

THE NCSTM
The National Citizen SurveyTM

Goodyear, AZ
Community Livability Report

2018



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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.

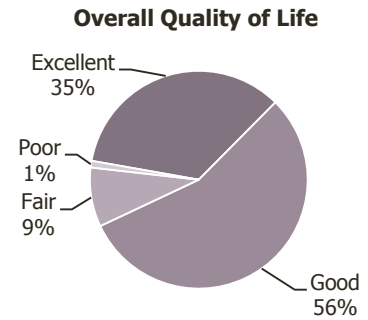
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central 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 751 residents of the City of Goodyear. The margin of error around any reported percentage is 4% for all respondents. 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

About 9 in 10 residents rated the quality of life in Goodyear as excellent or good. This rating was similar to the national benchmark comparison (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.

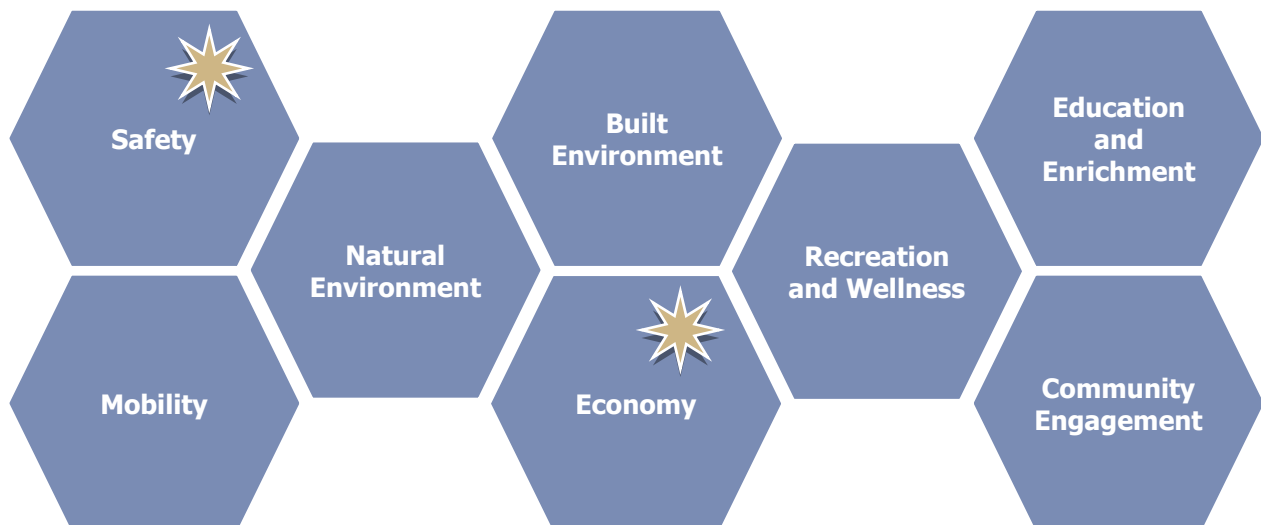
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Goodyear community in the coming two years. Ratings across all facets tended to be positive and similar to the national benchmarks. 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.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- * Most important



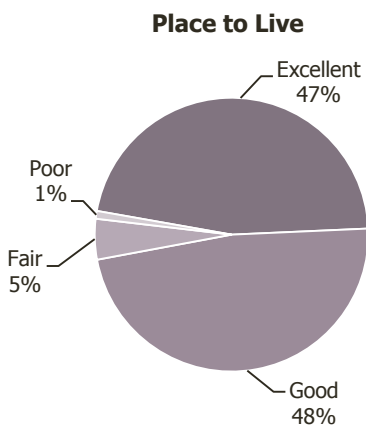
Community Characteristics

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, 95% 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. At least 8 in 10 respondents gave excellent or good ratings to each aspect. Most ratings were similar to the national benchmark; however ratings for Goodyear as a place to retire were higher than ratings observed elsewhere.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. About 4 in 5 or more rated each aspect of Safety positively and these ratings were similar to the national comparisons. All aspects of Recreation and Wellness, Education and Enrichment and Community Engagement were rated positively by a majority of residents and all ratings were similar to ratings in comparison jurisdictions.



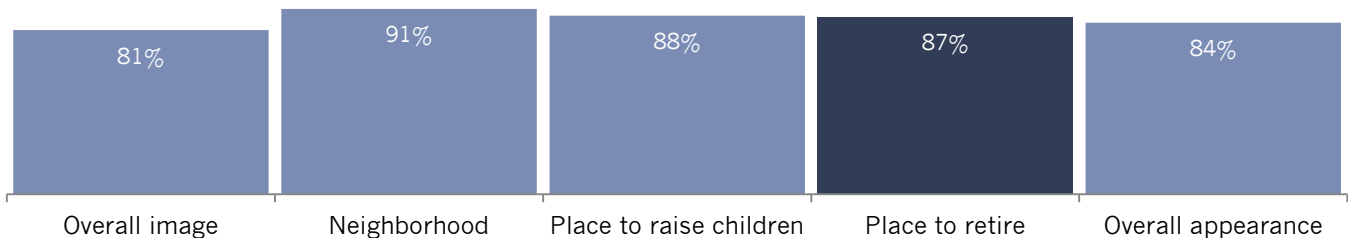
Most ratings were positive and similar to the benchmarks within Mobility; however ratings of ease of travel by car and traffic flow in Goodyear were higher than national averages. All aspects of Natural Environment received high marks from a majority of residents, however ratings for air quality were lower than ratings observed elsewhere and this rating decreased from 2015 to 2018 (for more information see the *Trends over Time* report under separate cover). At least 6 in 10 had positive perceptions of Goodyear's Built Environment and ratings were similar to or higher than the benchmarks. Most ratings within Economy were positive and similar to the benchmarks; however ratings of Goodyear's vibrant downtown/commercial area were lower than the national average while ratings for cost of living were higher.

Goodyear residents gave higher marks to the overall economic health, employment opportunities and Goodyear as a place to work in 2018 compared to 2015 survey results.

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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



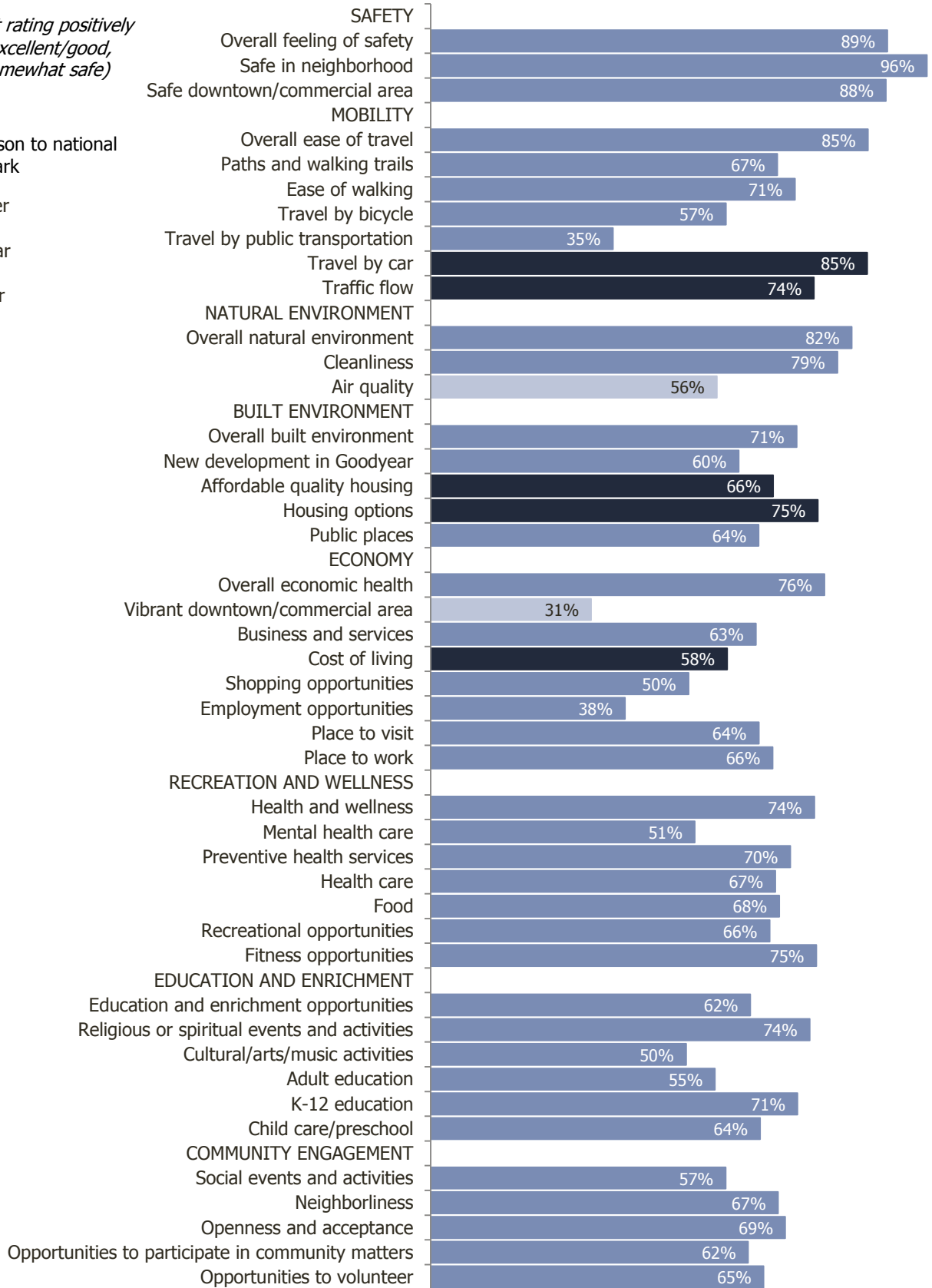
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Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

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

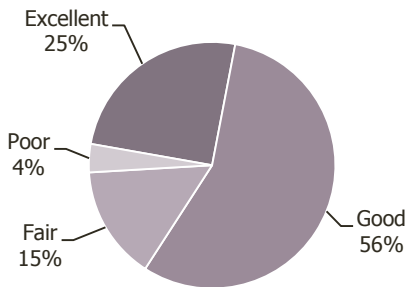
The overall quality of the services provided by Goodyear as well as the manner in which these services are provided is a key component of how residents rate their quality of life. About 4 in 5 respondents positively rated the overall quality of services provided by the City while about half as many gave positive marks to the overall quality of services provided by the Federal Government. Ratings given to both the City and the Federal governments were similar to those observed in comparison communities.

Survey respondents also rated various aspects of Goodyear’s leadership and governance. Goodyear residents had very favorable views of their local government. At least 6 in 10 positively rated each aspect and most ratings were higher than the national benchmarks. Further, when comparing Goodyear’s most recent survey results to 2015, residents gave higher marks to the value of services for taxes paid, welcoming citizen involvement, overall confidence in City government, acting in the best interest of Goodyear, treating all residents fairly and to the overall customer service provided by City employees.

Respondents evaluated over 30 individual services and amenities available in Goodyear. Safety services received high marks from at least 6 in 10 respondents and ratings for police services and crime prevention were higher than national averages. Within Mobility, ratings for three aspects were similar to the benchmark while ratings for four were higher (street repair, street cleaning, street lighting and sidewalk maintenance). Ratings across all other facets were rated as excellent or good by a majority of respondents and tended to be similar to the benchmarks.

Ratings for drinking water were lower than ratings observed elsewhere while ratings for storm drainage and code enforcement were higher than in comparison communities. Ratings for more than one-third of City services were higher in 2018 than in 2015.

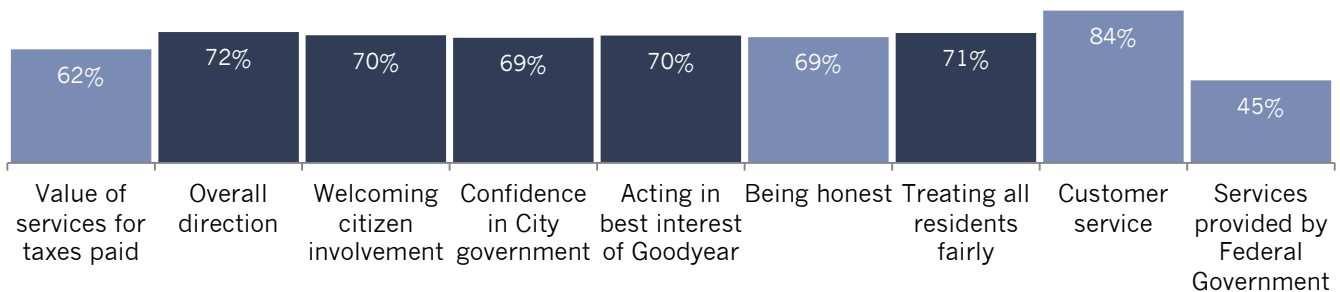
Overall Quality of City Services



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



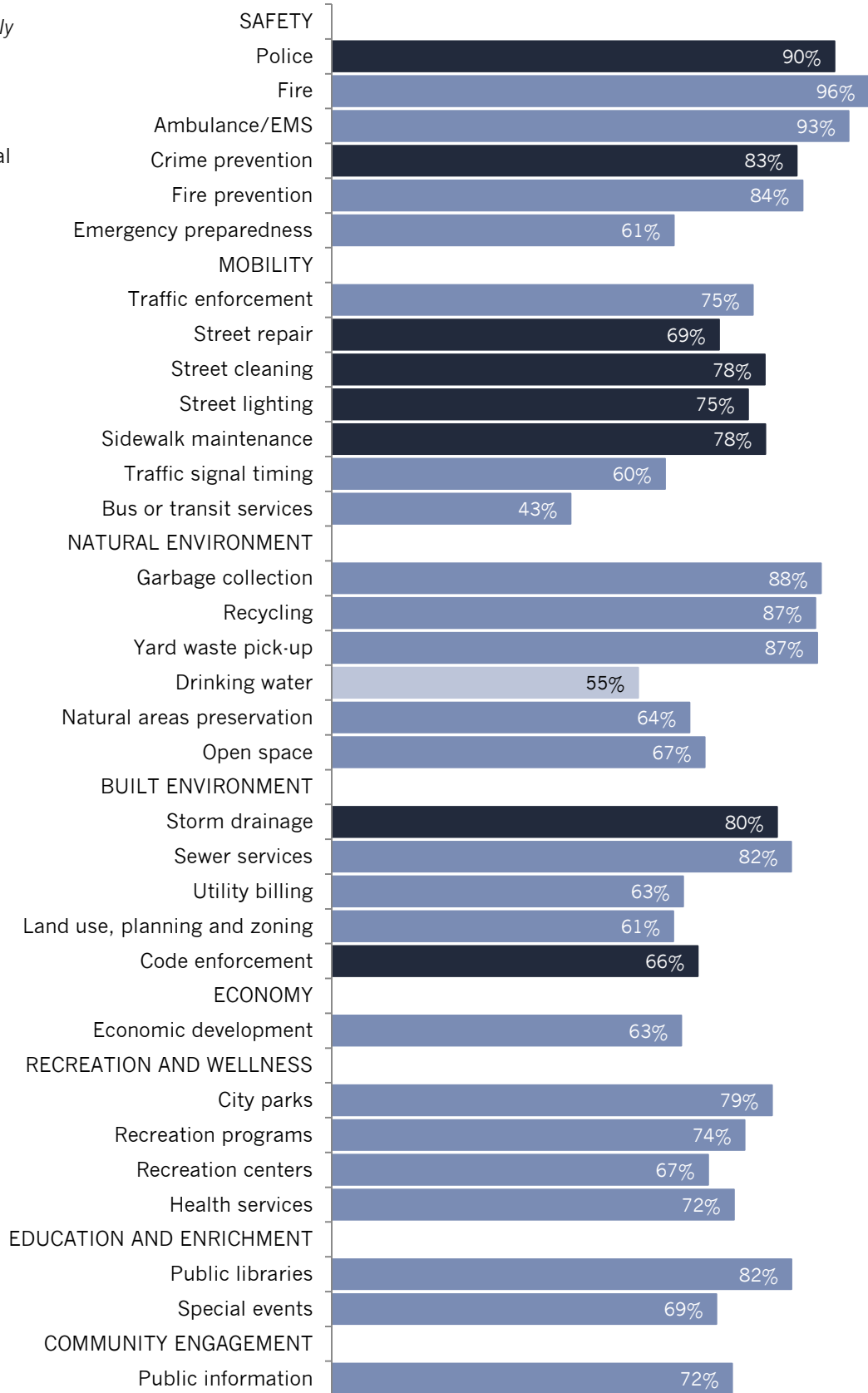
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Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower

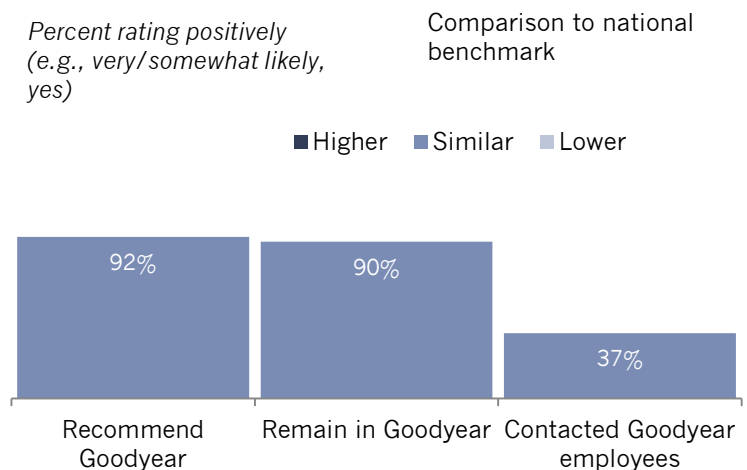
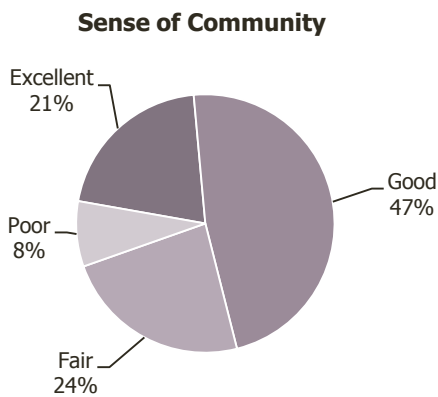


Participation

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. About 7 in 10 gave excellent or good ratings to the overall sense of community in Goodyear and this rating had increased over time. About 9 in 10 respondents were likely to recommend living in Goodyear and planned to remain in Goodyear themselves.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Most Goodyear residents reported rates of Participation that were similar to levels observed in comparison communities, and most rates remained stable over time. Fewer Goodyear residents had used public transportation instead of driving, worked in Goodyear, used Goodyear public libraries, volunteered their time or had watched a local public meeting in the 12 months prior to the survey than residents in comparison communities. Conversely, more Goodyear residents reported that they had a positive economic outlook in 2018 than those in comparison communities; and this rate increased from 2015 to 2018.



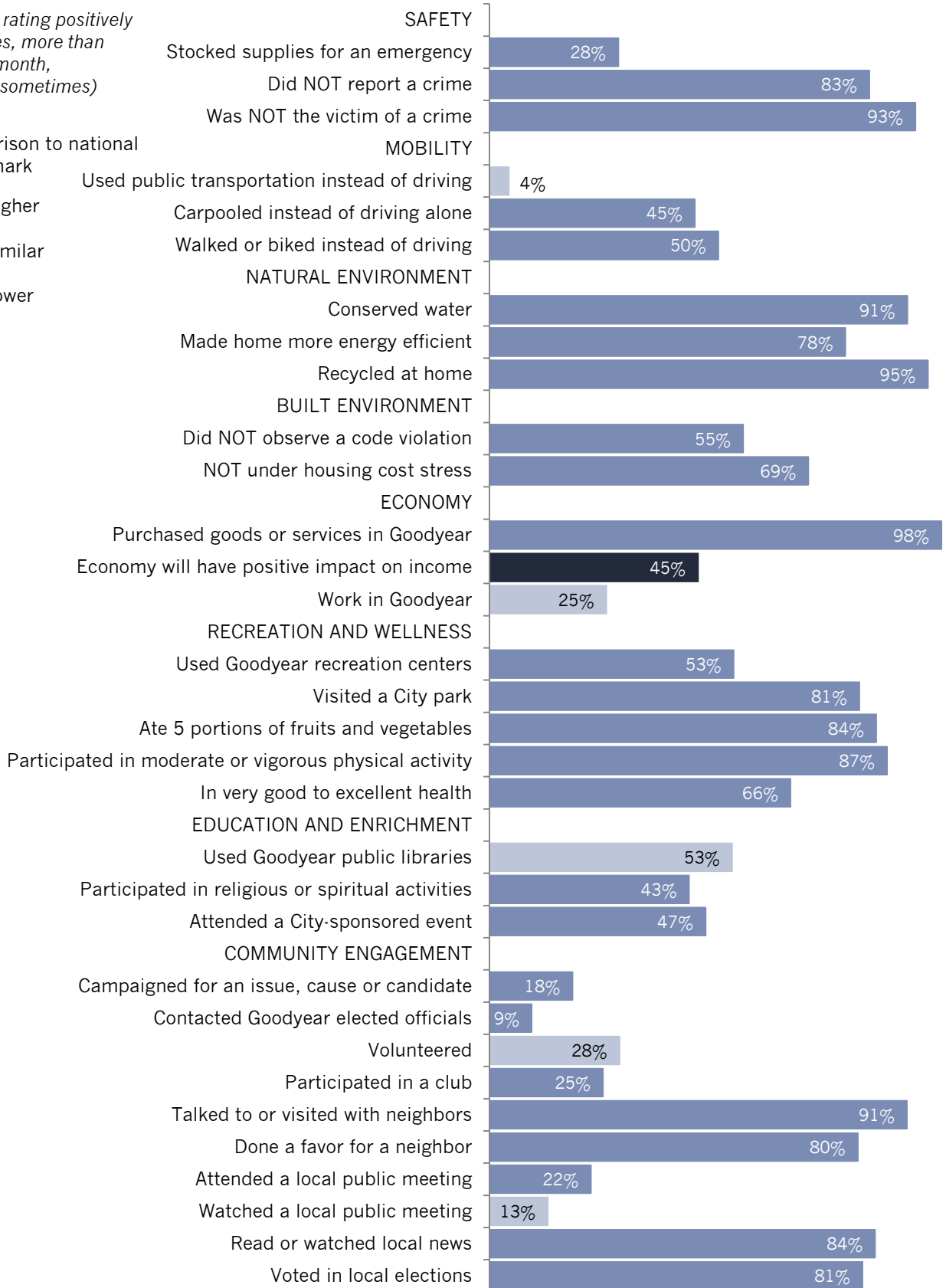
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower



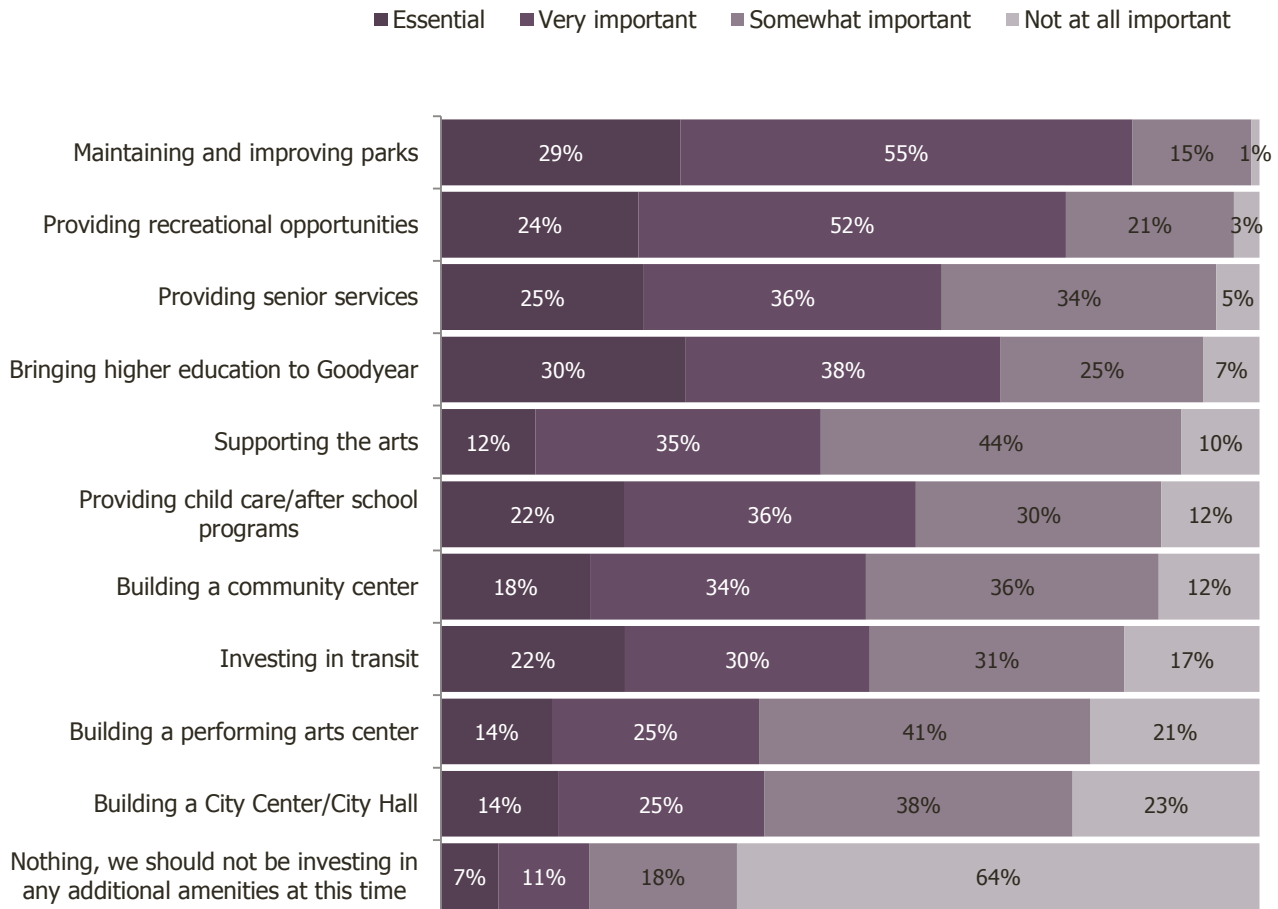
Special Topics

The City of Goodyear included four questions of special interest on The NCS. Residents were asked about a range of topics including funding for City programs and amenities, the importance of adding different types of employers, frequency of travel outside of Goodyear for different purposes and information sources.

When asked to rate the priority of a variety of community improvements, a majority of residents responded that the funding of each program or amenity was at least somewhat important. Maintaining and improving parks, providing recreational opportunities, providing senior services and bringing higher education to Goodyear were deemed as the most important of the options given.

