THE NCS™
The National Citizen Survey™

Goodyear, AZ

Trends over Time

2015

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. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2015 ratings for the City of Goodyear to its previous survey results in 2014. (Data collection for the 2015 survey occurred in October and November, while data collection for the 2014 survey occurred in January and February.) Additional reports and technical appendices are available under separate cover.

Trend data for Goodyear represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than five percentage points between the 2014 and 2015 surveys, otherwise the comparison between 2014 and 2015 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Goodyear for 2015 generally remained stable. Of the 129 items for which comparisons were available, 105 items were rated similarly in 2014 and 2015, 17 items showed a decrease in ratings and 7 showed an increase in ratings. Notable trends over time included the following:

- Within the pillar of Community Characteristics, trends between 2014 and 2015 generally remained stable, but there were some exceptions. Within the facet of Recreation and Wellness, ratings for health and wellness increased while the ratings for fitness opportunities decreased. Additionally, air quality ratings in Goodyear increased between survey years, while ratings for the overall image or reputation of Goodyear decreased from 2014 to 2015.
- Ratings within the pillar of Governance tended remain stable over time. However, some ratings increased from 2014 to 2015 including emergency preparedness, public libraries, and services provided by the Federal Government. Ratings decreased for fire prevention, street cleaning, open space, storm drainage, utility billing and land use, planning and zoning.
- Some rates of Participation changed from 2014 to 2015. More residents reported that they were not the victim of a crime and more residents reported that they had contacted City of Goodyear employees in 2015 than in 2014. Fewer residents reported that they had walked or biked instead of driving, visited a City park, participated in physical activity, participated in religious or spiritual activities or attended a City-sponsored event in 2015 compared to 2014.

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2015 rating compared to 2014	Comparison to benchmark	
	2014	2015		2014	2015
Overall quality of life	91%	88%	Similar	Similar	Similar
Overall image	81%	75%	Lower	Similar	Similar
Place to live	95%	93%	Similar	Similar	Similar
Neighborhood	92%	92%	Similar	Similar	Similar
Place to raise children	87%	85%	Similar	Similar	Similar
Place to retire	84%	84%	Similar	Higher	Higher
Overall appearance	85%	82%	Similar	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2015 rating compared to 2014	Comparison to benchmark	
		2014	2015		2014	2015
	Overall feeling of safety	90%	89%	Similar	Similar	Similar
	Safe in neighborhood	97%	97%	Similar	Similar	Similar
Safety	Safe downtown/commercial area	90%	89%	Similar	Similar	Similar
	Overall ease of travel	85%	84%	Similar	Similar	Similar
	Paths and walking trails	68%	63%	Similar	Similar	Similar
	Ease of walking	72%	65%	Lower	Similar	Similar
	Travel by bicycle	60%	58%	Similar	Similar	Similar
	Travel by public transportation	27%	31%	Similar	Lower	Lower
	Travel by car	86%	85%	Similar	Higher	Higher
Mobility	Traffic flow	79%	76%	Similar	Higher	Higher
	Overall natural environment	80%	82%	Similar	Similar	Similar
	Cleanliness	83%	81%	Similar	Similar	Similar
Natural Environment	Air quality	58%	66%	Higher	Similar	Similar
	Overall built environment	70%	66%	Similar	Similar	Similar
	New development in Goodyear	59%	56%	Similar	Similar	Similar
	Affordable quality housing	73%	70%	Similar	Higher	Higher
	Housing options	78%	77%	Similar	Higher	Higher
Built Environment	Public places	63%	64%	Similar	Similar	Similar
	Overall economic health	67%	67%	Similar	Similar	Similar
	Vibrant downtown/commercial area	30%	27%	Similar	Lower	Lower
	Business and services	65%	61%	Similar	Similar	Similar
	Cost of living	61%	57%	Similar	Higher	Similar
	Shopping opportunities	51%	51%	Similar	Similar	Similar
	Employment opportunities	29%	31%	Similar	Similar	Similar
Economy	Place to visit	64%	65%	Similar	Similar	Similar

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2015 rating compared to 2014	Comparison to benchmark	
		2014	2015		2014	2015
	Place to work	58%	58%	Similar	Similar	Similar
Recreation and Wellness	Health and wellness	68%	75%	Higher	Similar	Similar
	Mental health care	51%	51%	Similar	Similar	Similar
	Preventive health services	71%	66%	Similar	Similar	Similar
	Health care	69%	66%	Similar	Similar	Similar
	Food	72%	69%	Similar	Similar	Similar
	Recreational opportunities	65%	65%	Similar	Similar	Similar
	Fitness opportunities	76%	70%	Lower	Similar	Similar
Education and Enrichment	Religious or spiritual events and activities	72%	72%	Similar	Similar	Similar
	Cultural/arts/music activities	46%	45%	Similar	Similar	Similar
	Adult education	52%	55%	Similar	Similar	Similar
	K-12 education	70%	68%	Similar	Similar	Similar
	Child care/preschool	60%	59%	Similar	Similar	Similar
Community Engagement	Social events and activities	54%	49%	Lower	Similar	Similar
	Neighborliness	62%	62%	Similar	Similar	Similar
	Openness and acceptance	73%	72%	Similar	Similar	Similar
	Opportunities to participate in community matters	58%	59%	Similar	Similar	Similar
	Opportunities to volunteer	63%	60%	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2015 rating compared to 2014	Comparison to benchmark	
	2014	2015		2014	2015
Services provided by Goodyear	81%	78%	Similar	Similar	Similar
Customer service	78%	77%	Similar	Similar	Similar
Value of services for taxes paid	61%	54%	Lower	Similar	Similar
Overall direction	74%	73%	Similar	Higher	Similar
Welcoming citizen involvement	63%	60%	Similar	Similar	Similar
Confidence in City government	63%	62%	Similar	Similar	Similar
Acting in the best interest of Goodyear	64%	65%	Similar	Similar	Similar
Being honest	65%	64%	Similar	Similar	Similar
Treating all residents fairly	69%	66%	Similar	Higher	Similar
Services provided by the Federal Government	35%	41%	Higher	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			Comparison to benchmark	
		2014	2015	2015 rating compared to 2014	2014	2015
	Police	88%	87%	Similar	Similar	Similar
	Fire	95%	93%	Similar	Similar	Similar
	Ambulance/EMS	94%	91%	Similar	Similar	Similar
	Crime prevention	82%	80%	Similar	Similar	Similar
	Fire prevention	84%	78%	Lower	Similar	Similar
Safety	Emergency preparedness	56%	65%	Higher	Similar	Similar
	Traffic enforcement	78%	73%	Similar	Similar	Similar
	Street repair	69%	65%	Similar	Higher	Higher
	Street cleaning	79%	73%	Lower	Similar	Similar
	Street lighting	72%	73%	Similar	Similar	Similar
	Sidewalk maintenance	72%	71%	Similar	Higher	Higher
	Traffic signal timing	56%	57%	Similar	Similar	Similar
Mobility	Bus or transit services	34%	34%	Similar	Lower	Lower
	Garbage collection	90%	88%	Similar	Similar	Similar
	Recycling	88%	86%	Similar	Similar	Similar
	Yard waste pick-up	84%	81%	Similar	Similar	Similar
	Drinking water	54%	51%	Similar	Lower	Lower
	Natural areas preservation	67%	62%	Similar	Similar	Similar
Natural Environment	Open space	69%	62%	Lower	Similar	Similar
	Storm drainage	75%	66%	Lower	Similar	Similar
	Sewer services	78%	75%	Similar	Similar	Similar
	Utility billing	68%	61%	Lower	Similar	Similar
	Land use, planning and zoning	62%	55%	Lower	Similar	Similar
Built Environment	Code enforcement	54%	53%	Similar	Similar	Similar
Economy	Economic development	54%	55%	Similar	Similar	Similar
	City parks	79%	78%	Similar	Similar	Similar
	Recreation programs	64%	67%	Similar	Similar	Similar
	Recreation centers	67%	67%	Similar	Similar	Similar
Recreation and Wellness	Health services	67%	67%	Similar	Similar	Similar
	Special events	68%	67%	Similar	Similar	Similar
Education and Enrichment	Public libraries	66%	78%	Higher	Lower	Similar
Community Engagement	Public information	69%	68%	Similar	Similar	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2014	Comparison to benchmark	
	2014	2015		2014	2015
Sense of community	63%	59%	Similar	Similar	Similar
Recommend Goodyear	95%	91%	Similar	Similar	Similar
Remain in Goodyear	90%	86%	Similar	Similar	Similar
Contacted Goodyear employees	39%	45%	Higher	Lower	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2014	Comparison to benchmark	
		2014	2015		2014	2015
Safety	Stocked supplies for an emergency	25%	24%	Similar	Lower	Lower
	Did NOT report a crime	83%	85%	Similar	Similar	Similar
	Was NOT the victim of a crime	86%	93%	Higher	Similar	Similar
Mobility	Used public transportation instead of driving	6%	5%	Similar	Much lower	Much lower
	Carpooled instead of driving alone	48%	45%	Similar	Similar	Similar
	Walked or biked instead of driving	55%	45%	Lower	Similar	Lower
Natural Environment	Conserved water	90%	90%	Similar	Similar	Similar
	Made home more energy efficient	78%	80%	Similar	Similar	Similar
	Recycled at home	94%	93%	Similar	Higher	Similar
Built Environment	Did NOT observe a code violation	50%	52%	Similar	Similar	Similar
	NOT under housing cost stress	75%	74%	Similar	Similar	Similar
Economy	Purchased goods or services in Goodyear	98%	97%	Similar	Similar	Similar
	Economy will have positive impact on income	35%	33%	Similar	Higher	Similar
	Work in Goodyear	31%	27%	Similar	Lower	Lower
Recreation and Wellness	Used Goodyear recreation centers	53%	49%	Similar	Similar	Similar
	Visited a City park	83%	78%	Lower	Similar	Similar
	Ate 5 portions of fruits and vegetables	86%	85%	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	87%	82%	Lower	Similar	Similar
	In very good to excellent health	75%	65%	Lower	Similar	Similar
Education and Enrichment	Used Goodyear public libraries	44%	47%	Similar	Much lower	Lower
	Participated in religious or spiritual activities	51%	42%	Lower	Similar	Similar
	Attended a City-sponsored event	49%	41%	Lower	Similar	Lower
Community Engagement	Campaigned for an issue, cause or candidate	14%	15%	Similar	Similar	Similar

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2014	Comparison to benchmark	
	2014	2015		2014	2015
Contacted Goodyear elected officials	8%	8%	Similar	Similar	Similar
Volunteered	32%	32%	Similar	Lower	Similar
Participated in a club	27%	28%	Similar	Similar	Similar
Talked to or visited with neighbors	90%	88%	Similar	Similar	Similar
Done a favor for a neighbor	76%	76%	Similar	Similar	Similar
Attended a local public meeting	15%	17%	Similar	Similar	Similar
Watched a local public meeting	10%	9%	Similar	Much lower	Lower
Read or watched local news	87%	84%	Similar	Similar	Similar
Voted in local elections	79%	80%	Similar	Similar	Similar

THE NCS™

The National Citizen Survey™

Goodyear, AZ

Community Livability Report

2015

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

Contents

About 1
Quality of Life in Goodyear 2
Community Characteristics 3
Governance 5
Participation 7
Special Topics 9
Conclusions 13

The National Citizen Survey™
© 2001-2015 National Research Center, Inc.

The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About

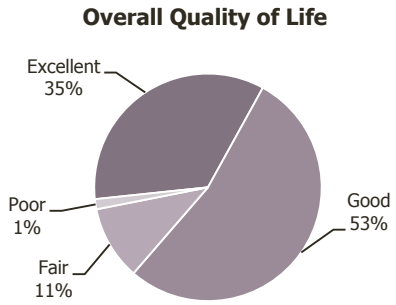
The National Citizen Survey™ (The NCS) report is about the "livability" of Goodyear. The phrase "livable community" is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 657 residents of the City of Goodyear. The margin of error around any reported percentage is 4% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

Quality of Life in Goodyear

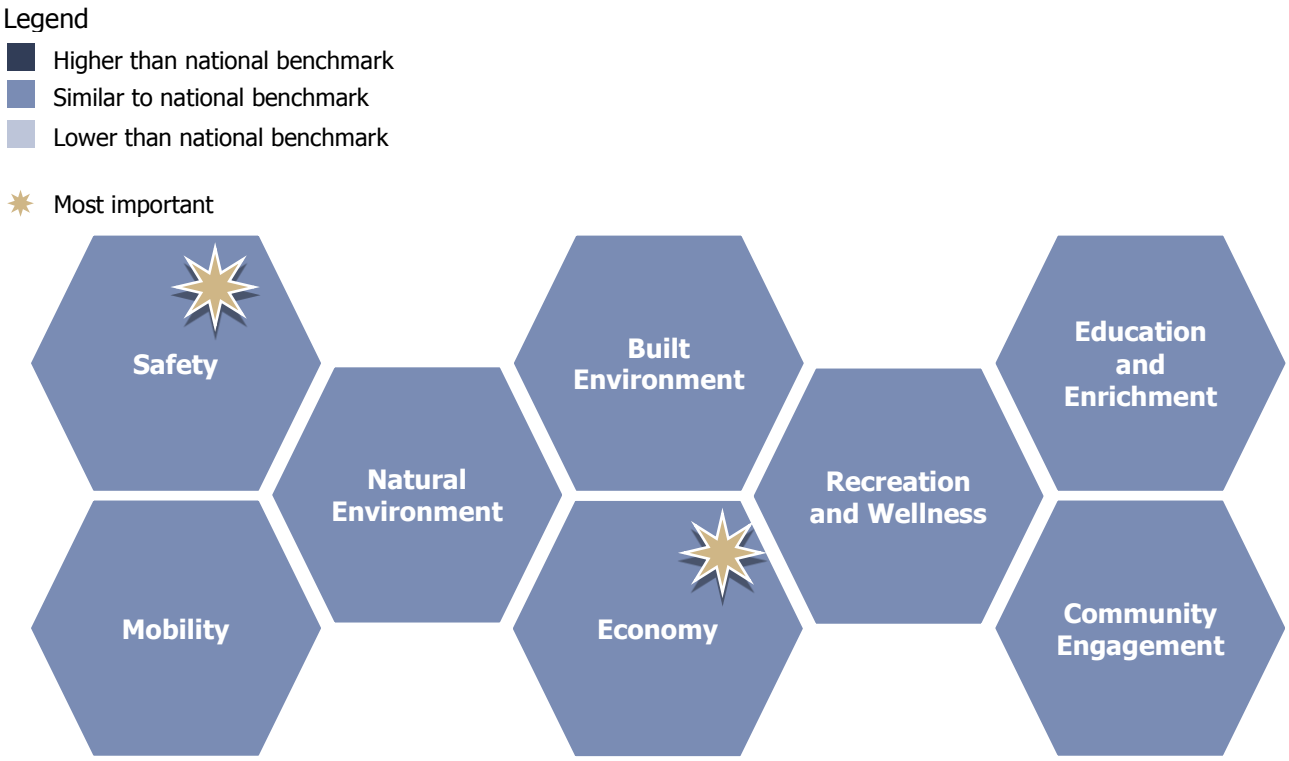
Most residents rated the quality of life in Goodyear as excellent or good. This rating was similar to ratings seen in other communities (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Goodyear community in the coming two years. Goodyear residents gave favorable ratings to both of these facets of community as they did to all eight facets of community livability; all tended to have ratings that were similar to the benchmark. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Goodyear's unique questions.



Community Characteristics

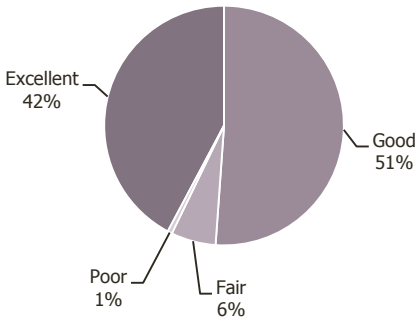
What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Goodyear, 93% rated the City as an excellent or good place to live. Respondents' ratings of Goodyear as a place to live were similar to ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Goodyear as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Goodyear and its overall appearance. More than 8 in 10 residents favorably rated Goodyear as a place to raise children, retire and Goodyear's overall appearance while about three-quarters favorably rated Goodyear's overall image. Almost all residents rated their neighborhood as a place to live as excellent or good. Most of these ratings were similar to the national benchmark; however, Goodyear as a place to retire received ratings higher than what was seen in comparison communities.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Overall, results were similar to other communities and most aspects of Community Characteristics were rated favorably by a majority of residents. Aspects within Safety rated the most positively close to 9 in 10 residents saying overall they feel safe in Goodyear as well as in their neighborhoods and in the downtown/commercial area. Ratings within Mobility varied with at least three-quarters of residents rating travel by car, traffic flow and overall ease of travel in Goodyear well. Travel by car and traffic flow received ratings above the national benchmark while ratings for public transportation were rated less favorably and below the national comparison. Built Environment received positive ratings that were at least similar to or above the national benchmark including affordable quality housing and housing options which was rated positively by a majority of residents and higher than the national benchmark. Aspects within the remaining facets of community livability received positive ratings that were generally similar to the benchmark.

Place to Live



Compared to 2014, two items increased and four items declined over time. Aspects rated higher in 2015 included air quality and health and wellness. The items that trended downwards between survey years were ease of walking, fitness opportunities, social events and activities and overall image of Goodyear (see the *Trends Over Time* report provided under separate cover for more details).

Percent rating positively (e.g., excellent/good)

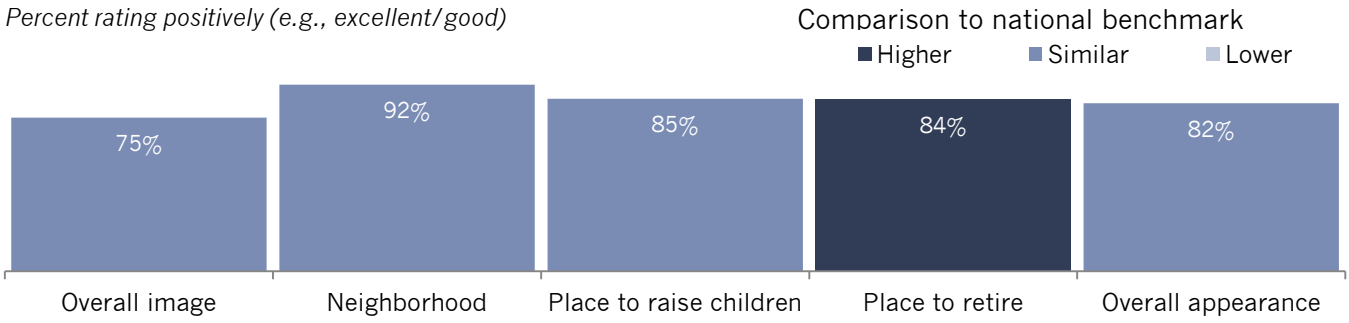
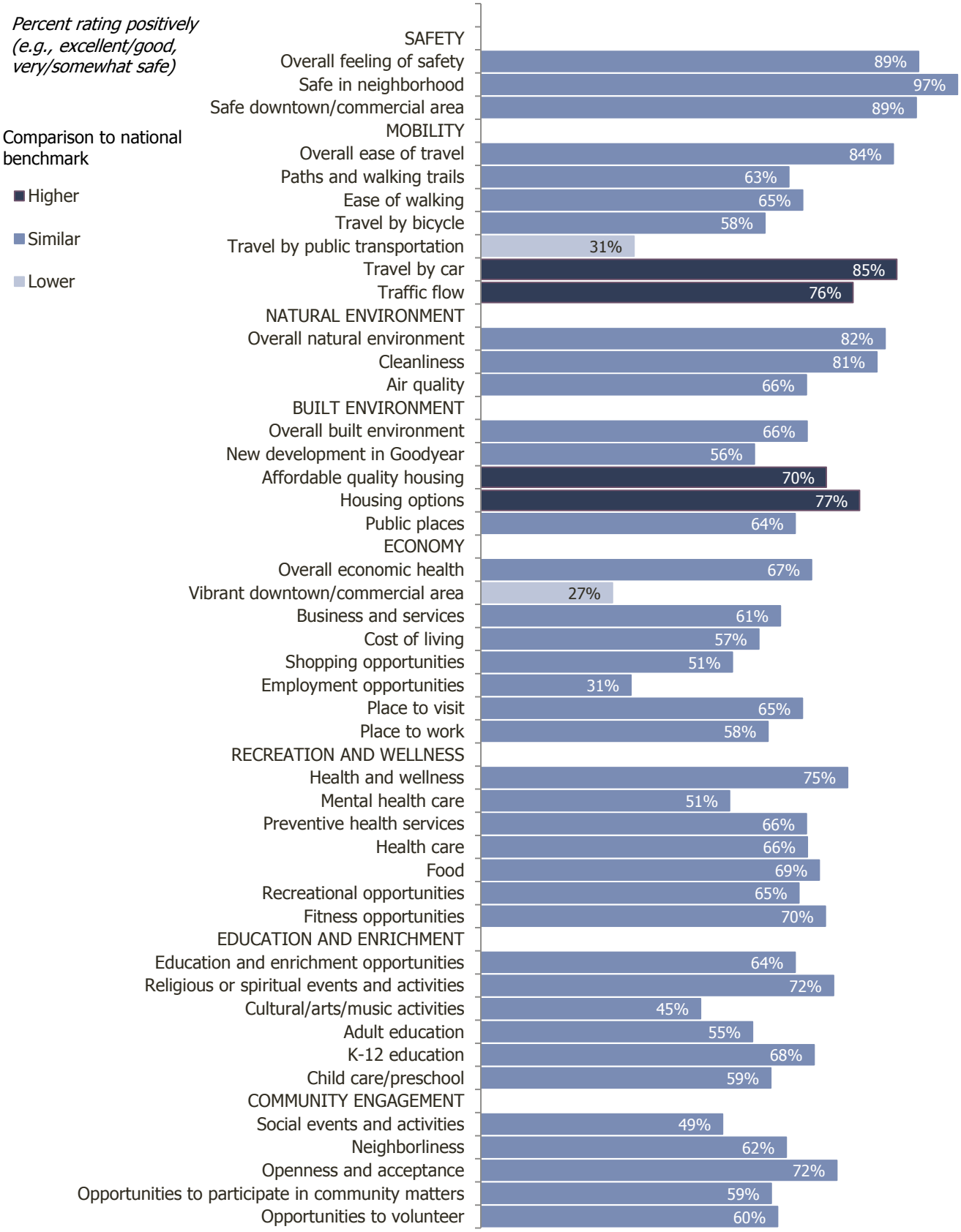


Figure 1: Aspects of Community Characteristics



Governance

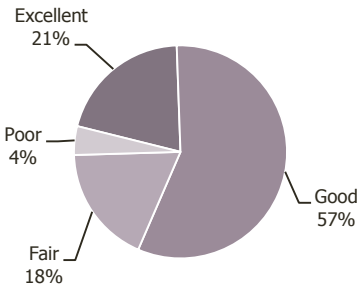
How well does the government of Goodyear meet the needs and expectations of its residents?

