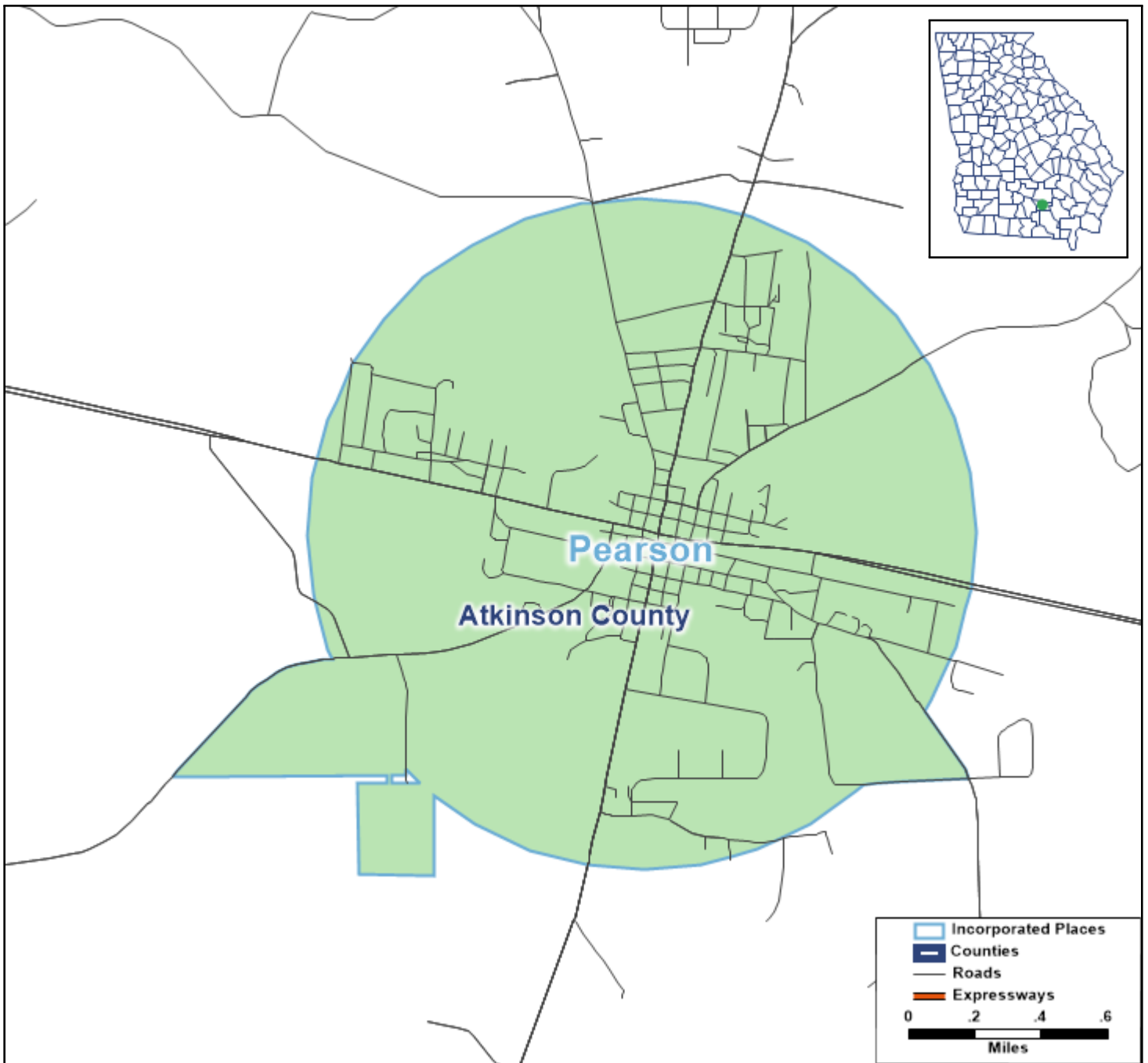


Pearson: 2021 GMA Member City Data Profile



This document presents a concise profile of Pearson based on the following three topic areas:

Demographic and Social Data

- Population
- Race and Ethnicity
- Age
- Household Type
- Citizenship
- Educational Attainment