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:

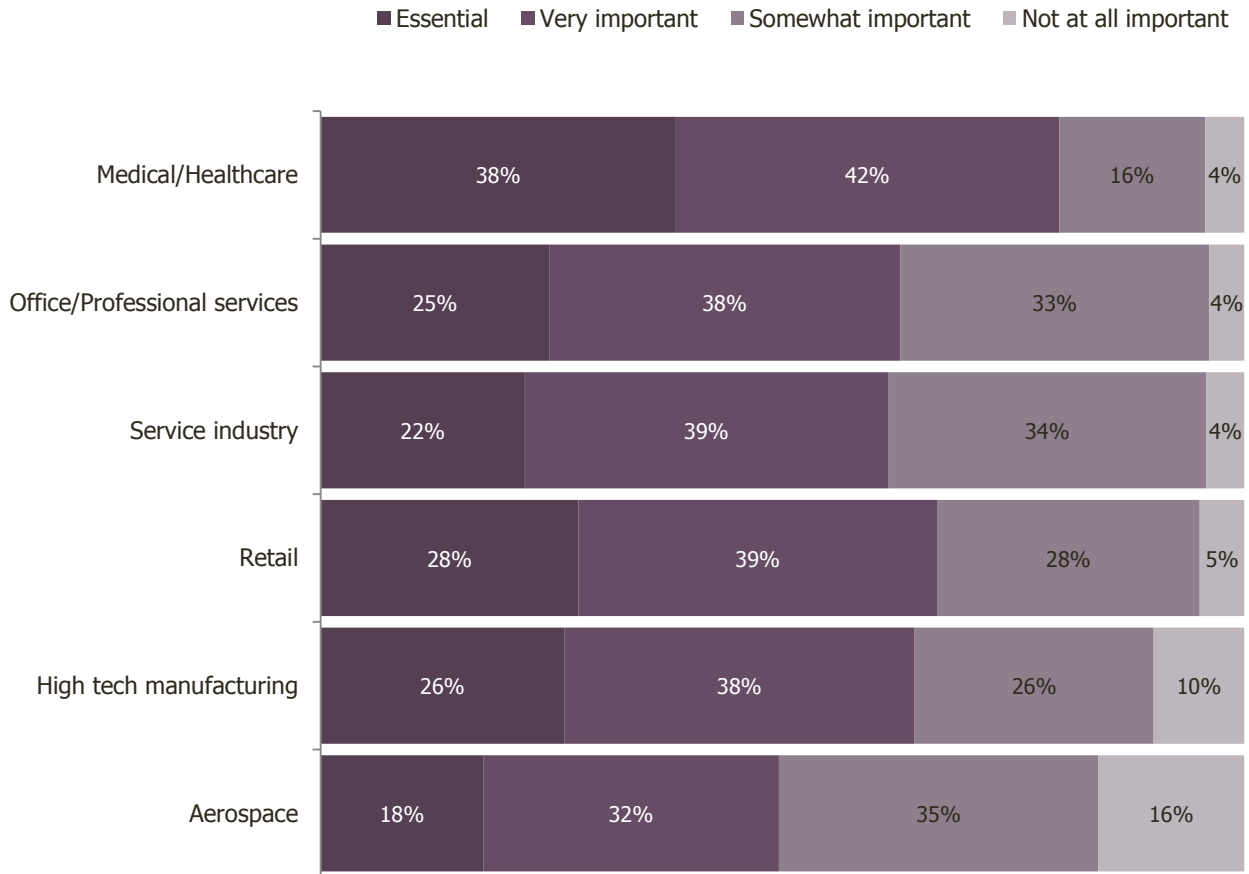


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Survey respondents were then asked to rate the importance of the City adding various types of employers to Goodyear. Each option was rated as at least somewhat important by most residents. Adding medical/healthcare employers was rated as essential or very important by the highest proportion of residents, followed by office/professional services, service industry jobs and retail employers.

Figure 5: Type of Employers

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

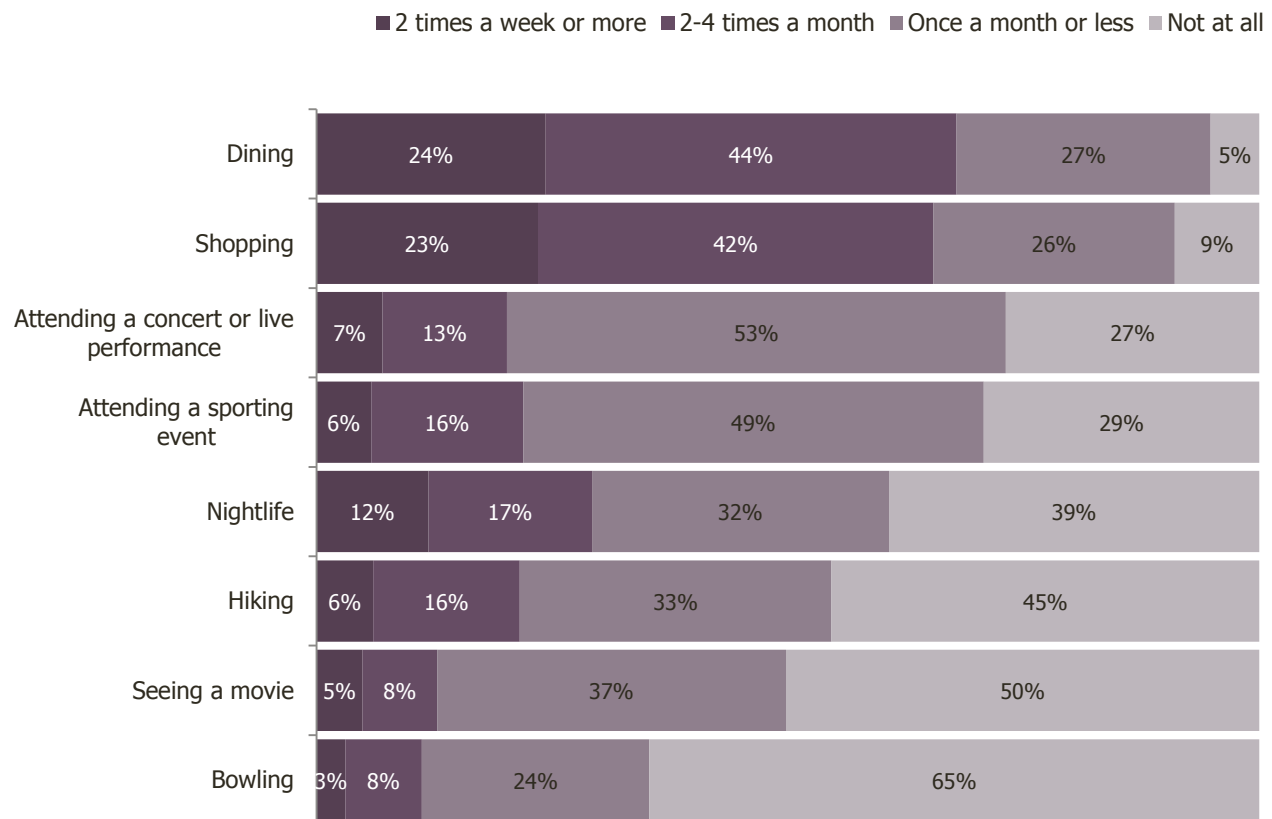


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The next question had to do with the frequency in which residents traveled outside of Goodyear for different purposes. More than 9 in 10 said they left Goodyear for dining or shopping, and 6 in 10 traveled outside the city more than once a month for these purposes. About 70% of residents travelled outside of Goodyear at least once a year to attend concerts and sporting events

Figure 6: Travel Outside of Goodyear

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

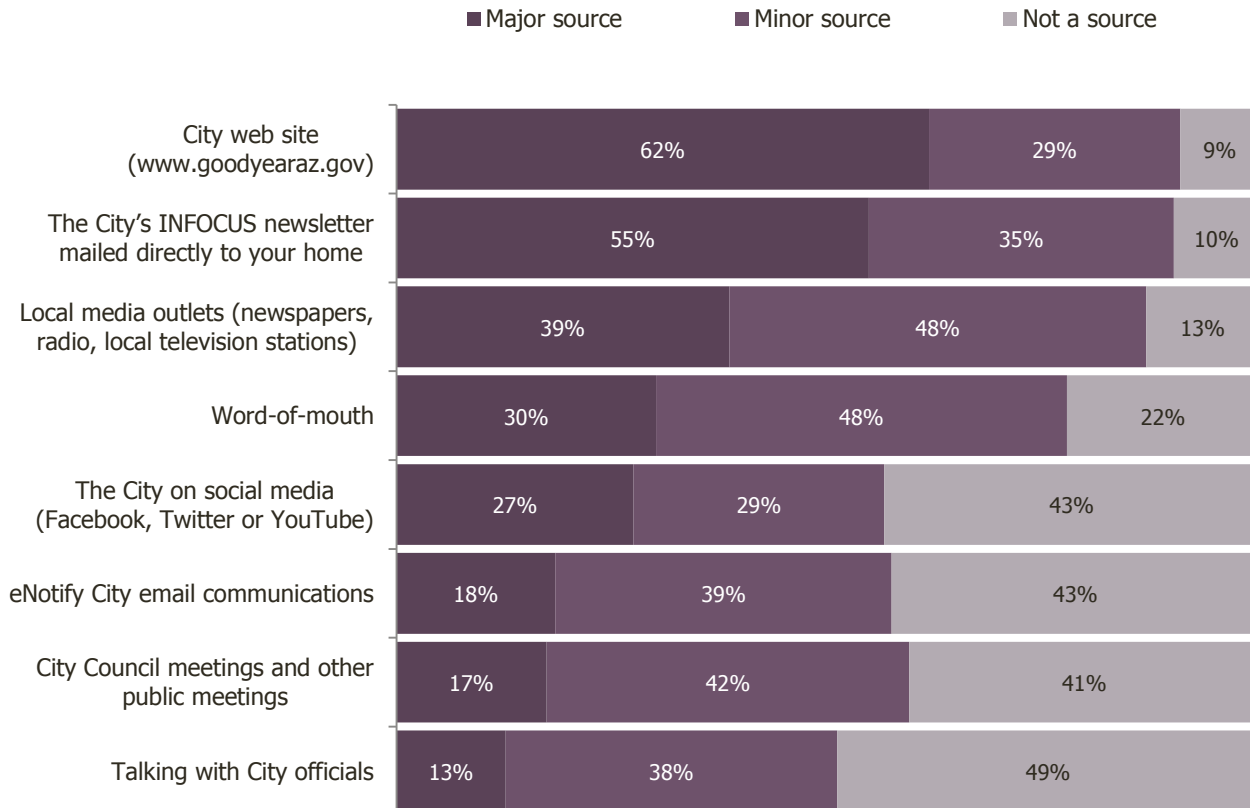


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The final custom question had to do with information sources. A majority cited the City web site and the City's INFOCUS newsletter as major sources of information. Local media outlets also were commonly used. All sources were rated as at least a minor source of information by a majority of respondents.

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 continues to be a highly desirable and safe place to live.

The city of Goodyear received myriad positive marks in this survey. At least 4 in 5 respondents gave excellent or good ratings to the overall quality of life in Goodyear, the city as a place to live, their neighborhoods, the overall image of the city, Goodyear as a place to raise children and a place to retire, and to the overall appearance of the city. These strong ratings tended to remain stable over time and were mostly similar to the national benchmarks. However, ratings for Goodyear as a place to retire were higher than the national average and resident perception of the overall image of Goodyear improved in 2018. When asked if they were likely to recommend living in Goodyear or if they were likely to remain in Goodyear for the next 5 years, at least 9 in 10 respondents indicated that they were.

Residents identified Safety as one of the most important focus areas for the community and the survey results showed that the city is meeting resident expectations. Nearly all Goodyear residents felt safe in their neighborhoods and downtown and had a positive overall feeling of safety in the city. Safety-related services also received high marks from a majority of respondents; scores for police and crime prevention were above the national benchmarks. Ratings for fire prevention increased from 2015 to 2018.

Trust in City Government is high, and City services are well-regarded.

At least 6 in 10 Goodyear residents gave high marks to each aspect of Goodyear's leadership and governance and almost all ratings were higher than the benchmarks. Further, ratings for the value of services for taxes paid, welcoming citizen involvement, overall confidence in City government, acting in the best interest of Goodyear, treating all residents fairly and for the overall customer service provided by City employees all increased in 2018.

Almost all residents gave excellent or good ratings to the overall quality of City services and individual services were also rated positively by most residents. More than one-third of the aspects of Governance increased from 2015 to 2018.

Goodyear is a well-planned, easily travelled community.

About 7 in 10 respondents rated the overall built environment of Goodyear as excellent or good. Ratings of land use, planning and zoning as well as code enforcement increased from 2015. Housing options and affordable quality housing were scored more positively by Goodyear residents than their national counterparts. .

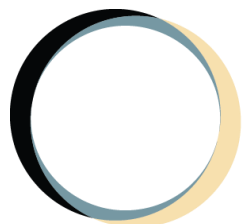
In terms of travel, about 85% of respondents gave high marks to the overall ease of travel in Goodyear, as well as for the overall ease of car travel. Ratings for the overall ease of car travel and for traffic flow were more positive than national averages. Further, Mobility services were strong with four services receiving ratings higher than the national comparison (street repair, sidewalk maintenance, street lighting and street cleaning). Ease of walking received higher ratings in 2018 than in 2015. However, fewer Goodyear residents reported using public transportation instead of driving and carpooling instead of driving alone compared to residents in communities across the country. This may be of consequence because air quality was the one issue on the survey that received both a rating lower than the national benchmark and also showed downward trend since the 2015 survey implementation.

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Goodyear, AZ

Trends over Time

2018



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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 2018 ratings for the City of Goodyear to its previous survey results in 2014 and 2015. 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 2015 and 2018 surveys, otherwise the comparisons between 2015 and 2018 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 2018 generally remained stable. Of the 129 items for which comparisons were available, 99 items were rated similarly in 2015 and 2018; two items showed a decrease in ratings and 28 showed an increase in ratings. Notable trends over time included the following:

- While most aspects of Community Characteristics remained stable from 2015 to 2018, several were trending up and one was trending down. Goodyear residents gave higher ratings to the ease of walking, overall economic health, employment opportunities, Goodyear as a place to work, social events and activities, neighborliness and the overall image of Goodyear in 2018 compared to 2015. Ratings of air quality decreased during this same time period.
- Most of the rating increases in 2018 were within the pillar of Governance. Residents gave higher ratings to 16 aspects of Governance in 2018, across all facets. No ratings decreased in Governance from 2015 to 2018. Perhaps most notably, resident perception of several General aspects of Governance improved in 2018. Goodyear residents gave more favorable ratings to the value of services for taxes paid, welcoming citizen involvement, overall confidence in City government, acting in the best interest of Goodyear, treating all residents fairly and the overall quality of customer service provided by City employees.
- Most reported rates of Participation remained steady from 2015 to 2018; however there were some fluctuations. More survey respondents reported that they had used Goodyear public libraries, attended City-sponsored events or attended a local public meeting in 12 months prior to the survey in 2018. Further, more residents had a positive economic outlook and gave higher ratings to the overall sense of community in Goodyear. Fewer survey respondents indicated that they had had contact with a City employee in 2018 compared to 2015.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2018 rating compared to 2015	Comparison to benchmark		
	2014	2015	2018		2014	2015	2018
Overall quality of life	91%	88%	90%	Similar	Similar	Similar	Similar
Overall image	81%	75%	81%	Higher	Similar	Similar	Similar
Place to live	95%	93%	94%	Similar	Similar	Similar	Similar
Neighborhood	92%	92%	91%	Similar	Similar	Similar	Similar
Place to raise children	87%	85%	88%	Similar	Similar	Similar	Similar
Place to retire	84%	84%	87%	Similar	Higher	Higher	Higher
Overall appearance	85%	82%	84%	Similar	Similar	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2018 rating compared to 2015	Comparison to benchmark		
		2014	2015	2018		2014	2015	2018
Safety	Overall feeling of safety	90%	89%	89%	Similar	Similar	Similar	Similar
	Safe in neighborhood	97%	97%	96%	Similar	Similar	Similar	Similar
	Safe downtown/commercial area	90%	89%	88%	Similar	Similar	Similar	Similar
Mobility	Overall ease of travel	85%	84%	85%	Similar	Similar	Similar	Similar
	Paths and walking trails	68%	63%	67%	Similar	Similar	Similar	Similar
	Ease of walking	72%	65%	71%	Higher	Similar	Similar	Similar
	Travel by bicycle	60%	58%	57%	Similar	Similar	Similar	Similar
	Travel by public transportation	27%	31%	35%	Similar	Lower	Lower	Similar
	Travel by car	86%	85%	85%	Similar	Higher	Higher	Higher
	Traffic flow	79%	76%	74%	Similar	Higher	Higher	Higher
Natural Environment	Overall natural environment	80%	82%	82%	Similar	Similar	Similar	Similar
	Cleanliness	83%	81%	79%	Similar	Similar	Similar	Similar
	Air quality	58%	66%	56%	Lower	Similar	Similar	Lower
Built Environment	Overall built environment	70%	66%	71%	Similar	Similar	Similar	Similar
	New development in Goodyear	59%	56%	60%	Similar	Similar	Similar	Similar
	Affordable quality housing	73%	70%	66%	Similar	Higher	Higher	Higher
	Housing options	78%	77%	75%	Similar	Higher	Higher	Higher
	Public places	63%	64%	64%	Similar	Similar	Similar	Similar
Economy	Overall economic health	67%	67%	76%	Higher	Similar	Similar	Similar
	Vibrant downtown/commercial area	30%	27%	31%	Similar	Lower	Lower	Lower
	Business and services	65%	61%	63%	Similar	Similar	Similar	Similar
	Cost of living	61%	57%	58%	Similar	Higher	Similar	Higher
	Shopping opportunities	51%	51%	50%	Similar	Similar	Similar	Similar
	Employment opportunities	29%	31%	38%	Higher	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2018 rating compared to 2015	Comparison to benchmark		
		2014	2015	2018		2014	2015	2018
	Place to visit	64%	65%	64%	Similar	Similar	Similar	Similar
	Place to work	58%	58%	66%	Higher	Similar	Similar	Similar
Recreation and Wellness	Health and wellness	68%	75%	74%	Similar	Similar	Similar	Similar
	Mental health care	51%	51%	51%	Similar	Similar	Similar	Similar
	Preventive health services	71%	66%	70%	Similar	Similar	Similar	Similar
	Health care	69%	66%	67%	Similar	Similar	Similar	Similar
	Food	72%	69%	68%	Similar	Similar	Similar	Similar
	Recreational opportunities	65%	65%	66%	Similar	Similar	Similar	Similar
	Fitness opportunities	76%	70%	75%	Similar	Similar	Similar	Similar
	Education and enrichment opportunities	61%	64%	62%	Similar	Similar	Similar	Similar
	Religious or spiritual events and activities	72%	72%	74%	Similar	Similar	Similar	Similar
	Cultural/arts/music activities	46%	45%	50%	Similar	Similar	Similar	Similar
Education and Enrichment	Adult education	52%	55%	55%	Similar	Similar	Similar	Similar
	K-12 education	70%	68%	71%	Similar	Similar	Similar	Similar
	Child care/preschool	60%	59%	64%	Similar	Similar	Similar	Similar
	Social events and activities	54%	49%	57%	Higher	Similar	Similar	Similar
Community Engagement	Neighborliness	62%	62%	67%	Higher	Similar	Similar	Similar
	Openness and acceptance	73%	72%	69%	Similar	Similar	Similar	Similar
	Opportunities to participate in community matters	58%	59%	62%	Similar	Similar	Similar	Similar
	Opportunities to volunteer	63%	60%	65%	Similar	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2018 rating compared to 2015	Comparison to benchmark		
	2014	2015	2018		2014	2015	2018
Services provided by Goodyear	81%	78%	81%	Similar	Similar	Similar	Similar
Customer service	78%	77%	84%	Higher	Similar	Similar	Similar
Value of services for taxes paid	61%	54%	62%	Higher	Similar	Similar	Similar
Overall direction	74%	73%	72%	Similar	Higher	Similar	Higher
Welcoming citizen involvement	63%	60%	70%	Higher	Similar	Similar	Higher
Confidence in City government	63%	62%	69%	Higher	Similar	Similar	Higher
Acting in the best interest of Goodyear	64%	65%	70%	Higher	Similar	Similar	Higher
Being honest	65%	64%	69%	Similar	Similar	Similar	Similar
Treating all residents fairly	69%	66%	71%	Higher	Higher	Similar	Higher
Services provided by the Federal Government	35%	41%	45%	Similar	Similar	Similar	Similar

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Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2018 rating compared to 2015	Comparison to benchmark		
		2014	2015	2018		2014	2015	2018
Safety	Police	88%	87%	90%	Similar	Similar	Similar	Higher
	Fire	95%	93%	96%	Similar	Similar	Similar	Similar
	Ambulance/EMS	94%	91%	93%	Similar	Similar	Similar	Similar
	Crime prevention	82%	80%	83%	Similar	Similar	Similar	Higher
	Fire prevention	84%	78%	84%	Higher	Similar	Similar	Similar
	Emergency preparedness	56%	65%	61%	Similar	Similar	Similar	Similar
Mobility	Traffic enforcement	78%	73%	75%	Similar	Similar	Similar	Similar
	Street repair	69%	65%	69%	Similar	Higher	Higher	Higher
	Street cleaning	79%	73%	78%	Similar	Similar	Similar	Higher
	Street lighting	72%	73%	75%	Similar	Similar	Similar	Higher
	Sidewalk maintenance	72%	71%	78%	Higher	Higher	Higher	Higher
	Traffic signal timing	56%	57%	60%	Similar	Similar	Similar	Similar
	Bus or transit services	34%	34%	43%	Higher	Lower	Lower	Similar
	Garbage collection	90%	88%	88%	Similar	Similar	Similar	Similar
Natural Environment	Recycling	88%	86%	87%	Similar	Similar	Similar	Similar
	Yard waste pick-up	84%	81%	87%	Higher	Similar	Similar	Similar
	Drinking water	54%	51%	55%	Similar	Lower	Lower	Lower
	Natural areas preservation	67%	62%	64%	Similar	Similar	Similar	Similar
	Open space	69%	62%	67%	Similar	Similar	Similar	Similar
	Storm drainage	75%	66%	80%	Higher	Similar	Similar	Higher
Built Environment	Sewer services	78%	75%	82%	Higher	Similar	Similar	Similar
	Utility billing	68%	61%	63%	Similar	Similar	Similar	Similar
	Land use, planning and zoning	62%	55%	61%	Higher	Similar	Similar	Similar
	Code enforcement	54%	53%	66%	Higher	Similar	Similar	Higher
Economy	Economic development	54%	55%	63%	Higher	Similar	Similar	Similar
Recreation and Wellness	City parks	79%	78%	79%	Similar	Similar	Similar	Similar
	Recreation programs	64%	67%	74%	Higher	Similar	Similar	Similar
	Recreation centers	67%	67%	67%	Similar	Similar	Similar	Similar
	Health services	67%	67%	72%	Similar	Similar	Similar	Similar
Education and Enrichment	Special events	68%	67%	69%	Similar	Similar	Similar	Similar
	Public libraries	66%	78%	82%	Similar	Lower	Similar	Similar
Community Engagement	Public information	69%	68%	72%	Similar	Similar	Similar	Similar

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Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2015	Comparison to benchmark		
	2014	2015	2018		2014	2015	2018
Sense of community	63%	59%	68%	Higher	Similar	Similar	Similar
Recommend Goodyear	95%	91%	92%	Similar	Similar	Similar	Similar
Remain in Goodyear	90%	86%	90%	Similar	Similar	Similar	Similar
Contacted Goodyear employees	39%	45%	37%	Lower	Lower	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2015	Comparison to benchmark		
		2014	2015	2018		2014	2015	2018
Safety	Stocked supplies for an emergency	25%	24%	28%	Similar	Lower	Lower	Similar
	Did NOT report a crime	83%	85%	83%	Similar	Similar	Similar	Similar
	Was NOT the victim of a crime	86%	93%	93%	Similar	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	6%	5%	4%	Similar	Much lower	Much lower	Much lower
	Carpooled instead of driving alone	48%	45%	45%	Similar	Similar	Similar	Similar
	Walked or biked instead of driving	55%	45%	50%	Similar	Similar	Lower	Similar
Natural Environment	Conserved water	90%	90%	91%	Similar	Similar	Similar	Similar
	Made home more energy efficient	78%	80%	78%	Similar	Similar	Similar	Similar
	Recycled at home	94%	93%	95%	Similar	Higher	Similar	Similar
Built Environment	Did NOT observe a code violation	50%	52%	55%	Similar	Similar	Similar	Similar
	NOT under housing cost stress	75%	74%	69%	Similar	Similar	Similar	Similar
Economy	Purchased goods or services in Goodyear	98%	97%	98%	Similar	Similar	Similar	Similar
	Economy will have positive impact on income	35%	33%	45%	Higher	Higher	Similar	Higher
	Work in Goodyear	31%	27%	25%	Similar	Lower	Lower	Lower
Recreation and Wellness	Used Goodyear recreation centers	53%	49%	53%	Similar	Similar	Similar	Similar
	Visited a City park	83%	78%	81%	Similar	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	86%	85%	84%	Similar	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	87%	82%	87%	Similar	Similar	Similar	Similar
	In very good to excellent health	75%	65%	66%	Similar	Similar	Similar	Similar
Education and Enrichment	Used Goodyear public libraries	44%	47%	53%	Higher	Much lower	Lower	Lower
	Participated in religious or spiritual activities	51%	42%	43%	Similar	Similar	Similar	Similar
	Attended a City-sponsored event	49%	41%	47%	Higher	Similar	Lower	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2015	Comparison to benchmark		
		2014	2015	2018		2014	2015	2018
Community Engagement	Campaigned for an issue, cause or candidate	14%	15%	18%	Similar	Similar	Similar	Similar
	Contacted Goodyear elected officials	8%	8%	9%	Similar	Similar	Similar	Similar
	Volunteered	32%	32%	28%	Similar	Lower	Similar	Lower
	Participated in a club	27%	28%	25%	Similar	Similar	Similar	Similar
	Talked to or visited with neighbors	90%	88%	91%	Similar	Similar	Similar	Similar
	Done a favor for a neighbor	76%	76%	80%	Similar	Similar	Similar	Similar
	Attended a local public meeting	15%	17%	22%	Higher	Similar	Similar	Similar
	Watched a local public meeting	10%	9%	13%	Similar	Much lower	Lower	Lower
	Read or watched local news	87%	84%	84%	Similar	Similar	Similar	Similar
	Voted in local elections	79%	80%	81%	Similar	Similar	Similar	Similar

THE NCSTM

The National Citizen SurveyTM

Goodyear, AZ

Dashboard Summary of Findings

2018



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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.