The overall quality of the services provided by Goodyear as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About three-quarters gave favorable ratings to the overall quality of services provided by the City of Goodyear, while about 4 in 10 gave positive ratings to the Federal Government. Both of these ratings were similar to comparison communities.

Survey respondents also rated various aspects of Goodyear's leadership and governance. The majority of government services received positive ratings by 6 in 10 residents; however, the overall direction that Goodyear is taking and overall customer service by Goodyear employees received strong ratings from at least 70% of residents. All ratings for the quality of services provided by the government tended to receive ratings that were similar to the benchmark.

Respondents evaluated over 30 individual services and amenities available in Goodyear. Ratings within Mobility were generally positive though mixed. The majority of residents (7 in 10) gave positive ratings to most aspects of Mobility and both street repair (65%) and sidewalk maintenance (71%) received ratings that were higher than the ratings seen in other communities. Meanwhile, bus or transit services received positive ratings from 3 in 10 residents which was lower than the national benchmark. All other facets of Governance received positive ratings from the bulk of respondents especially within Safety where the majority of aspects received strong ratings from nearly 8 in 10 residents and fire services and ambulance/EMS services receiving excellent or good ratings from 9 in 10 residents.

Overall Quality of City Services



Overall, most aspects of Governance remained stable over time. However, ratings for emergency preparedness, public libraries, and services by the Federal Government increased between comparison years and fire prevention, street cleaning, open space, storm drainage, utility billing, land use planning and zoning and value or services for taxes paid decreased in 2015.

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

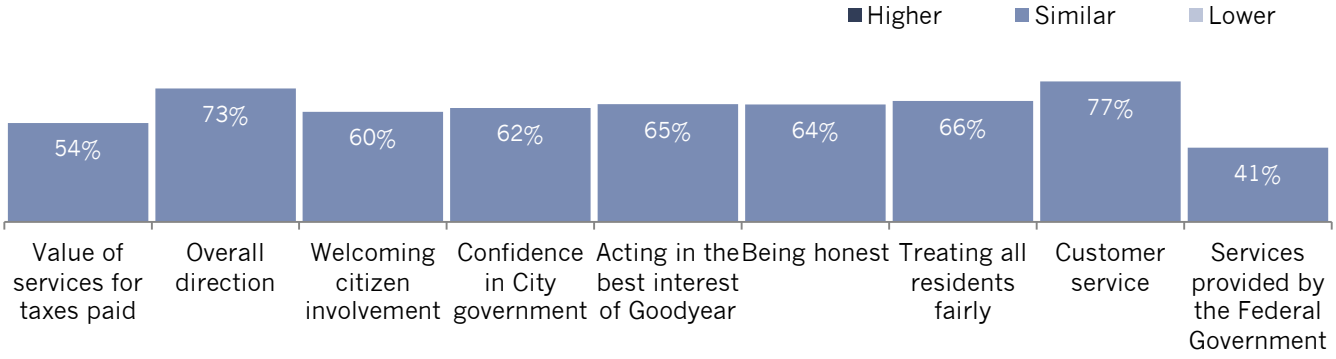
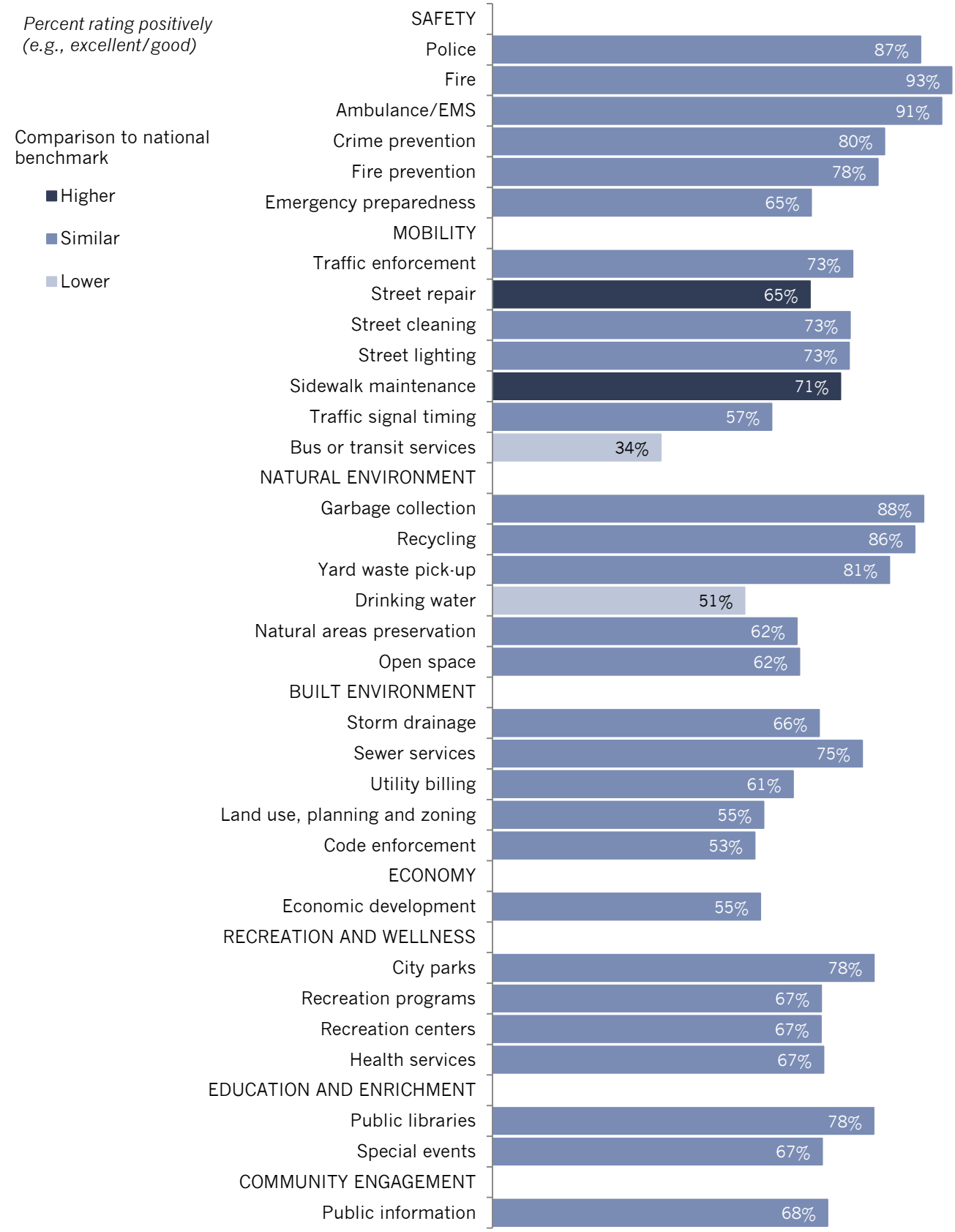


Figure 2: Aspects of Governance



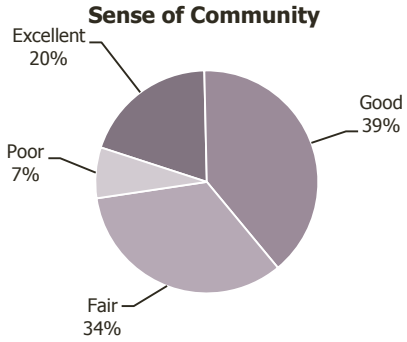
Participation

Are the residents of Goodyear connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. A majority of residents gave positive marks to the sense of community in Goodyear, a rating that was similar to the national benchmark. Nine in ten residents responding to the survey reported that they would recommend living in Goodyear and slightly fewer planned to remain in the community for the next five years. About half of Goodyear participants had contacted City employees, a rate that has increased since 2014, but that is similar to that seen in other communities.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Participation levels tended to vary across facets, and most aspects received ratings that were similar to other communities. Almost all residents had purchased goods or services in Goodyear (97%), however less than one-third reported working in Goodyear. More than ten aspects of Participation received high marks from at least 8 in 10 residents while residents reported lower participation rates than comparison communities for seven aspects including using public transportation instead of driving, watching a local public meeting, and walking or biking instead of driving, one aspect which decreased in 2015.

Where comparisons over time were available, measures of Participation were mixed. In addition to reporting increased contact with Goodyear employees, more residents reported that they were not a victim of a crime. Additionally, 28 aspects of Participation remained stable in their ratings over time while six aspects decreased in 2015.



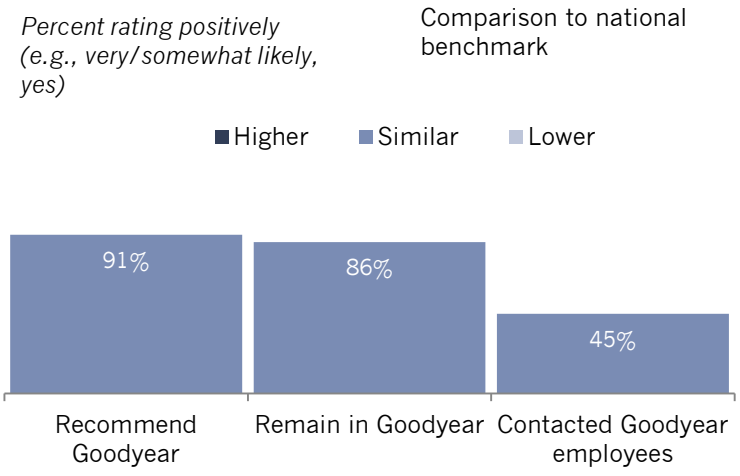
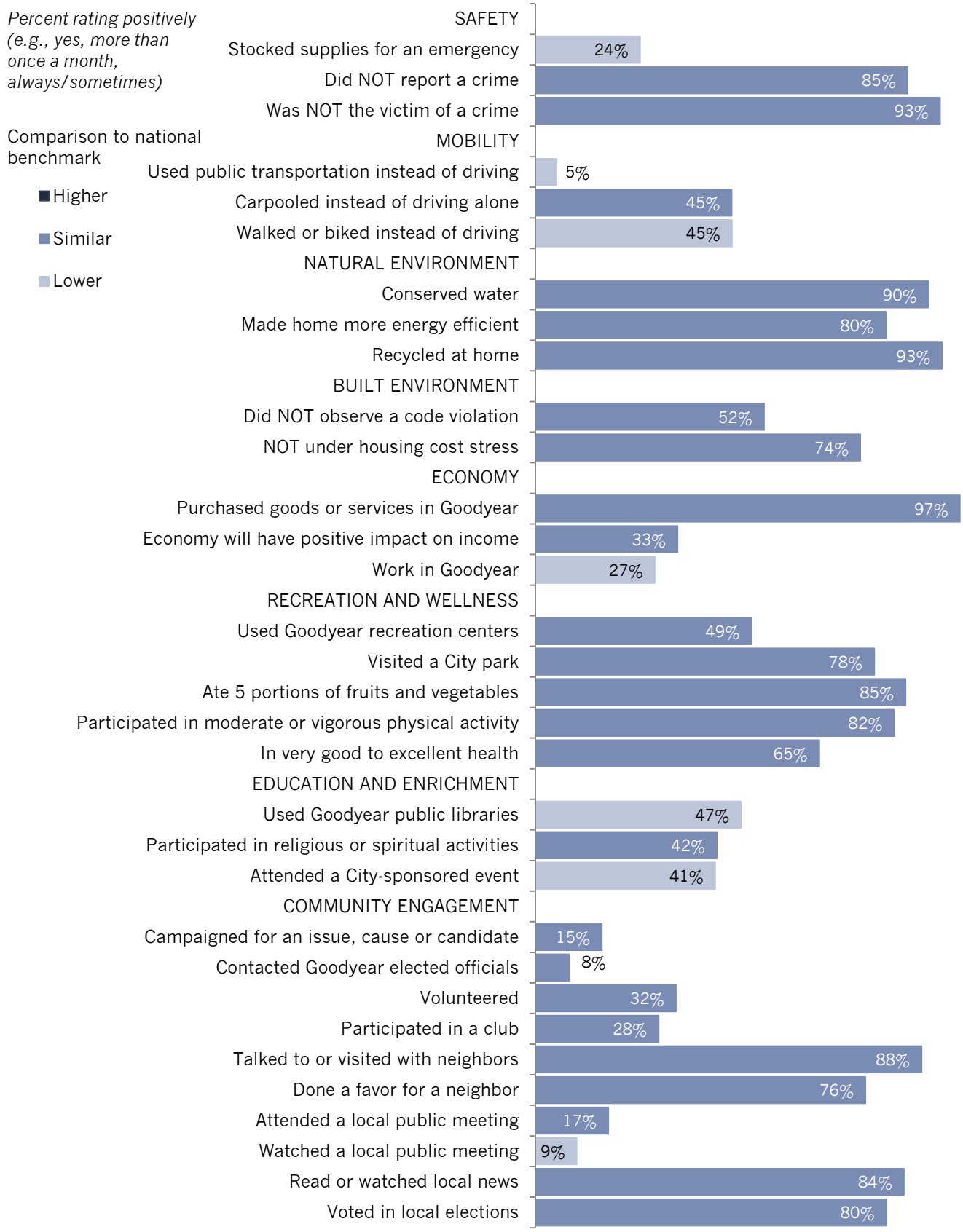


Figure 3: Aspects of Participation

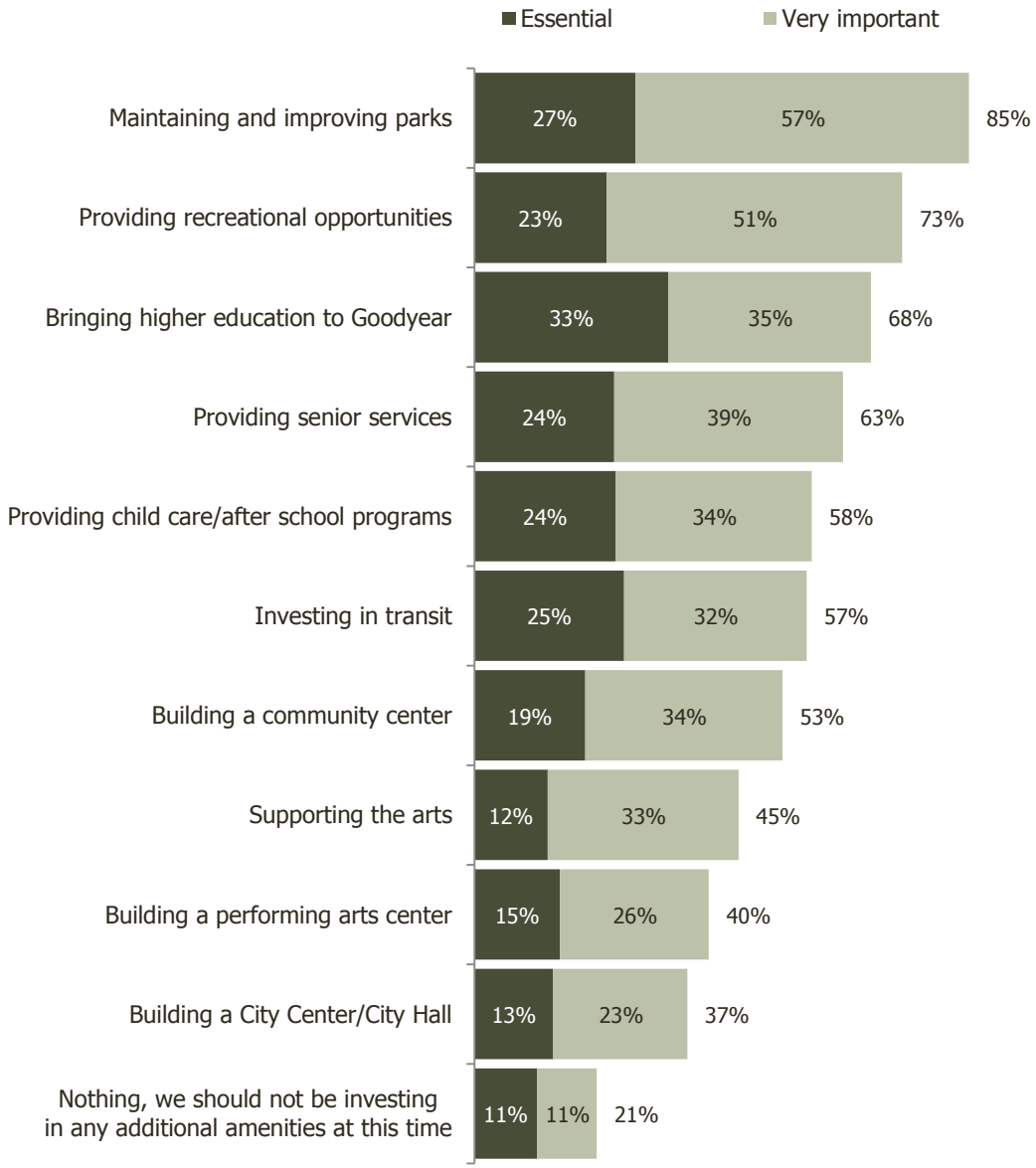


Special Topics

The City of Goodyear included four questions of special interest on The NCS. The first question asked residents to indicate how important, if at all, it was for the City to fund certain programs or amenities to improve quality of life. About 85% of respondents reported it was essential or very important to maintain and improve parks while around seven in ten felt it was essential or very important to provide recreational opportunities. Most of the listed programs or amenities were rated as essential or very important by a majority of respondents, however less than half gave high importance to supporting the arts, building a performing arts center or building a City Center/City Hall.

Figure 4: Importance of Program Funding

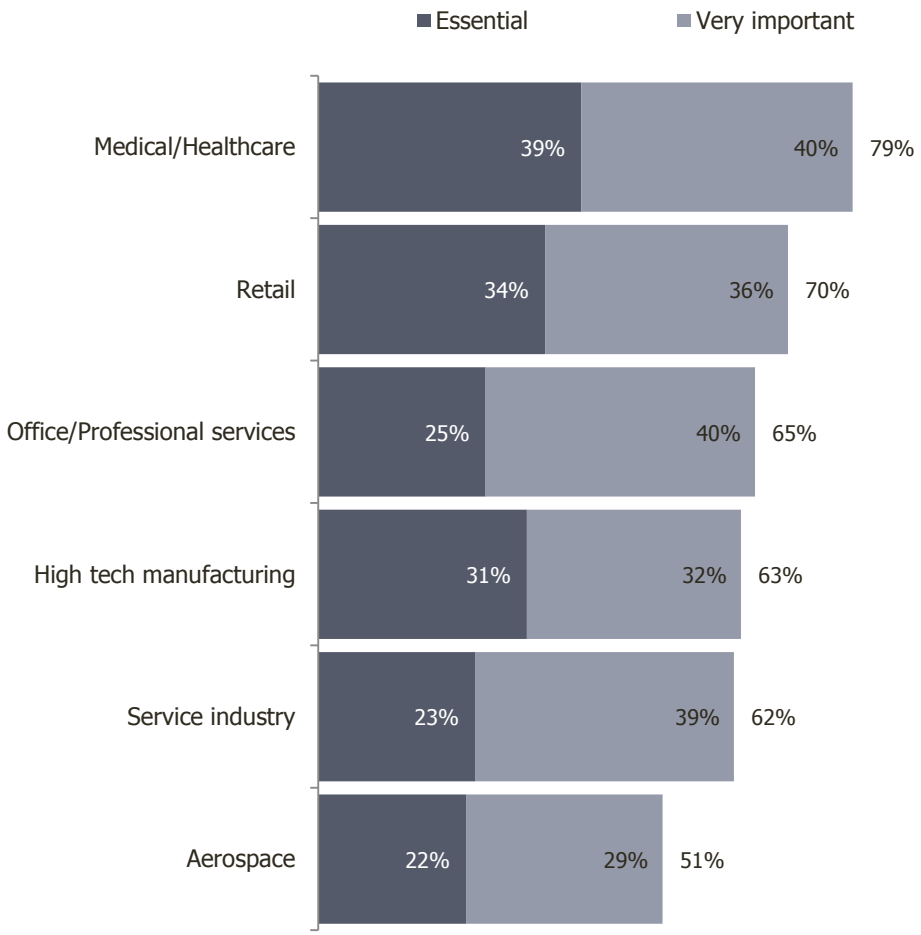
Please rate how important, if at all, it is for the City to fund each of the following programs or amenities in order to improve the quality of life for residents in Goodyear:



The second question asked residents how important it was for the City to add certain types of employers to Goodyear. All of the potential types of employers were rated as essential or very important by a majority of respondents. Medical/healthcare was rated as most important, followed by retail employers.

Figure 5: Types of Employers

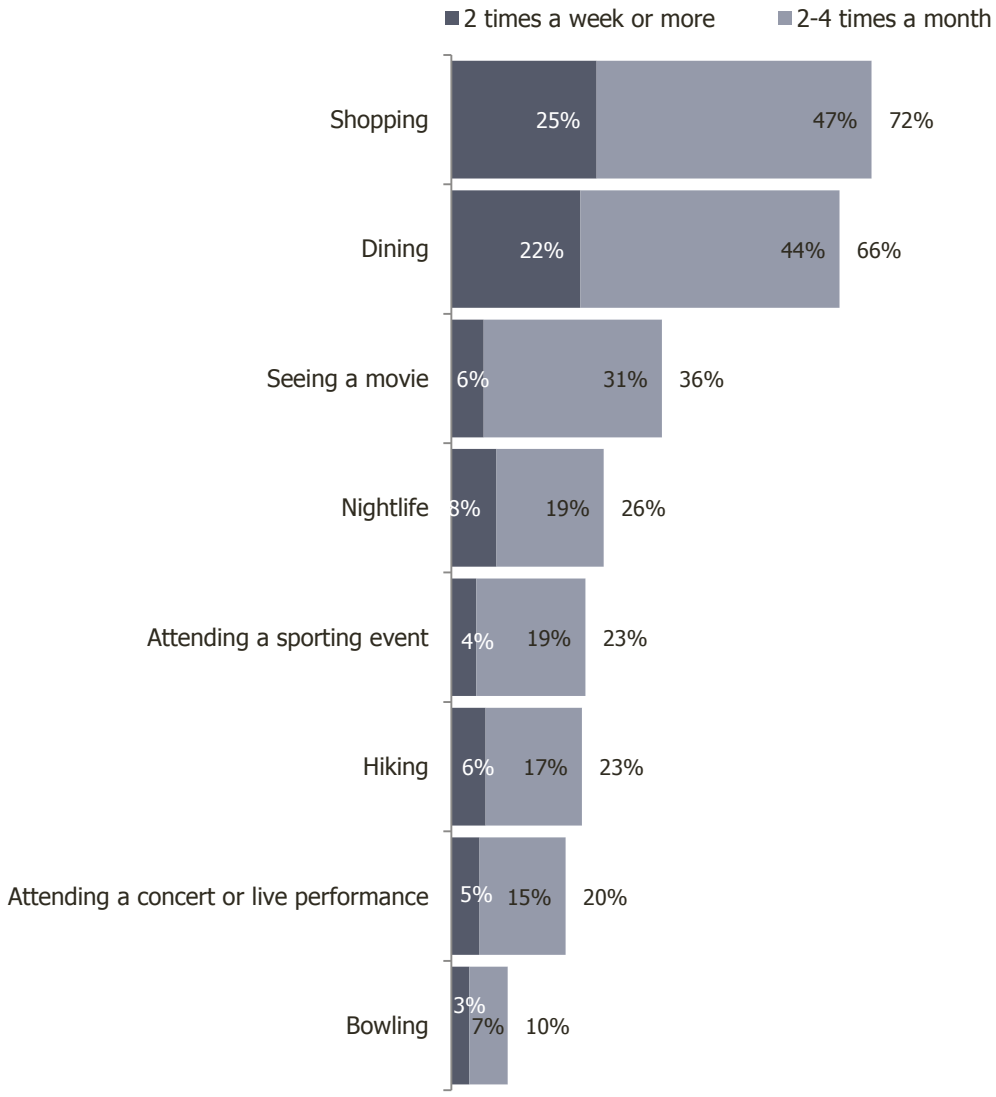
Please rate how important, if at all, it is for the City to add these types of employers:



The third special interest question asked residents how frequently they travel outside of Goodyear for a variety of purposes. Most residents reported that they traveled outside of Goodyear for shopping and for dining at least 2-4 times a month. About one-third left Goodyear at least 2-4 times a month to see a movie, and about one-quarter of respondents left Goodyear as frequently for nightlife, attending a sporting event or for hiking.

