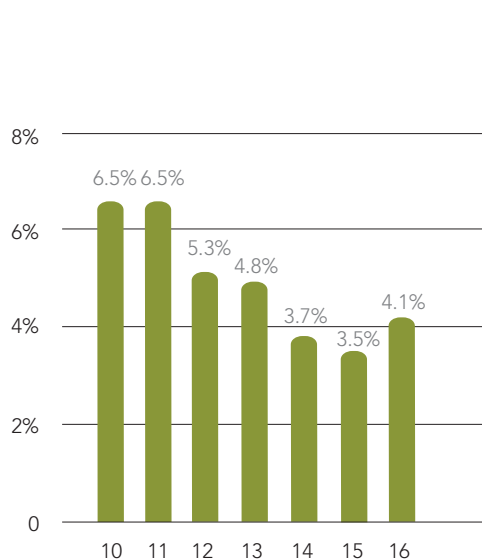
Earned College Degrees
(Bachelor's Degree or Higher)

18.3%

Hold Graduate or
Professional Degrees

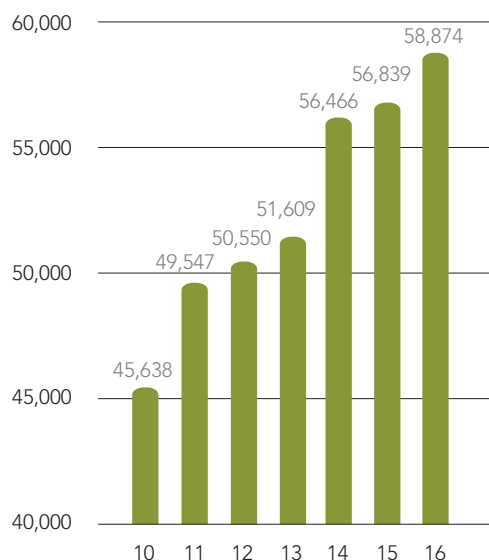
Workforce

Pearland's labor force and job base have grown substantially with its population growth. Community jobs soared from 9,169 in 2000 to 27,086 in 2015 – a staggering 195%. The total labor force increased 172% from 21,606 in 2000 to 58,874 in 2016. 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 regional zip code.



Historical Unemployment Rate: 2010-2016

Source: Texas Workforce Commission



Labor Force: 2010-2016

Source: U.S. Bureau of Labor Statistics

Estimated Job Base By Sector*

Sector	2000	2015	Change
Agriculture Support, Forestry, Fishing, Hunting, Mining, Oil/Gas Extraction and Utilities	257	184	-73
Construction	989	1,604	615
Manufacturing	847	1,800	953
Wholesale Trade	727	603	-124
Retail Trade	1,926	6,339	4,413
Transportation & Warehousing	273	410	137
Information	35	225	190
Finance & Insurance	276	722	446
Real Estate, Rental & Leasing	186	402	216
Professional, Scientific & Technical Services	330	1,379	1,049
Management of Companies & Enterprises	82	86	4
Admin, Support, Waste Mgt., Remediation Services	296	1,194	898
Educational Services	59	447	388
Health Care and Social Assistance	618	3,375	2,757
Arts, Entertainment & Recreation	233	1,069	836
Accommodation & Food Services	1,039	5,697	4,658
Other Services (Except Public Administration)	676	1,550	874
Industries Not Classified	24	2	-22

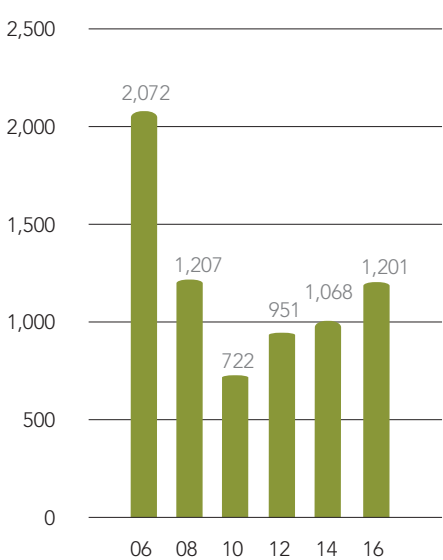
Source: Estimated based on data from U.S. Census County Business Patterns

*Data for 77581 and 77584 Zip Codes



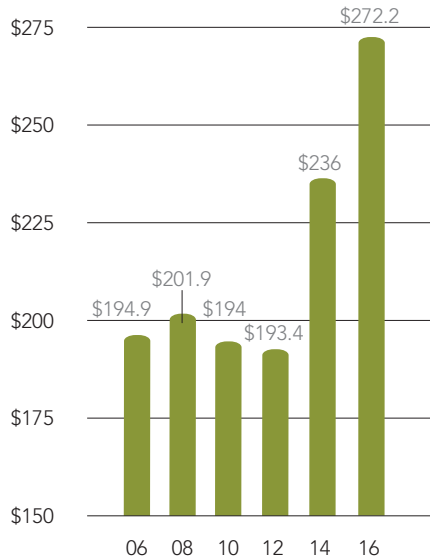
Housing

Pearland features a variety of housing options. In the past ten years, more than 12,600 new single-family homes and 3,700 multi-family units have been constructed in the community. Median home values rose almost 40% from \$167,800 in 2006 to \$231,800 in 2016. The average home sale price increased at a similar rate from \$194,900 in 2000 to \$272,200 in 2016.