Within the pillar of Governance, ratings for Mobility and Community Engagement were particularly strong and tended to be higher than the national benchmark comparisons. All other ratings tended to be similar to communities across the nation. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	6	43	2	13	28	1	1	30	5
General	1	6	0	0	3	0	0	3	0
Safety	0	3	0	2	4	0	0	3	0
Mobility	2	5	0	4	3	0	0	2	1
Natural Environment	0	2	1	0	5	1	0	3	0
Built Environment	2	3	0	2	3	0	0	2	0
Economy	1	6	1	0	1	0	1	1	1
Recreation and Wellness	0	7	0	0	4	0	0	5	0
Education and Enrichment	0	6	0	0	2	0	0	2	1
Community Engagement	0	5	0	5	3	0	0	9	2

National Benchmark	
	Higher
	Similar
	Lower

The National Citizen Survey™

Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↔	84%	Customer service	↑	↔	84%	Recommend Goodyear	↔	↔	92%
	Overall quality of life	↔	↔	90%	Services provided by Goodyear	↔	↔	81%	Remain in Goodyear	↔	↔	90%
	Place to retire	↔	↑	87%	Services provided by the Federal Government	↔	↔	45%	Contacted Goodyear employees	↓	↔	37%
	Place to raise children	↔	↔	88%								
	Place to live	↔	↔	94%								
	Neighborhood	↔	↔	91%								
	Overall image	↑	↔	81%								
Safety	Overall feeling of safety	↔	↔	89%	Police	↔	↑	90%	Was NOT the victim of a crime	↔	↔	93%
	Safe in neighborhood	↔	↔	96%	Crime prevention	↔	↑	83%	Did NOT report a crime	↔	↔	83%
	Safe downtown/commercial area	↔	↔	88%	Fire	↔	↔	96%	Stocked supplies for an emergency	↔	↔	28%
					Fire prevention	↑	↔	84%				
					Ambulance/EMS	↔	↔	93%				
					Emergency preparedness	↔	↔	61%				
Mobility	Traffic flow	↔	↑	74%	Traffic enforcement	↔	↔	75%	Carpooled instead of driving alone	↔	↔	45%
	Travel by car	↔	↑	85%	Street repair	↔	↑	69%	Walked or biked instead of driving	↔	↔	50%
	Travel by bicycle	↔	↔	57%	Street cleaning	↔	↑	78%	Used public transportation instead of driving	↔	↓↓	4%
	Ease of walking	↑	↔	71%	Street lighting	↔	↑	75%				
	Travel by public transportation	↔	↔	35%	Sidewalk maintenance	↑	↑	78%				
	Overall ease travel	↔	↔	85%	Traffic signal timing	↔	↔	60%				
	Paths and walking trails	↔	↔	67%	Bus or transit services	↑	↔	43%				
Natural Environment	Overall natural environment	↔	↔	82%	Garbage collection	↔	↔	88%	Recycled at home	↔	↔	95%
	Air quality	↓	↓	56%	Recycling	↔	↔	87%	Conserved water	↔	↔	91%
	Cleanliness	↔	↔	79%	Yard waste pick-up	↑	↔	87%	Made home more energy efficient	↔	↔	78%
					Drinking water	↔	↓	55%				
					Open space	↔	↔	67%				
Built Environment					Natural areas preservation	↔	↔	64%				
	New development in Goodyear	↔	↔	60%	Sewer services	↑	↔	82%	NOT experiencing housing cost stress	↔	↔	69%
	Affordable quality housing	↔	↑	66%	Storm drainage	↑	↑	80%	Did NOT observe a code violation	↔	↔	55%
	Housing options	↔	↑	75%	Utility billing	↔	↔	63%				
	Overall built environment	↔	↔	71%	Land use, planning and zoning	↑	↔	61%				
	Public places	↔	↔	64%	Code enforcement	↑	↑	66%				

Legend

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

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	Community Characteristics	Trend	Bench mark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	↑	↔	76%	Economic development	↑	↔	63%	Economy will have positive impact on income	↑	↑	45%
	Shopping opportunities	↔	↔	50%					Purchased goods or services in Goodyear	↔	↔	98%
	Employment opportunities	↑	↔	38%					Work in Goodyear	↔	↓	25%
	Place to visit	↔	↔	64%								
	Cost of living	↔	↑	58%								
	Vibrant downtown/commercial area	↔	↓	31%								
	Place to work	↑	↔	66%								
Business and services	↔	↔	63%									
Recreation and Wellness	Fitness opportunities	↔	↔	75%	City parks	↔	↔	79%	In very good to excellent health	↔	↔	66%
	Recreational opportunities	↔	↔	66%	Recreation centers	↔	↔	67%	Used Goodyear recreation centers	↔	↔	53%
	Health care	↔	↔	67%	Recreation programs	↑	↔	74%	Visited a City park	↔	↔	81%
	Food	↔	↔	68%	Health services	↔	↔	72%	Ate 5 portions of fruits and vegetables	↔	↔	84%
	Mental health care	↔	↔	51%					Participated in moderate or vigorous physical activity	↔	↔	87%
	Health and wellness	↔	↔	74%								
	Preventive health services	↔	↔	70%								
Education and Enrichment	K-12 education	↔	↔	71%	Public libraries	↔	↔	82%	Used Goodyear public libraries	↑	↓	53%
	Cultural/arts/music activities	↔	↔	50%	Special events	↔	↔	69%	Participated in religious or spiritual activities	↔	↔	43%
	Child care/preschool	↔	↔	64%					Attended a City-sponsored event	↑	↔	47%
	Religious or spiritual events and activities	↔	↔	74%								
	Adult education	↔	↔	55%								
	Overall education and enrichment	↔	↔	62%								
Community Engagement	Opportunities to participate in community matters	↔	↔	62%	Public information	↔	↔	72%	Sense of community	↑	↔	68%
	Opportunities to volunteer	↔	↔	65%	Overall direction	↔	↑	72%	Voted in local elections	↔	↔	81%
	Openness and acceptance	↔	↔	69%	Value of services for taxes paid	↑	↔	62%	Talked to or visited with neighbors	↔	↔	91%
	Social events and activities	↑	↔	57%	Welcoming citizen involvement	↑	↑	70%	Attended a local public meeting	↑	↔	22%
	Neighborliness	↑	↔	67%	Confidence in City government	↑	↑	69%	Watched a local public meeting	↔	↓	13%
					Acting in the best interest of Goodyear	↑	↑	70%	Volunteered	↔	↓	28%
					Being honest	↔	↔	69%	Participated in a club	↔	↔	25%
					Treating all residents fairly	↑	↑	71%	Campaigned for an issue, cause or candidate	↔	↔	18%
									Contacted Goodyear elected officials	↔	↔	9%
									Read or watched local news	↔	↔	84%
								Done a favor for a neighbor	↔	↔	80%	

Legend

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



THE NCSTM
The National Citizen SurveyTM

Goodyear, AZ

Comparisons by Demographic Subgroups

2018



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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 questions 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 all respondents (751 completed surveys) is generally no greater than plus or minus four percentage points around any given percent. The margin of error for subgroups is less precise. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Residents who worked inside of Goodyear tended to give more positive ratings than those who worked outside of Goodyear to aspects within the pillar of Community Characteristics. Where differences were significant, female respondents tended to rate aspects of Community Characteristics more highly than male respondents and older respondents (those aged 55 and over) tended to give more positive ratings than their counterparts. No clear pattern emerged among residents with different annual household incomes.
- Within the pillar of Governance, residents who worked inside Goodyear also tended to give more positive ratings than those who worked outside of Goodyear (when differences were significant). Females also gave higher ratings than males while directional differences among income levels and age groups were more mixed.
- Reported rates of Participation varied among the demographic subgroups. Residents who had annual household incomes of \$49,999 or less tended to report lower rates of Participation than those with higher annual household incomes.

The National Citizen Survey™

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
The overall quality of life in Goodyear	92%	90%	91%	90%	91%	94%	89%	90%	90%	90%
Overall image or reputation of Goodyear	81%	81%	80%	81%	81%	83%	81%	80%	81%	80%
Goodyear as a place to live	95%	94%	94%	94%	95%	97%	93%	95%	93%	96%
Your neighborhood as a place to live	93%	90%	88%	90%	93%	93%	89%	93%	90%	93%
Goodyear as a place to raise children	91%	87%	83%	88%	89%	88%	89%	86%	88%	87%
Goodyear as a place to retire	90%	86%	89%	89%	84%	84%	87%	89%	87%	87%
Overall appearance of Goodyear	87%	83%	85%	85%	84%	87%	84%	85%	87%	82%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Overall feeling of safety in Goodyear	89%	88%	91%	85%	92%	87%	88%	91%	89%	88%
In your neighborhood during the day	96%	97%	96%	95%	98%	97%	97%	96%	95%	97%
In Goodyear's downtown/commercial area during the day	90%	88%	89%	87%	88%	92%	86%	90%	88%	89%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Overall ease of getting to the places you usually have to visit	89%	84%	88%	84%	84%	86%	83%	88%	85%	85%
Traffic flow on major streets	81%	72%	74%	72%	77%	71%	74%	77%	72%	77%
Ease of travel by car in Goodyear	92%	82%	84%	81%	90%	86%	83%	87%	83%	86%
Ease of travel by public transportation in Goodyear	37%	35%	47%	35%	28%	38%	39%	27%	33%	36%
Ease of travel by bicycle in Goodyear	66%	55%	64%	56%	55%	49%	60%	60%	55%	58%
Ease of walking in Goodyear	70%	71%	74%	71%	68%	73%	67%	74%	75%	64%
Availability of paths and walking trails	71%	66%	59%	69%	68%	55%	69%	73%	70%	62%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Quality of overall natural environment in Goodyear	91%	78%	87%	75%	86%	75%	84%	83%	82%	81%
Air quality	60%	55%	48%	54%	59%	52%	56%	57%	55%	57%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Cleanliness of Goodyear	78%	79%	78%	79%	79%	75%	78%	83%	81%	76%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	78%	69%	68%	74%	69%	78%	68%	71%	73%	69%
Public places where people want to spend time	63%	64%	60%	64%	65%	59%	65%	66%	65%	63%
Variety of housing options	80%	73%	68%	75%	78%	71%	73%	82%	74%	76%
Availability of affordable quality housing	72%	65%	53%	68%	69%	67%	65%	69%	65%	68%
Overall quality of new development in Goodyear	60%	60%	61%	61%	57%	58%	57%	64%	58%	62%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Overall economic health of Goodyear	84%	74%	73%	81%	73%	78%	76%	77%	78%	73%
Goodyear as a place to work	85%	57%	67%	68%	61%	67%	63%	71%	69%	62%
Goodyear as a place to visit	74%	60%	65%	61%	65%	54%	63%	72%	66%	61%
Employment opportunities	42%	35%	37%	39%	36%	33%	35%	50%	37%	37%
Shopping opportunities	52%	49%	55%	56%	40%	57%	47%	50%	50%	50%
Cost of living in Goodyear	63%	56%	48%	55%	66%	54%	58%	59%	55%	60%
Overall quality of business and service establishments in Goodyear	59%	64%	70%	65%	59%	71%	60%	64%	65%	61%
Vibrant downtown/commercial area	37%	29%	45%	34%	23%	44%	26%	29%	31%	31%

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	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Health and wellness opportunities in Goodyear	80%	73%	76%	74%	75%	67%	72%	82%	76%	72%
Fitness opportunities (including exercise classes and paths or trails, etc.)	81%	73%	65%	79%	74%	70%	74%	79%	76%	73%
Recreational opportunities	70%	64%	67%	63%	66%	64%	62%	72%	66%	64%
Availability of affordable quality food	71%	67%	62%	74%	62%	64%	68%	69%	68%	67%
Availability of affordable quality health care	67%	67%	64%	69%	65%	54%	67%	74%	66%	68%
Availability of preventive health services	72%	69%	69%	70%	69%	68%	69%	72%	69%	70%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Availability of affordable quality mental health care	63%	47%	57%	52%	44%	46%	55%	49%	54%	46%

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	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Overall opportunities for education and enrichment	72%	59%	68%	58%	62%	64%	56%	69%	66%	55%
Availability of affordable quality child care/preschool	76%	58%	58%	63%	69%	64%	65%	62%	60%	70%
K-12 education	78%	68%	67%	72%	72%	72%	71%	70%	72%	68%
Adult educational opportunities	65%	51%	45%	57%	56%	46%	54%	61%	59%	50%
Opportunities to attend cultural/arts/music activities	54%	48%	45%	51%	49%	49%	47%	53%	50%	48%
Opportunities to participate in religious or spiritual events and activities	75%	73%	74%	72%	73%	71%	72%	77%	74%	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	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Opportunities to participate in social events and activities	59%	57%	57%	56%	58%	58%	56%	58%	57%	57%
Opportunities to volunteer	71%	62%	64%	62%	66%	61%	60%	71%	61%	68%
Opportunities to participate in community matters	71%	58%	62%	56%	66%	60%	59%	66%	62%	60%
Openness and acceptance of the community toward people of diverse backgrounds	74%	67%	67%	67%	69%	71%	65%	71%	70%	67%
Neighborliness of residents in Goodyear	72%	65%	65%	67%	66%	71%	61%	74%	66%	68%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
The City of Goodyear	83%	81%	84%	80%	82%	75%	83%	84%	81%	82%
The value of services for the taxes paid to Goodyear	67%	61%	65%	60%	65%	67%	60%	63%	60%	65%
The overall direction that Goodyear is taking	71%	72%	72%	70%	74%	85%	67%	71%	72%	71%
The job Goodyear government does at welcoming citizen involvement	74%	68%	65%	73%	69%	82%	66%	69%	74%	65%
Overall confidence in Goodyear government	67%	70%	67%	68%	70%	76%	67%	68%	71%	66%
Generally acting in the best interest of the community	69%	70%	73%	71%	68%	80%	65%	71%	72%	67%
Being honest	76%	67%	65%	72%	68%	76%	65%	71%	71%	68%
Treating all residents fairly	75%	70%	70%	73%	70%	78%	67%	73%	74%	68%

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Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	86%	83%	88%	85%	81%	81%	83%	86%	82%	85%
The Federal Government	51%	43%	51%	43%	46%	44%	45%	48%	43%	48%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Police services	91%	90%	94%	88%	90%	88%	88%	94%	91%	89%
Fire services	97%	96%	98%	96%	96%	97%	95%	98%	96%	96%
Ambulance or emergency medical services	95%	92%	95%	91%	93%	91%	91%	96%	92%	93%
Crime prevention	88%	82%	86%	85%	80%	92%	78%	85%	87%	79%
Fire prevention and education	89%	82%	85%	85%	81%	86%	82%	86%	87%	81%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	76%	57%	68%	60%	60%	61%	64%	60%	64%	59%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Traffic enforcement	79%	74%	81%	76%	73%	78%	74%	76%	78%	73%
Street repair	80%	66%	72%	70%	68%	67%	69%	73%	70%	68%
Street cleaning	81%	76%	77%	81%	75%	78%	77%	79%	80%	75%
Street lighting	81%	72%	71%	72%	78%	65%	72%	83%	74%	74%
Sidewalk maintenance	80%	77%	77%	78%	77%	71%	77%	83%	80%	75%
Traffic signal timing	58%	60%	70%	60%	54%	65%	57%	60%	61%	58%
Bus or transit services	62%	36%	45%	40%	42%	45%	40%	46%	47%	36%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Garbage collection	89%	87%	85%	89%	87%	87%	84%	93%	90%	84%
Recycling	87%	86%	82%	88%	87%	83%	86%	91%	86%	86%
Yard waste pick-up	88%	86%	88%	86%	87%	83%	86%	90%	88%	85%
Drinking water	55%	54%	54%	54%	55%	40%	58%	60%	54%	54%
Preservation of natural areas such as open space, farmlands and greenbelts	70%	62%	72%	63%	61%	64%	64%	64%	63%	65%

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Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Goodyear open space	72%	66%	69%	68%	64%	67%	66%	67%	65%	70%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Storm drainage	87%	77%	75%	79%	82%	74%	82%	81%	78%	82%
Sewer services	84%	81%	70%	83%	86%	75%	84%	84%	82%	82%
Utility billing	64%	62%	57%	64%	63%	50%	63%	71%	64%	61%
Land use, planning and zoning	58%	62%	63%	66%	55%	67%	59%	60%	64%	57%
Code enforcement (weeds, abandoned buildings, etc.)	60%	68%	72%	66%	64%	66%	65%	67%	65%	66%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Economic development	60%	63%	66%	69%	55%	74%	58%	63%	64%	60%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
City parks	79%	79%	79%	71%	87%	74%	78%	84%	78%	79%
Recreation programs or classes	82%	71%	75%	74%	72%	70%	72%	80%	78%	67%
Recreation centers or facilities	77%	64%	65%	65%	70%	63%	66%	73%	72%	60%
Health services	79%	70%	80%	72%	69%	73%	68%	78%	72%	72%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Public library services	88%	80%	86%	85%	77%	85%	82%	82%	87%	74%
City-sponsored special events	73%	68%	71%	65%	72%	61%	72%	71%	72%	64%

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Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Public information services	80%	69%	70%	73%	71%	78%	71%	72%	76%	65%

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	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Sense of community	73%	67%	68%	68%	68%	71%	67%	70%	70%	64%
Recommend living in Goodyear to someone who asks	93%	93%	90%	93%	93%	93%	92%	93%	94%	91%
Remain in Goodyear for the next five years	92%	89%	95%	87%	91%	85%	89%	94%	90%	90%
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	34%	38%	43%	32%	41%	42%	34%	39%	36%	39%

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	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Was NOT the victim of a crime	88%	94%	95%	95%	88%	92%	91%	95%	94%	91%
Did NOT report a crime	71%	86%	86%	84%	79%	81%	79%	88%	85%	80%
Stocked supplies in preparation for an emergency	25%	29%	28%	29%	28%	29%	27%	28%	25%	32%

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	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Walked or biked instead of driving	55%	49%	48%	54%	47%	60%	53%	42%	47%	55%
Carpooled with other adults or children instead of driving alone	49%	43%	35%	46%	48%	52%	47%	38%	47%	41%
Used bus, rail, subway or other public transportation instead of driving	6%	4%	8%	4%	3%	8%	4%	2%	6%	3%

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	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Recycle at home	93%	96%	98%	93%	96%	92%	95%	97%	95%	96%
Made efforts to make your home more energy efficient	80%	76%	84%	74%	76%	68%	76%	83%	76%	78%
Made efforts to conserve water	83%	94%	97%	89%	91%	85%	92%	93%	91%	92%

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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	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
NOT under housing cost stress	75%	68%	40%	61%	93%	64%	75%	65%	67%	74%
Did NOT observe a code violation	59%	54%	55%	53%	59%	55%	56%	56%	56%	53%

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	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Purchase goods or services from a business located in Goodyear	97%	99%	97%	99%	99%	100%	98%	98%	99%	98%
Economy will have positive impact on income	58%	42%	32%	43%	54%	48%	51%	39%	42%	50%

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	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Used Goodyear recreation centers or their services	59%	53%	45%	57%	56%	80%	54%	39%	54%	54%
Visited a neighborhood park or City park	92%	78%	74%	81%	85%	95%	90%	61%	81%	80%
Eat at least 5 portions of fruits and vegetables a day	83%	85%	80%	85%	85%	84%	86%	84%	88%	80%
Participate in moderate or vigorous physical activity	89%	86%	79%	84%	93%	82%	90%	86%	87%	86%
Reported being in "very good" or "excellent" health	63%	67%	59%	63%	73%	65%	69%	62%	62%	70%

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	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Used Goodyear public libraries or their services	58%	52%	54%	58%	48%	85%	49%	40%	58%	48%
Participated in religious or spiritual activities in Goodyear	45%	42%	46%	42%	42%	34%	43%	48%	41%	46%
Attended a City-sponsored event	54%	46%	32%	50%	52%	54%	53%	37%	52%	42%

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	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Campaigned or advocated for an issue, cause or candidate	13%	20%	13%	16%	23%	16%	18%	19%	18%	18%
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	12%	8%	11%	7%	10%	4%	10%	11%	8%	10%
Volunteered your time to some group/activity in Goodyear	38%	25%	16%	30%	33%	30%	28%	29%	27%	30%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Work in Goodyear		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Participated in a club	25%	24%	21%	27%	21%	26%	12%	38%	25%	23%
Talked to or visited with your immediate neighbors	92%	90%	87%	88%	95%	81%	92%	95%	89%	93%
Done a favor for a neighbor	78%	80%	79%	75%	86%	77%	75%	88%	76%	85%
Attended a local public meeting	24%	21%	19%	20%	25%	23%	21%	22%	18%	27%
Watched (online) a local public meeting	18%	11%	16%	14%	9%	12%	13%	14%	10%	16%
Read or watch local news (via television, paper, computer, etc.)	81%	84%	91%	79%	85%	74%	80%	93%	86%	81%
Vote in local elections	84%	80%	71%	79%	89%	63%	85%	87%	82%	80%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Work in Goodyear		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Overall feeling of safety in Goodyear	98%	93%	88%	92%	98%	87%	96%	96%	94%	93%
Overall ease of getting to the places you usually have to visit	83%	80%	85%	80%	79%	74%	79%	86%	83%	79%
Quality of overall natural environment in Goodyear	84%	83%	83%	85%	82%	85%	81%	86%	86%	81%
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	86%	85%	82%	85%	86%	88%	84%	85%	90%	80%
Health and wellness opportunities in Goodyear	76%	77%	85%	76%	73%	64%	76%	86%	81%	72%
Overall opportunities for education and enrichment	80%	81%	78%	82%	79%	87%	80%	77%	87%	72%
Overall economic health of Goodyear	96%	91%	89%	89%	97%	86%	93%	95%	95%	89%
Sense of community	82%	79%	82%	75%	84%	76%	79%	85%	83%	77%

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").	Work in Goodyear		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Supporting the arts	59%	42%	52%	46%	46%	56%	42%	48%	50%	43%
Maintaining and improving parks	87%	84%	79%	83%	89%	88%	87%	80%	86%	83%
Providing recreational opportunities	79%	76%	75%	74%	81%	84%	78%	72%	76%	77%
Building a City Center/City Hall	45%	38%	45%	38%	39%	48%	39%	37%	42%	37%
Bringing higher education to Goodyear	68%	69%	66%	73%	66%	78%	72%	60%	73%	64%
Building a performing arts center	54%	34%	38%	41%	37%	49%	40%	33%	43%	34%
Building a community center	69%	46%	59%	54%	49%	63%	54%	44%	57%	46%
Investing in transit	52%	52%	66%	52%	49%	51%	53%	53%	59%	45%
Providing child care/after school programs	61%	57%	58%	61%	56%	63%	59%	54%	60%	56%
Providing senior services	63%	60%	66%	61%	60%	41%	62%	72%	62%	60%

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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	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Nothing, we should not be investing in any additional amenities at this time	14%	18%	30%	21%	10%	7%	20%	20%	18%	17%

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	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Medical/Healthcare	87%	77%	86%	78%	79%	72%	80%	86%	79%	82%
Aerospace	56%	47%	61%	39%	57%	35%	51%	57%	46%	54%
High tech manufacturing	73%	61%	61%	58%	73%	43%	68%	73%	60%	69%
Office/Professional services	67%	62%	68%	56%	68%	46%	68%	67%	61%	65%
Retail	67%	67%	69%	64%	68%	48%	70%	74%	65%	69%
Service industry	59%	62%	68%	60%	59%	43%	67%	67%	58%	65%

Table 31: Travel Outside of Goodyear

About how frequently, if ever, do you travel outside of Goodyear for the following purposes? (Percent rating as "At least once").	Work in Goodyear		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Dining	92%	96%	88%	95%	99%	96%	95%	94%	96%	94%
Attending a concert or live performance	73%	74%	52%	73%	83%	79%	78%	66%	71%	75%
Seeing a movie	49%	50%	54%	48%	50%	53%	50%	47%	46%	55%
Attending a sporting event	69%	73%	52%	69%	81%	70%	81%	60%	70%	73%
Shopping	88%	92%	87%	89%	95%	88%	92%	92%	91%	91%
Bowling	42%	33%	35%	36%	36%	50%	44%	16%	39%	32%
Hiking	58%	55%	44%	50%	67%	65%	65%	37%	52%	57%
Nightlife	56%	63%	40%	64%	69%	73%	68%	46%	59%	63%

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	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
City web site (www.goodyearaz.gov)	91%	91%	79%	94%	94%	96%	94%	87%	93%	88%
Local media outlets (newspapers, radio, local television stations)	82%	89%	88%	89%	84%	95%	85%	86%	90%	85%
The City's INFOCUS newsletter mailed directly to your home	88%	91%	89%	93%	89%	96%	90%	87%	92%	88%
City Council meetings and other public meetings	58%	61%	60%	60%	58%	59%	63%	56%	63%	56%
Talking with City officials	55%	50%	52%	53%	49%	49%	54%	48%	54%	48%
eNotify City email communications	59%	57%	54%	62%	57%	70%	57%	52%	62%	52%

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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	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
The City on social media (Facebook, Twitter or YouTube)	65%	54%	61%	60%	54%	80%	62%	39%	63%	50%
Word-of-mouth	83%	76%	83%	74%	79%	81%	75%	78%	78%	76%



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Goodyear, AZ

Comparisons by Geographic Subgroups

2018



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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 geographic area (North, Central or 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 geographic areas 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 all respondents (751) is generally no greater than plus or minus four percentage points around any given percent. The margin of error for subgroups is less precise. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points. Three geographic subareas were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 1: Geographic Areas

Geographic Area	Number of Completed Surveys
North	383
Central	204
South/Sonoran	164

Notable differences between geographic areas included the following:

- While some ratings of Community Characteristics did differ by geographic areas, it was difficult to discern a clear pattern. Residents living in the South/Sonoran area of Goodyear tended to give lower ratings to some facets of Mobility, Economy and Recreation and Wellness than residents in the North or Central areas. Survey respondents from the Central area tended to give lower ratings to aspects of Built Environment than those in the North or South/Sonoran areas.
- Broadly, when differences emerged, aspects of Governance tended to be rated most favorably by residents in the North. Where differences were significant, residents who lived in the Central area of Goodyear tended to be less positive in their ratings.
- Residents living in the North and South/Sonoran areas of Goodyear sometimes reported higher rates of Participation than rates reported by residents in the Central area.