Economic Data

- Labor Force Participation and Employment
- Industry
- Household Income
- Poverty
- Broadband Internet
- Health Insurance

Housing Data

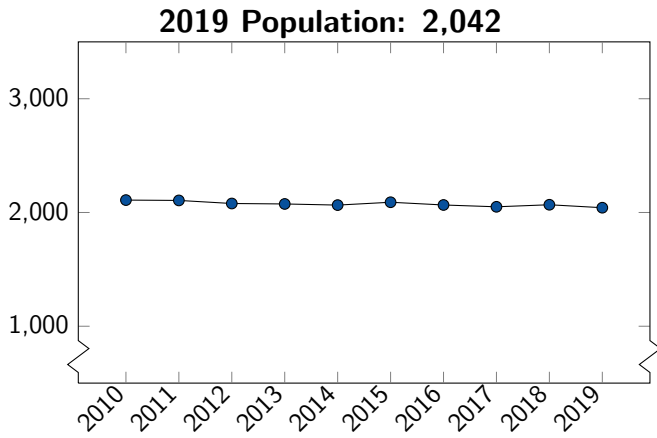
- Occupancy
- Tenure and Mortgage Status
- Median Housing Costs
- Housing Cost-Burdened Households
- Vehicles Available
- Year Structure Built

All data in this profile reflect municipal boundaries as of January 1, 2019. Population totals are from the Census Bureau's City Population Estimates program, 2019 vintage; all other data come from the Census Bureau's 2019 American Community Survey 5-year estimates. Please note that percents may not sum to 100% due to rounding.

Questions? Please contact Holger Loewendorf, GMA Research Manager, at hloewendorf@gacities.com.

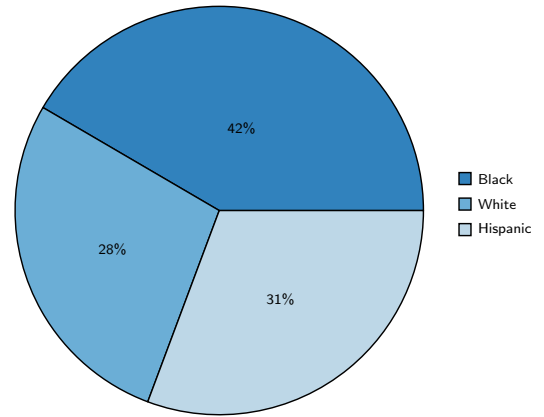
Pearson: Demographic and Social

Population



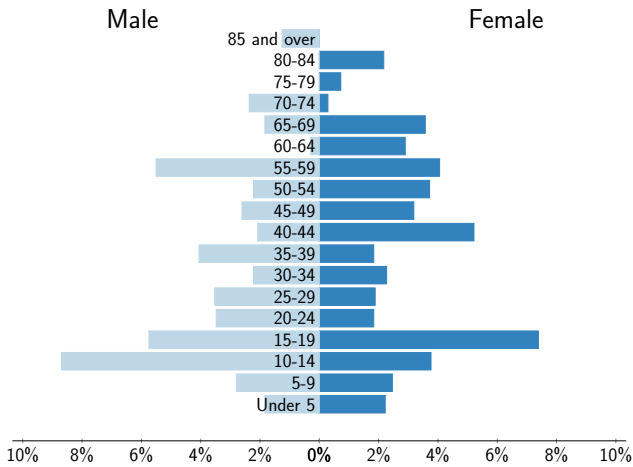
Source: U.S. Census Bureau, City Population Estimates, 2019 vintage

Race and Ethnicity



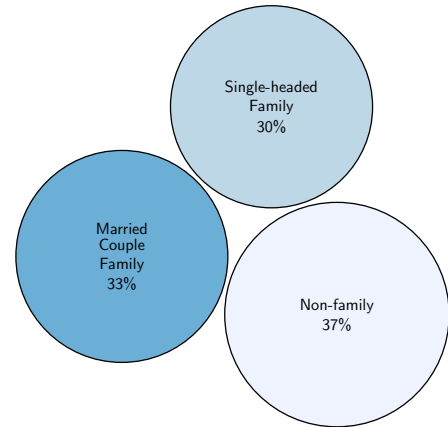
Source: American Community Survey, 2019 5-year estimates, table B03002