Figure 6: Travel Outside of Goodyear

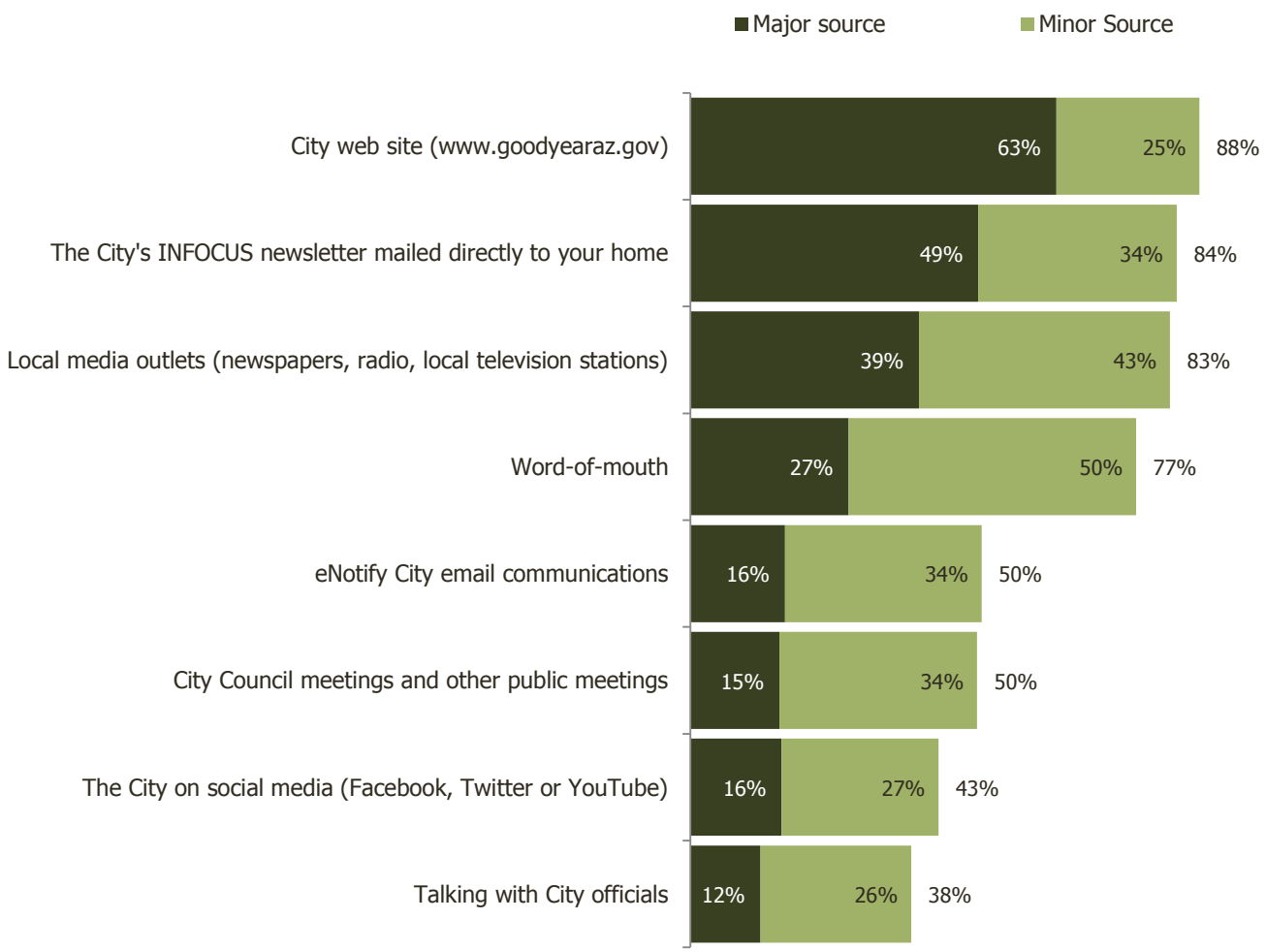
About how frequently, if ever, do you travel outside of Goodyear for the following purposes?



The final special interest question asked Goodyear residents about the sources of information they use to obtain information about the City government. At least 8 in 10 residents indicated that the City website (www.goodyearaz.gov), the City's INFOCUS newsletter, and local media outlets (newspapers, radio, local television stations) were at least a minor source of information. Other sources such as eNotify (City email communications) and City Council and other public meetings were rated as a minor or major source by half of the residents. Talking with City officials was rated the least likely source of information with about 38% stating it was at least a minor source.

Figure 7: 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:



Conclusions

Goodyear residents continue to enjoy a high quality of life.

More than four in five residents rated their overall quality of life and Goodyear as a place to live as excellent or good. Further, at least four in five were likely to recommend Goodyear as a place to live to someone who asks and planned to remain in Goodyear for the next five years. Almost all residents gave excellent or good ratings to Goodyear as a place to raise children and to their neighborhoods. Most of the aspects that aid in community livability were rated positively and remained stable from 2014 to 2015.

Safety received solid ratings in Goodyear and residents identify it as an important focus area.

Residents identified Safety as an important focus area for the City and generally ratings in this area were solid. About 90% of respondents rated the overall feeling of safety in Goodyear as excellent or good, and about 90% reported feeling safe in Goodyear's downtown/commercial area. Almost all residents felt safe in their neighborhoods. These high ratings remained stable from 2014 to 2015. Ratings of safety services were also very positive; at least 4 in 5 respondents gave excellent or good ratings to crime prevention, ambulance/EMS, fire and police services.

Residents continue to want more parks and recreation opportunities in Goodyear.

When asked to rate the importance of the City funding various programs or amenities, parks and recreational opportunities continued to be the most important. Overall, survey respondents tended to rate recreation and wellness in Goodyear favorably and ratings were generally similar to the benchmark. Additionally, ratings for health and wellness trended up from 2014 to 2015; however, fewer residents reported being in excellent health, visiting City parks, and participating in moderate to vigorous physical activity in 2015 than in 2014.

Residents continue to give solid ratings to Goodyear's economy while identifying it as an important focus area.

In 2015, (as in 2014) residents identified Economy as an important focus area for the city and generally gave positive ratings within this facet. A majority of respondents gave excellent or good ratings to Goodyear as a place to work, as a place to visit, shopping opportunities, cost of living, businesses and services, the overall economic health and economic development in Goodyear. All of these aspects of Economy were similar to ratings in comparison communities. Only about one-quarter of respondents gave positive ratings to Goodyear's vibrant downtown/commercial area and this rating was lower than ratings in other communities across the nation. Ratings within Economy remained stable from 2014 to 2015.

THE NCS™

The National Citizen Survey™

Goodyear, AZ

Dashboard Summary of Findings

2015

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. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Goodyear's performance in the eight facets of community livability with the "General" rating as a summary of results from the overarching questions not shown within any of the eight facets. The "Overall" represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Goodyear's community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Generally, ratings about the dimensions of community livability in Goodyear across all of the facets were strong and similar to other communities across the nation. However, rates of Participation related to Natural Environment and Education and Enrichment tended to lag behind comparative communities. This information can be helpful in identifying areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	5	44	2	2	38	2	0	29	7
General	1	6	0	0	3	0	0	3	0
Safety	0	3	0	0	6	0	0	2	1
Mobility	2	4	1	2	4	1	0	1	2
Natural Environment	0	3	0	0	5	1	0	3	0
Built Environment	2	3	0	0	5	0	0	2	0
Economy	0	7	1	0	1	0	0	2	1
Recreation and Wellness	0	7	0	0	4	0	0	5	0
Education and Enrichment	0	6	0	0	2	0	0	1	2
Community Engagement	0	5	0	0	8	0	0	10	1

Legend	
	Higher
	Similar
	Lower

Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↔	82%	Customer service	↔	↔	77%	Recommend Goodyear	↔	↔	91%
	Overall quality of life	↔	↔	88%	Services provided by Goodyear	↔	↔	78%	Remain in Goodyear	↔	↔	86%
	Place to retire	↔	↑	84%	Services provided by the Federal Government	↑	↔	41%	Contacted Goodyear employees	↑	↔	45%
	Place to raise children	↔	↔	85%								
	Place to live	↔	↔	93%								
	Neighborhood	↔	↔	92%								
	Overall image	↓	↔	75%								
Safety	Overall feeling of safety	↔	↔	89%	Police	↔	↔	87%	Was NOT the victim of a crime	↑	↔	93%
	Safe in neighborhood	↔	↔	97%	Crime prevention	↔	↔	80%	Did NOT report a crime	↔	↔	85%
	Safe downtown/commercial area	↔	↔	89%	Fire	↔	↔	93%	Stocked supplies for an emergency	↔	↓	24%
					Fire prevention	↓	↔	78%				
					Ambulance/EMS	↔	↔	91%				
					Emergency preparedness	↑	↔	65%				
Mobility	Traffic flow	↔	↑	76%	Traffic enforcement	↔	↔	73%	Carpooled instead of driving alone	↔	↔	45%
	Travel by car	↔	↑	85%	Street repair	↔	↑	65%	Walked or biked instead of driving	↓	↓	45%
	Travel by bicycle	↔	↔	58%	Street cleaning	↓	↔	73%	Used public transportation instead of driving	↔	↓↓	5%
	Ease of walking	↓	↔	65%	Street lighting	↔	↔	73%				
	Travel by public transportation	↔	↓	31%	Sidewalk maintenance	↔	↑	71%				
	Overall ease travel	↔	↔	84%	Traffic signal timing	↔	↔	57%				
	Paths and walking trails	↔	↔	63%	Bus or transit services	↔	↓	34%				
Natural Environment	Overall natural environment	↔	↔	82%	Garbage collection	↔	↔	88%	Recycled at home	↔	↔	93%
	Air quality	↑	↔	66%	Recycling	↔	↔	86%	Conserved water	↔	↔	90%
	Cleanliness	↔	↔	81%	Yard waste pick-up	↔	↔	81%	Made home more energy efficient	↔	↔	80%
					Drinking water	↔	↓	51%				
					Open space	↓	↔	62%				
					Natural areas preservation	↔	↔	62%				
Built Environment	New development in Goodyear	↔	↔	56%	Sewer services	↔	↔	75%	NOT experiencing housing cost stress	↔	↔	74%
	Affordable quality housing	↔	↑	70%	Storm drainage	↓	↔	66%	Did NOT observe a code violation	↔	↔	52%
	Housing options	↔	↑	77%	Utility billing	↓	↔	61%				
	Overall built environment	↔	↔	66%	Land use, planning and zoning	↓	↔	55%				
	Public places	↔	↔	64%	Code enforcement	↔	↔	53%				

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	↔	↔	67%	Economic development	↔	↔	55%	Economy will have positive impact on income	↔	↔	33%
	Shopping opportunities	↔	↔	51%					Purchased goods or services in Goodyear	↔	↔	97%
	Employment opportunities	↔	↔	31%					Work in Goodyear	↔	↓	27%
	Place to visit	↔	↔	65%								
	Cost of living	↔	↔	57%								
	Vibrant downtown/commercial area	↔	↓	27%								
	Place to work	↔	↔	58%								
	Business and services	↔	↔	61%								
Recreation and Wellness	Fitness opportunities	↓	↔	70%	City parks	↔	↔	78%	In very good to excellent health	↓	↔	65%
	Recreational opportunities	↔	↔	65%	Recreation centers	↔	↔	67%	Used Goodyear recreation centers	↔	↔	49%
	Health care	↔	↔	66%	Recreation programs	↔	↔	67%	Visited a City park	↓	↔	78%
	Food	↔	↔	69%	Health services	↔	↔	67%	Ate 5 portions of fruits and vegetables	↔	↔	85%
	Mental health care	↔	↔	51%					Participated in moderate or vigorous physical activity	↓	↔	82%
	Health and wellness	↑	↔	75%								
	Preventive health services	↔	↔	66%								
Education and Enrichment	K-12 education	↔	↔	68%	Public libraries	↑	↔	78%	Used Goodyear public libraries	↔	↓	47%
	Cultural/arts/music activities	↔	↔	45%	Special events	↔	↔	67%	Participated in religious or spiritual activities	↓	↔	42%
	Child care/preschool	↔	↔	59%					Attended a City-sponsored event	↓	↓	41%
	Religious or spiritual events and activities	↔	↔	72%								
	Adult education	↔	↔	55%								
	Overall education and enrichment	↔	↔	64%								
Community Engagement	Opportunities to participate in community matters	↔	↔	59%	Public information	↔	↔	68%	Sense of community	↔	↔	59%
	Opportunities to volunteer	↔	↔	60%	Overall direction	↔	↔	73%	Voted in local elections	↔	↔	80%
	Openness and acceptance	↔	↔	72%	Value of services for taxes paid	↓	↔	54%	Talked to or visited with neighbors	↔	↔	88%
	Social events and activities	↓	↔	49%	Welcoming citizen involvement	↔	↔	60%	Attended a local public meeting	↔	↔	17%
	Neighborliness	↔	↔	62%	Confidence in City government	↔	↔	62%	Watched a local public meeting	↔	↓	9%
					Acting in the best interest of Goodyear	↔	↔	65%	Volunteered	↔	↔	32%
					Being honest	↔	↔	64%	Participated in a club	↔	↔	28%
					Treating all residents fairly	↔	↔	66%	Campaigned for an issue, cause or candidate	↔	↔	15%
									Contacted Goodyear elected officials	↔	↔	8%
									Read or watched local news	↔	↔	84%
									Done a favor for a neighbor	↔	↔	76%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

THE NCS™

The National Citizen Survey™

Goodyear, AZ

Comparisons by Geographic Subgroups

2015

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 Municipal Planning Area including North, Central and South/Sonoran.

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 Municipal Planning Area 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 (657 completed surveys). For each Municipal Planning Area (North, Central, and South/Sonoran), the margin of error rises to approximately plus or minus nine percentage points since sample sizes were approximately 352 for the North, 190 for the Central, and 115 for the South/Sonoran areas. Notable differences between Municipal Planning Areas included the following:

- Within the pillar of Community Characteristics, residents from the North Municipal Planning Area tended to give more positive ratings across most of the facets. Specifically, within the facet of Recreation and Wellness residents in the North Municipal Planning Area tended to rate health and wellness opportunities in Goodyear and the availability of affordable quality health care and preventive health services more highly than residents in the other two areas.
- Generally, aspects of Governance tended to be rated most highly by residents in the North Municipal Planning Area. Where differences were significant, residents who lived in the Central Municipal Planning Area tended to be less likely to provide high ratings to aspects of Governance.
- Residents living in the North and South/Sonoran Municipal Planning Areas tended to report higher rates of Participation than rates reported by residents in the Central Municipal Planning Area.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
The overall quality of life in Goodyear	92%	83%	91%	88%
Overall image or reputation of Goodyear	77%	74%	74%	75%
Goodyear as a place to live	94%	93%	93%	93%
Your neighborhood as a place to live	94%	86%	99%	92%
Goodyear as a place to raise children	87%	81%	91%	85%
Goodyear as a place to retire	91%	77%	85%	84%
Overall appearance of Goodyear	88%	78%	79%	82%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Overall feeling of safety in Goodyear	93%	85%	91%	89%
In your neighborhood during the day	97%	96%	99%	97%
In Goodyear's downtown/commercial area during the day	86%	89%	94%	89%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Overall ease of getting to the places you usually have to visit	87%	86%	70%	84%
Traffic flow on major streets	78%	75%	74%	76%
Ease of travel by car in Goodyear	85%	84%	84%	85%
Ease of travel by public transportation in Goodyear	37%	32%	17%	31%
Ease of travel by bicycle in Goodyear	63%	51%	61%	58%
Ease of walking in Goodyear	74%	60%	60%	65%
Availability of paths and walking trails	64%	56%	76%	63%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Quality of overall natural environment in Goodyear	84%	78%	89%	82%
Air quality	70%	64%	63%	66%
Cleanliness of Goodyear	86%	76%	79%	81%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	75%	59%	62%	66%
Public places where people want to spend time	65%	61%	67%	64%
Variety of housing options	79%	73%	81%	77%
Availability of affordable quality housing	67%	74%	71%	70%
Overall quality of new development in Goodyear	55%	59%	48%	56%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Overall economic health of Goodyear	73%	62%	65%	67%
Goodyear as a place to work	61%	56%	60%	58%
Goodyear as a place to visit	65%	66%	65%	65%
Employment opportunities	31%	26%	42%	31%
Shopping opportunities	52%	53%	45%	51%
Cost of living in Goodyear	56%	59%	50%	57%
Overall quality of business and service establishments in Goodyear	63%	62%	52%	61%
Vibrant downtown/commercial area	26%	26%	29%	27%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Health and wellness opportunities in Goodyear	81%	68%	73%	75%
Fitness opportunities (including exercise classes and paths or trails, etc.)	76%	60%	77%	70%
Recreational opportunities	68%	57%	76%	65%
Availability of affordable quality food	73%	68%	61%	69%
Availability of affordable quality health care	74%	60%	60%	66%
Availability of preventive health services	74%	60%	60%	66%
Availability of affordable quality mental health care	58%	47%	44%	51%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Overall opportunities for education and enrichment	72%	58%	60%	64%

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Availability of affordable quality child care/preschool	63%	53%	70%	59%
K-12 education	78%	59%	69%	68%
Adult educational opportunities	65%	45%	56%	55%
Opportunities to attend cultural/arts/music activities	45%	44%	46%	45%
Opportunities to participate in religious or spiritual events and activities	76%	71%	63%	72%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Opportunities to participate in social events and activities	49%	46%	58%	49%
Opportunities to volunteer	65%	49%	75%	60%
Opportunities to participate in community matters	61%	52%	72%	59%
Openness and acceptance of the community toward people of diverse backgrounds	75%	69%	76%	72%
Neighborliness of residents in Goodyear	69%	54%	66%	62%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
The City of Goodyear	76%	78%	78%	78%
The value of services for the taxes paid to Goodyear	57%	48%	63%	54%
The overall direction that Goodyear is taking	76%	73%	67%	73%
The job Goodyear government does at welcoming citizen involvement	65%	52%	69%	60%
Overall confidence in Goodyear government	70%	55%	61%	62%
Generally acting in the best interest of the community	71%	56%	72%	65%
Being honest	70%	55%	73%	64%
Treating all residents fairly	73%	59%	69%	66%
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	80%	72%	82%	77%
The Federal Government	36%	49%	32%	41%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Police services	90%	85%	88%	87%
Fire services	91%	95%	96%	93%
Ambulance or emergency medical services	90%	91%	95%	91%

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Crime prevention	79%	76%	90%	80%
Fire prevention and education	77%	77%	85%	78%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	71%	50%	89%	65%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Traffic enforcement	78%	68%	72%	73%
Street repair	74%	56%	62%	65%
Street cleaning	80%	67%	68%	73%
Street lighting	80%	64%	75%	73%
Sidewalk maintenance	78%	65%	67%	71%
Traffic signal timing	56%	56%	60%	57%
Bus or transit services	37%	32%	35%	34%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Garbage collection	88%	87%	91%	88%
Recycling	87%	84%	87%	86%
Yard waste pick-up	85%	76%	84%	81%
Drinking water	61%	42%	50%	51%
Preservation of natural areas such as open space, farmlands and greenbelts	63%	61%	61%	62%
Goodyear open space	63%	60%	67%	62%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Storm drainage	71%	62%	65%	66%
Sewer services	78%	73%	74%	75%
Utility billing	70%	52%	61%	61%
Land use, planning and zoning	58%	54%	52%	55%
Code enforcement (weeds, abandoned buildings, etc.)	61%	45%	54%	53%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Economic development	51%	58%	55%	55%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
City parks	83%	73%	76%	78%
Recreation programs or classes	70%	66%	62%	67%
Recreation centers or facilities	70%	66%	60%	67%
Health services	73%	59%	74%	67%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Public library services	81%	74%	77%	78%
City-sponsored special events	71%	62%	72%	67%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Public information services	71%	63%	75%	68%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Sense of community	64%	52%	63%	59%
Recommend living in Goodyear to someone who asks	93%	87%	94%	91%
Remain in Goodyear for the next five years	89%	82%	92%	86%
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	45%	46%	47%	45%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Was NOT the victim of a crime	94%	93%	88%	93%
Did NOT report a crime	88%	85%	80%	85%
Stocked supplies in preparation for an emergency	24%	26%	20%	24%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Walked or biked instead of driving	46%	48%	36%	45%
Carpooled with other adults or children instead of driving alone	43%	48%	41%	45%
Used bus, rail, subway or other public transportation instead of driving	3%	8%	2%	5%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Recycle at home	96%	88%	99%	93%
Made efforts to make your home more energy efficient	77%	82%	85%	80%
Made efforts to conserve water	92%	86%	95%	90%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
NOT under housing cost stress	69%	79%	79%	74%
Did NOT observe a code violation	56%	50%	50%	52%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Purchase goods or services from a business located in Goodyear	99%	94%	99%	97%
Economy will have positive impact on income	31%	36%	29%	33%
Work in Goodyear	28%	24%	35%	27%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Used Goodyear recreation centers or their services	52%	46%	52%	49%
Visited a neighborhood park or City park	76%	80%	76%	78%
Eat at least 5 portions of fruits and vegetables a day	82%	86%	89%	85%
Participate in moderate or vigorous physical activity	82%	79%	90%	82%
Reported being in "very good" or "excellent" health	71%	57%	70%	65%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Used Goodyear public libraries or their services	51%	48%	36%	47%
Participated in religious or spiritual activities in Goodyear	47%	39%	34%	42%
Attended a City-sponsored event	42%	38%	47%	41%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Campaigned or advocated for an issue, cause or candidate	20%	10%	15%	15%
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	10%	6%	5%	8%
Volunteered your time to some group/activity in Goodyear	35%	28%	36%	32%
Participated in a club	36%	15%	41%	28%
Talked to or visited with your immediate neighbors	90%	86%	90%	88%
Done a favor for a neighbor	81%	65%	88%	76%
Attended a local public meeting	19%	12%	23%	17%
Watched (online) a local public meeting	8%	10%	13%	9%
Read or watch local news (via television, paper, computer, etc.)	87%	81%	87%	84%
Vote in local elections	82%	75%	90%	80%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Geographic Area			Overall
	North	Central	South/Sonoran	
Overall feeling of safety in Goodyear	96%	94%	96%	95%
Overall ease of getting to the places you usually have to visit	81%	82%	87%	82%
Quality of overall natural environment in Goodyear	85%	79%	89%	83%
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	86%	76%	81%	81%