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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	91%	90%	90%	90%
Overall image or reputation of Goodyear	81%	85%	73%	81%
Goodyear as a place to live	96%	95%	91%	94%
Your neighborhood as a place to live	96%	84%	96%	91%
Goodyear as a place to raise children	89%	88%	85%	88%
Goodyear as a place to retire	87%	87%	88%	87%
Overall appearance of Goodyear	86%	84%	81%	84%

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	90%	87%	89%	89%
In your neighborhood during the day	97%	95%	97%	96%
In Goodyear's downtown/commercial area during the day	88%	88%	90%	88%

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	90%	83%	78%	85%
Traffic flow on major streets	80%	70%	71%	74%
Ease of travel by car in Goodyear	87%	82%	85%	85%
Ease of travel by public transportation in Goodyear	33%	41%	27%	35%
Ease of travel by bicycle in Goodyear	57%	59%	53%	57%
Ease of walking in Goodyear	73%	71%	65%	71%
Availability of paths and walking trails	69%	64%	70%	67%

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	82%	80%	85%	82%
Air quality	53%	57%	57%	56%
Cleanliness of Goodyear	83%	80%	68%	79%

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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)	70%	75%	65%	71%
Public places where people want to spend time	68%	57%	68%	64%
Variety of housing options	79%	70%	78%	75%
Availability of affordable quality housing	67%	59%	80%	66%
Overall quality of new development in Goodyear	61%	60%	58%	60%

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	76%	80%	69%	76%
Goodyear as a place to work	70%	70%	54%	66%
Goodyear as a place to visit	67%	60%	65%	64%
Employment opportunities	43%	36%	33%	38%
Shopping opportunities	46%	60%	37%	50%
Cost of living in Goodyear	57%	59%	55%	58%
Overall quality of business and service establishments in Goodyear	61%	67%	59%	63%
Vibrant downtown/commercial area	24%	43%	21%	31%

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	77%	78%	63%	74%
Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	72%	80%	75%
Recreational opportunities	68%	60%	72%	66%
Availability of affordable quality food	71%	68%	60%	68%
Availability of affordable quality health care	68%	70%	58%	67%
Availability of preventive health services	70%	73%	62%	70%
Availability of affordable quality mental health care	53%	59%	30%	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	66%	61%	55%	62%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Availability of affordable quality child care/preschool	66%	68%	40%	64%
K-12 education	73%	75%	57%	71%
Adult educational opportunities	62%	49%	54%	55%
Opportunities to attend cultural/arts/music activities	50%	45%	58%	50%
Opportunities to participate in religious or spiritual events and activities	78%	67%	78%	74%

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	57%	54%	63%	57%
Opportunities to volunteer	68%	57%	73%	65%
Opportunities to participate in community matters	65%	56%	66%	62%
Openness and acceptance of the community toward people of diverse backgrounds	66%	69%	75%	69%
Neighborliness of residents in Goodyear	71%	61%	75%	67%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
The City of Goodyear	83%	76%	89%	81%
The value of services for the taxes paid to Goodyear	60%	64%	63%	62%
The overall direction that Goodyear is taking	72%	74%	69%	72%
The job Goodyear government does at welcoming citizen involvement	71%	72%	64%	70%
Overall confidence in Goodyear government	71%	68%	64%	69%
Generally acting in the best interest of the community	70%	70%	69%	70%
Being honest	69%	72%	63%	69%
Treating all residents fairly	70%	72%	72%	71%
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	86%	83%	81%	84%
The Federal Government	48%	43%	45%	45%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Police services	93%	88%	88%	90%
Fire services	97%	97%	94%	96%
Ambulance or emergency medical services	94%	91%	93%	93%

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Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Crime prevention	88%	80%	81%	83%
Fire prevention and education	88%	80%	86%	84%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61%	63%	56%	61%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Traffic enforcement	80%	77%	65%	75%
Street repair	75%	65%	68%	69%
Street cleaning	80%	74%	80%	78%
Street lighting	80%	66%	81%	75%
Sidewalk maintenance	83%	72%	77%	78%
Traffic signal timing	57%	62%	61%	60%
Bus or transit services	42%	46%	36%	43%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Garbage collection	89%	87%	87%	88%
Recycling	89%	85%	85%	87%
Yard waste pick-up	88%	85%	89%	87%
Drinking water	64%	50%	46%	55%
Preservation of natural areas such as open space, farmlands and greenbelts	62%	64%	69%	64%
Goodyear open space	62%	69%	72%	67%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Storm drainage	78%	82%	79%	80%
Sewer services	86%	77%	84%	82%
Utility billing	72%	53%	67%	63%
Land use, planning and zoning	62%	60%	61%	61%
Code enforcement (weeds, abandoned buildings, etc.)	66%	63%	70%	66%

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Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Economic development	59%	67%	61%	63%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
City parks	81%	76%	80%	79%
Recreation programs or classes	75%	70%	81%	74%
Recreation centers or facilities	72%	59%	78%	67%
Health services	75%	71%	68%	72%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Public library services	83%	83%	81%	82%
City-sponsored special events	69%	63%	80%	69%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Public information services	75%	73%	62%	72%

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	68%	66%	72%	68%
Recommend living in Goodyear to someone who asks	93%	95%	86%	92%
Remain in Goodyear for the next five years	93%	86%	90%	90%
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	28%	42%	47%	37%

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	95%	90%	93%	93%
Did NOT report a crime	87%	77%	86%	83%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Stocked supplies in preparation for an emergency	27%	35%	17%	28%

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%	56%	45%	50%
Carpooled with other adults or children instead of driving alone	41%	50%	43%	45%
Used bus, rail, subway or other public transportation instead of driving	3%	7%	2%	4%

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	97%	92%	99%	95%
Made efforts to make your home more energy efficient	80%	72%	83%	78%
Made efforts to conserve water	91%	88%	96%	91%

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	71%	67%	72%	69%
Did NOT observe a code violation	65%	43%	61%	55%

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%	98%	99%	98%
Economy will have positive impact on income	41%	50%	44%	45%
Work in Goodyear	22%	27%	30%	25%

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	49%	57%	54%	53%
Visited a neighborhood park or City park	75%	85%	83%	81%
Eat at least 5 portions of fruits and vegetables a day	84%	85%	82%	84%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Participate in moderate or vigorous physical activity	85%	85%	94%	87%
Reported being in "very good" or "excellent" health	70%	58%	72%	66%

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	47%	64%	42%	53%
Participated in religious or spiritual activities in Goodyear	46%	42%	42%	43%
Attended a City-sponsored event	42%	45%	61%	47%

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	19%	16%	19%	18%
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	10%	8%	10%	9%
Volunteered your time to some group/activity in Goodyear	31%	25%	30%	28%
Participated in a club	31%	16%	29%	25%
Talked to or visited with your immediate neighbors	94%	85%	97%	91%
Done a favor for a neighbor	82%	75%	87%	80%
Attended a local public meeting	17%	22%	34%	22%
Watched (online) a local public meeting	11%	12%	18%	13%
Read or watch local news (via television, paper, computer, etc.)	90%	81%	79%	84%
Vote in local elections	88%	77%	77%	81%

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	95%	94%	91%	94%
Overall ease of getting to the places you usually have to visit	82%	77%	86%	81%
Quality of overall natural environment in Goodyear	84%	81%	87%	83%
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	86%	85%	82%	85%
Health and wellness opportunities in Goodyear	84%	72%	74%	77%
Overall opportunities for education and enrichment	80%	82%	76%	80%
Overall economic health of Goodyear	95%	90%	92%	92%
Sense of community	82%	79%	78%	80%

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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	46%	48%	43%	46%
Maintaining and improving parks	82%	85%	88%	84%
Providing recreational opportunities	75%	80%	71%	76%
Building a City Center/City Hall	35%	43%	42%	39%
Bringing higher education to Goodyear	61%	76%	65%	68%
Building a performing arts center	39%	46%	24%	39%
Building a community center	47%	65%	35%	52%
Investing in transit	56%	51%	49%	52%
Providing child care/after school programs	56%	61%	55%	58%
Providing senior services	66%	59%	56%	61%
Nothing, we should not be investing in any additional amenities at this time	16%	22%	16%	18%

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	85%	73%	85%	80%
Aerospace	53%	45%	53%	50%
High tech manufacturing	68%	57%	73%	64%
Office/Professional services	65%	58%	68%	63%
Retail	70%	64%	66%	67%
Service industry	67%	55%	64%	61%

Table 31: Travel Outside of Goodyear

About how frequently, if ever, do you travel outside of Goodyear for the following purposes? (Percent rating as "At least once").	Geographic Area			Overall
	North	Central	South/Sonoran	
Dining	94%	95%	96%	95%
Attending a concert or live performance	72%	72%	77%	73%
Seeing a movie	48%	50%	54%	50%
Attending a sporting event	67%	69%	81%	71%
Shopping	92%	88%	95%	91%
Bowling	25%	45%	35%	35%
Hiking	53%	60%	47%	55%
Nightlife	57%	66%	58%	61%

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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)	89%	92%	92%	91%
Local media outlets (newspapers, radio, local television stations)	87%	91%	80%	87%
The City's INFOCUS newsletter mailed directly to your home	84%	95%	91%	90%
City Council meetings and other public meetings	58%	63%	55%	59%
Talking with City officials	53%	53%	44%	51%
eNotify City email communications	50%	65%	57%	57%
The City on social media (Facebook, Twitter or YouTube)	46%	67%	56%	57%
Word-of-mouth	75%	75%	88%	78%

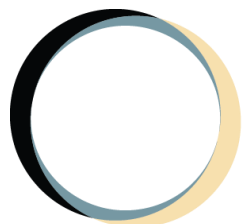


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Goodyear, AZ

Technical Appendices

2018



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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	
	%	N	%	N	%	N	%	N	%	N
Goodyear as a place to live	47%	N=347	48%	N=357	5%	N=36	1%	N=7	100%	N=747
Your neighborhood as a place to live	51%	N=380	40%	N=299	8%	N=57	1%	N=9	100%	N=745
Goodyear as a place to raise children	47%	N=272	41%	N=240	10%	N=56	3%	N=15	100%	N=583
Goodyear as a place to work	31%	N=152	35%	N=171	22%	N=107	12%	N=57	100%	N=487
Goodyear as a place to visit	26%	N=186	37%	N=265	27%	N=191	9%	N=67	100%	N=709
Goodyear as a place to retire	46%	N=304	41%	N=272	11%	N=70	2%	N=15	100%	N=661
The overall quality of life in Goodyear	35%	N=258	56%	N=414	9%	N=65	1%	N=7	100%	N=744

Table 2: Question 2

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Goodyear	36%	N=266	53%	N=396	9%	N=71	2%	N=14	100%	N=747
Overall ease of getting to the places you usually have to visit	38%	N=286	47%	N=349	12%	N=88	3%	N=25	100%	N=749
Quality of overall natural environment in Goodyear	28%	N=209	53%	N=395	17%	N=123	2%	N=12	100%	N=739
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	24%	N=176	47%	N=349	25%	N=184	4%	N=30	100%	N=740
Health and wellness opportunities in Goodyear	28%	N=197	46%	N=325	23%	N=159	3%	N=20	100%	N=701
Overall opportunities for education and enrichment	20%	N=127	42%	N=269	28%	N=178	10%	N=65	100%	N=639
Overall economic health of Goodyear	22%	N=150	54%	N=367	21%	N=139	3%	N=20	100%	N=677
Sense of community	21%	N=149	47%	N=341	24%	N=169	8%	N=59	100%	N=719
Overall image or reputation of Goodyear	27%	N=198	54%	N=391	15%	N=109	5%	N=33	100%	N=731

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	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Goodyear to someone who asks	58%	N=433	34%	N=253	5%	N=35	3%	N=22	100%	N=743
Remain in Goodyear for the next five years	69%	N=483	21%	N=147	5%	N=37	5%	N=36	100%	N=702

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	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	75%	N=557	22%	N=161	2%	N=16	1%	N=10	0%	N=3	100%	N=746
In Goodyear's downtown/commercial area during the day	54%	N=348	35%	N=224	7%	N=46	3%	N=23	1%	N=7	100%	N=647

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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	16%	N=123	58%	N=433	21%	N=155	5%	N=36	100%	N=747
Ease of travel by car in Goodyear	26%	N=190	59%	N=439	13%	N=98	2%	N=16	100%	N=742
Ease of travel by public transportation in Goodyear	8%	N=25	28%	N=91	31%	N=102	33%	N=109	100%	N=328
Ease of travel by bicycle in Goodyear	20%	N=96	37%	N=180	29%	N=142	13%	N=64	100%	N=482
Ease of walking in Goodyear	26%	N=176	44%	N=295	20%	N=131	10%	N=65	100%	N=666
Availability of paths and walking trails	27%	N=179	40%	N=263	24%	N=156	9%	N=59	100%	N=656
Air quality	14%	N=101	42%	N=302	34%	N=244	11%	N=79	100%	N=726
Cleanliness of Goodyear	29%	N=214	50%	N=373	18%	N=137	3%	N=20	100%	N=744
Overall appearance of Goodyear	28%	N=207	56%	N=416	14%	N=102	2%	N=14	100%	N=739
Public places where people want to spend time	19%	N=135	45%	N=317	28%	N=197	9%	N=61	100%	N=711
Variety of housing options	27%	N=190	48%	N=331	21%	N=143	4%	N=29	100%	N=694
Availability of affordable quality housing	21%	N=136	45%	N=290	23%	N=149	10%	N=67	100%	N=641
Fitness opportunities (including exercise classes and paths or trails, etc.)	28%	N=196	47%	N=327	19%	N=135	6%	N=41	100%	N=699
Recreational opportunities	23%	N=157	43%	N=301	25%	N=174	9%	N=65	100%	N=697
Availability of affordable quality food	19%	N=144	48%	N=355	26%	N=189	7%	N=50	100%	N=737
Availability of affordable quality health care	18%	N=125	49%	N=335	29%	N=202	4%	N=26	100%	N=688
Availability of preventive health services	17%	N=109	53%	N=336	27%	N=170	4%	N=23	100%	N=638
Availability of affordable quality mental health care	18%	N=64	33%	N=119	33%	N=116	16%	N=57	100%	N=356

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	15%	N=47	49%	N=153	23%	N=72	13%	N=41	100%	N=314
K-12 education	17%	N=83	54%	N=254	19%	N=90	10%	N=46	100%	N=473
Adult educational opportunities	13%	N=58	42%	N=192	33%	N=150	12%	N=53	100%	N=453
Opportunities to attend cultural/arts/music activities	13%	N=82	37%	N=236	37%	N=240	13%	N=84	100%	N=641
Opportunities to participate in religious or spiritual events and activities	25%	N=139	49%	N=271	22%	N=122	5%	N=26	100%	N=558
Employment opportunities	11%	N=53	27%	N=136	45%	N=223	18%	N=89	100%	N=500
Shopping opportunities	14%	N=100	36%	N=265	36%	N=263	14%	N=102	100%	N=730
Cost of living in Goodyear	13%	N=92	45%	N=327	38%	N=275	5%	N=35	100%	N=729
Overall quality of business and service establishments in Goodyear	13%	N=95	50%	N=352	28%	N=202	8%	N=60	100%	N=709
Vibrant downtown/commercial area	5%	N=30	26%	N=165	40%	N=250	29%	N=182	100%	N=627
Overall quality of new development in Goodyear	16%	N=110	43%	N=294	30%	N=205	10%	N=67	100%	N=676
Opportunities to participate in social events and activities	12%	N=80	45%	N=288	34%	N=218	9%	N=57	100%	N=643
Opportunities to volunteer	17%	N=86	48%	N=243	29%	N=147	7%	N=34	100%	N=510
Opportunities to participate in community matters	15%	N=81	47%	N=255	33%	N=177	6%	N=32	100%	N=544
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=111	51%	N=312	24%	N=147	7%	N=45	100%	N=615
Neighborliness of residents in Goodyear	16%	N=113	52%	N=367	25%	N=178	8%	N=54	100%	N=712

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	9%	N=67	91%	N=676	100%	N=743
Made efforts to make your home more energy efficient	22%	N=166	78%	N=572	100%	N=737
Observed a code violation or other hazard in Goodyear (weeds, abandoned buildings, etc.)	55%	N=403	45%	N=327	100%	N=730
Household member was a victim of a crime in Goodyear	93%	N=687	7%	N=53	100%	N=740
Reported a crime to the police in Goodyear	83%	N=611	17%	N=127	100%	N=738
Stocked supplies in preparation for an emergency	72%	N=531	28%	N=207	100%	N=738
Campaigned or advocated for an issue, cause or candidate	82%	N=606	18%	N=134	100%	N=740
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	63%	N=464	37%	N=276	100%	N=740
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	91%	N=672	9%	N=68	100%	N=740

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	
	%	N	%	N	%	N	%	N	%	N
Used Goodyear recreation centers or their services	6%	N=46	14%	N=106	32%	N=238	47%	N=343	100%	N=734
Visited a neighborhood park or City park	18%	N=131	24%	N=180	38%	N=283	19%	N=143	100%	N=737
Used Goodyear public libraries or their services	7%	N=52	18%	N=133	28%	N=204	47%	N=347	100%	N=736
Participated in religious or spiritual activities in Goodyear	16%	N=115	16%	N=121	11%	N=85	57%	N=417	100%	N=738
Attended a City-sponsored event	2%	N=18	9%	N=65	36%	N=263	53%	N=388	100%	N=734
Used bus, rail, subway or other public transportation instead of driving	1%	N=7	1%	N=8	2%	N=16	96%	N=707	100%	N=738
Carpoled with other adults or children instead of driving alone	17%	N=123	13%	N=97	15%	N=109	55%	N=406	100%	N=736
Walked or biked instead of driving	14%	N=100	13%	N=94	23%	N=171	50%	N=367	100%	N=733
Volunteered your time to some group/activity in Goodyear	6%	N=45	7%	N=51	15%	N=112	72%	N=527	100%	N=736
Participated in a club	7%	N=53	8%	N=56	10%	N=72	75%	N=552	100%	N=733
Talked to or visited with your immediate neighbors	37%	N=269	31%	N=227	24%	N=173	9%	N=67	100%	N=736
Done a favor for a neighbor	20%	N=150	23%	N=170	37%	N=272	20%	N=146	100%	N=738

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	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=6	4%	N=26	18%	N=131	78%	N=574	100%	N=737
Watched (online) a local public meeting	1%	N=6	1%	N=6	11%	N=82	87%	N=643	100%	N=736

Table 10: Question 10

Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	49%	N=311	41%	N=263	7%	N=48	2%	N=16	0%	N=0	100%	N=637
Fire services	57%	N=321	39%	N=223	3%	N=18	1%	N=4	0%	N=0	100%	N=566
Ambulance or emergency medical services	52%	N=270	40%	N=207	7%	N=34	1%	N=4	0%	N=0	100%	N=515
Crime prevention	34%	N=185	49%	N=268	13%	N=73	3%	N=18	0%	N=0	100%	N=543
Fire prevention and education	37%	N=167	48%	N=217	14%	N=64	2%	N=7	0%	N=0	100%	N=455

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Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic enforcement	29%	N=182	47%	N=300	19%	N=120	6%	N=37	0%	N=0	100%	N=640
Street repair	23%	N=163	46%	N=321	25%	N=178	5%	N=36	0%	N=0	100%	N=697
Street cleaning	28%	N=194	50%	N=351	18%	N=129	4%	N=28	0%	N=0	100%	N=702
Street lighting	25%	N=177	50%	N=355	18%	N=131	7%	N=51	0%	N=0	100%	N=714
Sidewalk maintenance	27%	N=188	50%	N=344	18%	N=125	4%	N=28	0%	N=0	100%	N=684
Traffic signal timing	19%	N=133	41%	N=286	28%	N=195	13%	N=88	0%	N=0	100%	N=703
Bus or transit services	18%	N=47	25%	N=68	23%	N=62	34%	N=92	0%	N=0	100%	N=270
Garbage collection	42%	N=293	46%	N=323	10%	N=74	2%	N=13	0%	N=0	100%	N=703
Recycling	42%	N=294	45%	N=316	12%	N=81	2%	N=13	0%	N=0	100%	N=704
Yard waste pick-up	40%	N=253	47%	N=300	11%	N=70	2%	N=13	0%	N=0	100%	N=636
Storm drainage	26%	N=158	54%	N=321	15%	N=91	5%	N=30	0%	N=0	100%	N=600
Drinking water	17%	N=117	38%	N=263	25%	N=173	20%	N=139	0%	N=0	100%	N=692
Sewer services	27%	N=181	55%	N=367	15%	N=101	2%	N=16	0%	N=0	100%	N=666
Utility billing	19%	N=135	44%	N=309	27%	N=191	10%	N=69	0%	N=0	100%	N=704
City parks	26%	N=163	53%	N=339	18%	N=117	3%	N=18	0%	N=0	100%	N=636
Recreation programs or classes	22%	N=97	52%	N=223	23%	N=98	3%	N=15	0%	N=0	100%	N=434
Recreation centers or facilities	20%	N=88	48%	N=210	26%	N=116	6%	N=28	0%	N=0	100%	N=442
Land use, planning and zoning	15%	N=73	47%	N=232	29%	N=144	10%	N=49	0%	N=0	100%	N=498
Code enforcement (weeds, abandoned buildings, etc.)	17%	N=92	49%	N=261	25%	N=136	9%	N=50	0%	N=0	100%	N=538
Economic development	18%	N=104	45%	N=263	27%	N=160	10%	N=59	0%	N=0	100%	N=586
Health services	19%	N=114	53%	N=321	24%	N=146	4%	N=23	0%	N=0	100%	N=604
Public library services	31%	N=162	51%	N=269	14%	N=75	3%	N=17	0%	N=0	100%	N=524
Public information services	14%	N=103	35%	N=252	17%	N=124	2%	N=16	31%	N=222	100%	N=716
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	19%	N=69	42%	N=152	31%	N=113	7%	N=27	0%	N=0	100%	N=361
Preservation of natural areas such as open space, farmlands and greenbelts	18%	N=102	46%	N=255	26%	N=144	10%	N=57	0%	N=0	100%	N=558
Goodyear open space	21%	N=119	46%	N=269	28%	N=165	5%	N=28	0%	N=0	100%	N=581
City-sponsored special events	18%	N=97	51%	N=270	28%	N=151	3%	N=14	0%	N=0	100%	N=533
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	31%	N=184	53%	N=316	14%	N=85	2%	N=13	0%	N=0	100%	N=598

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	25%	N=172	56%	N=383	15%	N=102	4%	N=25	100%	N=683
The Federal Government	11%	N=70	34%	N=207	38%	N=235	16%	N=99	100%	N=611

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	16%	N=104	46%	N=302	30%	N=197	7%	N=49	100%	N=651
The overall direction that Goodyear is taking	22%	N=142	50%	N=330	23%	N=149	5%	N=35	100%	N=657
The job Goodyear government does at welcoming citizen involvement	19%	N=108	51%	N=282	20%	N=114	9%	N=53	100%	N=557
Overall confidence in Goodyear government	20%	N=132	48%	N=312	24%	N=155	7%	N=48	100%	N=646
Generally acting in the best interest of the community	21%	N=132	49%	N=312	23%	N=146	7%	N=45	100%	N=634

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Please rate the following categories of Goodyear government performance:	Excellent		Good		Fair		Poor		Total	
Being honest	20%	N=114	49%	N=278	23%	N=132	8%	N=43	100%	N=567
Treating all residents fairly	23%	N=128	48%	N=266	20%	N=111	9%	N=47	100%	N=552

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	65%	N=478	29%	N=215	5%	N=37	1%	N=8	100%	N=738
Overall ease of getting to the places you usually have to visit	35%	N=255	46%	N=339	18%	N=130	2%	N=13	100%	N=736
Quality of overall natural environment in Goodyear	37%	N=272	46%	N=339	16%	N=114	1%	N=7	100%	N=732
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	36%	N=268	49%	N=357	14%	N=100	1%	N=10	100%	N=734
Health and wellness opportunities in Goodyear	35%	N=257	42%	N=306	20%	N=145	3%	N=24	100%	N=731
Overall opportunities for education and enrichment	41%	N=299	39%	N=288	16%	N=121	3%	N=25	100%	N=733
Overall economic health of Goodyear	54%	N=399	38%	N=280	7%	N=48	1%	N=9	100%	N=736
Sense of community	37%	N=274	43%	N=315	19%	N=137	1%	N=9	100%	N=735

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=79	35%	N=240	44%	N=303	10%	N=66	100%	N=687
Maintaining and improving parks	29%	N=212	55%	N=399	15%	N=105	1%	N=7	100%	N=723
Providing recreational opportunities	24%	N=173	52%	N=374	21%	N=147	3%	N=22	100%	N=717
Building a City Center/City Hall	14%	N=99	25%	N=176	38%	N=263	23%	N=159	100%	N=697
Bringing higher education to Goodyear	30%	N=210	38%	N=271	25%	N=175	7%	N=48	100%	N=704
Building a performing arts center	14%	N=95	25%	N=177	41%	N=284	21%	N=145	100%	N=702
Building a community center	18%	N=128	34%	N=238	36%	N=253	12%	N=87	100%	N=706
Investing in transit	22%	N=156	30%	N=208	31%	N=215	17%	N=115	100%	N=694
Providing child care/after school programs	22%	N=143	36%	N=229	30%	N=192	12%	N=77	100%	N=641
Providing senior services	25%	N=171	36%	N=251	34%	N=232	5%	N=36	100%	N=691
Nothing, we should not be investing in any additional amenities at this time	7%	N=24	11%	N=38	18%	N=62	64%	N=220	100%	N=345

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	38%	N=270	42%	N=292	16%	N=111	4%	N=30	100%	N=703
Aerospace	18%	N=113	32%	N=206	35%	N=223	16%	N=102	100%	N=644
High tech manufacturing	26%	N=179	38%	N=258	26%	N=176	10%	N=66	100%	N=678
Office/Professional services	25%	N=170	38%	N=262	33%	N=231	4%	N=26	100%	N=688
Retail	28%	N=195	39%	N=272	28%	N=199	5%	N=34	100%	N=700
Service industry	22%	N=154	39%	N=274	34%	N=240	4%	N=28	100%	N=696

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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	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
Dining	24%	N=179	44%	N=321	27%	N=199	5%	N=38	100%	N=737
Attending a concert or live performance	7%	N=51	13%	N=96	53%	N=385	27%	N=196	100%	N=728
Seeing a movie	5%	N=36	8%	N=58	37%	N=270	50%	N=367	100%	N=731
Attending a sporting event	6%	N=42	16%	N=116	49%	N=353	29%	N=211	100%	N=722
Shopping	23%	N=173	42%	N=309	26%	N=189	9%	N=66	100%	N=736
Bowling	3%	N=22	8%	N=59	24%	N=176	65%	N=472	100%	N=730
Hiking	6%	N=44	16%	N=114	33%	N=242	45%	N=332	100%	N=732
Nightlife	12%	N=87	17%	N=127	32%	N=232	39%	N=289	100%	N=735

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	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N
City web site (www.goodyearaz.gov)	62%	N=449	29%	N=212	9%	N=67	100%	N=727
Local media outlets (newspapers, radio, local television stations)	39%	N=281	48%	N=353	13%	N=95	100%	N=730
The City's INFOCUS newsletter mailed directly to your home	55%	N=401	35%	N=259	10%	N=73	100%	N=733
City Council meetings and other public meetings	17%	N=126	42%	N=305	41%	N=295	100%	N=726
Talking with City officials	13%	N=92	38%	N=280	49%	N=357	100%	N=729
eNotify City email communications	18%	N=134	39%	N=283	43%	N=309	100%	N=726
The City on social media (Facebook, Twitter or YouTube)	27%	N=199	29%	N=211	43%	N=316	100%	N=726
Word-of-mouth	30%	N=219	48%	N=347	22%	N=162	100%	N=728

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	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
Recycle at home	2%	N=16	2%	N=17	5%	N=36	18%	N=135	72%	N=536	100%	N=740
Purchase goods or services from a business located in Goodyear	1%	N=5	1%	N=7	21%	N=153	57%	N=419	21%	N=157	100%	N=740
Eat at least 5 portions of fruits and vegetables a day	2%	N=11	14%	N=104	33%	N=243	34%	N=251	16%	N=120	100%	N=729
Participate in moderate or vigorous physical activity	1%	N=5	13%	N=93	33%	N=241	35%	N=255	19%	N=139	100%	N=732
Read or watch local news (via television, paper, computer, etc.)	6%	N=45	10%	N=73	20%	N=146	30%	N=222	34%	N=251	100%	N=737
Vote in local elections	11%	N=78	8%	N=60	9%	N=67	23%	N=172	49%	N=360	100%	N=738

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	17%	N=127
Very good	48%	N=354
Good	31%	N=227
Fair	3%	N=24
Poor	0%	N=2
Total	100%	N=735

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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	15%	N=110
Somewhat positive	31%	N=225
Neutral	45%	N=328
Somewhat negative	9%	N=68
Very negative	1%	N=6
Total	100%	N=737

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	60%	N=445
Working part time for pay	6%	N=43
Unemployed, looking for paid work	2%	N=16
Unemployed, not looking for paid work	4%	N=29
Fully retired	28%	N=205
Total	100%	N=738

Table 22: Question D5

Do you work inside the boundaries of Goodyear?	Percent	Number
Yes, outside the home	18%	N=129
Yes, from home	7%	N=53
No	75%	N=532
Total	100%	N=714

Table 23: Question D6

How many years have you lived in Goodyear?	Percent	Number
Less than 2 years	17%	N=124
2 to 5 years	28%	N=209
6 to 10 years	24%	N=178
11 to 20 years	26%	N=196
More than 20 years	5%	N=36
Total	100%	N=743

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	90%	N=667
Building with two or more homes (duplex, townhome, apartment or condominium)	8%	N=61
Mobile home	1%	N=10
Other	0%	N=3
Total	100%	N=740

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Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	19%	N=143
Owned	81%	N=592
Total	100%	N=735

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=16
\$300 to \$599 per month	6%	N=47
\$600 to \$999 per month	16%	N=115
\$1,000 to \$1,499 per month	30%	N=218
\$1,500 to \$2,499 per month	37%	N=267
\$2,500 or more per month	8%	N=58
Total	100%	N=721

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	58%	N=424
Yes	42%	N=309
Total	100%	N=733

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	69%	N=504
Yes	31%	N=230
Total	100%	N=733

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	4%	N=25
\$25,000 to \$49,999	14%	N=103
\$50,000 to \$99,999	43%	N=307
\$100,000 to \$149,999	25%	N=176
\$150,000 or more	14%	N=100
Total	100%	N=710