Age



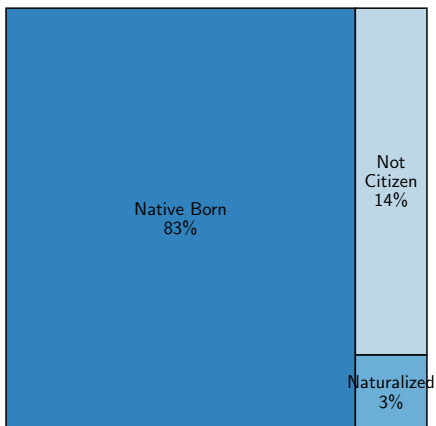
Source: American Community Survey, 2019 5-year estimates, table B01001

Household Type



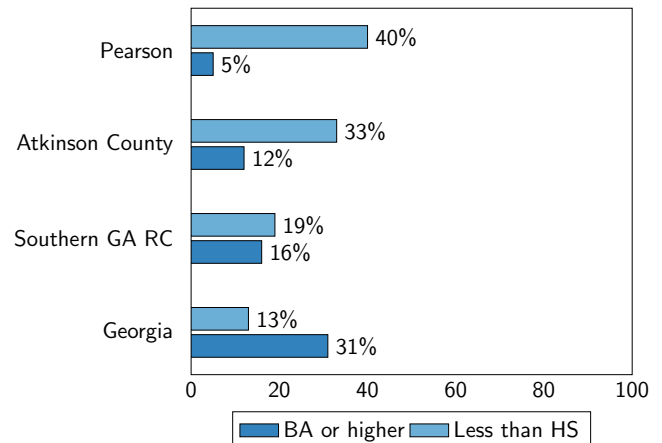
Source: American Community Survey, 2019 5-year estimates, table B11001

Citizenship



Source: American Community Survey, 2019 5-year estimates, table B05002

Educational Attainment

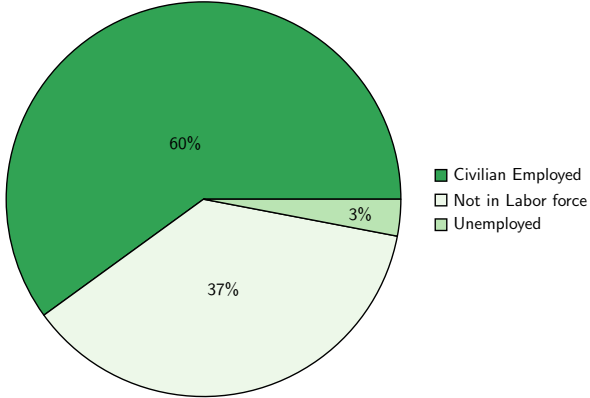


Source: American Community Survey, 2019 5-year estimates, table B15002

Pearson: Economic

Labor Force Participation and Employment

Unemployment Rate: 5.1%[†]



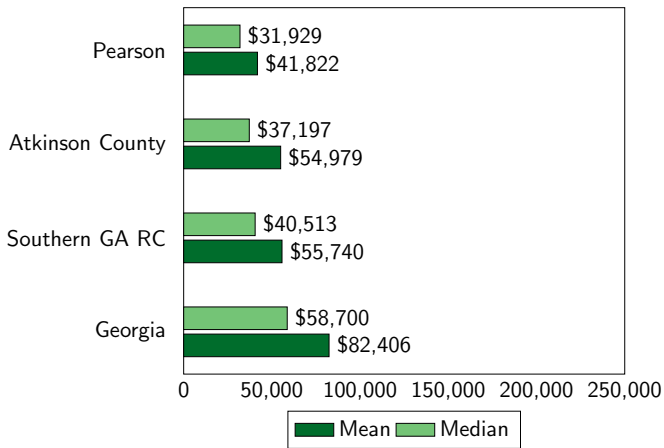
Source: American Community Survey, 2019 5-year estimates, table B23001
[†]Note: Unemployment rate is based upon the civilian labor force.