Percent rating positively (e.g., essential/very important)	Geographic Area			Overall
	North	Central	South/Sonoran	
Health and wellness opportunities in Goodyear	81%	77%	91%	81%
Overall opportunities for education and enrichment	81%	81%	86%	82%
Overall economic health of Goodyear	95%	85%	96%	91%
Sense of community	79%	79%	81%	80%

Table 29: Importance of Program Funding

Please rate how important, if at all, it is for the City to fund each of the following programs or amenities in order to improve the quality of life for residents in Goodyear: (Percent rating as "Essential" or "Very important").	Geographic Area			Overall
	North	Central	South/Sonoran	
Supporting the arts	45%	45%	49%	45%
Maintaining and improving parks	85%	83%	86%	85%
Providing recreational opportunities	70%	77%	74%	73%
Building a City Center/City Hall	37%	34%	40%	37%
Bringing higher education to Goodyear	69%	70%	62%	68%
Building a performing arts center	34%	45%	46%	40%
Building a community center	51%	58%	44%	53%
Investing in transit	57%	56%	59%	57%
Providing child care/after school programs	59%	63%	38%	58%
Providing senior services	70%	61%	52%	63%
Nothing, we should not be investing in any additional amenities at this time	13%	28%	27%	21%

Table 30: Types of Employers

Please rate how important, if at all, it is for the City to add these types of employers: (Percent rating as "Essential" or "Very important").	Geographic Area			Overall
	North	Central	South/Sonoran	
Medical/Healthcare	81%	75%	85%	79%
Aerospace	56%	45%	52%	51%
High tech manufacturing	72%	54%	60%	63%
Office/Professional services	73%	57%	61%	65%
Retail	71%	68%	71%	70%
Service industry	65%	59%	59%	62%

Table 31: Travel Outside of Goodyear

About how frequently, if ever, do you travel outside of Goodyear for the following purposes? (Percent rating "At least once a month").	Geographic Area			Overall
	North	Central	South/Sonoran	
Dining	45%	59%	49%	51%
Attending a concert or live performance	54%	58%	50%	55%
Seeing a movie	55%	52%	43%	52%
Attending a sporting event	44%	56%	42%	48%
Shopping	51%	50%	40%	49%
Bowling	28%	35%	24%	30%
Hiking	37%	37%	28%	36%
Nightlife	39%	40%	37%	39%

Table 32: 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").	Geographic Area			Overall
	North	Central	South/Sonoran	
City web site (www.goodyearaz.gov)	92%	85%	83%	88%
Local media outlets (newspapers, radio, local television stations)	87%	74%	94%	83%
The City's INFOCUS newsletter mailed directly to your home	83%	83%	88%	84%
City Council meetings and other public meetings	51%	46%	55%	50%
Talking with City officials	41%	34%	41%	38%
eNotify City email communications	53%	46%	55%	50%
The City on social media (Facebook, Twitter or YouTube)	47%	37%	45%	43%
Word-of-mouth	78%	75%	77%	77%

THE NCS™

The National Citizen Survey™

Goodyear, AZ

Comparisons by Demographic Subgroups

2015

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 question D5 (respondent work location), D12 (annual household income), D15 (respondent age) and D16 (respondent sex).

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 (657 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:

- Female respondents tended to give more positive ratings than male respondents to aspects within the pillar of Community Characteristics. Where differences were significant, residents who worked outside the City of Goodyear tended to rate aspects of Community Characteristics more highly than those who worked within the City.
- Ratings between demographic comparison groups within the pillar of Governance varied. While residents between the ages of 18-34 tended to rate the overall direction that Goodyear is taking more favorably than older residents, they rated the job Goodyear government does at welcoming citizen involvement less favorably than their counterparts. Those who reported an annual household income below $50,000 tended to give less favorable ratings to aspects of Natural Environment than those in higher income brackets. Respondents 55 and older were more likely to rate aspects of Natural Environment better than their counterparts.
- Respondents who worked outside of Goodyear and those who made more than $50,000 annually suggested that they were more likely than their counterparts to recommend living in Goodyear to someone who asks. When asked about the City of Goodyear's economy, more citizens with an annual household income of $100,000 or more, those that were between 35 and 54 years old and those who were female tended to have more positive economic outlooks.
- When asked about the importance of adding various programs or amenities to the City of Goodyear, generally those who were 55 or older, males and those who reported an annual income of $100,000 or more were less likely to support the city funding the various initiatives.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
The overall quality of life in Goodyear	87%	89%	82%	92%	89%	93%	83%	90%	91%	85%	88%
Overall image or reputation of Goodyear	73%	77%	75%	78%	73%	84%	68%	79%	79%	72%	75%
Goodyear as a place to live	93%	94%	88%	97%	93%	94%	94%	92%	93%	94%	93%
Your neighborhood as a place to live	92%	92%	84%	95%	94%	94%	90%	93%	94%	90%	92%
Goodyear as a place to raise children	79%	87%	78%	89%	85%	90%	81%	85%	88%	81%	85%
Goodyear as a place to retire	85%	84%	77%	86%	89%	83%	81%	89%	87%	81%	84%
Overall appearance of Goodyear	81%	83%	77%	83%	87%	91%	79%	80%	87%	78%	82%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Overall feeling of safety in Goodyear	86%	90%	82%	92%	92%	95%	85%	91%	91%	87%	89%
In your neighborhood during the day	97%	97%	93%	99%	99%	100%	96%	96%	97%	97%	97%
In Goodyear's downtown/commercial area during the day	89%	89%	86%	91%	89%	93%	85%	90%	90%	87%	89%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Overall ease of getting to the places you usually have to visit	85%	84%	82%	90%	79%	90%	78%	86%	85%	84%	84%
Traffic flow on major streets	77%	75%	72%	76%	81%	74%	75%	78%	80%	71%	76%
Ease of travel by car in Goodyear	87%	84%	87%	83%	86%	91%	82%	84%	86%	84%	85%
Ease of travel by public transportation in Goodyear	33%	31%	24%	44%	22%	51%	22%	29%	35%	27%	31%
Ease of travel by bicycle in Goodyear	61%	57%	58%	67%	53%	57%	56%	62%	61%	55%	58%
Ease of walking in Goodyear	64%	66%	63%	68%	65%	58%	66%	71%	71%	60%	65%
Availability of paths and walking trails	61%	63%	64%	69%	55%	55%	64%	67%	69%	57%	63%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Quality of overall natural environment in Goodyear	85%	81%	76%	85%	83%	82%	81%	85%	85%	80%	82%
Air quality	64%	67%	64%	71%	62%	69%	64%	67%	71%	62%	66%
Cleanliness of Goodyear	81%	80%	77%	82%	84%	84%	81%	79%	86%	75%	81%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	68%	65%	68%	70%	61%	74%	59%	70%	71%	62%	66%
Public places where people want to spend time	68%	63%	72%	66%	57%	68%	62%	65%	72%	56%	64%
Variety of housing options	86%	73%	74%	83%	72%	85%	69%	81%	79%	75%	77%
Availability of affordable quality housing	71%	70%	60%	75%	71%	74%	67%	72%	77%	63%	70%
Overall quality of new development in Goodyear	54%	57%	57%	59%	53%	62%	55%	51%	57%	55%	56%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Overall economic health of Goodyear	68%	67%	66%	69%	69%	76%	65%	64%	70%	65%	67%
Goodyear as a place to work	57%	58%	53%	63%	55%	62%	55%	60%	61%	55%	58%
Goodyear as a place to visit	59%	68%	71%	70%	57%	64%	62%	71%	71%	59%	65%
Employment opportunities	34%	29%	31%	34%	24%	26%	35%	28%	27%	35%	31%
Shopping opportunities	53%	51%	59%	54%	42%	58%	50%	48%	54%	49%	51%
Cost of living in Goodyear	57%	57%	51%	57%	59%	64%	53%	55%	62%	50%	57%
Overall quality of business and service establishments in Goodyear	63%	60%	65%	57%	62%	68%	57%	60%	64%	58%	61%
Vibrant downtown/commercial area	27%	27%	38%	30%	16%	29%	25%	29%	29%	25%	27%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Health and wellness opportunities in Goodyear	80%	72%	78%	74%	73%	78%	71%	77%	76%	73%	75%
Fitness opportunities (including exercise classes and paths or trails, etc.)	67%	71%	66%	76%	66%	64%	68%	77%	73%	67%	70%

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Recreational opportunities	61%	66%	62%	67%	64%	58%	65%	71%	65%	64%	65%
Availability of affordable quality food	63%	70%	69%	70%	66%	69%	67%	71%	71%	67%	69%
Availability of affordable quality health care	58%	69%	61%	67%	68%	63%	61%	75%	69%	64%	66%
Availability of preventive health services	60%	68%	63%	67%	66%	64%	61%	75%	67%	66%	66%
Availability of affordable quality mental health care	58%	48%	62%	46%	47%	57%	49%	48%	50%	51%	51%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Overall opportunities for education and enrichment	58%	66%	64%	69%	62%	61%	64%	66%	67%	60%	64%
Availability of affordable quality child care/preschool	65%	57%	56%	61%	62%	51%	62%	65%	59%	59%	59%
K-12 education	63%	70%	68%	72%	68%	71%	65%	72%	69%	67%	68%
Adult educational opportunities	54%	55%	53%	57%	55%	42%	57%	61%	53%	58%	55%
Opportunities to attend cultural/arts/music activities	38%	47%	37%	57%	36%	35%	48%	48%	44%	45%	45%
Opportunities to participate in religious or spiritual events and activities	61%	75%	60%	75%	76%	64%	70%	78%	72%	72%	72%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Opportunities to participate in social events and activities	49%	49%	39%	56%	48%	40%	52%	54%	49%	49%	49%
Opportunities to volunteer	60%	60%	50%	62%	66%	40%	60%	74%	56%	65%	60%
Opportunities to participate in community matters	62%	58%	53%	64%	60%	53%	59%	65%	60%	58%	59%
Openness and acceptance of the community toward people of diverse backgrounds	78%	70%	67%	72%	75%	81%	68%	71%	71%	73%	72%
Neighborliness of residents in Goodyear	60%	63%	59%	66%	59%	67%	55%	67%	65%	59%	62%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
The City of Goodyear	79%	77%	73%	79%	80%	84%	70%	82%	83%	72%	78%
The value of services for the taxes paid to Goodyear	56%	54%	50%	52%	62%	50%	54%	58%	57%	51%	54%
The overall direction that Goodyear is taking	76%	72%	73%	75%	74%	86%	68%	69%	80%	67%	73%
The job Goodyear government does at welcoming citizen involvement	64%	59%	57%	61%	61%	50%	63%	67%	65%	57%	60%
Overall confidence in Goodyear government	61%	63%	60%	62%	68%	65%	59%	65%	64%	61%	62%
Generally acting in the best interest of the community	67%	64%	59%	69%	65%	67%	61%	68%	66%	64%	65%
Being honest	68%	63%	55%	66%	71%	72%	59%	67%	67%	63%	64%
Treating all residents fairly	72%	64%	59%	70%	68%	75%	61%	68%	71%	62%	66%
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	82%	75%	68%	79%	80%	81%	72%	81%	79%	75%	77%
The Federal Government	40%	42%	52%	36%	41%	48%	37%	40%	50%	32%	41%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Police services	84%	88%	81%	88%	89%	88%	82%	93%	93%	82%	87%
Fire services	90%	95%	88%	95%	94%	93%	92%	96%	95%	92%	93%
Ambulance or emergency medical services	86%	93%	84%	95%	91%	95%	89%	93%	94%	89%	91%
Crime prevention	81%	79%	71%	83%	82%	77%	78%	85%	88%	71%	80%
Fire prevention and education	82%	77%	70%	79%	83%	74%	78%	82%	83%	74%	78%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	79%	60%	56%	63%	72%	69%	61%	68%	67%	62%	65%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Traffic enforcement	75%	73%	62%	77%	76%	78%	69%	76%	76%	70%	73%
Street repair	67%	64%	63%	63%	70%	72%	61%	64%	67%	62%	65%
Street cleaning	75%	72%	74%	73%	74%	84%	67%	72%	81%	65%	73%
Street lighting	77%	71%	68%	75%	75%	77%	67%	76%	75%	71%	73%
Sidewalk maintenance	76%	69%	65%	74%	73%	80%	65%	72%	76%	66%	71%
Traffic signal timing	60%	56%	55%	62%	53%	58%	57%	56%	65%	48%	57%

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Bus or transit services	49%	29%	33%	38%	25%	43%	29%	35%	36%	32%	34%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Garbage collection	91%	86%	79%	90%	92%	89%	84%	92%	90%	85%	88%
Recycling	89%	85%	75%	87%	91%	86%	83%	90%	88%	84%	86%
Yard waste pick-up	81%	81%	67%	85%	84%	78%	76%	89%	82%	80%	81%
Drinking water	51%	51%	45%	52%	54%	58%	43%	57%	50%	52%	51%
Preservation of natural areas such as open space, farmlands and greenbelts	70%	59%	56%	63%	67%	63%	61%	64%	68%	56%	62%
Goodyear open space	67%	61%	51%	66%	67%	60%	64%	65%	63%	63%	62%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Storm drainage	59%	69%	54%	67%	74%	60%	64%	75%	67%	66%	66%
Sewer services	80%	73%	68%	75%	80%	78%	68%	83%	78%	73%	75%
Utility billing	58%	62%	53%	62%	63%	63%	51%	74%	67%	56%	61%
Land use, planning and zoning	59%	54%	56%	52%	58%	62%	51%	56%	58%	53%	55%
Code enforcement (weeds, abandoned buildings, etc.)	55%	53%	48%	50%	63%	63%	48%	52%	56%	51%	53%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Economic development	58%	54%	55%	52%	58%	57%	54%	54%	61%	48%	55%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
City parks	79%	77%	70%	78%	82%	76%	75%	83%	82%	74%	78%
Recreation programs or classes	74%	64%	62%	64%	71%	63%	66%	73%	71%	63%	67%
Recreation centers or facilities	72%	64%	62%	67%	67%	64%	65%	72%	70%	63%	67%

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Health services	73%	65%	65%	65%	72%	71%	61%	74%	72%	63%	67%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Public library services	80%	76%	75%	79%	78%	83%	72%	83%	82%	73%	78%
City-sponsored special events	69%	67%	60%	74%	67%	67%	65%	70%	70%	64%	67%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Public information services	70%	67%	60%	70%	72%	78%	62%	72%	73%	63%	68%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Sense of community	60%	58%	60%	65%	55%	56%	56%	66%	64%	54%	59%
Recommend living in Goodyear to someone who asks	87%	93%	80%	97%	91%	91%	90%	92%	92%	90%	91%
Remain in Goodyear for the next five years	87%	86%	79%	93%	84%	82%	85%	91%	86%	87%	86%
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	38%	49%	40%	50%	47%	39%	47%	49%	49%	42%	45%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Was NOT the victim of a crime	91%	93%	96%	91%	93%	94%	93%	91%	92%	94%	93%
Did NOT report a crime	77%	88%	80%	86%	87%	89%	85%	83%	86%	84%	85%
Stocked supplies in preparation for an emergency	23%	24%	26%	26%	20%	19%	26%	25%	20%	28%	24%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Walked or biked instead of driving	43%	46%	51%	42%	47%	52%	44%	41%	42%	48%	45%

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Carpooled with other adults or children instead of driving alone	54%	41%	45%	44%	47%	46%	54%	34%	47%	43%	45%
Used bus, rail, subway or other public transportation instead of driving	3%	5%	10%	4%	2%	9%	3%	3%	8%	1%	5%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Recycle at home	89%	95%	83%	97%	97%	84%	97%	96%	94%	92%	93%
Made efforts to make your home more energy efficient	77%	81%	88%	83%	72%	75%	81%	83%	80%	81%	80%
Made efforts to conserve water	91%	90%	96%	92%	84%	83%	92%	93%	92%	88%	90%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Location of workplace		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
NOT under housing cost stress	81%	73%	44%	77%	93%	80%	75%	69%	74%	75%	74%
Did NOT observe a code violation	45%	54%	58%	44%	55%	57%	47%	55%	53%	51%	52%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Work in Goodyear		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Purchase goods or services from a business located in Goodyear	98%	97%	95%	98%	98%	93%	100%	98%	98%	96%	97%
Economy will have positive impact on income	28%	35%	29%	29%	42%	26%	42%	26%	37%	28%	33%
Work in Goodyear	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Work in Goodyear		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Used Goodyear recreation centers or their services	51%	49%	46%	49%	53%	49%	56%	41%	50%	49%	49%
Visited a neighborhood park or City park	82%	76%	75%	81%	81%	86%	87%	60%	77%	78%	78%
Eat at least 5 portions of fruits and vegetables a day	85%	85%	75%	89%	86%	83%	88%	83%	89%	81%	85%
Participate in moderate or vigorous physical activity	89%	79%	78%	78%	89%	75%	85%	84%	81%	83%	82%

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Work in Goodyear		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Reported being in "very good" or "excellent" health	77%	60%	62%	63%	71%	76%	58%	65%	66%	64%	65%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Work in Goodyear		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Used Goodyear public libraries or their services	45%	48%	40%	53%	46%	40%	50%	49%	54%	40%	47%
Participated in religious or spiritual activities in Goodyear	33%	44%	34%	44%	43%	33%	39%	51%	46%	37%	42%
Attended a City-sponsored event	51%	38%	26%	42%	52%	39%	44%	40%	37%	45%	41%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Work in Goodyear		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Campaigned or advocated for an issue, cause or candidate	20%	13%	10%	14%	21%	12%	14%	18%	13%	17%	15%
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	8%	7%	7%	5%	9%	5%	3%	14%	6%	9%	8%
Volunteered your time to some group/activity in Goodyear	39%	30%	25%	32%	36%	31%	34%	32%	31%	33%	32%
Participated in a club	29%	27%	22%	28%	30%	23%	22%	40%	29%	27%	28%
Talked to or visited with your immediate neighbors	81%	91%	85%	92%	86%	78%	90%	95%	85%	92%	88%
Done a favor for a neighbor	76%	75%	71%	75%	77%	61%	75%	88%	72%	79%	76%
Attended a local public meeting	15%	17%	14%	16%	19%	16%	14%	20%	12%	22%	17%
Watched (online) a local public meeting	5%	11%	11%	11%	6%	11%	7%	11%	8%	11%	9%
Read or watch local news (via television, paper, computer, etc.)	90%	82%	78%	84%	88%	67%	88%	94%	82%	87%	84%
Vote in local elections	81%	80%	68%	84%	86%	65%	83%	89%	81%	80%	80%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Work in Goodyear		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Overall feeling of safety in Goodyear	92%	96%	92%	96%	97%	95%	96%	95%	97%	93%	95%
Overall ease of getting to the places you usually have to visit	81%	83%	85%	80%	82%	80%	82%	84%	86%	78%	82%
Quality of overall natural environment in Goodyear	83%	83%	84%	87%	79%	82%	85%	81%	84%	82%	83%

Percent rating positively (e.g., essential/very important)	Work in Goodyear		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	86%	80%	84%	82%	81%	82%	84%	77%	81%	82%	81%
Health and wellness opportunities in Goodyear	81%	81%	76%	82%	82%	74%	82%	85%	85%	76%	81%
Overall opportunities for education and enrichment	81%	82%	83%	87%	75%	84%	84%	76%	86%	77%	82%
Overall economic health of Goodyear	90%	91%	90%	93%	90%	85%	95%	91%	90%	91%	91%
Sense of community	77%	80%	84%	85%	72%	68%	87%	79%	83%	75%	80%

Table 29: Program or Amenity Funding

Please rate how important, if at all, it is for the City to fund each of the following programs or amenities in order to improve the quality of life for residents in Goodyear: (Percent rating as "essential" or "very important").	Work in Goodyear		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Supporting the arts	52%	43%	65%	42%	39%	45%	48%	43%	51%	40%	45%
Maintaining and improving parks	89%	83%	85%	85%	86%	88%	88%	79%	87%	83%	85%
Providing recreational opportunities	75%	73%	76%	75%	72%	81%	75%	66%	77%	70%	73%
Building a City Center/City Hall	41%	35%	41%	37%	34%	34%	39%	36%	38%	35%	37%
Bringing higher education to Goodyear	68%	68%	72%	70%	66%	75%	72%	58%	71%	65%	68%
Building a performing arts center	44%	40%	46%	41%	38%	42%	45%	33%	48%	32%	40%
Building a community center	55%	53%	58%	55%	51%	64%	57%	39%	57%	49%	53%
Investing in transit	63%	56%	66%	59%	50%	51%	65%	52%	60%	54%	57%
Providing child care/after school programs	61%	57%	66%	67%	47%	66%	62%	46%	65%	50%	58%
Providing senior services	65%	63%	76%	67%	54%	60%	62%	66%	68%	58%	63%
Nothing, we should not be investing in any additional amenities at this time	26%	19%	35%	23%	8%	21%	18%	24%	29%	15%	21%

Table 30: Types of Employers

Please rate how important, if at all, it is for the City to add these types of employers: (Percent rating as "essential" or "very important").	Work in Goodyear		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Medical/Healthcare	88%	76%	76%	77%	84%	77%	81%	79%	85%	73%	79%
Aerospace	60%	48%	68%	44%	51%	47%	52%	54%	47%	56%	51%
High tech manufacturing	66%	62%	71%	58%	65%	49%	66%	69%	60%	65%	63%
Office/Professional services	72%	62%	68%	65%	64%	61%	67%	65%	67%	63%	65%
Retail	70%	70%	65%	75%	68%	72%	66%	73%	75%	64%	70%
Service industry	63%	62%	68%	68%	54%	62%	61%	63%	65%	58%	62%

Table 31: Travel Outside of Goodyear

About how frequently, if ever, do you travel outside of Goodyear for the following purposes?: (Percent rating as "More than once a month").	Work in Goodyear		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
Dining	95%	95%	90%	97%	95%	100%	93%	93%	95%	95%	95%
Attending a concert or live performance	69%	70%	52%	73%	80%	69%	76%	62%	70%	69%	70%
Seeing a movie	81%	83%	78%	86%	82%	84%	87%	73%	83%	81%	82%
Attending a sporting event	67%	67%	52%	72%	76%	63%	73%	62%	63%	71%	67%
Shopping	95%	96%	91%	96%	98%	100%	95%	93%	97%	94%	95%
Bowling	41%	36%	34%	42%	36%	55%	44%	13%	36%	37%	37%
Hiking	65%	48%	45%	50%	62%	63%	59%	34%	47%	57%	52%
Nightlife	64%	55%	47%	55%	70%	62%	65%	43%	52%	63%	57%

Table 32: 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").	Work in Goodyear		Annual household income			Age			Sex		Overall
	Inside Goodyear	Outside Goodyear	$49,999 or less	$50,000 to $99,999	$100,000 or more	18-34	35-54	55 and older	Female	Male	
City web site (www.goodyearaz.gov)	93%	86%	85%	89%	89%	94%	87%	84%	90%	85%	88%
Local media outlets (newspapers, radio, local television stations)	76%	86%	86%	82%	82%	70%	86%	90%	81%	85%	83%
The City's INFOCUS newsletter mailed directly to your home	83%	84%	87%	86%	79%	76%	85%	88%	87%	80%	84%
City Council meetings and other public meetings	42%	53%	48%	51%	46%	41%	50%	56%	50%	50%	50%
Talking with City officials	31%	41%	43%	40%	28%	29%	39%	45%	40%	36%	38%
eNotify City email communications	49%	51%	58%	50%	45%	49%	55%	45%	49%	52%	50%
The City on social media (Facebook, Twitter or YouTube)	55%	40%	51%	43%	38%	48%	52%	28%	46%	41%	43%
Word-of-mouth	86%	74%	78%	81%	72%	78%	77%	75%	78%	76%	77%

THE NCS™

The National Citizen Survey™

Goodyear, AZ

Technical Appendices

2015

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

Contents

Appendix A: Complete Survey Responses 1
Appendix B: Benchmark Comparisons 19
Appendix C: Detailed Survey Methods 28
Appendix D: Survey Materials 33

The National Citizen Survey™
© 2001-2015 National Research Center, Inc.