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Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	83%	N=606
Yes, I consider myself to be Spanish, Hispanic or Latino	17%	N=121
Total	100%	N=727

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	1%	N=5
Asian, Asian Indian or Pacific Islander	7%	N=52
Black or African American	8%	N=59
White	79%	N=572
Other	10%	N=73

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	1%	N=7
25 to 34 years	19%	N=138
35 to 44 years	16%	N=116
45 to 54 years	28%	N=201
55 to 64 years	12%	N=89
65 to 74 years	16%	N=117
75 years or older	9%	N=63
Total	100%	N=731

Table 33: Question D16

What is your sex?	Percent	Number
Female	56%	N=403
Male	44%	N=323
Total	100%	N=727

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	79%	N=583
Land line	10%	N=74
Both	11%	N=77
Total	100%	N=734

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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	46%	N=347	48%	N=357	5%	N=36	1%	N=7	0%	N=1	100%	N=748
Your neighborhood as a place to live	51%	N=380	40%	N=299	8%	N=57	1%	N=9	0%	N=2	100%	N=748
Goodyear as a place to raise children	37%	N=272	33%	N=240	8%	N=56	2%	N=15	21%	N=154	100%	N=737
Goodyear as a place to work	21%	N=152	23%	N=171	15%	N=107	8%	N=57	34%	N=245	100%	N=732
Goodyear as a place to visit	25%	N=186	36%	N=265	26%	N=191	9%	N=67	4%	N=29	100%	N=737
Goodyear as a place to retire	41%	N=304	37%	N=272	10%	N=70	2%	N=15	10%	N=77	100%	N=739
The overall quality of life in Goodyear	35%	N=258	55%	N=414	9%	N=65	1%	N=7	0%	N=2	100%	N=746

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	35%	N=266	53%	N=396	9%	N=71	2%	N=14	0%	N=3	100%	N=751
Overall ease of getting to the places you usually have to visit	38%	N=286	47%	N=349	12%	N=88	3%	N=25	0%	N=1	100%	N=750
Quality of overall natural environment in Goodyear	28%	N=209	53%	N=395	17%	N=123	2%	N=12	0%	N=3	100%	N=742
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	24%	N=176	47%	N=349	25%	N=184	4%	N=30	1%	N=7	100%	N=747
Health and wellness opportunities in Goodyear	27%	N=197	44%	N=325	22%	N=159	3%	N=20	5%	N=40	100%	N=741
Overall opportunities for education and enrichment	17%	N=127	36%	N=269	24%	N=178	9%	N=65	14%	N=108	100%	N=747
Overall economic health of Goodyear	20%	N=150	49%	N=367	19%	N=139	3%	N=20	9%	N=66	100%	N=743
Sense of community	20%	N=149	46%	N=341	23%	N=169	8%	N=59	3%	N=23	100%	N=742
Overall image or reputation of Goodyear	27%	N=198	53%	N=391	15%	N=109	4%	N=33	2%	N=13	100%	N=744

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	58%	N=433	34%	N=253	5%	N=35	3%	N=22	0%	N=3	100%	N=747
Remain in Goodyear for the next five years	65%	N=483	20%	N=147	5%	N=37	5%	N=36	6%	N=42	100%	N=744

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=557	21%	N=161	2%	N=16	1%	N=10	0%	N=3	0%	N=3	100%	N=750
In Goodyear's downtown/commercial area during the day	47%	N=348	30%	N=224	6%	N=46	3%	N=23	1%	N=7	13%	N=98	100%	N=745

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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	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	16%	N=123	58%	N=433	21%	N=155	5%	N=36	0%	N=2	100%	N=749
Ease of travel by car in Goodyear	25%	N=190	59%	N=439	13%	N=98	2%	N=16	1%	N=6	100%	N=748
Ease of travel by public transportation in Goodyear	3%	N=25	12%	N=91	14%	N=102	15%	N=109	56%	N=412	100%	N=739
Ease of travel by bicycle in Goodyear	13%	N=96	24%	N=180	19%	N=142	9%	N=64	35%	N=254	100%	N=737
Ease of walking in Goodyear	24%	N=176	40%	N=295	18%	N=131	9%	N=65	10%	N=75	100%	N=741
Availability of paths and walking trails	24%	N=179	36%	N=263	21%	N=156	8%	N=59	11%	N=84	100%	N=739
Air quality	13%	N=101	40%	N=302	33%	N=244	11%	N=79	3%	N=22	100%	N=747
Cleanliness of Goodyear	29%	N=214	50%	N=373	18%	N=137	3%	N=20	0%	N=2	100%	N=747
Overall appearance of Goodyear	28%	N=207	56%	N=416	14%	N=102	2%	N=14	0%	N=2	100%	N=742
Public places where people want to spend time	18%	N=135	43%	N=317	27%	N=197	8%	N=61	4%	N=33	100%	N=744
Variety of housing options	25%	N=190	44%	N=331	19%	N=143	4%	N=29	7%	N=53	100%	N=746
Availability of affordable quality housing	18%	N=136	39%	N=290	20%	N=149	9%	N=67	14%	N=101	100%	N=742
Fitness opportunities (including exercise classes and paths or trails, etc.)	26%	N=196	44%	N=327	18%	N=135	6%	N=41	6%	N=44	100%	N=743
Recreational opportunities	21%	N=157	40%	N=301	23%	N=174	9%	N=65	6%	N=47	100%	N=744
Availability of affordable quality food	19%	N=144	48%	N=355	25%	N=189	7%	N=50	1%	N=7	100%	N=744
Availability of affordable quality health care	17%	N=125	45%	N=335	27%	N=202	3%	N=26	8%	N=56	100%	N=744
Availability of preventive health services	15%	N=109	45%	N=336	23%	N=170	3%	N=23	14%	N=104	100%	N=743
Availability of affordable quality mental health care	9%	N=64	16%	N=119	16%	N=116	8%	N=57	52%	N=387	100%	N=742

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	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	6%	N=47	21%	N=153	10%	N=72	6%	N=41	57%	N=417	100%	N=731
K-12 education	11%	N=83	35%	N=254	12%	N=90	6%	N=46	35%	N=254	100%	N=727
Adult educational opportunities	8%	N=58	27%	N=192	21%	N=150	7%	N=53	37%	N=267	100%	N=720
Opportunities to attend cultural/arts/music activities	11%	N=82	33%	N=236	33%	N=240	12%	N=84	11%	N=80	100%	N=721
Opportunities to participate in religious or spiritual events and activities	19%	N=139	37%	N=271	17%	N=122	4%	N=26	24%	N=176	100%	N=734
Employment opportunities	7%	N=53	19%	N=136	30%	N=223	12%	N=89	32%	N=232	100%	N=732
Shopping opportunities	14%	N=100	36%	N=265	36%	N=263	14%	N=102	1%	N=8	100%	N=738
Cost of living in Goodyear	12%	N=92	44%	N=327	37%	N=275	5%	N=35	1%	N=9	100%	N=739
Overall quality of business and service establishments in Goodyear	13%	N=95	48%	N=352	27%	N=202	8%	N=60	4%	N=28	100%	N=737
Vibrant downtown/commercial area	4%	N=30	23%	N=165	34%	N=250	25%	N=182	14%	N=106	100%	N=733
Overall quality of new development in Goodyear	15%	N=110	40%	N=294	28%	N=205	9%	N=67	8%	N=58	100%	N=734
Opportunities to participate in social events and activities	11%	N=80	39%	N=288	30%	N=218	8%	N=57	12%	N=88	100%	N=732
Opportunities to volunteer	12%	N=86	33%	N=243	20%	N=147	5%	N=34	31%	N=225	100%	N=735
Opportunities to participate in community matters	11%	N=81	35%	N=255	24%	N=177	4%	N=32	25%	N=180	100%	N=724
Openness and acceptance of the community toward people of diverse backgrounds	15%	N=111	43%	N=312	20%	N=147	6%	N=45	16%	N=115	100%	N=729
Neighborliness of residents in Goodyear	15%	N=113	50%	N=367	24%	N=178	7%	N=54	3%	N=23	100%	N=735

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Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	9%	N=67	91%	N=676	100%	N=743
Made efforts to make your home more energy efficient	22%	N=166	78%	N=572	100%	N=737
Observed a code violation or other hazard in Goodyear (weeds, abandoned buildings, etc.)	55%	N=403	45%	N=327	100%	N=730
Household member was a victim of a crime in Goodyear	93%	N=687	7%	N=53	100%	N=740
Reported a crime to the police in Goodyear	83%	N=611	17%	N=127	100%	N=738
Stocked supplies in preparation for an emergency	72%	N=531	28%	N=207	100%	N=738
Campaigned or advocated for an issue, cause or candidate	82%	N=606	18%	N=134	100%	N=740
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	63%	N=464	37%	N=276	100%	N=740
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	91%	N=672	9%	N=68	100%	N=740

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	
	%	N	%	N	%	N	%	N	%	N
Used Goodyear recreation centers or their services	6%	N=46	14%	N=106	32%	N=238	47%	N=343	100%	N=734
Visited a neighborhood park or City park	18%	N=131	24%	N=180	38%	N=283	19%	N=143	100%	N=737
Used Goodyear public libraries or their services	7%	N=52	18%	N=133	28%	N=204	47%	N=347	100%	N=736
Participated in religious or spiritual activities in Goodyear	16%	N=115	16%	N=121	11%	N=85	57%	N=417	100%	N=738
Attended a City-sponsored event	2%	N=18	9%	N=65	36%	N=263	53%	N=388	100%	N=734
Used bus, rail, subway or other public transportation instead of driving	1%	N=7	1%	N=8	2%	N=16	96%	N=707	100%	N=738
Carpooled with other adults or children instead of driving alone	17%	N=123	13%	N=97	15%	N=109	55%	N=406	100%	N=736
Walked or biked instead of driving	14%	N=100	13%	N=94	23%	N=171	50%	N=367	100%	N=733
Volunteered your time to some group/activity in Goodyear	6%	N=45	7%	N=51	15%	N=112	72%	N=527	100%	N=736
Participated in a club	7%	N=53	8%	N=56	10%	N=72	75%	N=552	100%	N=733
Talked to or visited with your immediate neighbors	37%	N=269	31%	N=227	24%	N=173	9%	N=67	100%	N=736
Done a favor for a neighbor	20%	N=150	23%	N=170	37%	N=272	20%	N=146	100%	N=738

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	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=6	4%	N=26	18%	N=131	78%	N=574	100%	N=737
Watched (online) a local public meeting	1%	N=6	1%	N=6	11%	N=82	87%	N=643	100%	N=736

Table 44: Question 10

Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	43%	N=311	36%	N=263	7%	N=48	2%	N=16	13%	N=91	100%	N=728
Fire services	44%	N=321	31%	N=223	2%	N=18	0%	N=4	22%	N=163	100%	N=729
Ambulance or emergency medical services	37%	N=270	28%	N=207	5%	N=34	1%	N=4	29%	N=213	100%	N=728
Crime prevention	26%	N=185	37%	N=268	10%	N=73	2%	N=18	25%	N=181	100%	N=724
Fire prevention and education	23%	N=167	30%	N=217	9%	N=64	1%	N=7	37%	N=263	100%	N=718
Traffic enforcement	25%	N=182	42%	N=300	17%	N=120	5%	N=37	12%	N=83	100%	N=723

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Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
Street repair	22%	N=163	44%	N=321	24%	N=178	5%	N=36	4%	N=33	100%	N=730
Street cleaning	27%	N=194	48%	N=351	18%	N=129	4%	N=28	4%	N=27	100%	N=729
Street lighting	24%	N=177	49%	N=355	18%	N=131	7%	N=51	1%	N=10	100%	N=724
Sidewalk maintenance	26%	N=188	47%	N=344	17%	N=125	4%	N=28	5%	N=40	100%	N=724
Traffic signal timing	18%	N=133	39%	N=286	27%	N=195	12%	N=88	4%	N=26	100%	N=728
Bus or transit services	7%	N=47	10%	N=68	9%	N=62	13%	N=92	62%	N=445	100%	N=715
Garbage collection	41%	N=293	45%	N=323	10%	N=74	2%	N=13	2%	N=16	100%	N=719
Recycling	40%	N=294	43%	N=316	11%	N=81	2%	N=13	3%	N=24	100%	N=728
Yard waste pick-up	35%	N=253	41%	N=300	10%	N=70	2%	N=13	13%	N=92	100%	N=728
Storm drainage	22%	N=158	45%	N=321	13%	N=91	4%	N=30	17%	N=120	100%	N=720
Drinking water	16%	N=117	36%	N=263	24%	N=173	19%	N=139	5%	N=34	100%	N=726
Sewer services	25%	N=181	51%	N=367	14%	N=101	2%	N=16	8%	N=57	100%	N=724
Utility billing	19%	N=135	43%	N=309	27%	N=191	10%	N=69	2%	N=16	100%	N=720
City parks	23%	N=163	47%	N=339	16%	N=117	2%	N=18	12%	N=86	100%	N=722
Recreation programs or classes	13%	N=97	31%	N=223	14%	N=98	2%	N=15	40%	N=288	100%	N=722
Recreation centers or facilities	12%	N=88	29%	N=210	16%	N=116	4%	N=28	38%	N=276	100%	N=718
Land use, planning and zoning	10%	N=73	32%	N=232	20%	N=144	7%	N=49	31%	N=223	100%	N=721
Code enforcement (weeds, abandoned buildings, etc.)	13%	N=92	36%	N=261	19%	N=136	7%	N=50	25%	N=178	100%	N=716
Economic development	14%	N=104	36%	N=263	22%	N=160	8%	N=59	19%	N=135	100%	N=721
Health services	16%	N=114	44%	N=321	20%	N=146	3%	N=23	16%	N=118	100%	N=722
Public library services	23%	N=162	37%	N=269	10%	N=75	2%	N=17	27%	N=195	100%	N=718
Public information services	14%	N=103	35%	N=252	17%	N=124	2%	N=16	31%	N=222	100%	N=716
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	N=69	21%	N=152	16%	N=113	4%	N=27	50%	N=357	100%	N=718
Preservation of natural areas such as open space, farmlands and greenbelts	14%	N=102	36%	N=255	20%	N=144	8%	N=57	22%	N=159	100%	N=717
Goodyear open space	17%	N=119	37%	N=269	23%	N=165	4%	N=28	19%	N=136	100%	N=716
City-sponsored special events	14%	N=97	38%	N=270	21%	N=151	2%	N=14	25%	N=178	100%	N=710
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	26%	N=184	45%	N=316	12%	N=85	2%	N=13	15%	N=107	100%	N=705

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	24%	N=172	53%	N=383	14%	N=102	4%	N=25	6%	N=40	100%	N=723
The Federal Government	10%	N=70	29%	N=207	33%	N=235	14%	N=99	15%	N=107	100%	N=718

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	14%	N=104	42%	N=302	27%	N=197	7%	N=49	10%	N=70	100%	N=721
The overall direction that Goodyear is taking	20%	N=142	46%	N=330	21%	N=149	5%	N=35	9%	N=65	100%	N=721
The job Goodyear government does at welcoming citizen involvement	15%	N=108	39%	N=282	16%	N=114	7%	N=53	23%	N=163	100%	N=720
Overall confidence in Goodyear government	18%	N=132	43%	N=312	21%	N=155	7%	N=48	11%	N=76	100%	N=722
Generally acting in the best interest of the community	18%	N=132	43%	N=312	20%	N=146	6%	N=45	12%	N=88	100%	N=723

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Please rate the following categories of Goodyear government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Being honest	16%	N=114	39%	N=278	18%	N=132	6%	N=43	21%	N=152	100%	N=720
Treating all residents fairly	18%	N=128	37%	N=266	15%	N=111	7%	N=47	24%	N=171	100%	N=722

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	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Goodyear	65%	N=478	29%	N=215	5%	N=37	1%	N=8	100%	N=738
Overall ease of getting to the places you usually have to visit	35%	N=255	46%	N=339	18%	N=130	2%	N=13	100%	N=736
Quality of overall natural environment in Goodyear	37%	N=272	46%	N=339	16%	N=114	1%	N=7	100%	N=732
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	36%	N=268	49%	N=357	14%	N=100	1%	N=10	100%	N=734
Health and wellness opportunities in Goodyear	35%	N=257	42%	N=306	20%	N=145	3%	N=24	100%	N=731
Overall opportunities for education and enrichment	41%	N=299	39%	N=288	16%	N=121	3%	N=25	100%	N=733
Overall economic health of Goodyear	54%	N=399	38%	N=280	7%	N=48	1%	N=9	100%	N=736
Sense of community	37%	N=274	43%	N=315	19%	N=137	1%	N=9	100%	N=735

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	
	%	N	%	N	%	N	%	N	%	N	%	N
Supporting the arts	11%	N=79	33%	N=240	41%	N=303	9%	N=66	6%	N=46	100%	N=733
Maintaining and improving parks	29%	N=212	54%	N=399	14%	N=105	1%	N=7	2%	N=11	100%	N=734
Providing recreational opportunities	24%	N=173	51%	N=374	20%	N=147	3%	N=22	2%	N=14	100%	N=731
Building a City Center/City Hall	14%	N=99	24%	N=176	36%	N=263	22%	N=159	5%	N=35	100%	N=731
Bringing higher education to Goodyear	29%	N=210	37%	N=271	24%	N=175	7%	N=48	4%	N=27	100%	N=731
Building a performing arts center	13%	N=95	24%	N=177	39%	N=284	20%	N=145	4%	N=30	100%	N=732
Building a community center	18%	N=128	33%	N=238	35%	N=253	12%	N=87	3%	N=24	100%	N=730
Investing in transit	21%	N=156	28%	N=208	29%	N=215	16%	N=115	5%	N=38	100%	N=732
Providing child care/after school programs	20%	N=143	31%	N=229	26%	N=192	11%	N=77	12%	N=88	100%	N=730
Providing senior services	24%	N=171	35%	N=251	32%	N=232	5%	N=36	5%	N=35	100%	N=726
Nothing, we should not be investing in any additional amenities at this time	4%	N=24	7%	N=38	11%	N=62	38%	N=220	40%	N=233	100%	N=578

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	
	%	N	%	N	%	N	%	N	%	N	%	N
Medical/Healthcare	37%	N=270	40%	N=292	15%	N=111	4%	N=30	4%	N=28	100%	N=732
Aerospace	16%	N=113	28%	N=206	31%	N=223	14%	N=102	12%	N=85	100%	N=728
High tech manufacturing	24%	N=179	35%	N=258	24%	N=176	9%	N=66	7%	N=52	100%	N=730
Office/Professional services	23%	N=170	36%	N=262	32%	N=231	4%	N=26	5%	N=38	100%	N=727
Retail	27%	N=195	37%	N=272	27%	N=199	5%	N=34	4%	N=28	100%	N=728
Service industry	21%	N=154	38%	N=274	33%	N=240	4%	N=28	5%	N=33	100%	N=730

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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	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
Dining	24%	N=179	44%	N=321	27%	N=199	5%	N=38	100%	N=737
Attending a concert or live performance	7%	N=51	13%	N=96	53%	N=385	27%	N=196	100%	N=728
Seeing a movie	5%	N=36	8%	N=58	37%	N=270	50%	N=367	100%	N=731
Attending a sporting event	6%	N=42	16%	N=116	49%	N=353	29%	N=211	100%	N=722
Shopping	23%	N=173	42%	N=309	26%	N=189	9%	N=66	100%	N=736
Bowling	3%	N=22	8%	N=59	24%	N=176	65%	N=472	100%	N=730
Hiking	6%	N=44	16%	N=114	33%	N=242	45%	N=332	100%	N=732
Nightlife	12%	N=87	17%	N=127	32%	N=232	39%	N=289	100%	N=735

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	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N
City web site (www.goodyearaz.gov)	62%	N=449	29%	N=212	9%	N=67	100%	N=727
Local media outlets (newspapers, radio, local television stations)	39%	N=281	48%	N=353	13%	N=95	100%	N=730
The City's INFOCUS newsletter mailed directly to your home	55%	N=401	35%	N=259	10%	N=73	100%	N=733
City Council meetings and other public meetings	17%	N=126	42%	N=305	41%	N=295	100%	N=726
Talking with City officials	13%	N=92	38%	N=280	49%	N=357	100%	N=729
eNotify City email communications	18%	N=134	39%	N=283	43%	N=309	100%	N=726
The City on social media (Facebook, Twitter or YouTube)	27%	N=199	29%	N=211	43%	N=316	100%	N=726
Word-of-mouth	30%	N=219	48%	N=347	22%	N=162	100%	N=728

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	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
Recycle at home	2%	N=16	2%	N=17	5%	N=36	18%	N=135	72%	N=536	100%	N=740
Purchase goods or services from a business located in Goodyear	1%	N=5	1%	N=7	21%	N=153	57%	N=419	21%	N=157	100%	N=740
Eat at least 5 portions of fruits and vegetables a day	2%	N=11	14%	N=104	33%	N=243	34%	N=251	16%	N=120	100%	N=729
Participate in moderate or vigorous physical activity	1%	N=5	13%	N=93	33%	N=241	35%	N=255	19%	N=139	100%	N=732
Read or watch local news (via television, paper, computer, etc.)	6%	N=45	10%	N=73	20%	N=146	30%	N=222	34%	N=251	100%	N=737
Vote in local elections	11%	N=78	8%	N=60	9%	N=67	23%	N=172	49%	N=360	100%	N=738

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	17%	N=127
Very good	48%	N=354
Good	31%	N=227
Fair	3%	N=24
Poor	0%	N=2
Total	100%	N=735

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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	15%	N=110
Somewhat positive	31%	N=225
Neutral	45%	N=328
Somewhat negative	9%	N=68
Very negative	1%	N=6
Total	100%	N=737

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	60%	N=445
Working part time for pay	6%	N=43
Unemployed, looking for paid work	2%	N=16
Unemployed, not looking for paid work	4%	N=29
Fully retired	28%	N=205
Total	100%	N=738

Table 56: Question D5

Do you work inside the boundaries of Goodyear?	Percent	Number
Yes, outside the home	18%	N=129
Yes, from home	7%	N=53
No	75%	N=532
Total	100%	N=714

Table 57: Question D6

How many years have you lived in Goodyear?	Percent	Number
Less than 2 years	17%	N=124
2 to 5 years	28%	N=209
6 to 10 years	24%	N=178
11 to 20 years	26%	N=196
More than 20 years	5%	N=36
Total	100%	N=743

Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	90%	N=667
Building with two or more homes (duplex, townhome, apartment or condominium)	8%	N=61
Mobile home	1%	N=10
Other	0%	N=3
Total	100%	N=740

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Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	19%	N=143
Owned	81%	N=592
Total	100%	N=735

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=16
\$300 to \$599 per month	6%	N=47
\$600 to \$999 per month	16%	N=115
\$1,000 to \$1,499 per month	30%	N=218
\$1,500 to \$2,499 per month	37%	N=267
\$2,500 or more per month	8%	N=58
Total	100%	N=721

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	58%	N=424
Yes	42%	N=309
Total	100%	N=733

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	69%	N=504
Yes	31%	N=230
Total	100%	N=733

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	4%	N=25
\$25,000 to \$49,999	14%	N=103
\$50,000 to \$99,999	43%	N=307
\$100,000 to \$149,999	25%	N=176
\$150,000 or more	14%	N=100
Total	100%	N=710

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Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	83%	N=606
Yes, I consider myself to be Spanish, Hispanic or Latino	17%	N=121
Total	100%	N=727

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	1%	N=5
Asian, Asian Indian or Pacific Islander	7%	N=52
Black or African American	8%	N=59
White	79%	N=572
Other	10%	N=73

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	1%	N=7
25 to 34 years	19%	N=138
35 to 44 years	16%	N=116
45 to 54 years	28%	N=201
55 to 64 years	12%	N=89
65 to 74 years	16%	N=117
75 years or older	9%	N=63
Total	100%	N=731

Table 67: Question D16

What is your sex?	Percent	Number
Female	56%	N=403
Male	44%	N=323
Total	100%	N=727

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	79%	N=583
Land line	10%	N=74
Both	11%	N=77
Total	100%	N=734

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,” 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	90%	141	476	Similar
Overall image or reputation of Goodyear	81%	146	363	Similar
Goodyear as a place to live	94%	117	408	Similar
Your neighborhood as a place to live	91%	51	324	Similar
Goodyear as a place to raise children	88%	134	397	Similar
Goodyear as a place to retire	87%	23	371	Higher
Overall appearance of Goodyear	84%	111	372	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%	143	346	Similar	
	In your neighborhood during the day	96%	135	369	Similar	
	In Goodyear's downtown/commercial area during the day	88%	191	323	Similar	
Mobility	Overall ease of getting to the places you usually have to visit	85%	41	249	Similar	
	Availability of paths and walking trails	67%	129	324	Similar	
	Ease of walking in Goodyear	71%	121	312	Similar	
	Ease of travel by bicycle in Goodyear	57%	109	314	Similar	
	Ease of travel by public transportation in Goodyear	35%	124	211	Similar	
	Ease of travel by car in Goodyear	85%	36	313	Higher	
	Traffic flow on major streets	74%	22	357	Higher	
	Natural Environment	Quality of overall natural environment in Goodyear	82%	124	285	Similar
Natural Environment	Cleanliness of Goodyear	79%	126	292	Similar	
	Air quality	56%	225	252	Lower	
Built Environment	Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	71%	50	238	Similar	
	Overall quality of new development in Goodyear	60%	102	297	Similar	
	Availability of affordable quality housing	66%	23	310	Higher	
	Variety of housing options	75%	19	288	Higher	
	Public places where people want to spend time	64%	131	231	Similar	
Economy	Overall economic health of Goodyear	76%	73	244	Similar	
	Vibrant downtown/commercial area	31%	168	222	Lower	
	Overall quality of business and service establishments in Goodyear	63%	157	279	Similar	
	Cost of living in Goodyear	58%	30	241	Higher	
	Shopping opportunities	50%	182	303	Similar	
	Employment opportunities	38%	145	319	Similar	
	Goodyear as a place to visit	64%	129	260	Similar	
	Goodyear as a place to work	66%	132	374	Similar	
	Recreation and Wellness	Health and wellness opportunities in Goodyear	74%	89	239	Similar
		Availability of affordable quality mental health care	51%	74	210	Similar
Availability of preventive health services		70%	97	240	Similar	
Availability of affordable quality health care		67%	103	267	Similar	
Availability of affordable quality food		68%	118	245	Similar	
Recreational opportunities		66%	166	308	Similar	
Recreation and Wellness	Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	87	229	Similar	
Education and	Overall opportunities for education and enrichment	62%	161	241	Similar	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enrichment	Opportunities to participate in religious or spiritual events and activities	74%	148	207	Similar
	Opportunities to attend cultural/arts/music activities	50%	194	306	Similar
	Adult educational opportunities	55%	132	218	Similar
	K-12 education	71%	179	279	Similar
	Availability of affordable quality child care/preschool	64%	86	259	Similar
Community Engagement	Opportunities to participate in social events and activities	57%	168	268	Similar
	Neighborhoodness of Goodyear	67%	107	233	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	69%	87	301	Similar
	Opportunities to participate in community matters	62%	154	280	Similar
	Opportunities to volunteer	65%	187	272	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Goodyear	81%	142	449	Similar
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	84%	96	392	Similar
Value of services for the taxes paid to Goodyear	62%	90	418	Similar
Overall direction that Goodyear is taking	72%	38	329	Higher
Job Goodyear government does at welcoming citizen involvement	70%	31	328	Higher
Overall confidence in Goodyear government	69%	23	244	Higher
Generally acting in the best interest of the community	70%	33	244	Higher
Being honest	69%	45	236	Similar
Treating all residents fairly	71%	30	241	Higher
Services provided by the Federal Government	45%	38	254	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	90%	61	487	Higher
	Fire services	96%	70	407	Similar
	Ambulance or emergency medical services	93%	102	367	Similar
	Crime prevention	83%	78	376	Higher
	Fire prevention and education	84%	83	296	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61%	146	285	Similar
	Traffic enforcement	75%	52	389	Similar
Mobility	Street repair	69%	20	413	Higher
	Street cleaning	78%	41	333	Higher
	Street lighting	75%	36	344	Higher
	Sidewalk maintenance	78%	10	335	Higher
	Traffic signal timing	60%	47	270	Similar
	Bus or transit services	43%	160	234	Similar
	Garbage collection	88%	89	374	Similar
Natural Environment	Recycling	87%	66	375	Similar
	Yard waste pick-up	87%	39	284	Similar
	Drinking water	55%	273	332	Lower
	Preservation of natural areas such as open space, farmlands and greenbelts	64%	107	263	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Built Environment	Goodyear open space	67%	63	219	Similar
	Storm drainage	80%	39	370	Higher
	Sewer services	82%	112	337	Similar
	Utility billing	63%	147	214	Similar
	Land use, planning and zoning	61%	57	315	Similar
Economy	Code enforcement (weeds, abandoned buildings, etc.)	66%	61	404	Higher
Recreation and Wellness	Economic development	63%	88	295	Similar
	City parks	79%	209	340	Similar
	Recreation programs or classes	74%	139	340	Similar
	Recreation centers or facilities	67%	164	285	Similar
Education and Enrichment	Health services	72%	93	221	Similar
	City-sponsored special events	69%	124	264	Similar
Community Engagement	Public library services	82%	241	358	Similar
	Public information services	72%	104	294	Similar