Industry

Agriculture, forestry, fishing and hunting, and mining	7%
Construction	13%
Manufacturing	22%
Wholesale Trade	3%
Retail Trade	15%
Transportation and warehousing, and utilities	8%
Information	1%
Finance and insurance, real estate, rental, leasing	1%
Professional, scientific, mgt, administrative, waste mgt	9%
Educational services, and health care and social assistance	7%
Arts, entertainment, recreation, accommodation, food service	7%
Other services, except public administration	1%
Public administration	7%

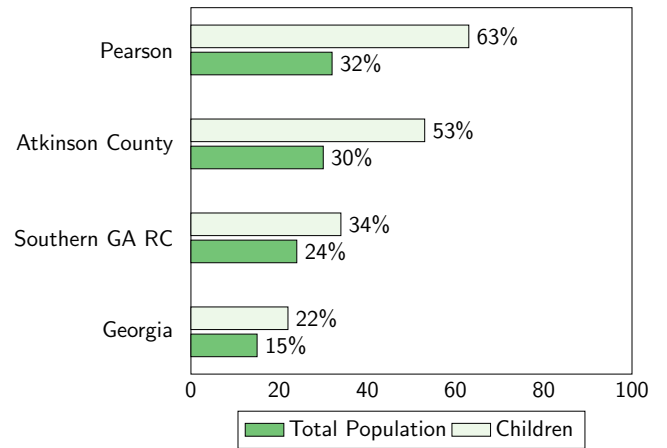
Source: American Community Survey, 2019 5-year estimates, table C24030

Household Income



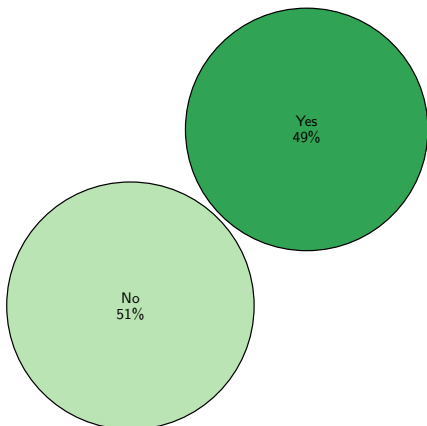
Source: American Community Survey, 2019 5-year estimates, tables B19013 and B19025

Poverty



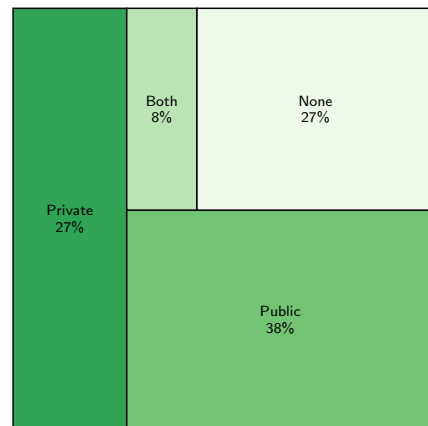
Source: American Community Survey, 2019 5-year estimates, table B17010