Pearland Single-Family Home Permits:
2006-2016

Source: City of Pearland



Pearland Average Home Sale Price:
2006-2016 (in thousands)

Source: HAR/MLS

Houston MSA Large City Comparison: 2000-2016			
	2000 Housing Units	2016 Housing Units	Average Annual Housing Unit Growth
Pearland	13,895	41,537	7.6%
Houston	782,378	964,435	1.4%
The Woodlands	21,008	43,760	5.0%
Pasadena	50,229	52,325	0.3%
Sugar Land	21,159	30,140	2.4%
Missouri City	17,439	25,650	2.6%
League City	17,244	36,152	5.1%

Source: U.S. Census/American Community Survey

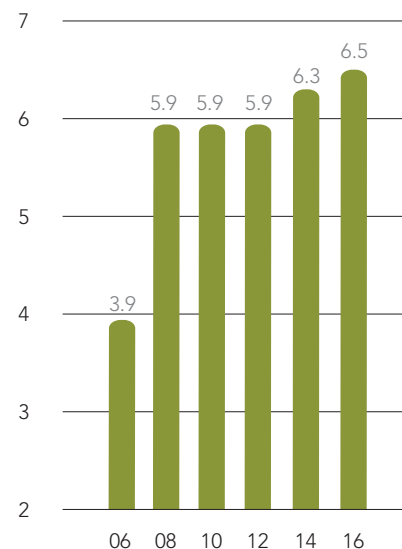


Retail

Ranked as one of Texas' top 15 retail markets for average annual retail growth, Pearland offers residents first-class shopping and dining experiences just minutes from home. Taxable retail sales have increased considerably over the past decade, reaching almost \$1.9 billion in 2016 and resulting in sales tax revenue to the City of over \$29 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 – service residents with national retailers and dining establishments.

Among the top 50 retail markets in the state of Texas, Pearland ranked 13th with an average annual sales growth of 8.3% from 2010-2015, compared to 5% for the entire state during the same time period.

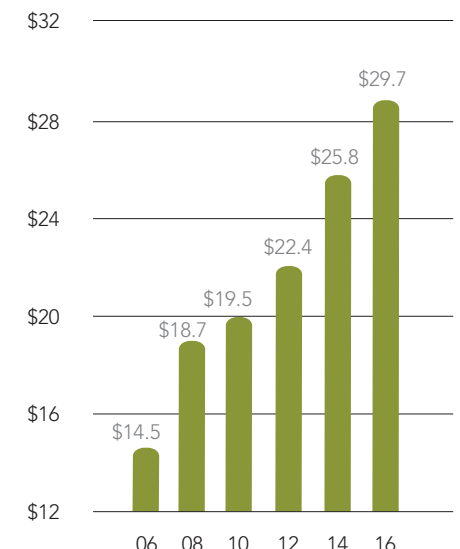
Source: Texas Comptroller



Pearland Retail Space Trend: 2006-2016

(square feet in millions)

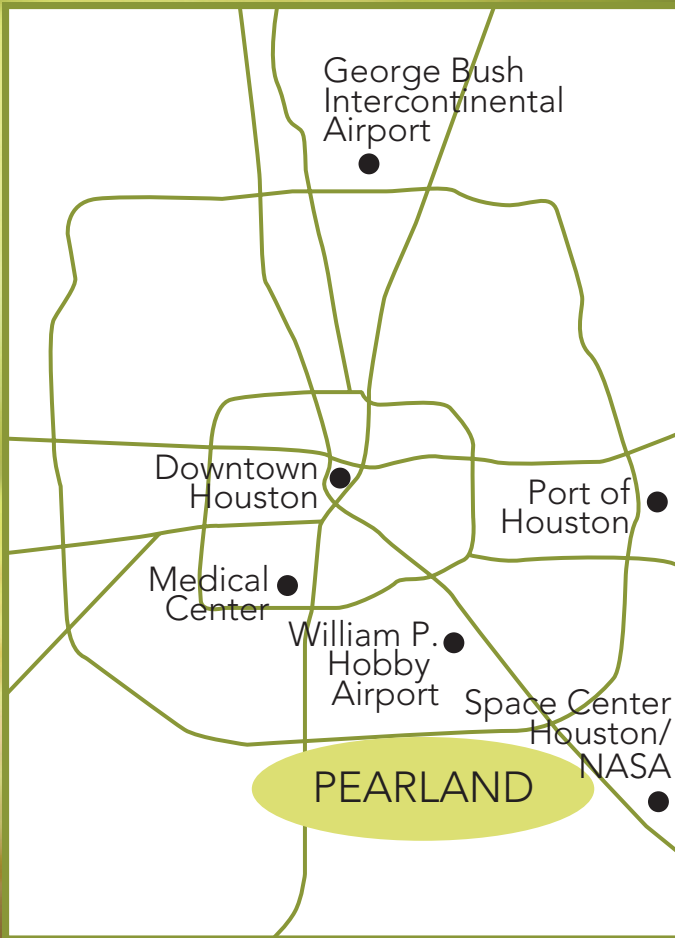
Source: O'Connor & Associates



Pearland Sales Tax Collections: 2006-2016

1.5% of taxable retail sales (in millions)

Source: Texas Comptroller



WWW.PEARLANDEDC.COM

THE BEST BUSINESS OPPORTUNITY IS DUE SOUTH.

3519 LIBERTY DRIVE, SUITE 300
PEARLAND, TEXAS 77581
281.997.3000

Data compiled by CDS Marketing Research - September 2017