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	68%	133	321	Similar
Recommend living in Goodyear to someone who asks	92%	89	293	Similar
Remain in Goodyear for the next five years	90%	44	284	Similar
Contacted Goodyear (in-person, phone, email or web) for help or information	37%	275	331	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	28%	147	210	Similar
	Did NOT report a crime to the police	83%	83	236	Similar
	Household member was NOT a victim of a crime	93%	60	281	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	4%	180	191	Much lower
	Carpooled with other adults or children instead of driving alone	45%	89	223	Similar
Natural Environment	Walked or biked instead of driving	50%	157	232	Similar
	Made efforts to conserve water	91%	31	218	Similar
	Made efforts to make your home more energy efficient	78%	74	219	Similar
Built Environment	Recycle at home	95%	78	265	Similar
	Did NOT observe a code violation or other hazard in Goodyear	55%	110	225	Similar
Economy	NOT experiencing housing costs stress	69%	127	261	Similar
	Purchase goods or services from a business located in Goodyear	98%	40	229	Similar
	Economy will have positive impact on income	45%	17	262	Higher
Recreation and Wellness	Work inside boundaries of Goodyear	25%	196	230	Lower
	Used Goodyear recreation centers or their services	53%	163	242	Similar
	Visited a neighborhood park or City park	81%	201	276	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Eat at least 5 portions of fruits and vegetables a day	84%	99	221	Similar
	Participate in moderate or vigorous physical activity	87%	94	225	Similar
	In very good to excellent health	66%	94	225	Similar
Education and Enrichment	Used Goodyear public libraries or their services	53%	215	249	Lower
	Participated in religious or spiritual activities in Goodyear	43%	112	204	Similar
	Attended City-sponsored event	47%	172	232	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	18%	169	213	Similar
	Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	9%	226	228	Similar
	Volunteered your time to some group/activity in Goodyear	28%	221	270	Lower
	Participated in a club	25%	139	245	Similar
	Talked to or visited with your immediate neighbors	91%	116	226	Similar
	Done a favor for a neighbor	80%	139	222	Similar
	Attended a local public meeting	22%	116	270	Similar
	Watched (online) a local public meeting	13%	210	231	Lower
	Read or watch local news (via television, paper, computer, etc.)	84%	157	230	Similar
	Vote in local elections	81%	174	264	Similar

Communities included in national comparisons

The communities included in Goodyear’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO	441,603	Aurora city, CO	325,078
Airway Heights city, WA	6,114	Austin city, TX	790,390
Albany city, OR	50,158	Avon town, CO	6,447
Albemarle County, VA	98,970	Avon town, IN	12,446
Albert Lea city, MN	18,016	Avondale city, AZ	76,238
Alexandria city, VA	139,966	Azusa city, CA	46,361
Algonquin village, IL	30,046	Bainbridge Island city, WA	23,025
Aliso Viejo city, CA	47,823	Baltimore city, MD	620,961
Altoona city, IA	14,541	Bartonville town, TX	1,469
American Canyon city, CA	19,454	Battle Creek city, MI	52,347
Ames city, IA	58,965	Bay City city, MI	34,932
Andover CDP, MA	8,762	Bay Village city, OH	15,651
Ankeny city, IA	45,582	Baytown city, TX	71,802
Ann Arbor city, MI	113,934	Bedford city, TX	46,979
Annapolis city, MD	38,394	Bedford town, MA	13,320
Apache Junction city, AZ	35,840	Bellevue city, WA	122,363
Arapahoe County, CO	572,003	Bellingham city, WA	80,885
Arkansas City city, AR	366	Benbrook city, TX	21,234
Arlington city, TX	365,438	Bend city, OR	76,639
Arvada city, CO	106,433	Bethlehem township, PA	23,730
Asheville city, NC	83,393	Bettendorf city, IA	33,217
Ashland city, OR	20,078	Billings city, MT	104,170
Ashland town, MA	16,593	Blaine city, MN	57,186
Ashland town, VA	7,225	Bloomfield Hills city, MI	3,869
Aspen city, CO	6,658	Bloomington city, IN	80,405
Athens-Clarke County, GA	115,452	Bloomington city, MN	82,893
Auburn city, AL	53,380	Blue Springs city, MO	52,575
Augusta CCD, GA	134,777	Boise City city, ID	205,671

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Bonner Springs city, KS	7,314	Conshohocken borough, PA	7,833
Boone County, KY	118,811	Coolidge city, AZ	11,825
Boulder city, CO	97,385	Coon Rapids city, MN	61,476
Bowling Green city, KY	58,067	Copperas Cove city, TX	32,032
Bozeman city, MT	37,280	Coral Springs city, FL	121,096
Brentwood city, MO	8,055	Coronado city, CA	18,912
Brentwood city, TN	37,060	Corvallis city, OR	54,462
Brighton city, CO	33,352	Cottonwood Heights city, UT	33,433
Brighton city, MI	7,444	Creve Coeur city, MO	17,833
Bristol city, TN	26,702	Cross Roads town, TX	1,563
Broken Arrow city, OK	98,850	Cupertino city, CA	58,302
Brookfield city, WI	37,920	Dacono city, CO	4,152
Brookline CDP, MA	58,732	Dade City city, FL	6,437
Brooklyn Center city, MN	30,104	Dakota County, MN	398,552
Brooklyn city, OH	11,169	Dallas city, OR	14,583
Broomfield city, CO	55,889	Dallas city, TX	1,197,816
Brownsburg town, IN	21,285	Danville city, KY	16,218
Buffalo Grove village, IL	41,496	Dardenne Prairie city, MO	11,494
Burien city, WA	33,313	Darien city, IL	22,086
Burleson city, TX	36,690	Davenport city, FL	2,888
Burlingame city, CA	28,806	Davenport city, IA	99,685
Cabarrus County, NC	178,011	Davidson town, NC	10,944
Cambridge city, MA	105,162	Dayton city, OH	141,527
Cannon Beach city, OR	1,690	Dayton town, WY	757
Cañon City city, CO	16,400	Dearborn city, MI	98,153
Canton city, SD	3,057	Decatur city, GA	19,335
Cape Coral city, FL	154,305	Del Mar city, CA	4,161
Cape Girardeau city, MO	37,941	DeLand city, FL	27,031
Carlisle borough, PA	18,682	Delaware city, OH	34,753
Carlsbad city, CA	105,328	Delray Beach city, FL	60,522
Carroll city, IA	10,103	Denison city, TX	22,682
Cartersville city, GA	19,731	Denton city, TX	113,383
Cary town, NC	135,234	Denver city, CO	600,158
Castine town, ME	1,366	Derby city, KS	22,158
Castle Pines North city, CO	10,360	Des Moines city, IA	203,433
Castle Rock town, CO	48,231	Des Peres city, MO	8,373
Cedar Hill city, TX	45,028	Destin city, FL	12,305
Cedar Rapids city, IA	126,326	Dothan city, AL	65,496
Celina city, TX	6,028	Douglas County, CO	285,465
Centennial city, CO	100,377	Dover city, NH	29,987
Chandler city, AZ	236,123	Dublin city, CA	46,036
Chandler city, TX	2,734	Dublin city, OH	41,751
Chanhassen city, MN	22,952	Duluth city, MN	86,265
Chapel Hill town, NC	57,233	Durham city, NC	228,330
Chardon city, OH	5,148	Durham County, NC	267,587
Charles County, MD	146,551	Dyer town, IN	16,390
Charlotte city, NC	731,424	Eagan city, MN	64,206
Charlotte County, FL	159,978	Eagle Mountain city, UT	21,415
Charlottesville city, VA	43,475	Eagle town, CO	6,508
Chattanooga city, TN	167,674	East Grand Forks city, MN	8,601
Chautauqua town, NY	4,464	East Lansing city, MI	48,579
Chesterfield County, VA	316,236	Eau Claire city, WI	65,883
Citrus Heights city, CA	83,301	Eden Prairie city, MN	60,797
Clackamas County, OR	375,992	Eden town, VT	1,323
Clarendon Hills village, IL	8,427	Edgerton city, KS	1,671
Clayton city, MO	15,939	Edgewater city, CO	5,170
Clearwater city, FL	107,685	Edina city, MN	47,941
Cleveland Heights city, OH	46,121	Edmond city, OK	81,405
Clinton city, SC	8,490	Edmonds city, WA	39,709
Clive city, IA	15,447	El Cerrito city, CA	23,549
Clovis city, CA	95,631	El Dorado County, CA	181,058
College Park city, MD	30,413	El Paso de Robles (Paso Robles) city, CA	29,793
College Station city, TX	93,857	Elk Grove city, CA	153,015
Colleyville city, TX	22,807	Elko New Market city, MN	4,110
Columbia city, MO	108,500	Elmhurst city, IL	44,121
Columbia city, SC	129,272	Encinitas city, CA	59,518
Columbia Falls city, MT	4,688	Englewood city, CO	30,255
Commerce City city, CO	45,913	Erie town, CO	18,135
Concord city, CA	122,067	Escambia County, FL	297,619
Concord town, MA	17,668	Estes Park town, CO	5,858

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Euclid city, OH.....	48,920	Hudson city, OH.....	22,262
Fairview town, TX.....	7,248	Hudson town, CO.....	2,356
Farmers Branch city, TX.....	28,616	Huntley village, IL.....	24,291
Farmersville city, TX.....	3,301	Hurst city, TX.....	37,337
Farmington Hills city, MI.....	79,740	Hutchinson city, MN.....	14,178
Farmington town, CT.....	25,340	Hutto city, TX.....	14,698
Fayetteville city, NC.....	200,564	Independence city, MO.....	116,830
Fernandina Beach city, FL.....	11,487	Indianola city, IA.....	14,782
Fishers town, IN.....	76,794	Indio city, CA.....	76,036
Flagstaff city, AZ.....	65,870	Iowa City city, IA.....	67,862
Flower Mound town, TX.....	64,669	Irving city, TX.....	216,290
Forest Grove city, OR.....	21,083	Issaquah city, WA.....	30,434
Fort Collins city, CO.....	143,986	Jackson city, MO.....	13,758
Fort Lauderdale city, FL.....	165,521	Jackson County, MI.....	160,248
Fort Smith city, AR.....	86,209	James City County, VA.....	67,009
Franklin city, TN.....	62,487	Jefferson County, NY.....	116,229
Fremont city, CA.....	214,089	Jefferson Parish, LA.....	432,552
Friendswood city, TX.....	35,805	Johnson City city, TN.....	63,152
Fruita city, CO.....	12,646	Johnston city, IA.....	17,278
Gahanna city, OH.....	33,248	Jupiter town, FL.....	55,156
Gaithersburg city, MD.....	59,933	Kalamazoo city, MI.....	74,262
Galveston city, TX.....	47,743	Kansas City city, KS.....	145,786
Gardner city, KS.....	19,123	Kansas City city, MO.....	459,787
Georgetown city, TX.....	47,400	Keizer city, OR.....	36,478
Germantown city, TN.....	38,844	Kenmore city, WA.....	20,460
Gilbert town, AZ.....	208,453	Kennedale city, TX.....	6,763
Gillette city, WY.....	29,087	Kennett Square borough, PA.....	6,072
Glen Ellyn village, IL.....	27,450	Kent city, WA.....	92,411
Glendora city, CA.....	50,073	Kerrville city, TX.....	22,347
Glenview village, IL.....	44,692	Kettering city, OH.....	56,163
Globe city, AZ.....	7,532	Key West city, FL.....	24,649
Golden city, CO.....	18,867	King City city, CA.....	12,874
Golden Valley city, MN.....	20,371	King County, WA.....	1,931,249
Goodyear city, AZ.....	65,275	Kirkland city, WA.....	48,787
Grafton village, WI.....	11,459	Kirkwood city, MO.....	27,540
Grand Blanc city, MI.....	8,276	Knoxville city, IA.....	7,313
Grants Pass city, OR.....	34,533	La Plata town, MD.....	8,753
Grass Valley city, CA.....	12,860	La Porte city, TX.....	33,800
Greeley city, CO.....	92,889	La Vista city, NE.....	15,758
Greenville city, NC.....	84,554	Lafayette city, CO.....	24,453
Greenwich town, CT.....	61,171	Laguna Beach city, CA.....	22,723
Greenwood Village city, CO.....	13,925	Laguna Niguel city, CA.....	62,979
Greer city, SC.....	25,515	Lake Forest city, IL.....	19,375
Gunnison County, CO.....	15,324	Lake in the Hills village, IL.....	28,965
Hailey city, ID.....	7,960	Lake Stevens city, WA.....	28,069
Haines Borough, AK.....	2,508	Lake Worth city, FL.....	34,910
Haltom City city, TX.....	42,409	Lake Zurich village, IL.....	19,631
Hamilton city, OH.....	62,477	Lakeville city, MN.....	55,954
Hamilton town, MA.....	7,764	Lakewood city, CO.....	142,980
Hampton city, VA.....	137,436	Lakewood city, WA.....	58,163
Hanover County, VA.....	99,863	Lancaster County, SC.....	76,652
Harrisburg city, SD.....	4,089	Lane County, OR.....	351,715
Harrisonburg city, VA.....	48,914	Lansing city, MI.....	114,297
Harrisonville city, MO.....	10,019	Laramie city, WY.....	30,816
Hastings city, MN.....	22,172	Larimer County, CO.....	299,630
Hayward city, CA.....	144,186	Las Cruces city, NM.....	97,618
Henderson city, NV.....	257,729	Las Vegas city, NM.....	13,753
Herndon town, VA.....	23,292	Las Vegas city, NV.....	583,756
High Point city, NC.....	104,371	Lawrence city, KS.....	87,643
Highland Park city, IL.....	29,763	Lawrenceville city, GA.....	28,546
Highlands Ranch CDP, CO.....	96,713	Lee's Summit city, MO.....	91,364
Holland city, MI.....	33,051	Lehi city, UT.....	47,407
Homer Glen village, IL.....	24,220	Lenexa city, KS.....	48,190
Honolulu County, HI.....	953,207	Lewis County, NY.....	27,087
Hooksett town, NH.....	13,451	Lewiston city, ID.....	31,894
Hopkins city, MN.....	17,591	Lewisville city, TX.....	95,290
Hopkinton town, MA.....	14,925	Lewisville town, NC.....	12,639
Hoquiam city, WA.....	8,726	Libertyville village, IL.....	20,315
Horry County, SC.....	269,291	Lincoln city, NE.....	258,379
Howard village, WI.....	17,399	Lincolnwood village, IL.....	12,590

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Lindsborg city, KS	3,458	Nevada County, CA	98,764
Little Chute village, WI	10,449	New Braunfels city, TX	57,740
Littleton city, CO	41,737	New Brighton city, MN	21,456
Livermore city, CA	80,968	New Hanover County, NC	202,667
Lombard village, IL	43,165	New Hope city, MN	20,339
Lone Tree city, CO	10,218	New Orleans city, LA	343,829
Long Grove village, IL	8,043	New Port Richey city, FL	14,911
Longmont city, CO	86,270	New Smyrna Beach city, FL	22,464
Longview city, TX	80,455	New Ulm city, MN	13,522
Lonsdale city, MN	3,674	Newberg city, OR	22,068
Los Alamos County, NM	17,950	Newport city, RI	24,672
Los Altos Hills town, CA	7,922	Newport News city, VA	180,719
Louisville city, CO	18,376	Newton city, IA	15,254
Lower Merion township, PA	57,825	Noblesville city, IN	51,969
Lynchburg city, VA	75,568	Nogales city, AZ	20,837
Lynnwood city, WA	35,836	Norcross city, GA	9,116
Macomb County, MI	840,978	Norfolk city, VA	242,803
Manassas city, VA	37,821	North Mankato city, MN	13,394
Manhattan Beach city, CA	35,135	North Port city, FL	57,357
Manhattan city, KS	52,281	North Richland Hills city, TX	63,343
Mankato city, MN	39,309	North Yarmouth town, ME	3,565
Maple Grove city, MN	61,567	Novato city, CA	51,904
Maplewood city, MN	38,018	Novi city, MI	55,224
Maricopa County, AZ	3,817,117	O'Fallon city, IL	28,281
Marion city, IA	34,768	O'Fallon city, MO	79,329
Mariposa County, CA	18,251	Oak Park village, IL	51,878
Marshfield city, WI	19,118	Oakland city, CA	390,724
Martinez city, CA	35,824	Oakley city, CA	35,432
Marysville city, WA	60,020	Oklahoma City city, OK	579,999
Matthews town, NC	27,198	Olathe city, KS	125,872
McAllen city, TX	129,877	Old Town city, ME	7,840
McKinney city, TX	131,117	Olmsted County, MN	144,248
McMinnville city, OR	32,187	Olympia city, WA	46,478
Menlo Park city, CA	32,026	Orange village, OH	3,323
Menomonee Falls village, WI	35,626	Orland Park village, IL	56,767
Mercer Island city, WA	22,699	Orleans Parish, LA	343,829
Meridian charter township, MI	39,688	Oshkosh city, WI	66,083
Meridian city, ID	75,092	Oshtemo charter township, MI	21,705
Merriam city, KS	11,003	Oswego village, IL	30,355
Mesa city, AZ	439,041	Otsego County, MI	24,164
Mesa County, CO	146,723	Ottawa County, MI	263,801
Miami Beach city, FL	87,779	Overland Park city, KS	173,372
Miami city, FL	399,457	Paducah city, KY	25,024
Middleton city, WI	17,442	Palm Beach Gardens city, FL	48,452
Midland city, MI	41,863	Palm Coast city, FL	75,180
Milford city, DE	9,559	Palo Alto city, CA	64,403
Milton city, GA	32,661	Palos Verdes Estates city, CA	13,438
Minneapolis city, MN	382,578	Papillion city, NE	18,894
Minnetrista city, MN	6,384	Paradise Valley town, AZ	12,820
Missouri City city, TX	67,358	Park City city, UT	7,558
Modesto city, CA	201,165	Parker town, CO	45,297
Monterey city, CA	27,810	Parkland city, FL	23,962
Montgomery city, MN	2,956	Pasco city, WA	59,781
Montgomery County, MD	971,777	Pasco County, FL	464,697
Monticello city, UT	1,972	Payette city, ID	7,433
Montrose city, CO	19,132	Pearland city, TX	91,252
Monument town, CO	5,530	Peoria city, AZ	154,065
Mooreville town, NC	32,711	Peoria city, IL	115,007
Moraga town, CA	16,016	Pflugerville city, TX	46,936
Morristown city, TN	29,137	Phoenix city, AZ	1,445,632
Morrisville town, NC	18,576	Pinehurst village, NC	13,124
Morro Bay city, CA	10,234	Piqua city, OH	20,522
Mountain Village town, CO	1,320	Pitkin County, CO	17,148
Mountlake Terrace city, WA	19,909	Plano city, TX	259,841
Murphy city, TX	17,708	Platte City city, MO	4,691
Naperville city, IL	141,853	Pleasant Hill city, IA	8,785
Napoleon city, OH	8,749	Pleasanton city, CA	70,285
Nederland city, TX	17,547	Plymouth city, MN	70,576
Needham CDP, MA	28,886	Polk County, IA	430,640
Nevada City city, CA	3,068	Pompano Beach city, FL	99,845

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Port Orange city, FL	56,048	Shakopee city, MN	37,076
Port St. Lucie city, FL	164,603	Sharonville city, OH.....	13,560
Portland city, OR.....	583,776	Shawnee city, KS	62,209
Post Falls city, ID	27,574	Shawnee city, OK.....	29,857
Powell city, OH	11,500	Sherborn town, MA	4,119
Prince William County, VA.....	402,002	Shoreline city, WA.....	53,007
Prior Lake city, MN.....	22,796	Shoreview city, MN	25,043
Pueblo city, CO	106,595	Shorewood village, IL.....	15,615
Purcellville town, VA.....	7,727	Shorewood village, WI	13,162
Queen Creek town, AZ	26,361	Sierra Vista city, AZ.....	43,888
Raleigh city, NC	403,892	Silverton city, OR	9,222
Ramsey city, MN.....	23,668	Sioux Center city, IA	7,048
Raymond town, ME.....	4,436	Sioux Falls city, SD.....	153,888
Raymore city, MO	19,206	Skokie village, IL.....	64,784
Redmond city, OR.....	26,215	Snellville city, GA	18,242
Redmond city, WA	54,144	Snoqualmie city, WA	10,670
Redwood City city, CA	76,815	Snowmass Village town, CO.....	2,826
Reno city, NV.....	225,221	Somerset town, MA.....	18,165
Reston CDP, VA	58,404	South Jordan city, UT.....	50,418
Richland city, WA.....	48,058	South Lake Tahoe city, CA.....	21,403
Richmond city, CA.....	103,701	Southlake city, TX	26,575
Richmond Heights city, MO.....	8,603	Spearfish city, SD.....	10,494
Rio Rancho city, NM.....	87,521	Spring Hill city, KS.....	5,437
River Falls city, WI	15,000	Springboro city, OH.....	17,409
Riverside city, CA	303,871	Springfield city, MO.....	159,498
Riverside city, MO	2,937	Springville city, UT	29,466
Roanoke city, VA.....	97,032	St. Augustine city, FL	12,975
Roanoke County, VA	92,376	St. Charles city, IL.....	32,974
Rochester Hills city, MI.....	70,995	St. Cloud city, FL.....	35,183
Rock Hill city, SC.....	66,154	St. Cloud city, MN	65,842
Rockville city, MD.....	61,209	St. Joseph city, MO	76,780
Roeland Park city, KS	6,731	St. Joseph town, WI.....	3,842
Rogers city, MN	8,597	St. Louis County, MN.....	200,226
Rohnert Park city, CA	40,971	State College borough, PA	42,034
Rolla city, MO	19,559	Steamboat Springs city, CO	12,088
Roselle village, IL.....	22,763	Sterling Heights city, MI	129,699
Rosemount city, MN.....	21,874	Sugar Grove village, IL	8,997
Rosenberg city, TX.....	30,618	Sugar Land city, TX.....	78,817
Roseville city, MN.....	33,660	Suisun City city, CA	28,111
Round Rock city, TX.....	99,887	Summit city, NJ.....	21,457
Royal Oak city, MI.....	57,236	Summit County, UT.....	36,324
Royal Palm Beach village, FL.....	34,140	Summit village, IL	11,054
Saco city, ME	18,482	Sunnyvale city, CA	140,081
Sacramento city, CA.....	466,488	Surprise city, AZ.....	117,517
Sahuarita town, AZ	25,259	Suwanee city, GA.....	15,355
Salida city, CO	5,236	Tacoma city, WA.....	198,397
Sammamish city, WA	45,780	Takoma Park city, MD	16,715
San Anselmo town, CA	12,336	Tamarac city, FL	60,427
San Diego city, CA	1,307,402	Temecula city, CA	100,097
San Francisco city, CA	805,235	Tempe city, AZ	161,719
San Jose city, CA	945,942	Temple city, TX.....	66,102
San Juan County, NM.....	130,044	Texarkana city, TX	36,411
San Marcos city, CA	83,781	The Woodlands CDP, TX.....	93,847
San Marcos city, TX.....	44,894	Thousand Oaks city, CA.....	126,683
San Rafael city, CA.....	57,713	Tigard city, OR.....	48,035
Sanford city, FL.....	53,570	Tracy city, CA	82,922
Sangamon County, IL.....	197,465	Trinidad CCD, CO.....	12,017
Santa Clarita city, CA.....	176,320	Tualatin city, OR	26,054
Santa Fe city, NM.....	67,947	Tulsa city, OK	391,906
Santa Fe County, NM	144,170	Twin Falls city, ID	44,125
Santa Monica city, CA.....	89,736	Tyler city, TX	96,900
Sarasota County, FL.....	379,448	Unalaska city, AK	4,376
Savage city, MN.....	26,911	University Heights city, OH	13,539
Schaumburg village, IL.....	74,227	University Park city, TX.....	23,068
Schertz city, TX.....	31,465	Upper Arlington city, OH.....	33,771
Scott County, MN.....	129,928	Urbandale city, IA	39,463
Scottsdale city, AZ	217,385	Vail town, CO.....	5,305
Seaside city, CA	33,025	Vancouver city, WA.....	161,791
Sedona city, AZ.....	10,031	Ventura CCD, CA.....	111,889
Sevierville city, TN	14,807	Vernon Hills village, IL.....	25,113

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Vestavia Hills city, AL	34,033	Wheat Ridge city, CO	30,166
Victoria city, MN.....	7,345	White House city, TN	10,255
Vienna town, VA	15,687	Wichita city, KS.....	382,368
Virginia Beach city, VA.....	437,994	Williamsburg city, VA.....	14,068
Walnut Creek city, CA.....	64,173	Willowbrook village, IL	8,540
Warrensburg city, MO	18,838	Wilmington city, NC.....	106,476
Washington County, MN	238,136	Wilsonville city, OR.....	19,509
Washington town, NH	1,123	Windsor town, CO.....	18,644
Washoe County, NV	421,407	Windsor town, CT	29,044
Washougal city, WA	14,095	Winnetka village, IL	12,187
Wauwatosa city, WI	46,396	Winter Garden city, FL.....	34,568
Waverly city, IA	9,874	Woodbury city, MN.....	61,961
Weddington town, NC	9,459	Woodinville city, WA.....	10,938
Wentzville city, MO.....	29,070	Woodland city, CA.....	55,468
West Carrollton city, OH	13,143	Wrentham town, MA	10,955
West Chester borough, PA.....	18,461	Wyandotte County, KS	157,505
West Des Moines city, IA	56,609	Yakima city, WA.....	91,067
Western Springs village, IL	12,975	York County, VA.....	65,464
Westerville city, OH.....	36,120	Yorktown town, IN.....	9,405
Westlake town, TX.....	992	Yorkville city, IL	16,921
Westminster city, CO.....	106,114	Yountville city, CA	2,933
Weston town, MA.....	11,261		

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 Christina Plante of the City of Goodyear at CPlane@goodyearaz.gov 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."