The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

Appendix A: Complete Survey Responses

Responses excluding "don't know"

The following pages contain a complete set of responses to each question on the survey, excluding the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 1: Question 1

Please rate each of the following aspects of quality of life in Goodyear:	Excellent		Good		Fair		Poor		Total	
Goodyear as a place to live	42%	N=275	51%	N=333	6%	N=39	1%	N=4	100%	N=650
Your neighborhood as a place to live	49%	N=318	43%	N=276	7%	N=49	1%	N=6	100%	N=649
Goodyear as a place to raise children	39%	N=203	46%	N=240	11%	N=56	5%	N=24	100%	N=524
Goodyear as a place to work	22%	N=93	37%	N=156	29%	N=123	13%	N=54	100%	N=427
Goodyear as a place to visit	23%	N=143	42%	N=263	24%	N=148	11%	N=66	100%	N=620
Goodyear as a place to retire	42%	N=231	43%	N=239	10%	N=57	5%	N=30	100%	N=556
The overall quality of life in Goodyear	35%	N=225	53%	N=346	11%	N=68	1%	N=9	100%	N=648

Table 2: Question 2

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Goodyear	36%	N=231	53%	N=346	10%	N=63	1%	N=7	100%	N=648
Overall ease of getting to the places you usually have to visit	33%	N=215	51%	N=328	12%	N=76	4%	N=28	100%	N=647
Quality of overall natural environment in Goodyear	25%	N=162	57%	N=365	15%	N=98	2%	N=15	100%	N=641
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	19%	N=121	48%	N=305	25%	N=161	9%	N=55	100%	N=643
Health and wellness opportunities in Goodyear	24%	N=140	51%	N=297	21%	N=125	4%	N=23	100%	N=586
Overall opportunities for education and enrichment	19%	N=102	45%	N=249	29%	N=158	7%	N=40	100%	N=547
Overall economic health of Goodyear	18%	N=105	49%	N=291	29%	N=168	4%	N=24	100%	N=588
Sense of community	20%	N=123	39%	N=247	34%	N=211	7%	N=46	100%	N=627
Overall image or reputation of Goodyear	23%	N=144	53%	N=334	22%	N=142	2%	N=15	100%	N=635

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Goodyear to someone who asks	57%	N=368	34%	N=221	7%	N=45	2%	N=15	100%	N=649
Remain in Goodyear for the next five years	59%	N=380	27%	N=175	7%	N=45	7%	N=42	100%	N=641

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	74%	N=480	23%	N=150	2%	N=12	1%	N=6	0%	N=1	100%	N=649
In Goodyear's downtown/commercial area during the day	54%	N=314	35%	N=202	10%	N=57	1%	N=7	0%	N=2	100%	N=582

Table 5: Question 5

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	22%	N=144	54%	N=349	19%	N=123	5%	N=35	100%	N=650
Ease of travel by car in Goodyear	30%	N=198	54%	N=353	14%	N=88	2%	N=11	100%	N=651
Ease of travel by public transportation in Goodyear	11%	N=31	20%	N=54	23%	N=62	46%	N=125	100%	N=273
Ease of travel by bicycle in Goodyear	18%	N=71	40%	N=160	31%	N=125	11%	N=44	100%	N=400
Ease of walking in Goodyear	24%	N=136	42%	N=239	27%	N=153	8%	N=45	100%	N=573
Availability of paths and walking trails	22%	N=120	41%	N=227	27%	N=151	10%	N=56	100%	N=554
Air quality	19%	N=118	48%	N=303	29%	N=182	5%	N=33	100%	N=635
Cleanliness of Goodyear	32%	N=205	49%	N=319	17%	N=111	2%	N=15	100%	N=650
Overall appearance of Goodyear	31%	N=203	51%	N=333	16%	N=101	2%	N=13	100%	N=650
Public places where people want to spend time	20%	N=119	44%	N=270	27%	N=162	9%	N=57	100%	N=607
Variety of housing options	19%	N=115	58%	N=349	18%	N=110	5%	N=28	100%	N=602
Availability of affordable quality housing	19%	N=109	51%	N=287	24%	N=138	5%	N=29	100%	N=563
Fitness opportunities (including exercise classes and paths or trails, etc.)	25%	N=146	45%	N=256	25%	N=142	5%	N=30	100%	N=574
Recreational opportunities	19%	N=112	46%	N=267	28%	N=161	8%	N=45	100%	N=586
Availability of affordable quality food	21%	N=137	48%	N=307	24%	N=153	7%	N=47	100%	N=645
Availability of affordable quality health care	18%	N=103	48%	N=269	28%	N=155	6%	N=33	100%	N=560
Availability of preventive health services	17%	N=92	49%	N=259	28%	N=150	5%	N=28	100%	N=530
Availability of affordable quality mental health care	13%	N=33	38%	N=100	32%	N=85	17%	N=45	100%	N=264

Table 6: Question 6

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	14%	N=36	45%	N=114	31%	N=79	10%	N=25	100%	N=253
K-12 education	20%	N=75	48%	N=184	23%	N=89	9%	N=34	100%	N=383
Adult educational opportunities	12%	N=49	43%	N=174	36%	N=146	8%	N=34	100%	N=403
Opportunities to attend cultural/arts/music activities	9%	N=46	36%	N=192	38%	N=201	17%	N=93	100%	N=532
Opportunities to participate in religious or spiritual events and activities	22%	N=103	50%	N=232	23%	N=107	5%	N=25	100%	N=467
Employment opportunities	4%	N=17	26%	N=104	46%	N=182	24%	N=93	100%	N=397
Shopping opportunities	12%	N=76	39%	N=251	36%	N=227	13%	N=85	100%	N=639
Cost of living in Goodyear	11%	N=71	46%	N=293	37%	N=236	7%	N=44	100%	N=644
Overall quality of business and service establishments in Goodyear	12%	N=75	49%	N=317	31%	N=202	8%	N=49	100%	N=642
Vibrant downtown/commercial area	5%	N=31	21%	N=122	42%	N=240	31%	N=179	100%	N=572
Overall quality of new development in Goodyear	10%	N=59	46%	N=282	33%	N=202	11%	N=70	100%	N=613
Opportunities to participate in social events and activities	8%	N=47	41%	N=226	39%	N=218	12%	N=64	100%	N=555
Opportunities to volunteer	14%	N=65	46%	N=208	32%	N=143	8%	N=36	100%	N=452
Opportunities to participate in community matters	13%	N=62	46%	N=222	31%	N=151	9%	N=45	100%	N=482
Openness and acceptance of the community toward people of diverse backgrounds	19%	N=100	53%	N=277	24%	N=125	3%	N=18	100%	N=520
Neighborliness of residents in Goodyear	14%	N=86	48%	N=300	32%	N=201	5%	N=34	100%	N=621

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	10%	N=64	90%	N=583	100%	N=647
Made efforts to make your home more energy efficient	20%	N=128	80%	N=519	100%	N=647
Observed a code violation or other hazard in Goodyear	52%	N=336	48%	N=306	100%	N=642
Household member was a victim of a crime in Goodyear	93%	N=599	7%	N=47	100%	N=646
Reported a crime to the police in Goodyear	85%	N=551	15%	N=95	100%	N=646
Stocked supplies in preparation for an emergency	76%	N=487	24%	N=154	100%	N=641
Campaigned or advocated for an issue, cause or candidate	85%	N=547	15%	N=98	100%	N=645
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	55%	N=352	45%	N=294	100%	N=646
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	92%	N=596	8%	N=50	100%	N=646

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Goodyear?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Goodyear recreation centers or their services	8%	N=50	10%	N=65	32%	N=201	51%	N=323	100%	N=638
Visited a neighborhood park or City park	16%	N=102	25%	N=161	37%	N=237	22%	N=144	100%	N=644
Used Goodyear public libraries or their services	7%	N=43	16%	N=105	24%	N=154	53%	N=340	100%	N=642
Participated in religious or spiritual activities in Goodyear	13%	N=85	19%	N=121	9%	N=60	58%	N=375	100%	N=642
Attended a City-sponsored event	1%	N=10	4%	N=24	36%	N=230	59%	N=377	100%	N=641
Used bus, rail, subway or other public transportation instead of driving	4%	N=23	0%	N=2	1%	N=7	95%	N=609	100%	N=641
Carpooled with other adults or children instead of driving alone	18%	N=114	11%	N=67	16%	N=105	55%	N=350	100%	N=635
Walked or biked instead of driving	8%	N=51	16%	N=104	21%	N=132	55%	N=351	100%	N=639
Volunteered your time to some group/activity in Goodyear	6%	N=39	11%	N=70	15%	N=98	68%	N=437	100%	N=644
Participated in a club	9%	N=56	9%	N=56	11%	N=68	72%	N=459	100%	N=640
Talked to or visited with your immediate neighbors	35%	N=223	26%	N=168	28%	N=179	12%	N=75	100%	N=645
Done a favor for a neighbor	18%	N=119	22%	N=144	35%	N=226	24%	N=158	100%	N=646

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=4	1%	N=3	16%	N=100	83%	N=536	100%	N=644
Watched (online) a local public meeting	1%	N=7	1%	N=7	7%	N=46	91%	N=580	100%	N=640

Table 10: Question 10

Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Total	
Police services	34%	N=182	53%	N=285	12%	N=63	1%	N=6	100%	N=535
Fire services	41%	N=198	52%	N=254	6%	N=30	0%	N=1	100%	N=483
Ambulance or emergency medical services	39%	N=164	53%	N=224	8%	N=33	1%	N=3	100%	N=425
Crime prevention	23%	N=100	56%	N=242	17%	N=73	3%	N=14	100%	N=429
Fire prevention and education	24%	N=93	54%	N=205	20%	N=75	2%	N=7	100%	N=379
Traffic enforcement	20%	N=104	53%	N=272	22%	N=115	4%	N=22	100%	N=512

Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Total	
Street repair	18%	N=109	46%	N=278	27%	N=162	8%	N=50	100%	N=599
Street cleaning	21%	N=131	51%	N=313	22%	N=134	5%	N=32	100%	N=610
Street lighting	20%	N=126	52%	N=326	20%	N=125	7%	N=46	100%	N=623
Sidewalk maintenance	21%	N=124	50%	N=304	22%	N=136	7%	N=40	100%	N=605
Traffic signal timing	17%	N=102	40%	N=243	26%	N=156	18%	N=107	100%	N=608
Bus or transit services	7%	N=18	27%	N=66	26%	N=64	39%	N=96	100%	N=244
Garbage collection	40%	N=251	48%	N=298	11%	N=66	2%	N=11	100%	N=626
Recycling	39%	N=241	47%	N=287	12%	N=75	2%	N=11	100%	N=615
Yard waste pick-up	37%	N=209	44%	N=246	12%	N=70	7%	N=38	100%	N=562
Storm drainage	19%	N=109	47%	N=270	23%	N=129	11%	N=62	100%	N=571
Drinking water	16%	N=101	35%	N=214	28%	N=174	20%	N=124	100%	N=612
Sewer services	27%	N=165	48%	N=286	21%	N=127	4%	N=21	100%	N=599
Utility billing	17%	N=108	44%	N=272	27%	N=167	12%	N=75	100%	N=621
City parks	22%	N=124	56%	N=311	19%	N=108	3%	N=18	100%	N=561
Recreation programs or classes	20%	N=80	47%	N=191	27%	N=109	6%	N=25	100%	N=404
Recreation centers or facilities	17%	N=68	50%	N=203	27%	N=108	6%	N=26	100%	N=406
Land use, planning and zoning	10%	N=45	45%	N=198	36%	N=161	8%	N=37	100%	N=441
Code enforcement (weeds, abandoned buildings, etc.)	16%	N=79	38%	N=187	37%	N=186	9%	N=46	100%	N=497
Economic development	10%	N=48	44%	N=208	31%	N=147	14%	N=67	100%	N=469
Health services	19%	N=94	49%	N=241	27%	N=136	5%	N=26	100%	N=497
Public library services	29%	N=126	49%	N=213	19%	N=83	3%	N=15	100%	N=436
Public information services	17%	N=72	51%	N=214	29%	N=121	3%	N=12	100%	N=419
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	N=44	49%	N=138	26%	N=72	10%	N=27	100%	N=280
Preservation of natural areas such as open space, farmlands and greenbelts	15%	N=69	47%	N=215	30%	N=136	8%	N=38	100%	N=458
Goodyear open space	16%	N=82	46%	N=235	30%	N=151	8%	N=40	100%	N=507
City-sponsored special events	19%	N=81	48%	N=204	25%	N=106	8%	N=34	100%	N=425
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	25%	N=134	52%	N=283	18%	N=96	5%	N=27	100%	N=541

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Goodyear	21%	N=124	57%	N=345	18%	N=109	4%	N=26	100%	N=605
The Federal Government	9%	N=49	32%	N=173	37%	N=204	22%	N=121	100%	N=547

Table 12: Question 12

Please rate the following categories of Goodyear government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Goodyear	11%	N=63	43%	N=248	37%	N=215	8%	N=47	100%	N=573
The overall direction that Goodyear is taking	18%	N=101	56%	N=321	19%	N=112	7%	N=43	100%	N=577
The job Goodyear government does at welcoming citizen involvement	17%	N=78	44%	N=205	28%	N=131	11%	N=54	100%	N=468
Overall confidence in Goodyear government	13%	N=70	49%	N=266	30%	N=161	8%	N=41	100%	N=539
Generally acting in the best interest of the community	14%	N=78	50%	N=273	28%	N=150	8%	N=42	100%	N=543
Being honest	15%	N=69	49%	N=228	27%	N=123	9%	N=41	100%	N=461

Please rate the following categories of Goodyear government performance:	Excellent		Good		Fair		Poor		Total	
Treating all residents fairly	17%	N=80	49%	N=227	25%	N=114	9%	N=42	100%	N=463

Table 13: Question 13

Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Goodyear	62%	N=401	33%	N=214	4%	N=27	0%	N=3	100%	N=646
Overall ease of getting to the places you usually have to visit	35%	N=226	47%	N=304	16%	N=100	2%	N=14	100%	N=645
Quality of overall natural environment in Goodyear	32%	N=207	51%	N=327	15%	N=97	2%	N=12	100%	N=643
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	31%	N=202	50%	N=321	17%	N=109	2%	N=13	100%	N=645
Health and wellness opportunities in Goodyear	31%	N=202	50%	N=319	18%	N=115	1%	N=8	100%	N=645
Overall opportunities for education and enrichment	40%	N=260	41%	N=267	16%	N=106	2%	N=13	100%	N=647
Overall economic health of Goodyear	51%	N=327	40%	N=261	8%	N=51	1%	N=7	100%	N=646
Sense of community	35%	N=224	45%	N=290	18%	N=114	3%	N=19	100%	N=646

Table 14: Question 14

Please rate how important, if at all, it is for the City to fund each of the following programs or amenities in order to improve the quality of life for residents in Goodyear:	Essential		Very important		Somewhat important		Not at all important		Total	
Supporting the arts	12%	N=77	33%	N=203	44%	N=270	11%	N=67	100%	N=616
Maintaining and improving parks	27%	N=173	57%	N=360	15%	N=94	0%	N=3	100%	N=629
Providing recreational opportunities	23%	N=141	51%	N=318	23%	N=146	3%	N=21	100%	N=626
Building a City Center/City Hall	13%	N=81	23%	N=140	43%	N=259	21%	N=124	100%	N=604
Bringing higher education to Goodyear	33%	N=205	35%	N=217	23%	N=145	9%	N=54	100%	N=621
Building a performing arts center	15%	N=90	26%	N=159	38%	N=238	21%	N=132	100%	N=620
Building a community center	19%	N=117	34%	N=211	35%	N=218	12%	N=74	100%	N=620
Investing in transit	25%	N=156	32%	N=193	26%	N=160	17%	N=104	100%	N=614
Providing child care/after school programs	24%	N=141	34%	N=198	28%	N=162	15%	N=86	100%	N=587
Providing senior services	24%	N=145	39%	N=240	29%	N=176	8%	N=49	100%	N=610
Nothing, we should not be investing in any additional amenities at this time	11%	N=33	11%	N=33	22%	N=67	57%	N=179	100%	N=313

Table 15: Question 15

Please rate how important, if at all, it is for the City to add these types of employers:	Essential		Very important		Somewhat important		Not at all important		Total	
Medical/Healthcare	39%	N=238	40%	N=247	16%	N=99	5%	N=28	100%	N=613
Aerospace	22%	N=127	29%	N=170	30%	N=176	19%	N=108	100%	N=581
High tech manufacturing	31%	N=180	32%	N=186	25%	N=148	12%	N=69	100%	N=583
Office/Professional services	25%	N=149	40%	N=241	29%	N=171	7%	N=40	100%	N=600
Retail	34%	N=204	36%	N=221	24%	N=148	6%	N=37	100%	N=610
Service industry	23%	N=137	39%	N=227	30%	N=178	8%	N=48	100%	N=589

Table 16: Question 16

About how frequently, if ever, do you travel outside of Goodyear for the following purposes?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Dining	22%	N=142	44%	N=288	29%	N=185	5%	N=33	100%	N=647
Attending a concert or live performance	5%	N=31	15%	N=97	50%	N=324	30%	N=196	100%	N=648
Seeing a movie	6%	N=36	31%	N=198	46%	N=295	18%	N=117	100%	N=645
Attending a sporting event	4%	N=27	19%	N=122	44%	N=282	33%	N=213	100%	N=643
Shopping	25%	N=160	47%	N=306	23%	N=151	5%	N=31	100%	N=648
Bowling	3%	N=20	7%	N=44	27%	N=173	63%	N=406	100%	N=643
Hiking	6%	N=38	17%	N=108	30%	N=191	48%	N=309	100%	N=645
Nightlife	8%	N=50	19%	N=120	31%	N=202	43%	N=276	100%	N=648

Table 17: Question 17

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:	Major source		Minor source		Not a source		Total	
City web site (www.goodyearaz.gov)	63%	N=402	25%	N=159	12%	N=78	100%	N=640
Local media outlets (newspapers, radio, local television stations)	39%	N=252	43%	N=279	17%	N=111	100%	N=642
The City's INFOCUS newsletter mailed directly to your home	49%	N=318	34%	N=221	16%	N=104	100%	N=643
City Council meetings and other public meetings	15%	N=98	34%	N=219	50%	N=322	100%	N=638
Talking with City officials	12%	N=77	26%	N=167	62%	N=394	100%	N=638
eNotify City email communications	16%	N=103	34%	N=216	50%	N=315	100%	N=635
The City on social media (Facebook, Twitter or YouTube)	16%	N=100	27%	N=174	57%	N=365	100%	N=639
Word-of-mouth	27%	N=173	50%	N=317	23%	N=147	100%	N=638

Table 18: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	2%	N=14	5%	N=31	3%	N=20	16%	N=107	74%	N=479	100%	N=651
Purchase goods or services from a business located in Goodyear	1%	N=5	2%	N=13	19%	N=126	53%	N=345	24%	N=159	100%	N=649
Eat at least 5 portions of fruits and vegetables a day	2%	N=12	13%	N=86	34%	N=222	34%	N=219	17%	N=108	100%	N=647
Participate in moderate or vigorous physical activity	3%	N=22	15%	N=94	29%	N=189	36%	N=235	17%	N=109	100%	N=648
Read or watch local news (via television, paper, computer, etc.)	5%	N=34	10%	N=67	18%	N=117	27%	N=178	39%	N=254	100%	N=649
Vote in local elections	13%	N=82	7%	N=45	12%	N=76	22%	N=143	46%	N=297	100%	N=643

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	23%	N=147
Very good	42%	N=275
Good	28%	N=184
Fair	6%	N=39
Poor	1%	N=4
Total	100%	N=649

Table 20: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	8%	N=50
Somewhat positive	25%	N=161
Neutral	52%	N=336
Somewhat negative	13%	N=85
Very negative	2%	N=15
Total	100%	N=646

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	59%	N=379
Working part time for pay	8%	N=50
Unemployed, looking for paid work	2%	N=15
Unemployed, not looking for paid work	6%	N=38
Fully retired	25%	N=159
Total	100%	N=642

Table 22: Question D5

Do you work inside the boundaries of Goodyear?	Percent	Number
Yes, outside the home	19%	N=122
Yes, from home	8%	N=50
No	73%	N=457
Total	100%	N=629

Table 23: Question D6

How many years have you lived in Goodyear?	Percent	Number
Less than 2 years	23%	N=148
2 to 5 years	27%	N=173
6 to 10 years	23%	N=149
11 to 20 years	24%	N=156
More than 20 years	4%	N=25
Total	100%	N=651

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	89%	N=576
Building with two or more homes (duplex, townhome, apartment or condominium)	10%	N=62
Mobile home	1%	N=7
Other	1%	N=4
Total	100%	N=648

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	22%	N=140
Owned	78%	N=505
Total	100%	N=645

Table 26: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	2%	N=13
$300 to $599 per month	7%	N=41
$600 to $999 per month	21%	N=133
$1,000 to $1,499 per month	37%	N=234
$1,500 to $2,499 per month	25%	N=159
$2,500 or more per month	8%	N=48
Total	100%	N=627

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	59%	N=382
Yes	41%	N=266
Total	100%	N=649

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	70%	N=455
Yes	30%	N=194
Total	100%	N=648

Table 29: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	6%	N=39
$25,000 to $49,999	18%	N=110
$50,000 to $99,999	41%	N=250
$100,000 to $149,999	22%	N=132
$150,000 or more	13%	N=78
Total	100%	N=609

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	80%	N=512
Yes, I consider myself to be Spanish, Hispanic or Latino	20%	N=129
Total	100%	N=641

Table 31: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=10
Asian, Asian Indian or Pacific Islander	6%	N=37
Black or African American	6%	N=38
White	79%	N=503
Other	13%	N=84

Total may exceed 100% as respondents could select more than one option.

Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	5%	N=32
25 to 34 years	22%	N=140
35 to 44 years	18%	N=115
45 to 54 years	22%	N=145
55 to 64 years	10%	N=68
65 to 74 years	16%	N=102
75 years or older	7%	N=46
Total	100%	N=648

Table 33: Question D16

What is your sex?	Percent	Number
Female	52%	N=335
Male	48%	N=313
Total	100%	N=648

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	68%	N=443
Land line	16%	N=105
Both	16%	N=102
Total	100%	N=649

Responses including "don't know"

The following pages contain a complete set of responses to each question on the survey, including the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 35: Question 1

Please rate each of the following aspects of quality of life in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
Goodyear as a place to live	42%	N=275	51%	N=333	6%	N=39	1%	N=4	0%	N=2	100%	N=652
Your neighborhood as a place to live	49%	N=318	43%	N=276	7%	N=49	1%	N=6	0%	N=1	100%	N=650
Goodyear as a place to raise children	32%	N=203	37%	N=240	9%	N=56	4%	N=24	19%	N=120	100%	N=644
Goodyear as a place to work	14%	N=93	24%	N=156	19%	N=123	8%	N=54	34%	N=219	100%	N=646
Goodyear as a place to visit	22%	N=143	41%	N=263	23%	N=148	10%	N=66	3%	N=21	100%	N=641
Goodyear as a place to retire	36%	N=231	37%	N=239	9%	N=57	5%	N=30	14%	N=89	100%	N=645
The overall quality of life in Goodyear	35%	N=225	53%	N=346	11%	N=68	1%	N=9	0%	N=2	100%	N=650

Table 36: Question 2

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Goodyear	36%	N=231	53%	N=346	10%	N=63	1%	N=7	0%	N=0	100%	N=648
Overall ease of getting to the places you usually have to visit	33%	N=215	51%	N=328	12%	N=76	4%	N=28	0%	N=0	100%	N=647
Quality of overall natural environment in Goodyear	25%	N=162	57%	N=365	15%	N=98	2%	N=15	1%	N=4	100%	N=645
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	19%	N=121	47%	N=305	25%	N=161	8%	N=55	0%	N=3	100%	N=646
Health and wellness opportunities in Goodyear	22%	N=140	46%	N=297	20%	N=125	4%	N=23	9%	N=55	100%	N=641
Overall opportunities for education and enrichment	16%	N=102	39%	N=249	24%	N=158	6%	N=40	15%	N=98	100%	N=645
Overall economic health of Goodyear	16%	N=105	45%	N=291	26%	N=168	4%	N=24	9%	N=56	100%	N=644
Sense of community	19%	N=123	38%	N=247	33%	N=211	7%	N=46	3%	N=16	100%	N=644
Overall image or reputation of Goodyear	22%	N=144	52%	N=334	22%	N=142	2%	N=15	2%	N=11	100%	N=646

Table 37: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Goodyear to someone who asks	56%	N=368	34%	N=221	7%	N=45	2%	N=15	0%	N=3	100%	N=651
Remain in Goodyear for the next five years	58%	N=380	27%	N=175	7%	N=45	6%	N=42	1%	N=8	100%	N=649

Table 38: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	74%	N=480	23%	N=150	2%	N=12	1%	N=6	0%	N=1	0%	N=0	100%	N=649
In Goodyear's downtown/commercial area during the day	49%	N=314	31%	N=202	9%	N=57	1%	N=7	0%	N=2	10%	N=62	100%	N=645

Table 39: Question 5

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	22%	N=144	54%	N=349	19%	N=123	5%	N=35	0%	N=1	100%	N=651
Ease of travel by car in Goodyear	30%	N=198	54%	N=353	14%	N=88	2%	N=11	0%	N=0	100%	N=651
Ease of travel by public transportation in Goodyear	5%	N=31	8%	N=54	10%	N=62	19%	N=125	58%	N=371	100%	N=644

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of travel by bicycle in Goodyear	11%	N=71	25%	N=160	19%	N=125	7%	N=44	38%	N=247	100%	N=647
Ease of walking in Goodyear	21%	N=136	37%	N=239	24%	N=153	7%	N=45	12%	N=75	100%	N=648
Availability of paths and walking trails	19%	N=120	35%	N=227	24%	N=151	9%	N=56	13%	N=85	100%	N=639
Air quality	18%	N=118	47%	N=303	28%	N=182	5%	N=33	2%	N=15	100%	N=650
Cleanliness of Goodyear	32%	N=205	49%	N=319	17%	N=111	2%	N=15	0%	N=0	100%	N=651
Overall appearance of Goodyear	31%	N=203	51%	N=333	16%	N=101	2%	N=13	0%	N=1	100%	N=651
Public places where people want to spend time	18%	N=119	42%	N=270	25%	N=162	9%	N=57	6%	N=40	100%	N=648
Variety of housing options	18%	N=115	54%	N=349	17%	N=110	4%	N=28	7%	N=46	100%	N=647
Availability of affordable quality housing	17%	N=109	44%	N=287	21%	N=138	5%	N=29	13%	N=84	100%	N=646
Fitness opportunities (including exercise classes and paths or trails, etc.)	23%	N=146	40%	N=256	22%	N=142	5%	N=30	11%	N=74	100%	N=648
Recreational opportunities	17%	N=112	41%	N=267	25%	N=161	7%	N=45	9%	N=59	100%	N=645
Availability of affordable quality food	21%	N=137	47%	N=307	24%	N=153	7%	N=47	1%	N=5	100%	N=650
Availability of affordable quality health care	16%	N=103	41%	N=269	24%	N=155	5%	N=33	14%	N=89	100%	N=649
Availability of preventive health services	14%	N=92	40%	N=259	23%	N=150	4%	N=28	18%	N=117	100%	N=647
Availability of affordable quality mental health care	5%	N=33	16%	N=100	13%	N=85	7%	N=45	59%	N=381	100%	N=645

Table 40: Question 6

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	6%	N=36	18%	N=114	12%	N=79	4%	N=25	60%	N=387	100%	N=640
K-12 education	12%	N=75	29%	N=184	14%	N=89	5%	N=34	40%	N=257	100%	N=640
Adult educational opportunities	8%	N=49	27%	N=174	23%	N=146	5%	N=34	37%	N=237	100%	N=641
Opportunities to attend cultural/arts/music activities	7%	N=46	30%	N=192	31%	N=201	14%	N=93	17%	N=110	100%	N=642
Opportunities to participate in religious or spiritual events and activities	16%	N=103	36%	N=232	17%	N=107	4%	N=25	28%	N=181	100%	N=648
Employment opportunities	3%	N=17	16%	N=104	28%	N=182	15%	N=93	38%	N=246	100%	N=643
Shopping opportunities	12%	N=76	39%	N=251	35%	N=227	13%	N=85	1%	N=4	100%	N=642
Cost of living in Goodyear	11%	N=71	45%	N=293	37%	N=236	7%	N=44	0%	N=3	100%	N=647
Overall quality of business and service establishments in Goodyear	12%	N=75	49%	N=317	31%	N=202	8%	N=49	0%	N=3	100%	N=645
Vibrant downtown/commercial area	5%	N=31	19%	N=122	37%	N=240	28%	N=179	11%	N=73	100%	N=645
Overall quality of new development in Goodyear	9%	N=59	44%	N=282	31%	N=202	11%	N=70	5%	N=29	100%	N=642
Opportunities to participate in social events and activities	7%	N=47	35%	N=226	34%	N=218	10%	N=64	14%	N=90	100%	N=645
Opportunities to volunteer	10%	N=65	32%	N=208	22%	N=143	6%	N=36	30%	N=196	100%	N=647
Opportunities to participate in community matters	10%	N=62	35%	N=222	24%	N=151	7%	N=45	25%	N=161	100%	N=643
Openness and acceptance of the community toward people of diverse backgrounds	16%	N=100	43%	N=277	20%	N=125	3%	N=18	19%	N=119	100%	N=639
Neighborliness of residents in Goodyear	13%	N=86	47%	N=300	31%	N=201	5%	N=34	4%	N=24	100%	N=645

Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	10%	N=64	90%	N=583	100%	N=647
Made efforts to make your home more energy efficient	20%	N=128	80%	N=519	100%	N=647
Observed a code violation or other hazard in Goodyear	52%	N=336	48%	N=306	100%	N=642
Household member was a victim of a crime in Goodyear	93%	N=599	7%	N=47	100%	N=646

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Reported a crime to the police in Goodyear	85%	N=551	15%	N=95	100%	N=646
Stocked supplies in preparation for an emergency	76%	N=487	24%	N=154	100%	N=641
Campaigned or advocated for an issue, cause or candidate	85%	N=547	15%	N=98	100%	N=645
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	55%	N=352	45%	N=294	100%	N=646
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	92%	N=596	8%	N=50	100%	N=646

Table 42: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Goodyear?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Goodyear recreation centers or their services	8%	N=50	10%	N=65	32%	N=201	51%	N=323	100%	N=638
Visited a neighborhood park or City park	16%	N=102	25%	N=161	37%	N=237	22%	N=144	100%	N=644
Used Goodyear public libraries or their services	7%	N=43	16%	N=105	24%	N=154	53%	N=340	100%	N=642
Participated in religious or spiritual activities in Goodyear	13%	N=85	19%	N=121	9%	N=60	58%	N=375	100%	N=642
Attended a City-sponsored event	1%	N=10	4%	N=24	36%	N=230	59%	N=377	100%	N=641
Used bus, rail, subway or other public transportation instead of driving	4%	N=23	0%	N=2	1%	N=7	95%	N=609	100%	N=641
Carpooled with other adults or children instead of driving alone	18%	N=114	11%	N=67	16%	N=105	55%	N=350	100%	N=635
Walked or biked instead of driving	8%	N=51	16%	N=104	21%	N=132	55%	N=351	100%	N=639
Volunteered your time to some group/activity in Goodyear	6%	N=39	11%	N=70	15%	N=98	68%	N=437	100%	N=644
Participated in a club	9%	N=56	9%	N=56	11%	N=68	72%	N=459	100%	N=640
Talked to or visited with your immediate neighbors	35%	N=223	26%	N=168	28%	N=179	12%	N=75	100%	N=645
Done a favor for a neighbor	18%	N=119	22%	N=144	35%	N=226	24%	N=158	100%	N=646

Table 43: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=4	1%	N=3	16%	N=100	83%	N=536	100%	N=644
Watched (online) a local public meeting	1%	N=7	1%	N=7	7%	N=46	91%	N=580	100%	N=640

Table 44: Question 10

Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	29%	N=182	45%	N=285	10%	N=63	1%	N=6	16%	N=101	100%	N=636
Fire services	31%	N=198	40%	N=254	5%	N=30	0%	N=1	24%	N=152	100%	N=635
Ambulance or emergency medical services	26%	N=164	35%	N=224	5%	N=33	0%	N=3	33%	N=211	100%	N=635
Crime prevention	16%	N=100	38%	N=242	12%	N=73	2%	N=14	32%	N=203	100%	N=632
Fire prevention and education	15%	N=93	32%	N=205	12%	N=75	1%	N=7	40%	N=252	100%	N=631
Traffic enforcement	16%	N=104	43%	N=272	18%	N=115	3%	N=22	19%	N=119	100%	N=631
Street repair	17%	N=109	44%	N=278	26%	N=162	8%	N=50	6%	N=36	100%	N=635
Street cleaning	21%	N=131	50%	N=313	21%	N=134	5%	N=32	3%	N=19	100%	N=629
Street lighting	20%	N=126	51%	N=326	20%	N=125	7%	N=46	2%	N=11	100%	N=635
Sidewalk maintenance	20%	N=124	48%	N=304	21%	N=136	6%	N=40	5%	N=29	100%	N=634
Traffic signal timing	16%	N=102	39%	N=243	25%	N=156	17%	N=107	3%	N=19	100%	N=627

Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
Bus or transit services	3%	N=18	10%	N=66	10%	N=64	15%	N=96	61%	N=388	100%	N=632
Garbage collection	39%	N=251	47%	N=298	10%	N=66	2%	N=11	2%	N=10	100%	N=636
Recycling	38%	N=241	45%	N=287	12%	N=75	2%	N=11	3%	N=22	100%	N=637
Yard waste pick-up	33%	N=209	39%	N=246	11%	N=70	6%	N=38	12%	N=73	100%	N=636
Storm drainage	17%	N=109	42%	N=270	20%	N=129	10%	N=62	11%	N=67	100%	N=638
Drinking water	16%	N=101	34%	N=214	27%	N=174	19%	N=124	4%	N=25	100%	N=638
Sewer services	26%	N=165	45%	N=286	20%	N=127	3%	N=21	6%	N=37	100%	N=636
Utility billing	17%	N=108	43%	N=272	26%	N=167	12%	N=75	3%	N=17	100%	N=638
City parks	19%	N=124	49%	N=311	17%	N=108	3%	N=18	12%	N=80	100%	N=641
Recreation programs or classes	13%	N=80	30%	N=191	17%	N=109	4%	N=25	37%	N=233	100%	N=637
Recreation centers or facilities	11%	N=68	32%	N=203	17%	N=108	4%	N=26	36%	N=230	100%	N=636
Land use, planning and zoning	7%	N=45	31%	N=198	25%	N=161	6%	N=37	31%	N=193	100%	N=634
Code enforcement (weeds, abandoned buildings, etc.)	12%	N=79	29%	N=187	29%	N=186	7%	N=46	22%	N=138	100%	N=635
Economic development	8%	N=48	33%	N=208	23%	N=147	11%	N=67	26%	N=162	100%	N=631
Health services	15%	N=94	38%	N=241	21%	N=136	4%	N=26	22%	N=140	100%	N=637
Public library services	20%	N=126	33%	N=213	13%	N=83	2%	N=15	31%	N=199	100%	N=636
Public information services	11%	N=72	34%	N=214	19%	N=121	2%	N=12	34%	N=216	100%	N=635
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	N=44	22%	N=138	11%	N=72	4%	N=27	56%	N=351	100%	N=631
Preservation of natural areas such as open space, farmlands and greenbelts	11%	N=69	35%	N=215	22%	N=136	6%	N=38	26%	N=159	100%	N=617
Goodyear open space	13%	N=82	37%	N=235	24%	N=151	6%	N=40	20%	N=127	100%	N=634
City-sponsored special events	13%	N=81	33%	N=204	17%	N=106	5%	N=34	32%	N=198	100%	N=623
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	21%	N=134	45%	N=283	15%	N=96	4%	N=27	14%	N=86	100%	N=627

Table 45: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Goodyear	19%	N=124	54%	N=345	17%	N=109	4%	N=26	6%	N=37	100%	N=642
The Federal Government	8%	N=49	27%	N=173	32%	N=204	19%	N=121	15%	N=94	100%	N=641

Table 46: Question 12

Please rate the following categories of Goodyear government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Goodyear	10%	N=63	39%	N=248	34%	N=215	7%	N=47	11%	N=68	100%	N=641
The overall direction that Goodyear is taking	16%	N=101	50%	N=321	17%	N=112	7%	N=43	10%	N=65	100%	N=642
The job Goodyear government does at welcoming citizen involvement	12%	N=78	32%	N=205	21%	N=131	8%	N=54	27%	N=173	100%	N=641
Overall confidence in Goodyear government	11%	N=70	41%	N=266	25%	N=161	6%	N=41	16%	N=103	100%	N=642
Generally acting in the best interest of the community	12%	N=78	43%	N=273	23%	N=150	7%	N=42	15%	N=98	100%	N=640
Being honest	11%	N=69	36%	N=228	19%	N=123	6%	N=41	28%	N=179	100%	N=640
Treating all residents fairly	12%	N=80	35%	N=227	18%	N=114	7%	N=42	28%	N=180	100%	N=642

Table 47: Question 13

Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Goodyear	62%	N=401	33%	N=214	4%	N=27	0%	N=3	100%	N=646
Overall ease of getting to the places you usually have to visit	35%	N=226	47%	N=304	16%	N=100	2%	N=14	100%	N=645
Quality of overall natural environment in Goodyear	32%	N=207	51%	N=327	15%	N=97	2%	N=12	100%	N=643
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	31%	N=202	50%	N=321	17%	N=109	2%	N=13	100%	N=645
Health and wellness opportunities in Goodyear	31%	N=202	50%	N=319	18%	N=115	1%	N=8	100%	N=645
Overall opportunities for education and enrichment	40%	N=260	41%	N=267	16%	N=106	2%	N=13	100%	N=647
Overall economic health of Goodyear	51%	N=327	40%	N=261	8%	N=51	1%	N=7	100%	N=646
Sense of community	35%	N=224	45%	N=290	18%	N=114	3%	N=19	100%	N=646

Table 48: Question 14

Please rate how important, if at all, it is for the City to fund each of the following programs or amenities in order to improve the quality of life for residents in Goodyear:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Supporting the arts	12%	N=77	32%	N=203	42%	N=270	10%	N=67	4%	N=24	100%	N=641
Maintaining and improving parks	27%	N=173	56%	N=360	15%	N=94	0%	N=3	2%	N=15	100%	N=644
Providing recreational opportunities	22%	N=141	50%	N=318	23%	N=146	3%	N=21	2%	N=15	100%	N=642
Building a City Center/City Hall	13%	N=81	22%	N=140	41%	N=259	20%	N=124	5%	N=33	100%	N=637
Bringing higher education to Goodyear	32%	N=205	34%	N=217	23%	N=145	8%	N=54	3%	N=18	100%	N=639
Building a performing arts center	14%	N=90	25%	N=159	37%	N=238	21%	N=132	4%	N=24	100%	N=643
Building a community center	18%	N=117	33%	N=211	34%	N=218	12%	N=74	4%	N=23	100%	N=643
Investing in transit	24%	N=156	30%	N=193	25%	N=160	16%	N=104	5%	N=33	100%	N=647
Providing child care/after school programs	22%	N=141	31%	N=198	25%	N=162	13%	N=86	8%	N=51	100%	N=639
Providing senior services	23%	N=145	38%	N=240	28%	N=176	8%	N=49	5%	N=29	100%	N=639
Nothing, we should not be investing in any additional amenities at this time	7%	N=33	7%	N=33	14%	N=67	37%	N=179	36%	N=176	100%	N=489

Table 49: Question 15

Please rate how important, if at all, it is for the City to add these types of employers:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Medical/Healthcare	37%	N=238	39%	N=247	16%	N=99	4%	N=28	4%	N=28	100%	N=641
Aerospace	20%	N=127	27%	N=170	27%	N=176	17%	N=108	9%	N=58	100%	N=639
High tech manufacturing	28%	N=180	29%	N=186	23%	N=148	11%	N=69	9%	N=59	100%	N=642
Office/Professional services	23%	N=149	38%	N=241	27%	N=171	6%	N=40	6%	N=38	100%	N=638
Retail	32%	N=204	34%	N=221	23%	N=148	6%	N=37	5%	N=33	100%	N=643
Service industry	21%	N=137	36%	N=227	28%	N=178	8%	N=48	7%	N=47	100%	N=636

Table 50: Question 16

About how frequently, if ever, do you travel outside of Goodyear for the following purposes?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Dining	22%	N=142	44%	N=288	29%	N=185	5%	N=33	100%	N=647
Attending a concert or live performance	5%	N=31	15%	N=97	50%	N=324	30%	N=196	100%	N=648

About how frequently, if ever, do you travel outside of Goodyear for the following purposes?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Seeing a movie	6%	N=36	31%	N=198	46%	N=295	18%	N=117	100%	N=645
Attending a sporting event	4%	N=27	19%	N=122	44%	N=282	33%	N=213	100%	N=643
Shopping	25%	N=160	47%	N=306	23%	N=151	5%	N=31	100%	N=648
Bowling	3%	N=20	7%	N=44	27%	N=173	63%	N=406	100%	N=643
Hiking	6%	N=38	17%	N=108	30%	N=191	48%	N=309	100%	N=645
Nightlife	8%	N=50	19%	N=120	31%	N=202	43%	N=276	100%	N=648

Table 51: Question 17

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:	Major source		Minor source		Not a source		Total	
City web site (www.goodyearaz.gov)	63%	N=402	25%	N=159	12%	N=78	100%	N=640
Local media outlets (newspapers, radio, local television stations)	39%	N=252	43%	N=279	17%	N=111	100%	N=642
The City's INFOCUS newsletter mailed directly to your home	49%	N=318	34%	N=221	16%	N=104	100%	N=643
City Council meetings and other public meetings	15%	N=98	34%	N=219	50%	N=322	100%	N=638
Talking with City officials	12%	N=77	26%	N=167	62%	N=394	100%	N=638
eNotify City email communications	16%	N=103	34%	N=216	50%	N=315	100%	N=635
The City on social media (Facebook, Twitter or YouTube)	16%	N=100	27%	N=174	57%	N=365	100%	N=639
Word-of-mouth	27%	N=173	50%	N=317	23%	N=147	100%	N=638

Table 52: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	2%	N=14	5%	N=31	3%	N=20	16%	N=107	74%	N=479	100%	N=651
Purchase goods or services from a business located in Goodyear	1%	N=5	2%	N=13	19%	N=126	53%	N=345	24%	N=159	100%	N=649
Eat at least 5 portions of fruits and vegetables a day	2%	N=12	13%	N=86	34%	N=222	34%	N=219	17%	N=108	100%	N=647
Participate in moderate or vigorous physical activity	3%	N=22	15%	N=94	29%	N=189	36%	N=235	17%	N=109	100%	N=648
Read or watch local news (via television, paper, computer, etc.)	5%	N=34	10%	N=67	18%	N=117	27%	N=178	39%	N=254	100%	N=649
Vote in local elections	13%	N=82	7%	N=45	12%	N=76	22%	N=143	46%	N=297	100%	N=643

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	23%	N=147
Very good	42%	N=275
Good	28%	N=184
Fair	6%	N=39
Poor	1%	N=4
Total	100%	N=649

Table 54: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	8%	N=50
Somewhat positive	25%	N=161
Neutral	52%	N=336
Somewhat negative	13%	N=85
Very negative	2%	N=15
Total	100%	N=646

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	59%	N=379
Working part time for pay	8%	N=50
Unemployed, looking for paid work	2%	N=15
Unemployed, not looking for paid work	6%	N=38
Fully retired	25%	N=159
Total	100%	N=642

Table 56: Question D5

Do you work inside the boundaries of Goodyear?	Percent	Number
Yes, outside the home	19%	N=122
Yes, from home	8%	N=50
No	73%	N=457
Total	100%	N=629

Table 57: Question D6

How many years have you lived in Goodyear?	Percent	Number
Less than 2 years	23%	N=148
2 to 5 years	27%	N=173
6 to 10 years	23%	N=149
11 to 20 years	24%	N=156
More than 20 years	4%	N=25
Total	100%	N=651

Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	89%	N=576
Building with two or more homes (duplex, townhome, apartment or condominium)	10%	N=62
Mobile home	1%	N=7
Other	1%	N=4
Total	100%	N=648

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	22%	N=140
Owned	78%	N=505
Total	100%	N=645

Table 60: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	2%	N=13
$300 to $599 per month	7%	N=41
$600 to $999 per month	21%	N=133
$1,000 to $1,499 per month	37%	N=234
$1,500 to $2,499 per month	25%	N=159
$2,500 or more per month	8%	N=48
Total	100%	N=627

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	59%	N=382
Yes	41%	N=266
Total	100%	N=649

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	70%	N=455
Yes	30%	N=194
Total	100%	N=648

Table 63: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	6%	N=39
$25,000 to $49,999	18%	N=110
$50,000 to $99,999	41%	N=250
$100,000 to $149,999	22%	N=132
$150,000 or more	13%	N=78
Total	100%	N=609

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	80%	N=512
Yes, I consider myself to be Spanish, Hispanic or Latino	20%	N=129
Total	100%	N=641

Table 65: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=10
Asian, Asian Indian or Pacific Islander	6%	N=37
Black or African American	6%	N=38
White	79%	N=503
Other	13%	N=84

Total may exceed 100% as respondents could select more than one option.

Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	5%	N=32
25 to 34 years	22%	N=140
35 to 44 years	18%	N=115
45 to 54 years	22%	N=145
55 to 64 years	10%	N=68
65 to 74 years	16%	N=102
75 years or older	7%	N=46
Total	100%	N=648

Table 67: Question D16

What is your sex?	Percent	Number
Female	52%	N=335
Male	48%	N=313
Total	100%	N=648

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	68%	N=443
Land line	16%	N=105
Both	16%	N=102
Total	100%	N=649

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Goodyear chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Goodyear's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Goodyear's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Goodyear's rating to the benchmark.

In that final column, Goodyear's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Goodyear residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 69: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Goodyear	88%	150	398	Similar
Overall image or reputation of Goodyear	75%	140	297	Similar
Goodyear as a place to live	93%	124	341	Similar
Your neighborhood as a place to live	92%	43	263	Similar
Goodyear as a place to raise children	85%	156	332	Similar
Goodyear as a place to retire	84%	30	315	Higher
Overall appearance of Goodyear	82%	81	310	Similar

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Goodyear	89%	90	227	Similar
	In your neighborhood during the day	97%	90	303	Similar
	In Goodyear's downtown/commercial area during the day	89%	143	257	Similar
Mobility	Overall ease of getting to the places you usually have to visit	84%	41	143	Similar
	Availability of paths and walking trails	63%	133	266	Similar
	Ease of walking in Goodyear	65%	106	247	Similar
	Ease of travel by bicycle in Goodyear	58%	92	251	Similar
	Ease of travel by public transportation in Goodyear	31%	95	126	Lower
	Ease of travel by car in Goodyear	85%	13	254	Higher
	Traffic flow on major streets	76%	16	299	Higher
Natural Environment	Quality of overall natural environment in Goodyear	82%	102	235	Similar
	Cleanliness of Goodyear	81%	82	228	Similar
	Air quality	66%	150	211	Similar
Built Environment	Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	66%	56	137	Similar
	Overall quality of new development in Goodyear	56%	148	243	Similar
	Availability of affordable quality housing	70%	14	255	Higher
	Variety of housing options	77%	44	234	Higher
	Public places where people want to spend time	64%	69	130	Similar
Economy	Overall economic health of Goodyear	67%	61	142	Similar
	Vibrant downtown/commercial area	27%	97	127	Lower
	Overall quality of business and service establishments in Goodyear	61%	133	228	Similar
	Cost of living in Goodyear	57%	29	136	Similar
	Shopping opportunities	51%	156	253	Similar
	Employment opportunities	31%	152	267	Similar
	Goodyear as a place to visit	65%	80	150	Similar
	Goodyear as a place to work	58%	166	306	Similar
Recreation and Wellness	Health and wellness opportunities in Goodyear	75%	62	139	Similar
	Availability of affordable quality mental health care	51%	48	119	Similar
	Availability of preventive health services	66%	76	192	Similar
	Availability of affordable quality health care	66%	75	216	Similar
	Availability of affordable quality food	69%	86	192	Similar
	Recreational opportunities	65%	145	259	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	70%	60	134	Similar
	Overall opportunities for education and enrichment	64%	85	137	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Opportunities to participate in religious or spiritual events and activities	72%	131	172	Similar
	Opportunities to attend cultural/arts/music activities	45%	185	252	Similar
	Adult educational opportunities	55%	76	124	Similar
	K-12 education	68%	143	225	Similar
	Availability of affordable quality child care/preschool	59%	69	214	Similar
Community Engagement	Opportunities to participate in social events and activities	49%	169	215	Similar
	Neighborliness of Goodyear	62%	63	132	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	72%	42	245	Similar
	Opportunities to participate in community matters	59%	145	228	Similar
	Opportunities to volunteer	60%	172	222	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Goodyear	78%	185	386	Similar
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	77%	174	321	Similar
Value of services for the taxes paid to Goodyear	54%	160	347	Similar
Overall direction that Goodyear is taking	73%	50	278	Similar
Job Goodyear government does at welcoming citizen involvement	60%	72	265	Similar
Overall confidence in Goodyear government	62%	40	137	Similar
Generally acting in the best interest of the community	65%	37	137	Similar
Being honest	64%	49	133	Similar
Treating all residents fairly	66%	31	136	Similar
Services provided by the Federal Government	41%	70	206	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	87%	122	383	Similar
	Fire services	93%	163	310	Similar
	Ambulance or emergency medical services	91%	153	299	Similar
	Crime prevention	80%	100	307	Similar
	Fire prevention and education	78%	132	244	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	65%	123	240	Similar
Mobility	Traffic enforcement	73%	79	327	Similar
	Street repair	65%	78	372	Higher
	Street cleaning	73%	86	276	Similar
	Street lighting	73%	53	271	Similar
	Sidewalk maintenance	71%	34	275	Higher
	Traffic signal timing	57%	67	215	Similar
	Bus or transit services	34%	166	183	Lower
Natural Environment	Garbage collection	88%	94	308	Similar
	Recycling	86%	88	314	Similar
	Yard waste pick-up	81%	72	227	Similar
	Drinking water	51%	263	292	Lower
	Preservation of natural areas such as open space, farmlands and greenbelts	62%	105	218	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Goodyear open space	62%	58	129	Similar
Built Environment	Storm drainage	66%	151	315	Similar
	Sewer services	75%	126	276	Similar
	Utility billing	61%	89	122	Similar
	Land use, planning and zoning	55%	78	255	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	53%	111	315	Similar
Economy	Economic development	55%	116	243	Similar
Recreation and Wellness	City parks	78%	203	285	Similar
	Recreation programs or classes	67%	193	298	Similar
	Recreation centers or facilities	67%	153	242	Similar
	Health services	67%	80	168	Similar
Education and Enrichment	City-sponsored special events	67%	72	146	Similar
	Public library services	78%	236	300	Similar
Community Engagement	Public information services	68%	115	247	Similar

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	59%	147	262	Similar
Recommend living in Goodyear to someone who asks	91%	95	236	Similar
Remain in Goodyear for the next five years	86%	93	231	Similar
Contacted Goodyear (in-person, phone, email or web) for help or information	45%	135	268	Similar

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	24%	107	123	Lower
	Did NOT report a crime to the police	85%	30	133	Similar
	Household member was NOT a victim of a crime	93%	47	228	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	5%	100	110	Much lower
	Carpooled with other adults or children instead of driving alone	45%	45	129	Similar
	Walked or biked instead of driving	45%	105	133	Lower
Natural Environment	Made efforts to conserve water	90%	28	124	Similar
	Made efforts to make your home more energy efficient	80%	35	124	Similar
	Recycle at home	93%	69	215	Similar
Built Environment	Did NOT observe a code violation or other hazard in Goodyear	52%	63	125	Similar
	NOT experiencing housing costs stress	74%	51	211	Similar
Economy	Purchase goods or services from a business located in Goodyear	97%	61	129	Similar
	Economy will have positive impact on income	33%	46	213	Similar
	Work inside boundaries of Goodyear	27%	104	129	Lower
Recreation and Wellness	Used Goodyear recreation centers or their services	49%	159	200	Similar
	Visited a neighborhood park or City park	78%	184	231	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Eat at least 5 portions of fruits and vegetables a day	85%	53	126	Similar
	Participate in moderate or vigorous physical activity	82%	95	127	Similar
	In very good to excellent health	65%	58	128	Similar
Education and Enrichment	Used Goodyear public libraries or their services	47%	193	201	Lower
	Participated in religious or spiritual activities in Goodyear	42%	119	170	Similar
	Attended City-sponsored event	41%	107	130	Lower
Community Engagement	Campaigned or advocated for an issue, cause or candidate	15%	106	121	Similar
	Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	8%	127	128	Similar
	Volunteered your time to some group/activity in Goodyear	32%	163	220	Similar
	Participated in a club	28%	91	198	Similar
	Talked to or visited with your immediate neighbors	88%	91	129	Similar
	Done a favor for a neighbor	76%	106	125	Similar
	Attended a local public meeting	17%	159	220	Similar
	Watched (online or on television) a local public meeting	9%	184	185	Lower
	Read or watch local news (via television, paper, computer, etc.)	84%	89	128	Similar
	Vote in local elections	80%	113	213	Similar

Communities included in national comparisons

The communities included in Goodyear's comparisons are listed below along with their population according to the 2010 Census.

Adams County, CO 441,603
Airway Heights city, WA 6,114
Albany city, OR 50,158
Albemarle County, VA 98,970
Albert Lea city, MN 18,016
Algonquin village, IL 30,046
Aliso Viejo city, CA 47,823
Altoona city, IA 14,541
American Canyon city, CA 19,454
Ames city, IA 58,965
Andover CDP, MA 8,762
Ankeny city, IA 45,582
Ann Arbor city, MI 113,934
Annapolis city, MD 38,394
Apache Junction city, AZ 35,840
Apple Valley town, CA 69,135
Arapahoe County, CO 572,003
Arkansas City city, AR 366
Arlington city, TX 365,438
Arlington County, VA 207,627
Arvada city, CO 106,433
Asheville city, NC 83,393
Ashland city, OR 20,078
Ashland town, VA 7,225
Aspen city, CO 6,658
Auburn city, AL 53,380
Auburn city, WA 70,180
Augusta CCD, GA 134,777
Aurora city, CO 325,078
Austin city, TX 790,390
Bainbridge Island city, WA 23,025
Baltimore city, MD 620,961
Bartonville town, TX 1,469
Battle Creek city, MI 52,347
Bay City city, MI 34,932
Baytown city, TX 71,802
Bedford city, TX 46,979
Bedford town, MA 13,320
Bellevue city, WA 122,363
Bellingham city, WA 80,885
Beltrami County, MN 44,442
Benbrook city, TX 21,234
Bend city, OR 76,639
Benicia city, CA 26,997
Bettendorf city, IA 33,217
Billings city, MT 104,170
Blaine city, MN 57,186
Bloomfield Hills city, MI 3,869
Bloomington city, MN 82,893
Blue Springs city, MO 52,575
Boise City city, ID 205,671
Boone County, KY 118,811
Boulder city, CO 97,385
Bowling Green city, KY 58,067
Brentwood city, MO 8,055
Brentwood city, TN 37,060

Brighton city, CO 33,352
Bristol city, TN 26,702
Broken Arrow city, OK 98,850
Brookfield city, WI 37,920
Brookline CDP, MA 58,732
Broomfield city, CO 55,889
Brownsburg town, IN 21,285
Bryan city, TX 76,201
Burien city, WA 33,313
Burleson city, TX 36,690
Cabarrus County, NC 178,011
Cambridge city, MA 105,162
Canton city, SD 3,057
Cape Coral city, FL 154,305
Cape Girardeau city, MO 37,941
Carlisle borough, PA 18,682
Carlsbad city, CA 105,328
Carroll city, IA 10,103
Cartersville city, GA 19,731
Cary town, NC 135,234
Casa Grande city, AZ 48,571
Casper city, WY 55,316
Castine town, ME 1,366
Castle Pines North city, CO 10,360
Castle Rock town, CO 48,231
Centennial city, CO 100,377
Centralia city, IL 13,032
Chambersburg borough, PA 20,268
Chandler city, AZ 236,123
Chanhassen city, MN 22,952
Chapel Hill town, NC 57,233
Charlotte city, NC 731,424
Charlotte County, FL 159,978
Charlottesville city, VA 43,475
Chattanooga city, TN 167,674
Chesterfield County, VA 316,236
Chippewa Falls city, WI 13,661
Citrus Heights city, CA 83,301
Clackamas County, OR 375,992
Clarendon Hills village, IL 8,427
Clayton city, MO 15,939
Clearwater city, FL 107,685
Cleveland Heights city, OH 46,121
Clive city, IA 15,447
Clovis city, CA 95,631
College Park city, MD 30,413
College Station city, TX 93,857
Colleyville city, TX 22,807
Collinsville city, IL 25,579
Columbia city, MO 108,500
Columbia city, SC 129,272
Columbia Falls city, MT 4,688
Columbus city, WI 4,991
Commerce City city, CO 45,913
Concord city, CA 122,067
Concord town, MA 17,668
Cookeville city, TN 30,435
Coon Rapids city, MN 61,476
Copperas Cove city, TX 32,032
Coronado city, CA 18,912
Corvallis city, OR 54,462
Creve Coeur city, MO 17,833
Cross Roads town, TX 1,563
Crystal Lake city, IL 40,743
Dacono city, CO 4,152
Dade City city, FL 6,437
Dakota County, MN 398,552
Dallas city, OR 14,583
Dallas city, TX 1,197,816
Danville city, KY 16,218
Dardenne Prairie city, MO 11,494
Davenport city, IA 99,685
Davidson town, NC 10,944
Dayton city, OH 141,527
Decatur city, GA 19,335
Del Mar city, CA 4,161
Delray Beach city, FL 60,522
Denison city, TX 22,682
Denton city, TX 113,383
Denver city, CO 600,158
Derby city, KS 22,158
Des Peres city, MO 8,373
Destin city, FL 12,305
Dorchester County, MD 32,618
Dothan city, AL 65,496
Douglas County, CO 285,465
Dover city, NH 29,987
Dublin city, CA 46,036
Duluth city, MN 86,265
Duncanville city, TX 38,524
Durham city, NC 228,330
Eagle town, CO 6,508
East Baton Rouge Parish, LA 440,171
East Grand Forks city, MN 8,601
East Lansing city, MI 48,579
Eau Claire city, WI 65,883
Eden Prairie city, MN 60,797
Edgerton city, KS 1,671
Edgewater city, CO 5,170
Edina city, MN 47,941
Edmond city, OK 81,405
Edmonds city, WA 39,709
El Cerrito city, CA 23,549
El Dorado County, CA 181,058
El Paso city, TX 649,121
Elk Grove city, CA 153,015
Elk River city, MN 22,974
Elko New Market city, MN 4,110
Elmhurst city, IL 44,121
Encinitas city, CA 59,518
Englewood city, CO 30,255
Erie town, CO 18,135
Escambia County, FL 297,619
Estes Park town, CO 5,858
Fairview town, TX 7,248
Farmington Hills city, MI 79,740
Fayetteville city, NC 200,564
Fishers town, IN 76,794
Flower Mound town, TX 64,669
Forest Grove city, OR 21,083
Fort Collins city, CO 143,986
Fort Smith city, AR 86,209
Fort Worth city, TX 741,206
Fountain Hills town, AZ 22,489
Franklin city, TN 62,487
Fredericksburg city, VA 24,286
Fremont city, CA 214,089
Friendswood city, TX 35,805
Fruita city, CO 12,646
Gahanna city, OH 33,248
Gaithersburg city, MD 59,933
Galveston city, TX 47,743
Gardner city, KS 19,123
Geneva city, NY 13,261
Georgetown city, TX 47,400
Gilbert town, AZ 208,453
Gillette city, WY 29,087
Glendora city, CA 50,073
Glenview village, IL 44,692
Globe city, AZ 7,532

Golden Valley city, MN 20,371
Goodyear city, AZ 65,275
Grafton village, WI 11,459
Grand Blanc city, MI 8,276
Grand Island city, NE 48,520
Grass Valley city, CA 12,860
Greeley city, CO 92,889
Green Valley CDP, AZ 21,391
Greenville city, NC 84,554
Greenwich town, CT 61,171
Greenwood Village city, CO 13,925
Greer city, SC 25,515
Guilford County, NC 488,406
Gunnison County, CO 15,324
Gurnee village, IL 31,295
Hailey city, ID 7,960
Haines Borough, AK 2,508
Hallandale Beach city, FL 37,113
Hamilton city, OH 62,477
Hanover County, VA 99,863
Harrisonburg city, VA 48,914
Harrisonville city, MO 10,019
Hayward city, CA 144,186
Henderson city, NV 257,729
Herndon town, VA 23,292
High Point city, NC 104,371
Highland Park city, IL 29,763
Highlands Ranch CDP, CO 96,713
Hillsborough town, NC 6,087
Holland city, MI 33,051
Honolulu County, HI 953,207
Hooksett town, NH 13,451
Hopkins city, MN 17,591
Hopkinton town, MA 14,925
Hoquiam city, WA 8,726
Horry County, SC 269,291
Hudson city, OH 22,262
Hudson town, CO 2,356
Hudsonville city, MI 7,116
Huntersville town, NC 46,773
Hurst city, TX 37,337
Hutchinson city, MN 14,178
Hutto city, TX 14,698
Hyattsville city, MD 17,557
Independence city, MO 116,830
Indian Trail town, NC 33,518
Indianola city, IA 14,782
Iowa City city, IA 67,862
Issaquah city, WA 30,434
Jackson County, MI 160,248
James City County, VA 67,009
Jefferson City city, MO 43,079
Jefferson County, CO 534,543
Jefferson County, NY 116,229
Jerome city, ID 10,890
Johnson City city, TN 63,152
Johnston city, IA 17,278
Jupiter town, FL 55,156
Kalamazoo city, MI 74,262
Kansas City city, KS 145,786
Kansas City city, MO 459,787
Keizer city, OR 36,478
Kenmore city, WA 20,460
Kennedale city, TX 6,763
Kennett Square borough, PA 6,072
Kettering city, OH 56,163
Key West city, FL 24,649
King County, WA 1,931,249
Kirkland city, WA 48,787
Kirkwood city, MO 27,540
Knoxville city, IA 7,313
La Mesa city, CA 57,065
La Plata town, MD 8,753
La Porte city, TX 33,800
La Vista city, NE 15,758
Lafayette city, CO 24,453
Laguna Beach city, CA 22,723
Laguna Hills city, CA 30,344
Laguna Niguel city, CA 62,979
Lake Oswego city, OR 36,619
Lake Stevens city, WA 28,069
Lake Worth city, FL 34,910
Lake Zurich village, IL 19,631
Lakeville city, MN 55,954
Lakewood city, CO 142,980
Lane County, OR 351,715
Larimer County, CO 299,630
Las Cruces city, NM 97,618
Las Vegas city, NV 583,756
Lawrence city, KS 87,643
League City city, TX 83,560
Lee's Summit city, MO 91,364
Lehi city, UT 47,407
Lenexa city, KS 48,190
Lewis County, NY 27,087
Lewisville city, TX 95,290
Libertyville village, IL 20,315
Lincoln city, NE 258,379
Lindsborg city, KS 3,458
Littleton city, CO 41,737
Livermore city, CA 80,968
Lombard village, IL 43,165
Lone Tree city, CO 10,218
Long Grove village, IL 8,043
Longmont city, CO 86,270
Longview city, TX 80,455
Los Alamos County, NM 17,950
Louisville city, CO 18,376
Lynchburg city, VA 75,568
Lynnwood city, WA 35,836
Macomb County, MI 840,978
Madison city, WI 233,209
Manhattan Beach city, CA 35,135
Mankato city, MN 39,309
Maple Grove city, MN 61,567
Maple Valley city, WA 22,684
Maricopa County, AZ 3,817,117
Martinez city, CA 35,824
Maryland Heights city, MO 27,472
Matthews town, NC 27,198
McAllen city, TX 129,877
McDonough city, GA 22,084
McKinney city, TX 131,117
McMinnville city, OR 32,187
Medford city, OR 74,907
Menlo Park city, CA 32,026
Mercer Island city, WA 22,699
Meridian charter township, MI 39,688
Meridian city, ID 75,092
Merriam city, KS 11,003
Mesa County, CO 146,723
Miami Beach city, FL 87,779
Miami city, FL 399,457
Middleton city, WI 17,442
Midland city, MI 41,863
Milford city, DE 9,559
Milton city, GA 32,661
Minneapolis city, MN 382,578
Mission Viejo city, CA 93,305
Modesto city, CA 201,165