Broadband Internet



Source: American Community Survey, 2019 5-year estimates, table B28002

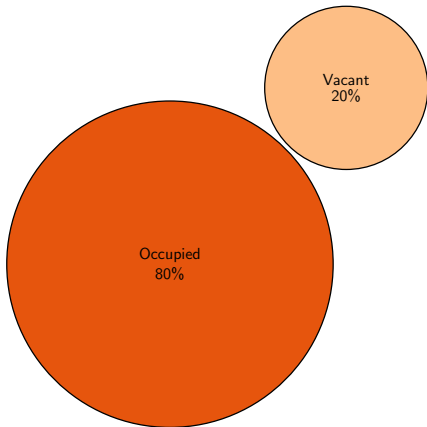
Health Insurance



Source: American Community Survey, 2019 5-year estimates, table B18135

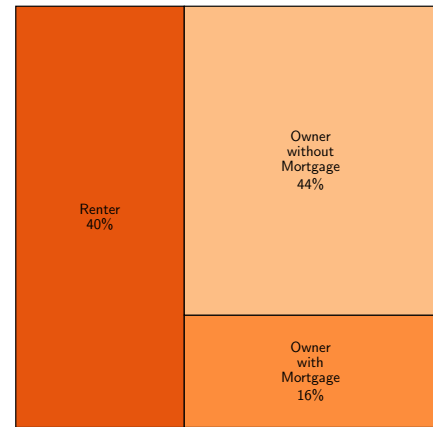
Pearson: Housing

Occupancy



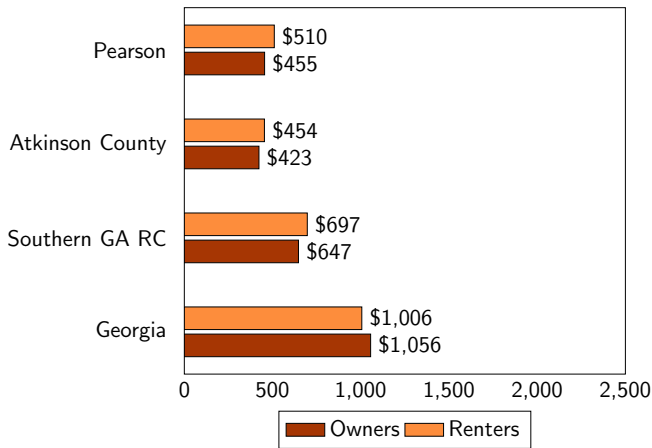
Source: American Community Survey, 2019 5-year estimates, table B25002

Tenure and Mortgage Status



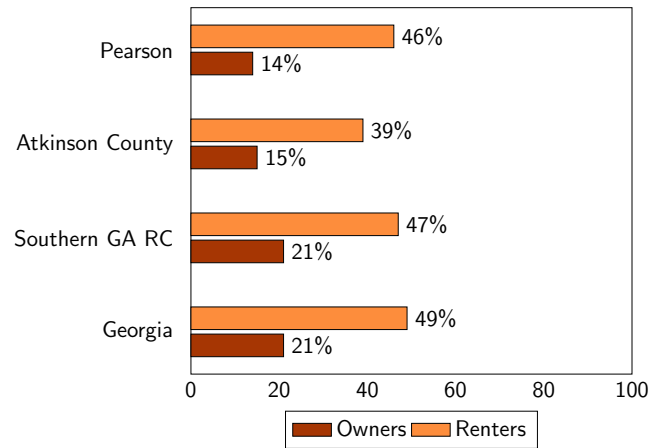
Source: American Community Survey, 2019 5-year estimates, tables B25009 and B25081

Median Housing Costs



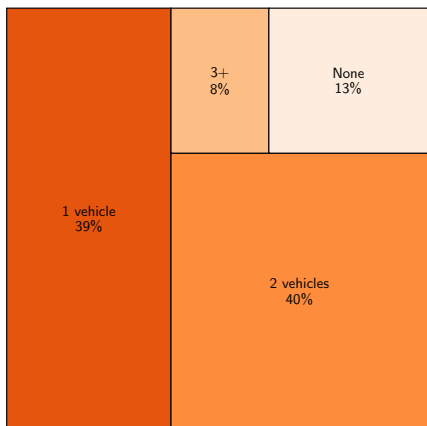
Source: American Community Survey, 2019 5-year estimates, tables B25088 and B25064

Housing Cost-Burdened Households



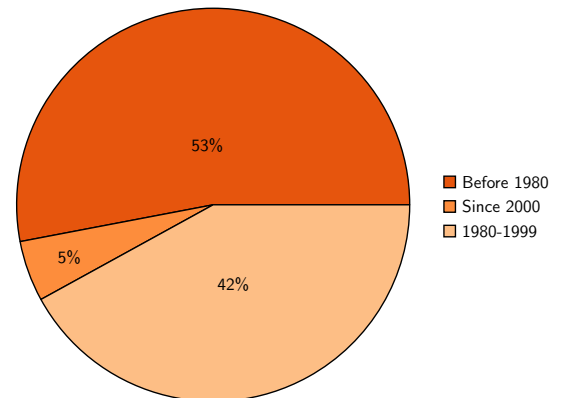
Source: American Community Survey, 2019 5-year estimates, tables B25091 and B25070

Vehicles Available



Source: American Community Survey, 2019 5-year estimates, table B25044

Year Structure Built



Source: American Community Survey, 2019 5-year estimates, table B25034