Selecting Survey Recipients

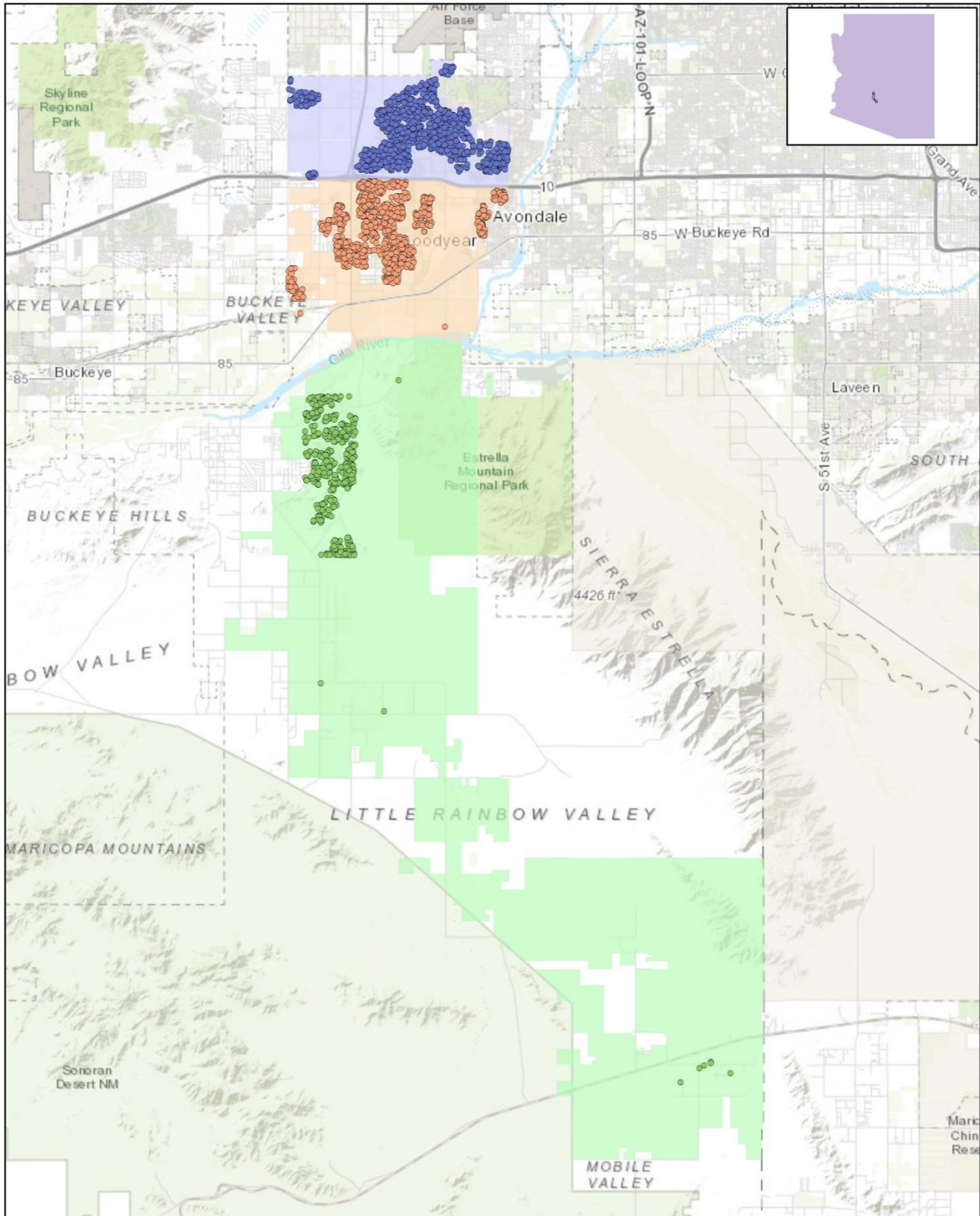
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Goodyear were eligible to participate in the survey. A list of all households within the zip codes serving Goodyear was purchased from Go-Dog Direct based on updated listings from 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 geographic subareas (North, Central or South/Sonoran)

To choose the 3,200 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 *N*th one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate 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 selected 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.

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Goodyear website. This opt-in survey was identical to the scientific survey and open to all City residents. (The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.)

Figure 1: Location of Survey Recipients



Survey Recipients in Goodyear, AZ

- In North MPA
- In South/Sonoran Valley MPA
- In Central MPA
- North MPA
- South/Sonoran Valley MPA
- Central MPA

Survey Administration and Response

Selected households received three mailings, one week apart, beginning on March 28, 2018. 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. The survey was available in English and Spanish. Both cover letters contained paragraphs in Spanish instructing participants to complete the Spanish version of the survey online; respondents could opt to take the survey online in their language of preference. The City of Goodyear chose to augment their administration of The NCS with additional services, including demographic subgroup comparisons and geographic subgroup comparisons. The results of these additional services have been provided under separate cover. Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents on May 2, 2018 and remained open for two weeks.

About 3% of the 3,200 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 3,093 households that received the survey, 751 completed the survey, providing an overall response rate of 24%. Of the 751 completed surveys, 1 was completed in Spanish and 91 were completed online. Additionally, responses were tracked by geographic area; response rates by area ranged from 16% to 34%. The response rates were calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons. Additionally, 456 opt-in residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

Table 75: Survey Response Rates by Geographic Area

	Area 1	Area2	Area 3	Overall
Total sample used	1,391	1,306	503	0
I=Complete Interviews	375	201	163	739
P=Partial Interviews	8	3	1	12
R=Refusal and break off	1	0	0	1
NC=Non Contact	0	0	0	0
O=Other	0	0	0	0
UH=Unknown household	0	0	0	0
UO=Unknown other	950	1,072	319	2,341
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	29%	16%	34%	24%

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.²

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 all respondents (751 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

² 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.

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.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

The demographic characteristics of the survey respondents 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 respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, race and ethnicity and sex and age. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 76: Goodyear, AZ 2018 Weighting Table

Characteristic	2010 Census	Unweighted Data	Weighted Data
Housing			
Rent home	24%	8%	19%
Own home	76%	92%	81%
Detached unit*	90%	93%	91%
Attached unit*	10%	7%	9%
Race and Ethnicity			
White	76%	84%	75%
Not white	24%	16%	25%
Not Hispanic	77%	91%	83%
Hispanic	23%	9%	17%
Sex and Age			
Female	51%	52%	56%
Male	49%	48%	44%
18-34 years of age	29%	4%	20%
35-54 years of age	39%	23%	43%
55+ years of age	32%	74%	37%
Females 18-34	15%	3%	14%
Females 35-54	20%	12%	22%
Females 55+	16%	37%	18%
Males 18-34	14%	1%	5%
Males 35-54	19%	11%	21%
Males 55+	15%	37%	18%
AREA			
North	42%	51%	40%
Central	41%	27%	40%
South/Sonoran	17%	22%	20%

* American Community Survey 2011 5-year estimates

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. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

Appendix D: Survey Materials

Dear Goodyear Resident,

Estimado Residente de Goodyear,

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

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

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

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

Thank you for helping create a better city!

¡Gracias por ayudar a crear una ciudad mejor!

Sincerely,

Atentamente,



Georgia Lord
Mayor/Alcalde

Dear Goodyear Resident,

Estimado Residente de Goodyear,

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

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

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

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

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Thank you for helping create a better city!

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Sincerely,

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

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First Class Mail
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City of Goodyear
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City of Goodyear
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Goodyear, AZ 85338

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



April 2018

Dear Goodyear Resident:

Please help us shape the future of Goodyear! You have been selected at random to participate in the 2018 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:**

If you have any questions about the survey please call 623-882-7801.

Thank you for your time and participation!

Sincerely,

Georgia Lord
Mayor

Estimado Residente 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 2018.

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:**

Para la versión en español haga clic en el botón en el parte superior de la pantalla.

Si tiene alguna pregunta sobre la encuesta por favor llame al 623-882-7801.

¡Gracias por su tiempo y participación!

Atentamente,

April 2018



Dear Goodyear Resident:

Here's a second chance if you haven't already responded to the 2018 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 2018 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:**

If you have any questions about the survey please call 623-882-7801.

Thank you for your time and participation!

Sincerely,

Estimado Residente de Goodyear:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Ciudadanos de Goodyear del 2018! **(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 2018.

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:**

Para la versión en español haga clic en el botón en el parte superior de la pantalla.

Si tiene alguna pregunta sobre la encuesta por favor llame al 623-882-7801.

¡Gracias por su tiempo y participación!

Atentamente,

Georgia Lord
Mayor

The City of Goodyear 2018 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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
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:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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.

	<i>No</i>	<i>Yes</i>
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?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
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?

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

The City of Goodyear 2018 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
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:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
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:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
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?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
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:

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
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 City of Goodyear 2018 Citizen Survey

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?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
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



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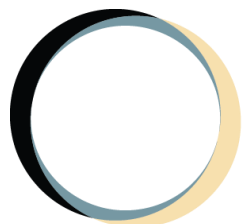


THE NCSTM
The National Citizen SurveyTM

Goodyear, AZ

Supplemental Online Survey Results

2018



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The National Citizen Survey™
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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 this Report

As part of its participation in The National Citizen Survey™, the City of Goodyear conducted a mailed survey of 3,200 residents. Surveys were mailed to randomly selected households on March 28, 2018 and data were collected through May 16, 2018. After the official data collection period was underway (see the report, *The National Citizen Survey: Community Livability Report, Goodyear, AZ, 2018*), the City made available a web-based survey to its residents through a link on the City's website. Visitors to the site were able to complete the survey from May 2, 2018 to May 16, 2018 and 456 surveys were received. Of the 456 opt-in survey responses received; 252 respondents indicated they lived in North Goodyear, 150 indicated Central Goodyear, 49 from South/Sonoran Goodyear and 5 respondents indicated other or not applicable.

This report contains the results of this administration of the web-based survey that have not been weighted to current population estimates of Goodyear.

Complete Survey Responses

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=”).

Responses excluding “don’t know”

Table 1: Question 1

Please rate each of the following aspects of quality of life in Goodyear:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Goodyear as a place to live	40%	N=179	50%	N=227	10%	N=44	1%	N=3	100%	N=453
Your neighborhood as a place to live	52%	N=217	41%	N=171	7%	N=28	1%	N=4	100%	N=420
Goodyear as a place to raise children	37%	N=111	46%	N=138	14%	N=43	2%	N=5	100%	N=297
Goodyear as a place to work	21%	N=52	30%	N=74	27%	N=65	22%	N=54	100%	N=245
Goodyear as a place to visit	16%	N=65	37%	N=151	33%	N=135	13%	N=52	100%	N=403
Goodyear as a place to retire	39%	N=150	46%	N=173	13%	N=50	2%	N=7	100%	N=380
The overall quality of life in Goodyear	29%	N=122	58%	N=242	12%	N=49	1%	N=4	100%	N=417

Table 2: Question 2

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Goodyear	32%	N=139	57%	N=249	11%	N=48	1%	N=4	100%	N=440
Overall ease of getting to the places you usually have to visit	35%	N=146	47%	N=194	14%	N=59	3%	N=13	100%	N=412
Quality of overall natural environment in Goodyear	24%	N=99	56%	N=229	17%	N=68	3%	N=11	100%	N=407
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	12%	N=48	49%	N=200	31%	N=126	9%	N=35	100%	N=409
Health and wellness opportunities in Goodyear	17%	N=69	51%	N=202	25%	N=100	7%	N=26	100%	N=397
Overall opportunities for education and enrichment	12%	N=43	45%	N=164	32%	N=117	10%	N=38	100%	N=362
Overall economic health of Goodyear	13%	N=51	54%	N=207	26%	N=98	7%	N=25	100%	N=381
Sense of community	16%	N=67	43%	N=175	30%	N=124	10%	N=41	100%	N=407
Overall image or reputation of Goodyear	22%	N=87	52%	N=211	21%	N=86	5%	N=20	100%	N=404

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	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Goodyear to someone who asks	58%	N=249	33%	N=141	7%	N=30	3%	N=11	100%	N=431
Remain in Goodyear for the next five years	67%	N=272	22%	N=89	7%	N=29	4%	N=18	100%	N=408

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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	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	72%	N=297	24%	N=101	3%	N=11	1%	N=4	0%	N=2	100%	N=415
In Goodyear's downtown/commercial area during the day	51%	N=185	33%	N=120	12%	N=45	4%	N=14	0%	N=1	100%	N=365

Table 5: Question 5

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	17%	N=70	54%	N=225	23%	N=95	7%	N=29	100%	N=419
Ease of travel by car in Goodyear	24%	N=94	57%	N=228	16%	N=65	3%	N=12	100%	N=399
Ease of travel by public transportation in Goodyear	5%	N=8	7%	N=10	23%	N=35	65%	N=97	100%	N=150
Ease of travel by bicycle in Goodyear	10%	N=22	36%	N=82	40%	N=91	14%	N=32	100%	N=227
Ease of walking in Goodyear	19%	N=65	44%	N=149	26%	N=88	11%	N=36	100%	N=338
Availability of paths and walking trails	21%	N=70	38%	N=129	28%	N=95	14%	N=46	100%	N=340
Air quality	9%	N=35	48%	N=188	35%	N=135	8%	N=30	100%	N=388
Cleanliness of Goodyear	27%	N=107	55%	N=217	15%	N=60	3%	N=10	100%	N=394
Overall appearance of Goodyear	29%	N=116	55%	N=217	14%	N=56	2%	N=8	100%	N=397
Public places where people want to spend time	14%	N=52	43%	N=162	30%	N=114	14%	N=53	100%	N=381
Variety of housing options	26%	N=96	54%	N=200	16%	N=60	4%	N=15	100%	N=371
Availability of affordable quality housing	17%	N=56	53%	N=172	21%	N=70	9%	N=29	100%	N=327
Fitness opportunities (including exercise classes and paths or trails, etc.)	26%	N=92	48%	N=174	19%	N=68	7%	N=25	100%	N=359
Recreational opportunities	19%	N=68	44%	N=161	27%	N=99	11%	N=39	100%	N=367
Availability of affordable quality food	15%	N=61	44%	N=173	27%	N=107	14%	N=55	100%	N=396
Availability of affordable quality health care	15%	N=56	52%	N=191	25%	N=92	8%	N=30	100%	N=369
Availability of preventive health services	14%	N=48	53%	N=177	26%	N=87	7%	N=25	100%	N=337
Availability of affordable quality mental health care	10%	N=15	29%	N=44	33%	N=51	29%	N=44	100%	N=154

Table 6: Question 6

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	13%	N=17	45%	N=59	30%	N=40	12%	N=16	100%	N=132
K-12 education	21%	N=47	47%	N=106	20%	N=46	12%	N=28	100%	N=227
Adult educational opportunities	14%	N=32	40%	N=94	31%	N=74	16%	N=37	100%	N=237
Opportunities to attend cultural/arts/music activities	14%	N=50	33%	N=116	32%	N=114	21%	N=73	100%	N=353
Opportunities to participate in religious or spiritual events and activities	28%	N=76	52%	N=140	17%	N=47	3%	N=8	100%	N=271
Employment opportunities	9%	N=20	31%	N=73	35%	N=83	25%	N=59	100%	N=235
Shopping opportunities	6%	N=24	33%	N=128	36%	N=138	25%	N=97	100%	N=387

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Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Total	
Cost of living in Goodyear	12%	N=46	49%	N=189	35%	N=135	5%	N=18	100%	N=388
Overall quality of business and service establishments in Goodyear	9%	N=35	50%	N=191	27%	N=102	15%	N=56	100%	N=384
Vibrant downtown/commercial area	2%	N=7	17%	N=57	37%	N=128	44%	N=150	100%	N=342
Overall quality of new development in Goodyear	9%	N=34	42%	N=156	30%	N=111	19%	N=69	100%	N=370
Opportunities to participate in social events and activities	13%	N=46	41%	N=142	33%	N=114	13%	N=46	100%	N=348
Opportunities to volunteer	26%	N=74	46%	N=131	23%	N=65	6%	N=17	100%	N=287
Opportunities to participate in community matters	21%	N=63	46%	N=139	25%	N=77	9%	N=26	100%	N=305
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=67	54%	N=167	15%	N=47	10%	N=31	100%	N=312
Neighborliness of residents in Goodyear	18%	N=70	44%	N=169	29%	N=112	8%	N=30	100%	N=381

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	9%	N=34	91%	N=363	100%	N=397
Made efforts to make your home more energy efficient	17%	N=68	83%	N=328	100%	N=396
Observed a code violation or other hazard in Goodyear (weeds, abandoned buildings, etc.)	49%	N=196	51%	N=200	100%	N=396
Household member was a victim of a crime in Goodyear	92%	N=365	8%	N=31	100%	N=396
Reported a crime to the police in Goodyear	81%	N=320	19%	N=75	100%	N=395
Stocked supplies in preparation for an emergency	78%	N=310	22%	N=85	100%	N=395
Campaigned or advocated for an issue, cause or candidate	73%	N=289	27%	N=106	100%	N=395
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	55%	N=217	45%	N=178	100%	N=395
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	82%	N=326	18%	N=70	100%	N=396

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	5%	N=19	8%	N=31	29%	N=114	58%	N=228	100%	N=392
Visited a neighborhood park or City park	16%	N=63	22%	N=86	37%	N=146	24%	N=95	100%	N=390
Used Goodyear public libraries or their services	3%	N=12	15%	N=57	35%	N=137	47%	N=183	100%	N=389
Participated in religious or spiritual activities in Goodyear	10%	N=40	19%	N=75	14%	N=54	56%	N=219	100%	N=388
Attended a City-sponsored event	1%	N=4	5%	N=18	53%	N=206	42%	N=163	100%	N=391
Used bus, rail, subway or other public transportation instead of driving	1%	N=2	0%	N=0	1%	N=3	99%	N=386	100%	N=391
Carpooled with other adults or children instead of driving alone	14%	N=56	17%	N=67	18%	N=71	50%	N=196	100%	N=390
Walked or biked instead of driving	10%	N=40	13%	N=51	17%	N=68	59%	N=231	100%	N=390
Volunteered your time to some group/activity in Goodyear	7%	N=26	15%	N=59	21%	N=80	58%	N=224	100%	N=389
Participated in a club	11%	N=42	14%	N=53	10%	N=37	66%	N=257	100%	N=389
Talked to or visited with your immediate neighbors	48%	N=187	30%	N=117	17%	N=65	5%	N=21	100%	N=390
Done a favor for a neighbor	23%	N=89	26%	N=99	36%	N=140	15%	N=60	100%	N=388

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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	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=4	5%	N=20	29%	N=110	65%	N=248	100%	N=382
Watched (online) a local public meeting	1%	N=4	3%	N=11	16%	N=59	81%	N=306	100%	N=380

Table 10: Question 10

Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	48%	N=160	42%	N=139	8%	N=27	2%	N=6	0%	N=0	100%	N=332
Fire services	62%	N=169	35%	N=96	3%	N=9	0%	N=0	0%	N=0	100%	N=274
Ambulance or emergency medical services	54%	N=120	38%	N=85	7%	N=15	2%	N=4	0%	N=0	100%	N=224
Crime prevention	27%	N=74	51%	N=141	18%	N=50	5%	N=13	0%	N=0	100%	N=278
Fire prevention and education	33%	N=69	49%	N=101	14%	N=29	3%	N=7	0%	N=0	100%	N=206
Traffic enforcement	23%	N=73	46%	N=142	20%	N=62	11%	N=35	0%	N=0	100%	N=312
Street repair	23%	N=80	51%	N=179	19%	N=67	7%	N=26	0%	N=0	100%	N=352
Street cleaning	30%	N=105	49%	N=174	16%	N=55	5%	N=19	0%	N=0	100%	N=353
Street lighting	29%	N=104	52%	N=184	15%	N=54	4%	N=15	0%	N=0	100%	N=357
Sidewalk maintenance	26%	N=90	55%	N=188	16%	N=53	3%	N=9	0%	N=0	100%	N=340
Traffic signal timing	12%	N=44	38%	N=138	28%	N=102	21%	N=76	0%	N=0	100%	N=360
Bus or transit services	8%	N=8	13%	N=13	16%	N=16	63%	N=62	0%	N=0	100%	N=99
Garbage collection	48%	N=174	45%	N=163	6%	N=23	1%	N=4	0%	N=0	100%	N=364
Recycling	47%	N=169	45%	N=162	6%	N=23	1%	N=4	0%	N=0	100%	N=358
Yard waste pick-up	47%	N=152	41%	N=132	8%	N=26	4%	N=12	0%	N=0	100%	N=322
Storm drainage	29%	N=82	55%	N=154	12%	N=34	3%	N=8	0%	N=0	100%	N=278
Drinking water	16%	N=55	44%	N=151	25%	N=86	15%	N=52	0%	N=0	100%	N=344
Sewer services	30%	N=98	55%	N=181	12%	N=40	3%	N=9	0%	N=0	100%	N=328
Utility billing	21%	N=74	41%	N=143	25%	N=87	13%	N=47	0%	N=0	100%	N=351
City parks	26%	N=75	51%	N=146	20%	N=56	3%	N=10	0%	N=0	100%	N=287
Recreation programs or classes	20%	N=40	43%	N=86	25%	N=50	11%	N=22	0%	N=0	100%	N=198
Recreation centers or facilities	14%	N=28	44%	N=85	28%	N=55	14%	N=27	0%	N=0	100%	N=195
Land use, planning and zoning	10%	N=25	43%	N=111	28%	N=72	20%	N=52	0%	N=0	100%	N=260
Code enforcement (weeds, abandoned buildings, etc.)	14%	N=39	45%	N=121	31%	N=85	9%	N=25	0%	N=0	100%	N=270
Economic development	15%	N=48	36%	N=115	25%	N=80	23%	N=73	0%	N=0	100%	N=316
Health services	15%	N=44	54%	N=159	25%	N=75	6%	N=19	0%	N=0	100%	N=297
Public library services	24%	N=58	55%	N=134	17%	N=41	5%	N=12	0%	N=0	100%	N=245
Public information services	11%	N=39	36%	N=130	17%	N=62	6%	N=22	30%	N=108	100%	N=361

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Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	N=29	49%	N=83	21%	N=35	14%	N=23	0%	N=0	100%	N=170
Preservation of natural areas such as open space, farmlands and greenbelts	13%	N=36	49%	N=135	29%	N=80	10%	N=27	0%	N=0	100%	N=278
Goodyear open space	15%	N=47	51%	N=156	27%	N=84	7%	N=20	0%	N=0	100%	N=307
City-sponsored special events	17%	N=45	54%	N=145	22%	N=60	7%	N=19	0%	N=0	100%	N=269
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	31%	N=97	50%	N=155	16%	N=51	3%	N=8	0%	N=0	100%	N=311

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	
	%	N	%	N	%	N	%	N	%	N
The City of Goodyear	22%	N=75	56%	N=193	17%	N=59	4%	N=15	100%	N=342
The Federal Government	3%	N=10	41%	N=122	36%	N=106	20%	N=59	100%	N=297

Table 12: Question 12

Please rate the following categories of Goodyear government performance:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Goodyear	13%	N=44	42%	N=141	32%	N=107	13%	N=43	100%	N=335
The overall direction that Goodyear is taking	18%	N=61	43%	N=148	26%	N=88	13%	N=44	100%	N=341
The job Goodyear government does at welcoming citizen involvement	20%	N=55	41%	N=113	25%	N=69	15%	N=42	100%	N=279
Overall confidence in Goodyear government	16%	N=55	42%	N=140	28%	N=96	14%	N=46	100%	N=337
Generally acting in the best interest of the community	18%	N=60	43%	N=142	25%	N=83	13%	N=44	100%	N=329
Being honest	19%	N=53	48%	N=135	18%	N=50	16%	N=44	100%	N=282
Treating all residents fairly	21%	N=55	49%	N=129	17%	N=45	14%	N=36	100%	N=265

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	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Goodyear	70%	N=244	27%	N=94	3%	N=12	0%	N=1	100%	N=351
Overall ease of getting to the places you usually have to visit	35%	N=121	48%	N=166	16%	N=57	1%	N=4	100%	N=348
Quality of overall natural environment in Goodyear	34%	N=120	45%	N=158	19%	N=66	1%	N=4	100%	N=348
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	34%	N=118	50%	N=173	15%	N=53	1%	N=2	100%	N=346
Health and wellness opportunities in Goodyear	32%	N=113	46%	N=160	21%	N=72	1%	N=4	100%	N=349
Overall opportunities for education and enrichment	31%	N=109	43%	N=151	22%	N=76	4%	N=14	100%	N=350
Overall economic health of Goodyear	61%	N=210	36%	N=123	4%	N=13	0%	N=0	100%	N=346
Sense of community	32%	N=113	52%	N=180	15%	N=53	1%	N=3	100%	N=349

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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	
	%	N	%	N	%	N	%	N	%	N
Supporting the arts	16%	N=54	32%	N=108	39%	N=134	13%	N=46	100%	N=342
Maintaining and improving parks	31%	N=107	54%	N=185	14%	N=49	1%	N=3	100%	N=344
Providing recreational opportunities	24%	N=83	49%	N=167	25%	N=84	2%	N=8	100%	N=342
Building a City Center/City Hall	11%	N=39	21%	N=73	41%	N=140	26%	N=88	100%	N=340
Bringing higher education to Goodyear	29%	N=97	32%	N=109	29%	N=98	10%	N=34	100%	N=338
Building a performing arts center	14%	N=47	20%	N=69	43%	N=147	23%	N=77	100%	N=340
Building a community center	18%	N=61	31%	N=106	34%	N=116	16%	N=54	100%	N=337
Investing in transit	21%	N=70	34%	N=112	32%	N=107	13%	N=44	100%	N=333
Providing child care/after school programs	14%	N=43	35%	N=104	34%	N=101	17%	N=50	100%	N=298
Providing senior services	21%	N=68	46%	N=149	28%	N=91	6%	N=18	100%	N=326
Nothing, we should not be investing in any additional amenities at this time	6%	N=12	5%	N=10	17%	N=32	71%	N=131	100%	N=185

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	
	%	N	%	N	%	N	%	N	%	N
Medical/Healthcare	34%	N=113	44%	N=146	18%	N=59	4%	N=14	100%	N=332
Aerospace	20%	N=60	31%	N=95	33%	N=101	16%	N=50	100%	N=306
High tech manufacturing	30%	N=96	38%	N=119	24%	N=77	8%	N=25	100%	N=317
Office/Professional services	25%	N=83	37%	N=122	33%	N=107	4%	N=14	100%	N=326
Retail	45%	N=150	31%	N=104	20%	N=66	4%	N=14	100%	N=334
Service industry	24%	N=77	42%	N=135	30%	N=96	5%	N=16	100%	N=324

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	
	%	N	%	N	%	N	%	N	%	N
Dining	31%	N=104	46%	N=155	23%	N=76	0%	N=1	100%	N=336
Attending a concert or live performance	7%	N=22	18%	N=62	54%	N=183	21%	N=69	100%	N=336
Seeing a movie	4%	N=12	8%	N=28	36%	N=121	52%	N=174	100%	N=335
Attending a sporting event	5%	N=16	14%	N=48	52%	N=175	28%	N=95	100%	N=334
Shopping	36%	N=120	41%	N=137	21%	N=69	3%	N=10	100%	N=336
Bowling	2%	N=8	3%	N=11	18%	N=60	76%	N=257	100%	N=336
Hiking	7%	N=23	12%	N=39	30%	N=101	51%	N=171	100%	N=334
Nightlife	10%	N=32	21%	N=71	28%	N=93	41%	N=139	100%	N=335