Monterey city, CA 27,810
Montgomery County, VA 94,392
Monticello city, UT 1,972
Monument town, CO 5,530
Mooresville town, NC 32,711
Morristown city, TN 29,137
Morrisville town, NC 18,576
Moscow city, ID 23,800
Mountain Village town, CO 1,320
Mountlake Terrace city, WA 19,909
Muscatine city, IA 22,886
Naperville city, IL 141,853
Needham CDP, MA 28,886
New Braunfels city, TX 57,740
New Brighton city, MN 21,456
New Hanover County, NC 202,667
New Orleans city, LA 343,829
New Smyrna Beach city, FL 22,464
Newberg city, OR 22,068
Newport Beach city, CA 85,186
Newport News city, VA 180,719
Newton city, IA 15,254
Noblesville city, IN 51,969
Nogales city, AZ 20,837
Norfolk city, VA 242,803
North Richland Hills city, TX 63,343
Northglenn city, CO 35,789
Novato city, CA 51,904
Novi city, MI 55,224
O'Fallon city, IL 28,281
O'Fallon city, MO 79,329
Oak Park village, IL 51,878
Oakland city, CA 390,724
Oakland Park city, FL 41,363
Oakley city, CA 35,432
Ogdensburg city, NY 11,128
Oklahoma City city, OK 579,999
Olathe city, KS 125,872
Old Town city, ME 7,840
Olmsted County, MN 144,248
Olympia city, WA 46,478
Orland Park village, IL 56,767
Oshkosh city, WI 66,083
Oshtemo charter township, MI 21,705
Otsego County, MI 24,164
Overland Park city, KS 173,372
Oviedo city, FL 33,342
Paducah city, KY 25,024
Palm Coast city, FL 75,180
Palo Alto city, CA 64,403
Papillion city, NE 18,894
Park City city, UT 7,558
Parker town, CO 45,297
Parkland city, FL 23,962
Pasadena city, CA 137,122
Pasco city, WA 59,781
Pasco County, FL 464,697
Pearland city, TX 91,252
Peoria city, AZ 154,065
Peoria city, IL 115,007
Peoria County, IL 186,494
Petoskey city, MI 5,670
Pflugerville city, TX 46,936
Phoenix city, AZ 1,445,632
Pinal County, AZ 375,770
Pinehurst village, NC 13,124
Piqua city, OH 20,522
Pitkin County, CO 17,148
Plano city, TX 259,841
Platte City city, MO 4,691
Plymouth city, MN 70,576
Pocatello city, ID 54,255
Polk County, IA 430,640
Pompano Beach city, FL 99,845
Port Huron city, MI 30,184
Port Orange city, FL 56,048
Portland city, OR 583,776
Post Falls city, ID 27,574
Prince William County, VA 402,002
Prior Lake city, MN 22,796
Provo city, UT 112,488
Pueblo city, CO 106,595
Purcellville town, VA 7,727
Queen Creek town, AZ 26,361
Radnor township, PA 31,531
Ramsey city, MN 23,668
Rapid City city, SD 67,956
Raymore city, MO 19,206
Redmond city, WA 54,144
Rehoboth Beach city, DE 1,327
Reno city, NV 225,221
Reston CDP, VA 58,404
Richmond city, CA 103,701
Richmond Heights city, MO 8,603
Rifle city, CO 9,172
Rio Rancho city, NM 87,521
River Falls city, WI 15,000
Riverdale city, UT 8,426
Riverside city, CA 303,871
Riverside city, MO 2,937
Rochester Hills city, MI 70,995
Rock Hill city, SC 66,154
Rockford city, IL 152,871
Rockville city, MD 61,209
Rogers city, MN 8,597
Rolla city, MO 19,559
Roselle village, IL 22,763
Rosemount city, MN 21,874
Roseville city, MN 33,660
Roswell city, GA 88,346
Round Rock city, TX 99,887
Royal Oak city, MI 57,236
Saco city, ME 18,482
Sahuarita town, AZ 25,259
Sammamish city, WA 45,780
San Anselmo town, CA 12,336
San Antonio city, TX 1,327,407
San Carlos city, CA 28,406
San Diego city, CA 1,307,402
San Francisco city, CA 805,235
San Jose city, CA 945,942
San Juan County, NM 130,044
San Marcos city, CA 83,781
San Marcos city, TX 44,894
San Rafael city, CA 57,713
Sandy Springs city, GA 93,853
Sanford city, FL 53,570
Sangamon County, IL 197,465
Santa Clarita city, CA 176,320
Santa Fe County, NM 144,170
Santa Monica city, CA 89,736
Sarasota County, FL 379,448
Savage city, MN 26,911
Scarborough CDP, ME 4,403
Schaumburg village, IL 74,227
Scott County, MN 129,928
Scottsdale city, AZ 217,385
Seaside city, CA 33,025
SeaTac city, WA 26,909
Sevierville city, TN 14,807

Shawnee city, KS 62,209
Sheboygan city, WI 49,288
Shoreview city, MN 25,043
Shorewood city, MN 7,307
Shorewood village, IL 15,615
Shorewood village, WI 13,162
Sioux Center city, IA 7,048
Sioux Falls city, SD 153,888
Skokie village, IL 64,784
Snellville city, GA 18,242
Snowmass Village town, CO 2,826
South Kingstown town, RI 30,639
South Lake Tahoe city, CA 21,403
South Portland city, ME 25,002
Southborough town, MA 9,767
Southlake city, TX 26,575
Sparks city, NV 90,264
Spokane Valley city, WA 89,755
Spring Hill city, KS 5,437
Springboro city, OH 17,409
Springfield city, MO 159,498
Springfield city, OR 59,403
Springville city, UT 29,466
St. Charles city, IL 32,974
St. Cloud city, FL 35,183
St. Cloud city, MN 65,842
St. Joseph city, MO 76,780
St. Louis County, MN 200,226
St. Louis Park city, MN 45,250
Stallings town, NC 13,831
State College borough, PA 42,034
Steamboat Springs city, CO 12,088
Sterling Heights city, MI 129,699
Sugar Grove village, IL 8,997
Sugar Land city, TX 78,817
Summit city, NJ 21,457
Summit County, UT 36,324
Sunnyvale city, CA 140,081
Surprise city, AZ 117,517
Suwanee city, GA 15,355
Tacoma city, WA 198,397
Takoma Park city, MD 16,715
Tamarac city, FL 60,427
Temecula city, CA 100,097
Tempe city, AZ 161,719
Temple city, TX 66,102
The Woodlands CDP, TX 93,847
Thornton city, CO 118,772
Thousand Oaks city, CA 126,683
Tigard city, OR 48,035
Tracy city, CA 82,922
Tualatin city, OR 26,054
Tulsa city, OK 391,906
Twin Falls city, ID 44,125
Tyler city, TX 96,900
Umatilla city, OR 6,906
Upper Arlington city, OH 33,771
Urbandale city, IA 39,463
Vail town, CO 5,305
Vancouver city, WA 161,791
Vestavia Hills city, AL 34,033
Victoria city, MN 7,345
Virginia Beach city, VA 437,994
Wake Forest town, NC 30,117
Walnut Creek city, CA 64,173
Washington County, MN 238,136
Washington town, NH 1,123
Washoe County, NV 421,407
Watauga city, TX 23,497
Wauwatosa city, WI 46,396
Waverly city, IA 9,874
Weddington town, NC 9,459
Wentzville city, MO 29,070
West Carrollton city, OH 13,143
West Chester borough, PA 18,461
West Des Moines city, IA 56,609
West Richland city, WA 11,811
Western Springs village, IL 12,975
Westerville city, OH 36,120
Westlake town, TX 992
Westminster city, CO 106,114
Weston town, MA 11,261
Wheat Ridge city, CO 30,166
White House city, TN 10,255
Wichita city, KS 382,368
Williamsburg city, VA 14,068
Wilmington city, NC 106,476
Wilsonville city, OR 19,509
Winchester city, VA 26,203
Windsor town, CO 18,644
Windsor town, CT 29,044
Winnetka village, IL 12,187
Winston-Salem city, NC 229,617
Winter Garden city, FL 34,568
Woodbury city, MN 61,961
Woodland city, CA 55,468
Woodland city, WA 5,509
Wrentham town, MA 10,955
Yakima city, WA 91,067
York County, VA 65,464
Yorktown town, IN 9,405

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Goodyear funded this research. Please contact Anna Garcia of the Goodyear City Manager's office at Anna.Garcia@goodyearaz.com if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

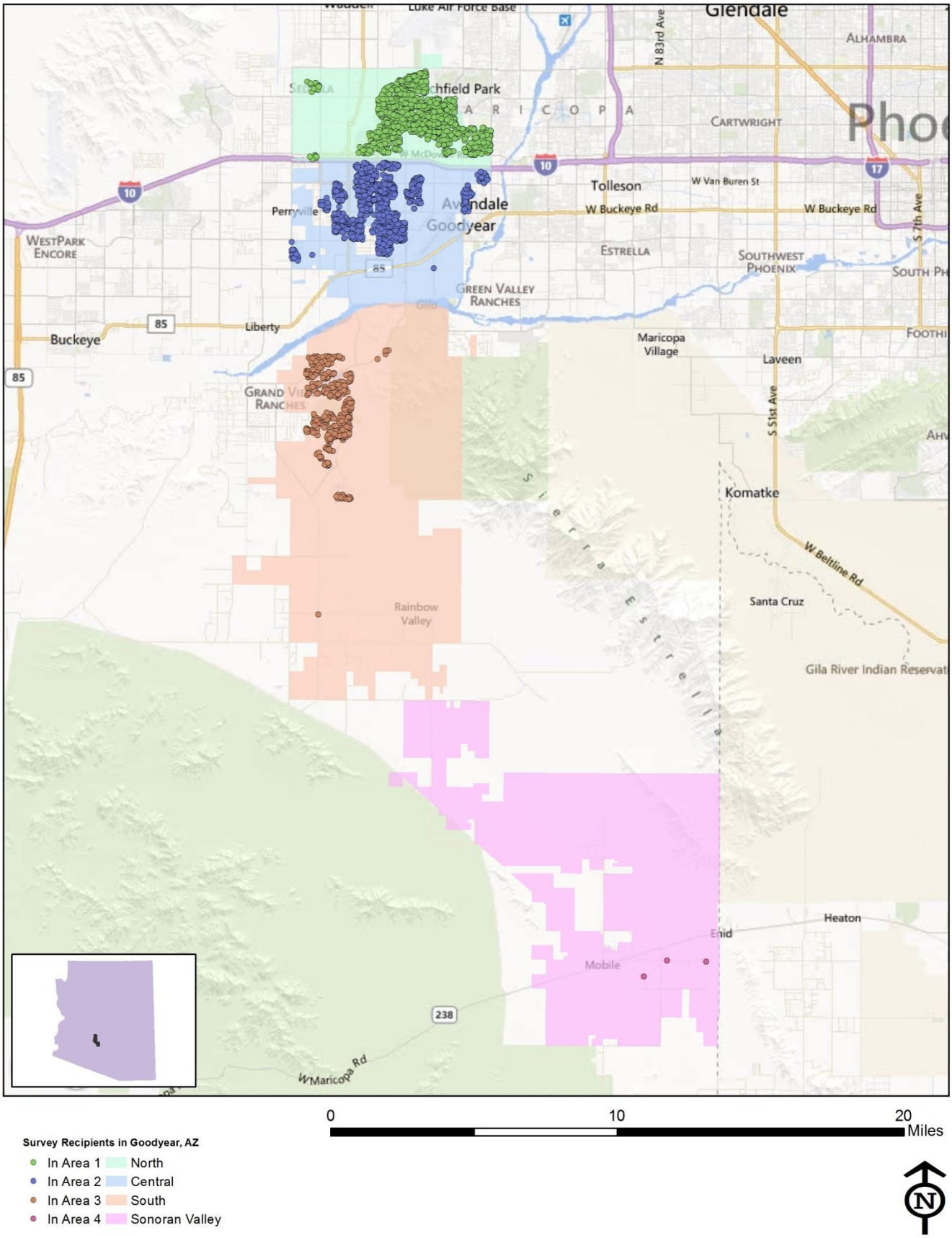
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Goodyear were eligible to participate in the survey. A list of all households within the zip codes serving Goodyear was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Goodyear households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Goodyear boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the three Municipal Planning Areas (North, Central and South/Sonoran).

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on October 9, 2015. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Both cover letters contained instructions for completing the survey in Spanish and respondents could opt to take the survey online in their language of preference. Completed surveys were collected over the following six weeks.

About 6% of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,810 households that received the survey, 657 completed the survey, providing an overall response rate of 23%. Of the 657 completed surveys, 46 were completed online. Additionally, responses were tracked by three areas; response rates by Municipal Planning Area ranged from 16% to 30%.

Table 75: Survey Response Rates by Municipal Planning Area

	Number mailed	Undeliverable	Eligible	Returned	Response rate
North	1,277	94	1,183	352	30%
Central	1,268	60	1,208	190	16%
South/Sonoran	455	36	419	115	27%
Overall	3,000	190	2,810	657	23%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions.[1]

The margin of error for the City of Goodyear survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (657 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.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Goodyear. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics

[1] A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

used for weighting were housing tenure (rent or own), housing type (attached versus detached), ethnicity, sex and age and Municipal Planning Area. The results of the weighting scheme are presented in the following table.

Table 76: Goodyear, AZ 2015 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	24%	10%	22%
Own home	76%	90%	78%
Detached unit	89%	95%	90%
Attached unit	11%	5%	10%
Race and Ethnicity			
White	76%	85%	74%
Not white	24%	15%	26%
Not Hispanic	77%	91%	80%
Hispanic	23%	9%	20%
Sex and Age			
Female	51%	55%	52%
Male	49%	45%	48%
18-34 years of age	29%	6%	27%
35-54 years of age	39%	25%	40%
55+ years of age	32%	68%	33%
Females 18-34	15%	4%	14%
Females 35-54	20%	16%	21%
Females 55+	16%	35%	17%
Males 18-34	14%	3%	12%
Males 35-54	19%	9%	19%
Males 55+	15%	33%	16%
Municipal Planning Area			
North	43%	54%	43%
Central	42%	29%	41%
South/Sonoran	16%	18%	16%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Goodyear Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,

Georgia Lord
Mayor/Alcalde

Estimado Residente de Goodyear,

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

¡Gracias por ayudar a crear una ciudad mejor!

Atentamente,

Georgia Lord
Mayor/Alcalde

Dear Goodyear Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,

Georgia Lord
Mayor/Alcalde

Estimado Residente de Goodyear,

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

¡Gracias por ayudar a crear una ciudad mejor!

Atentamente,

Georgia Lord
Mayor/Alcalde

City of Goodyear
190 N. Litchfield Rd
Goodyear, AZ 85338

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

City of Goodyear
190 N. Litchfield Rd
Goodyear, AZ 85338

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

City of Goodyear
190 N. Litchfield Rd
Goodyear, AZ 85338

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

City of Goodyear
190 N. Litchfield Rd
Goodyear, AZ 85338

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

October 2015

Dear City of Goodyear Resident:

Please help us shape the future of Goodyear! You have been selected at random to participate in the 2015 Goodyear Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Goodyear make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

  www.n-r-c.com/survey/goodyear.htm

If you have any questions about the survey please call (623) 882-7426.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Goodyear:

¡Por favor ayúdenos a moldear el futuro de Goodyear! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Goodyear del 2015.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Goodyear tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

  www.n-r-c.com/survey/goodyear.htm

  Para la versión en español haga clic en "Español" en la esquina superior a mano derecha.

Si tiene alguna pregunta sobre la encuesta por favor llame al (623) 882-7426.

¡Gracias por su tiempo y participación!

Atentamente,

Georgia Lord
Mayor

October 2015

Dear City of Goodyear Resident:

Here's a second chance if you haven't already responded to the 2015 Goodyear Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Goodyear! You have been selected at random to participate in the 2015 Goodyear Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Goodyear make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

  www.n-r-c.com/survey/goodyear.htm

If you have any questions about the survey please call (623) 882-7426.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Goodyear:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Ciudadanos de Goodyear del 2015! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Por favor ayúdenos a moldear el futuro de Goodyear! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Goodyear del 2015.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Goodyear tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

  www.n-r-c.com/survey/goodyear.htm

  Para la versión en español haga clic en "Español" en la esquina superior a mano derecha.

Si tiene alguna pregunta sobre la encuesta por favor llame al (623) 882-7426.

¡Gracias por su tiempo y participación!

Atentamente,

Georgia Lord

Georgia Lord
Mayor

The City of Goodyear 2015 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Goodyear:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Goodyear as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Goodyear as a place to raise children	1	2	3	4	5
Goodyear as a place to work	1	2	3	4	5
Goodyear as a place to visit	1	2	3	4	5
Goodyear as a place to retire	1	2	3	4	5
The overall quality of life in Goodyear	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Goodyear as a whole:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Overall feeling of safety in Goodyear	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Goodyear	1	2	3	4	5
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Goodyear	1	2	3	4	5
Overall opportunities for education and enrichment	1	2	3	4	5
Overall economic health of Goodyear	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Goodyear	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	*Somewhat likely*	*Somewhat unlikely*	*Very unlikely*	*Don't know*
Recommend living in Goodyear to someone who asks	1	2	3	4	5
Remain in Goodyear for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	Very safe	*Somewhat safe*	*Neither safe nor unsafe*	*Somewhat unsafe*	*Very unsafe*	*Don't know*
In your neighborhood during the day	1	2	3	4	5	6
In Goodyear's downtown/commercial area during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Goodyear as a whole:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Traffic flow on major streets	1	2	3	4	5
Ease of travel by car in Goodyear	1	2	3	4	5
Ease of travel by public transportation in Goodyear	1	2	3	4	5
Ease of travel by bicycle in Goodyear	1	2	3	4	5
Ease of walking in Goodyear	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Goodyear	1	2	3	4	5
Overall appearance of Goodyear	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Goodyear as a whole:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Goodyear	1	2	3	4	5
Overall quality of business and service establishments in Goodyear	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Goodyear	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Goodyear	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	No	*Yes*
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Goodyear (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Goodyear	1	2
Reported a crime to the police in Goodyear	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	1	2
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Goodyear?

	2 times a week or more	*2-4 times a month*	*Once a month or less*	*Not at all*
Used Goodyear recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Goodyear public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Goodyear	1	2	3	4
Attended a City-sponsored event	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Goodyear	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	2 times a week or more	*2-4 times a month*	*Once a month or less*	*Not at all*
Attended a local public meeting	1	2	3	4
Watched (online) a local public meeting	1	2	3	4

The National Citizen Survey™ • © 2001-2015 National Research Center, Inc.

10. Please rate the quality of each of the following services in Goodyear:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
Utility billing	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Goodyear open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
The City of Goodyear	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Goodyear government performance:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
The value of services for the taxes paid to Goodyear	1	2	3	4	5
The overall direction that Goodyear is taking	1	2	3	4	5
The job Goodyear government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Goodyear government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years:

	Essential	*Very important*	*Somewhat important*	*Not at all important*
Overall feeling of safety in Goodyear	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Goodyear	1	2	3	4
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Goodyear	1	2	3	4
Overall opportunities for education and enrichment	1	2	3	4
Overall economic health of Goodyear	1	2	3	4
Sense of community	1	2	3	4

14. Please rate how important, if at all, it is for the City to fund each of the following programs or amenities in order to improve the quality of life for residents in Goodyear:

	Essential	*Very important*	*Somewhat important*	*Not at all important*	*Don't know*
Supporting the arts	1	2	3	4	5
Maintaining and improving parks	1	2	3	4	5
Providing recreational opportunities	1	2	3	4	5
Building a City Center/City Hall	1	2	3	4	5
Bringing higher education to Goodyear	1	2	3	4	5
Building a performing arts center	1	2	3	4	5
Building a community center	1	2	3	4	5
Investing in transit	1	2	3	4	5
Providing child care/after school programs	1	2	3	4	5
Providing senior services	1	2	3	4	5
Nothing, we should not be investing in any additional amenities at this time	1	2	3	4	5

15. Please rate how important, if at all, it is for the City to add these types of employers:

	Essential	*Very important*	*Somewhat important*	*Not at all important*	*Don't know*
Medical/Healthcare	1	2	3	4	5
Aerospace	1	2	3	4	5
High tech manufacturing	1	2	3	4	5
Office/Professional services	1	2	3	4	5
Retail	1	2	3	4	5
Service industry	1	2	3	4	5

16. About how frequently, if ever, do you travel outside of Goodyear for the following purposes?

	2 times a week or more	*2-4 times a month*	*Once a month or less*	*Not at all*
Dining	1	2	3	4
Attending a concert or live performance	1	2	3	4
Seeing a movie	1	2	3	4
Attending a sporting event	1	2	3	4
Shopping	1	2	3	4
Bowling	1	2	3	4
Hiking	1	2	3	4
Nightlife	1	2	3	4

17. 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:

	Major source	*Minor source*	*Not a source*
City web site (www.goodyearaz.gov)	1	2	3
Local media outlets (newspapers, radio, local television stations)	1	2	3
The City's INFOCUS newsletter mailed directly to your home	1	2	3
City Council meetings and other public meetings	1	2	3
Talking with City officials	1	2	3
eNotify City email communications	1	2	3
The City on social media (Facebook, Twitter or YouTube)	1	2	3
Word-of-mouth	1	2	3

The National Citizen Survey™ • © 2001-2015 National Research Center, Inc.

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	Never	*Rarely*	*Sometimes*	*Usually*	*Always*
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Goodyear	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections	1	2	3	4	5

D2. Would you say that in general your health is:
❍ Excellent ❍ Very good ❍ Good ❍ Fair ❍ Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
❍ Very positive ❍ Somewhat positive ❍ Neutral ❍ Somewhat negative ❍ Very negative

D4. What is your employment status?
❍ Working full time for pay
❍ Working part time for pay
❍ Unemployed, looking for paid work
❍ Unemployed, not looking for paid work
❍ Fully retired

D5. Do you work inside the boundaries of Goodyear?
❍ Yes, outside the home
❍ Yes, from home
❍ No

D6. How many years have you lived in Goodyear?
❍ Less than 2 years ❍ 11-20 years
❍ 2-5 years ❍ More than 20 years
❍ 6-10 years

D7. Which best describes the building you live in?
❍ One family house detached from any other houses
❍ Building with two or more homes (duplex, townhome, apartment or condominium)
❍ Mobile home
❍ Other

D8. Is this house, apartment or mobile home…
❍ Rented
❍ Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?
❍ Less than $300 per month
❍ $300 to $599 per month
❍ $600 to $999 per month
❍ $1,000 to $1,499 per month
❍ $1,500 to $2,499 per month
❍ $2,500 or more per month

D10. Do any children 17 or under live in your household?
❍ No ❍ Yes

D11. Are you or any other members of your household aged 65 or older?
❍ No ❍ Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)
❍ Less than $25,000
❍ $25,000 to $49,999
❍ $50,000 to $99,999
❍ $100,000 to $149,999
❍ $150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?
❍ No, not Spanish, Hispanic or Latino
❍ Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)
❍ American Indian or Alaskan Native
❍ Asian, Asian Indian or Pacific Islander
❍ Black or African American
❍ White
❍ Other

D15. In which category is your age?
❍ 18-24 years ❍ 55-64 years
❍ 25-34 years ❍ 65-74 years
❍ 35-44 years ❍ 75 years or older
❍ 45-54 years

D16. What is your sex?
❍ Female ❍ Male

D17. Do you consider a cell phone or land line your primary telephone number?
❍ Cell ❍ Land line ❍ Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

City of Goodyear
190 N. Litchfield Rd
Goodyear, AZ 85338

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO.94