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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	
	Percent	N	Percent	N	Percent	N	Percent	N
City web site (www.goodyearaz.gov)	70%	N=233	24%	N=78	6%	N=20	100%	N=331
Local media outlets (newspapers, radio, local television stations)	37%	N=122	47%	N=155	17%	N=55	100%	N=332
The City's INFOCUS newsletter mailed directly to your home	52%	N=172	33%	N=109	15%	N=51	100%	N=332
City Council meetings and other public meetings	15%	N=51	42%	N=141	42%	N=140	100%	N=332
Talking with City officials	15%	N=51	33%	N=110	51%	N=170	100%	N=331
eNotify City email communications	30%	N=99	32%	N=104	38%	N=125	100%	N=328
The City on social media (Facebook, Twitter or YouTube)	30%	N=99	26%	N=86	44%	N=144	100%	N=329
Word-of-mouth	25%	N=83	48%	N=160	27%	N=88	100%	N=331

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	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Recycle at home	1%	N=2	2%	N=8	4%	N=14	17%	N=57	76%	N=261	100%	N=342
Purchase goods or services from a business located in Goodyear	0%	N=1	3%	N=10	29%	N=97	58%	N=197	10%	N=34	100%	N=339
Eat at least 5 portions of fruits and vegetables a day	1%	N=5	14%	N=49	34%	N=115	35%	N=118	16%	N=54	100%	N=341
Participate in moderate or vigorous physical activity	1%	N=2	11%	N=37	32%	N=108	36%	N=122	21%	N=72	100%	N=341
Read or watch local news (via television, paper, computer, etc.)	2%	N=8	10%	N=33	20%	N=67	27%	N=92	41%	N=141	100%	N=341
Vote in local elections	6%	N=19	2%	N=8	7%	N=24	17%	N=58	68%	N=231	100%	N=340

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	24%	N=81
Very good	48%	N=164
Good	25%	N=87
Fair	2%	N=8
Poor	1%	N=3
Total	100%	N=343

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	14%	N=47
Somewhat positive	35%	N=118
Neutral	41%	N=138
Somewhat negative	10%	N=33
Very negative	1%	N=4
Total	100%	N=340

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Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	46%	N=159
Working part time for pay	7%	N=25
Unemployed, looking for paid work	1%	N=4
Unemployed, not looking for paid work	3%	N=10
Fully retired	42%	N=144
Total	100%	N=342

Table 22: Question D5

Do you work inside the boundaries of Goodyear?	Percent	Number
Yes, outside the home	16%	N=48
Yes, from home	11%	N=35
No	73%	N=223
Total	100%	N=306

Table 23: Question D6

How many years have you lived in Goodyear?	Percent	Number
Less than 2 years	12%	N=42
2 to 5 years	27%	N=92
6 to 10 years	26%	N=88
11 to 20 years	30%	N=103
More than 20 years	5%	N=18
Total	100%	N=343

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	98%	N=300
Building with two or more homes (duplex, townhome, apartment or condominium)	1%	N=4
Mobile home	0%	N=1
Other	0%	N=0
Total	100%	N=305

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	3%	N=10
Owned	97%	N=288
Total	100%	N=298

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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	4%	N=13
\$300 to \$599 per month	9%	N=30
\$600 to \$999 per month	13%	N=44
\$1,000 to \$1,499 per month	29%	N=97
\$1,500 to \$2,499 per month	32%	N=105
\$2,500 or more per month	13%	N=42
Total	100%	N=331

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	67%	N=203
Yes	33%	N=100
Total	100%	N=303

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	55%	N=167
Yes	45%	N=134
Total	100%	N=301

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	1%	N=4
\$25,000 to \$49,999	10%	N=31
\$50,000 to \$99,999	39%	N=124
\$100,000 to \$149,999	33%	N=107
\$150,000 or more	17%	N=55
Total	100%	N=321

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	90%	N=300
Yes, I consider myself to be Spanish, Hispanic or Latino	10%	N=34
Total	100%	N=334

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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	1%	N=4
Asian, Asian Indian or Pacific Islander	3%	N=10
Black or African American	2%	N=8
White	91%	N=293
Other	7%	N=22

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	0%	N=0
25 to 34 years	13%	N=42
35 to 44 years	18%	N=59
45 to 54 years	16%	N=54
55 to 64 years	19%	N=63
65 to 74 years	29%	N=96
75 years or older	7%	N=22
Total	100%	N=336

Table 33: Question D16

What is your sex?	Percent	Number
Female	47%	N=114
Male	53%	N=128
Total	100%	N=242

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	57%	N=139
Land line	21%	N=52
Both	21%	N=51
Total	100%	N=242

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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	
	%	N	%	N	%	N	%	N	%	N	%	N
Goodyear as a place to live	39%	N=179	50%	N=227	10%	N=44	1%	N=3	0%	N=1	100%	N=454
Your neighborhood as a place to live	52%	N=217	41%	N=171	7%	N=28	1%	N=4	0%	N=1	100%	N=421
Goodyear as a place to raise children	26%	N=111	33%	N=138	10%	N=43	1%	N=5	29%	N=122	100%	N=419
Goodyear as a place to work	12%	N=52	18%	N=74	16%	N=65	13%	N=54	41%	N=173	100%	N=418
Goodyear as a place to visit	16%	N=65	36%	N=151	32%	N=135	12%	N=52	4%	N=15	100%	N=418
Goodyear as a place to retire	36%	N=150	41%	N=173	12%	N=50	2%	N=7	9%	N=38	100%	N=418
The overall quality of life in Goodyear	29%	N=122	58%	N=242	12%	N=49	1%	N=4	0%	N=1	100%	N=418

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	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Goodyear	32%	N=139	57%	N=249	11%	N=48	1%	N=4	0%	N=0	100%	N=440
Overall ease of getting to the places you usually have to visit	35%	N=146	47%	N=194	14%	N=59	3%	N=13	0%	N=0	100%	N=412
Quality of overall natural environment in Goodyear	24%	N=99	56%	N=229	17%	N=68	3%	N=11	1%	N=4	100%	N=411
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	12%	N=48	49%	N=200	31%	N=126	9%	N=35	0%	N=2	100%	N=411
Health and wellness opportunities in Goodyear	17%	N=69	49%	N=202	24%	N=100	6%	N=26	3%	N=14	100%	N=411
Overall opportunities for education and enrichment	10%	N=43	40%	N=164	28%	N=117	9%	N=38	12%	N=51	100%	N=413
Overall economic health of Goodyear	12%	N=51	50%	N=207	24%	N=98	6%	N=25	8%	N=31	100%	N=412
Sense of community	16%	N=67	43%	N=175	30%	N=124	10%	N=41	1%	N=4	100%	N=411
Overall image or reputation of Goodyear	21%	N=87	51%	N=211	21%	N=86	5%	N=20	2%	N=9	100%	N=413

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	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Goodyear to someone who asks	57%	N=249	32%	N=141	7%	N=30	3%	N=11	1%	N=3	100%	N=434
Remain in Goodyear for the next five years	66%	N=272	22%	N=89	7%	N=29	4%	N=18	1%	N=4	100%	N=412

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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	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	72%	N=297	24%	N=101	3%	N=11	1%	N=4	0%	N=2	0%	N=0	100%	N=415
In Goodyear's downtown/commercial area during the day	45%	N=185	29%	N=120	11%	N=45	3%	N=14	0%	N=1	12%	N=50	100%	N=415

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	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	17%	N=70	54%	N=225	23%	N=95	7%	N=29	0%	N=0	100%	N=419
Ease of travel by car in Goodyear	24%	N=94	57%	N=228	16%	N=65	3%	N=12	0%	N=0	100%	N=399
Ease of travel by public transportation in Goodyear	2%	N=8	3%	N=10	9%	N=35	24%	N=97	62%	N=248	100%	N=398
Ease of travel by bicycle in Goodyear	6%	N=22	21%	N=82	23%	N=91	8%	N=32	43%	N=172	100%	N=399
Ease of walking in Goodyear	16%	N=65	37%	N=149	22%	N=88	9%	N=36	15%	N=60	100%	N=398
Availability of paths and walking trails	18%	N=70	32%	N=129	24%	N=95	12%	N=46	15%	N=58	100%	N=398
Air quality	9%	N=35	47%	N=188	34%	N=135	8%	N=30	2%	N=8	100%	N=396
Cleanliness of Goodyear	27%	N=107	55%	N=217	15%	N=60	3%	N=10	0%	N=1	100%	N=395
Overall appearance of Goodyear	29%	N=116	55%	N=217	14%	N=56	2%	N=8	0%	N=1	100%	N=398
Public places where people want to spend time	13%	N=52	41%	N=162	29%	N=114	13%	N=53	4%	N=15	100%	N=396
Variety of housing options	24%	N=96	51%	N=200	15%	N=60	4%	N=15	6%	N=25	100%	N=396
Availability of affordable quality housing	14%	N=56	43%	N=172	18%	N=70	7%	N=29	18%	N=71	100%	N=398
Fitness opportunities (including exercise classes and paths or trails, etc.)	23%	N=92	44%	N=174	17%	N=68	6%	N=25	10%	N=38	100%	N=397
Recreational opportunities	17%	N=68	41%	N=161	25%	N=99	10%	N=39	7%	N=29	100%	N=396
Availability of affordable quality food	15%	N=61	44%	N=173	27%	N=107	14%	N=55	0%	N=1	100%	N=397
Availability of affordable quality health care	14%	N=56	48%	N=191	23%	N=92	8%	N=30	6%	N=25	100%	N=394
Availability of preventive health services	12%	N=48	45%	N=177	22%	N=87	6%	N=25	15%	N=60	100%	N=397
Availability of affordable quality mental health care	4%	N=15	11%	N=44	13%	N=51	11%	N=44	61%	N=243	100%	N=397

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	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	4%	N=17	15%	N=59	10%	N=40	4%	N=16	67%	N=272	100%	N=404
K-12 education	12%	N=47	27%	N=106	12%	N=46	7%	N=28	42%	N=163	100%	N=390
Adult educational opportunities	8%	N=32	24%	N=94	19%	N=74	9%	N=37	39%	N=154	100%	N=391
Opportunities to attend cultural/arts/music activities	13%	N=50	30%	N=116	29%	N=114	19%	N=73	10%	N=38	100%	N=391
Opportunities to participate in religious or spiritual events and activities	19%	N=76	36%	N=140	12%	N=47	2%	N=8	31%	N=120	100%	N=391

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Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Employment opportunities	5%	N=20	19%	N=73	21%	N=83	15%	N=59	40%	N=157	100%	N=392
Shopping opportunities	6%	N=24	33%	N=128	35%	N=138	25%	N=97	1%	N=3	100%	N=390
Cost of living in Goodyear	12%	N=46	48%	N=189	35%	N=135	5%	N=18	1%	N=3	100%	N=391
Overall quality of business and service establishments in Goodyear	9%	N=35	49%	N=191	26%	N=102	14%	N=56	2%	N=6	100%	N=390
Vibrant downtown/commercial area	2%	N=7	15%	N=57	33%	N=128	39%	N=150	12%	N=47	100%	N=389
Overall quality of new development in Goodyear	9%	N=34	40%	N=156	29%	N=111	18%	N=69	5%	N=18	100%	N=388
Opportunities to participate in social events and activities	12%	N=46	36%	N=142	29%	N=114	12%	N=46	11%	N=43	100%	N=391
Opportunities to volunteer	19%	N=74	34%	N=131	17%	N=65	4%	N=17	27%	N=104	100%	N=391
Opportunities to participate in community matters	16%	N=63	36%	N=139	20%	N=77	7%	N=26	22%	N=84	100%	N=389
Openness and acceptance of the community toward people of diverse backgrounds	17%	N=67	43%	N=167	12%	N=47	8%	N=31	20%	N=77	100%	N=389
Neighborliness of residents in Goodyear	18%	N=70	43%	N=169	29%	N=112	8%	N=30	3%	N=10	100%	N=391

Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	9%	N=34	91%	N=363	100%	N=397
Made efforts to make your home more energy efficient	17%	N=68	83%	N=328	100%	N=396
Observed a code violation or other hazard in Goodyear (weeds, abandoned buildings, etc.)	49%	N=196	51%	N=200	100%	N=396
Household member was a victim of a crime in Goodyear	92%	N=365	8%	N=31	100%	N=396
Reported a crime to the police in Goodyear	81%	N=320	19%	N=75	100%	N=395
Stocked supplies in preparation for an emergency	78%	N=310	22%	N=85	100%	N=395
Campaigned or advocated for an issue, cause or candidate	73%	N=289	27%	N=106	100%	N=395
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	55%	N=217	45%	N=178	100%	N=395
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	82%	N=326	18%	N=70	100%	N=396

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	
	%	N	%	N	%	N	%	N	%	N
Used Goodyear recreation centers or their services	5%	N=19	8%	N=31	29%	N=114	58%	N=228	100%	N=392
Visited a neighborhood park or City park	16%	N=63	22%	N=86	37%	N=146	24%	N=95	100%	N=390
Used Goodyear public libraries or their services	3%	N=12	15%	N=57	35%	N=137	47%	N=183	100%	N=389
Participated in religious or spiritual activities in Goodyear	10%	N=40	19%	N=75	14%	N=54	56%	N=219	100%	N=388
Attended a City-sponsored event	1%	N=4	5%	N=18	53%	N=206	42%	N=163	100%	N=391
Used bus, rail, subway or other public transportation instead of driving	1%	N=2	0%	N=0	1%	N=3	99%	N=386	100%	N=391
Carpooled with other adults or children instead of driving alone	14%	N=56	17%	N=67	18%	N=71	50%	N=196	100%	N=390
Walked or biked instead of driving	10%	N=40	13%	N=51	17%	N=68	59%	N=231	100%	N=390
Volunteered your time to some group/activity in Goodyear	7%	N=26	15%	N=59	21%	N=80	58%	N=224	100%	N=389

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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	
Participated in a club	11%	N=42	14%	N=53	10%	N=37	66%	N=257	100%	N=389
Talked to or visited with your immediate neighbors	48%	N=187	30%	N=117	17%	N=65	5%	N=21	100%	N=390
Done a favor for a neighbor	23%	N=89	26%	N=99	36%	N=140	15%	N=60	100%	N=388

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	5%	N=20	29%	N=110	65%	N=248	100%	N=382
Watched (online) a local public meeting	1%	N=4	3%	N=11	16%	N=59	81%	N=306	100%	N=380

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	43%	N=160	38%	N=139	7%	N=27	2%	N=6	10%	N=36	100%	N=368
Fire services	46%	N=169	26%	N=96	2%	N=9	0%	N=0	25%	N=92	100%	N=366
Ambulance or emergency medical services	33%	N=120	23%	N=85	4%	N=15	1%	N=4	39%	N=143	100%	N=367
Crime prevention	20%	N=74	38%	N=141	14%	N=50	4%	N=13	24%	N=89	100%	N=367
Fire prevention and education	19%	N=69	28%	N=101	8%	N=29	2%	N=7	44%	N=159	100%	N=365
Traffic enforcement	20%	N=73	39%	N=142	17%	N=62	10%	N=35	15%	N=53	100%	N=365
Street repair	22%	N=80	49%	N=179	18%	N=67	7%	N=26	4%	N=14	100%	N=366
Street cleaning	29%	N=105	48%	N=174	15%	N=55	5%	N=19	3%	N=12	100%	N=365
Street lighting	29%	N=104	51%	N=184	15%	N=54	4%	N=15	1%	N=5	100%	N=362
Sidewalk maintenance	25%	N=90	51%	N=188	14%	N=53	2%	N=9	7%	N=27	100%	N=367
Traffic signal timing	12%	N=44	38%	N=138	28%	N=102	21%	N=76	2%	N=6	100%	N=366
Bus or transit services	2%	N=8	4%	N=13	4%	N=16	17%	N=62	73%	N=267	100%	N=366
Garbage collection	48%	N=174	45%	N=163	6%	N=23	1%	N=4	1%	N=2	100%	N=366
Recycling	46%	N=169	44%	N=162	6%	N=23	1%	N=4	2%	N=7	100%	N=365
Yard waste pick-up	42%	N=152	36%	N=132	7%	N=26	3%	N=12	12%	N=42	100%	N=364
Storm drainage	22%	N=82	42%	N=154	9%	N=34	2%	N=8	24%	N=88	100%	N=366
Drinking water	15%	N=55	41%	N=151	24%	N=86	14%	N=52	6%	N=21	100%	N=365
Sewer services	27%	N=98	50%	N=181	11%	N=40	2%	N=9	10%	N=35	100%	N=363
Utility billing	20%	N=74	39%	N=143	24%	N=87	13%	N=47	3%	N=12	100%	N=363
City parks	21%	N=75	40%	N=146	15%	N=56	3%	N=10	21%	N=77	100%	N=364
Recreation programs or classes	11%	N=40	23%	N=86	14%	N=50	6%	N=22	46%	N=169	100%	N=367
Recreation centers or facilities	8%	N=28	23%	N=85	15%	N=55	7%	N=27	47%	N=171	100%	N=366
Land use, planning and zoning	7%	N=25	30%	N=111	20%	N=72	14%	N=52	29%	N=105	100%	N=365

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Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
Code enforcement (weeds, abandoned buildings, etc.)	11%	N=39	33%	N=121	23%	N=85	7%	N=25	26%	N=96	100%	N=366
Economic development	13%	N=48	32%	N=115	22%	N=80	20%	N=73	13%	N=48	100%	N=364
Health services	12%	N=44	44%	N=159	21%	N=75	5%	N=19	18%	N=66	100%	N=363
Public library services	16%	N=58	37%	N=134	11%	N=41	3%	N=12	33%	N=119	100%	N=364
Public information services	11%	N=39	36%	N=130	17%	N=62	6%	N=22	30%	N=108	100%	N=361
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	N=29	23%	N=83	10%	N=35	6%	N=23	53%	N=195	100%	N=365
Preservation of natural areas such as open space, farmlands and greenbelts	10%	N=36	37%	N=135	22%	N=80	7%	N=27	24%	N=87	100%	N=365
Goodyear open space	13%	N=47	43%	N=156	23%	N=84	5%	N=20	16%	N=57	100%	N=364
City-sponsored special events	12%	N=45	40%	N=145	17%	N=60	5%	N=19	26%	N=94	100%	N=363
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	27%	N=97	43%	N=155	14%	N=51	2%	N=8	14%	N=50	100%	N=361

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	21%	N=75	54%	N=193	17%	N=59	4%	N=15	4%	N=15	100%	N=357
The Federal Government	3%	N=10	34%	N=122	30%	N=106	17%	N=59	16%	N=57	100%	N=354

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	12%	N=44	39%	N=141	30%	N=107	12%	N=43	6%	N=22	100%	N=357
The overall direction that Goodyear is taking	17%	N=61	42%	N=148	25%	N=88	12%	N=44	4%	N=15	100%	N=356
The job Goodyear government does at welcoming citizen involvement	15%	N=55	32%	N=113	19%	N=69	12%	N=42	22%	N=77	100%	N=356
Overall confidence in Goodyear government	15%	N=55	39%	N=140	27%	N=96	13%	N=46	6%	N=20	100%	N=357
Generally acting in the best interest of the community	17%	N=60	40%	N=142	23%	N=83	12%	N=44	8%	N=28	100%	N=357
Being honest	15%	N=53	38%	N=135	14%	N=50	12%	N=44	21%	N=75	100%	N=357
Treating all residents fairly	15%	N=55	36%	N=129	13%	N=45	10%	N=36	26%	N=91	100%	N=356

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	70%	N=244	27%	N=94	3%	N=12	0%	N=1	100%	N=351
Overall ease of getting to the places you usually have to visit	35%	N=121	48%	N=166	16%	N=57	1%	N=4	100%	N=348
Quality of overall natural environment in Goodyear	34%	N=120	45%	N=158	19%	N=66	1%	N=4	100%	N=348
Overall "built environment" of Goodyear (including overall design, buildings,	34%	N=118	50%	N=173	15%	N=53	1%	N=2	100%	N=346

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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	
(parks and transportation systems)										
Health and wellness opportunities in Goodyear	32%	N=113	46%	N=160	21%	N=72	1%	N=4	100%	N=349
Overall opportunities for education and enrichment	31%	N=109	43%	N=151	22%	N=76	4%	N=14	100%	N=350
Overall economic health of Goodyear	61%	N=210	36%	N=123	4%	N=13	0%	N=0	100%	N=346
Sense of community	32%	N=113	52%	N=180	15%	N=53	1%	N=3	100%	N=349

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	16%	N=54	31%	N=108	39%	N=134	13%	N=46	1%	N=4	100%	N=346
Maintaining and improving parks	31%	N=107	54%	N=185	14%	N=49	1%	N=3	0%	N=1	100%	N=345
Providing recreational opportunities	24%	N=83	49%	N=167	24%	N=84	2%	N=8	1%	N=2	100%	N=344
Building a City Center/City Hall	11%	N=39	21%	N=73	41%	N=140	26%	N=88	1%	N=3	100%	N=343
Bringing higher education to Goodyear	28%	N=97	32%	N=109	29%	N=98	10%	N=34	1%	N=5	100%	N=343
Building a performing arts center	14%	N=47	20%	N=69	43%	N=147	22%	N=77	1%	N=3	100%	N=343
Building a community center	18%	N=61	31%	N=106	34%	N=116	16%	N=54	2%	N=6	100%	N=343
Investing in transit	20%	N=70	33%	N=112	31%	N=107	13%	N=44	3%	N=9	100%	N=342
Providing child care/after school programs	13%	N=43	30%	N=104	29%	N=101	15%	N=50	13%	N=46	100%	N=344
Providing senior services	20%	N=68	44%	N=149	27%	N=91	5%	N=18	4%	N=15	100%	N=341
Nothing, we should not be investing in any additional amenities at this time	4%	N=12	3%	N=10	10%	N=32	43%	N=131	40%	N=123	100%	N=308

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	34%	N=113	43%	N=146	18%	N=59	4%	N=14	1%	N=5	100%	N=337
Aerospace	18%	N=60	28%	N=95	30%	N=101	15%	N=50	9%	N=29	100%	N=335
High tech manufacturing	29%	N=96	36%	N=119	23%	N=77	7%	N=25	5%	N=17	100%	N=334
Office/Professional services	25%	N=83	36%	N=122	32%	N=107	4%	N=14	3%	N=10	100%	N=336
Retail	45%	N=150	31%	N=104	20%	N=66	4%	N=14	1%	N=2	100%	N=336
Service industry	23%	N=77	41%	N=135	29%	N=96	5%	N=16	3%	N=9	100%	N=333

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	31%	N=104	46%	N=155	23%	N=76	0%	N=1	100%	N=336
Attending a concert or live performance	7%	N=22	18%	N=62	54%	N=183	21%	N=69	100%	N=336

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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	4%	N=12	8%	N=28	36%	N=121	52%	N=174	100%	N=335
Attending a sporting event	5%	N=16	14%	N=48	52%	N=175	28%	N=95	100%	N=334
Shopping	36%	N=120	41%	N=137	21%	N=69	3%	N=10	100%	N=336
Bowling	2%	N=8	3%	N=11	18%	N=60	76%	N=257	100%	N=336
Hiking	7%	N=23	12%	N=39	30%	N=101	51%	N=171	100%	N=334
Nightlife	10%	N=32	21%	N=71	28%	N=93	41%	N=139	100%	N=335

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)	70%	N=233	24%	N=78	6%	N=20	100%	N=331
Local media outlets (newspapers, radio, local television stations)	37%	N=122	47%	N=155	17%	N=55	100%	N=332
The City's INFOCUS newsletter mailed directly to your home	52%	N=172	33%	N=109	15%	N=51	100%	N=332
City Council meetings and other public meetings	15%	N=51	42%	N=141	42%	N=140	100%	N=332
Talking with City officials	15%	N=51	33%	N=110	51%	N=170	100%	N=331
eNotify City email communications	30%	N=99	32%	N=104	38%	N=125	100%	N=328
The City on social media (Facebook, Twitter or YouTube)	30%	N=99	26%	N=86	44%	N=144	100%	N=329
Word-of-mouth	25%	N=83	48%	N=160	27%	N=88	100%	N=331

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	1%	N=2	2%	N=8	4%	N=14	17%	N=57	76%	N=261	100%	N=342
Purchase goods or services from a business located in Goodyear	0%	N=1	3%	N=10	29%	N=97	58%	N=197	10%	N=34	100%	N=339
Eat at least 5 portions of fruits and vegetables a day	1%	N=5	14%	N=49	34%	N=115	35%	N=118	16%	N=54	100%	N=341
Participate in moderate or vigorous physical activity	1%	N=2	11%	N=37	32%	N=108	36%	N=122	21%	N=72	100%	N=341
Read or watch local news (via television, paper, computer, etc.)	2%	N=8	10%	N=33	20%	N=67	27%	N=92	41%	N=141	100%	N=341
Vote in local elections	6%	N=19	2%	N=8	7%	N=24	17%	N=58	68%	N=231	100%	N=340

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	24%	N=81
Very good	48%	N=164
Good	25%	N=87
Fair	2%	N=8
Poor	1%	N=3
Total	100%	N=343

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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	14%	N=47
Somewhat positive	35%	N=118
Neutral	41%	N=138
Somewhat negative	10%	N=33
Very negative	1%	N=4
Total	100%	N=340

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	46%	N=159
Working part time for pay	7%	N=25
Unemployed, looking for paid work	1%	N=4
Unemployed, not looking for paid work	3%	N=10
Fully retired	42%	N=144
Total	100%	N=342

Table 56: Question D5

Do you work inside the boundaries of Goodyear?	Percent	Number
Yes, outside the home	16%	N=48
Yes, from home	11%	N=35
No	73%	N=223
Total	100%	N=306

Table 57: Question D6

How many years have you lived in Goodyear?	Percent	Number
Less than 2 years	12%	N=42
2 to 5 years	27%	N=92
6 to 10 years	26%	N=88
11 to 20 years	30%	N=103
More than 20 years	5%	N=18
Total	100%	N=343

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Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	98%	N=300
Building with two or more homes (duplex, townhome, apartment or condominium)	1%	N=4
Mobile home	0%	N=1
Other	0%	N=0
Total	100%	N=305

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	3%	N=10
Owned	97%	N=288
Total	100%	N=298

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	4%	N=13
\$300 to \$599 per month	9%	N=30
\$600 to \$999 per month	13%	N=44
\$1,000 to \$1,499 per month	29%	N=97
\$1,500 to \$2,499 per month	32%	N=105
\$2,500 or more per month	13%	N=42
Total	100%	N=331

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	67%	N=203
Yes	33%	N=100
Total	100%	N=303

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	55%	N=167
Yes	45%	N=134
Total	100%	N=301

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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	1%	N=4
\$25,000 to \$49,999	10%	N=31
\$50,000 to \$99,999	39%	N=124
\$100,000 to \$149,999	33%	N=107
\$150,000 or more	17%	N=55
Total	100%	N=321

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	90%	N=300
Yes, I consider myself to be Spanish, Hispanic or Latino	10%	N=34
Total	100%	N=334

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	1%	N=4
Asian, Asian Indian or Pacific Islander	3%	N=10
Black or African American	2%	N=8
White	91%	N=293
Other	7%	N=22

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	0%	N=0
25 to 34 years	13%	N=42
35 to 44 years	18%	N=59
45 to 54 years	16%	N=54
55 to 64 years	19%	N=63
65 to 74 years	29%	N=96
75 years or older	7%	N=22
Total	100%	N=336

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Table 67: Question D16

What is your sex?	Percent	Number
Female	47%	N=114
Male	53%	N=128
Total	100%	N=242

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	57%	N=139
Land line	21%	N=52
Both	21%	N=51
Total	100%	N=242