

Goodyear, AZ

The National Community Survey

Report of Results
2021

Report by:



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About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Goodyear. A livable community is 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. The survey was developed by the experts at Polco’s National Research Center.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 606 residents of the City of Goodyear collected from March 9, 2021 to April 27, 2021. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2021 survey was 18%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Goodyear.

How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). 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 the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five 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. In each tab, 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. Being rated as “higher” or “lower” than the benchmark means that Goodyear’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Goodyear’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2021 ratings compare to other communities’ ratings from the past five years.



Trends over time

Trend data for Goodyear represent important comparison data and should be examined for improvements or declines*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than five percentage points between the 2018 and 2021 surveys, the change is statistically significant.

* In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Methods

Selecting survey recipients

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. Addresses located outside of the City of Goodyear boundaries were removed from the list of potential households to survey. Each address identified as being within city boundaries was further identified as being within one of three regions. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

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 introduction of the survey.

Conducting the survey

The 3,500 randomly selected households received mailings beginning on March 9, 2021 and the survey remained open for seven weeks. For 2,000 households, the first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The final mailing contained a reminder letter, another survey, and a postage-paid return envelope. For the remaining 1,500 households, the first mailing was a postcard inviting the household to participate, followed one week later by a reminder postcard. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in English and Spanish instructing participants on how to complete the survey in their preferred language.

About 2% of the 3,500 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 3,428 households that received the invitations to participate, 606 completed the survey, providing an overall response rate of 18%. The response rate was calculated using AAPOR’s response rate #2* for mailed surveys of unnamed persons.

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. 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 (606 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the City of Goodyear. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and a question about where they heard about the survey. The open participation survey was open to all city residents and became available on April 13, 2021. The survey remained open for two weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2017 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 age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	4%	18%	28%
	35-54	22%	41%	36%
	55+	75%	40%	36%
Area	Central	27%	37%	41%
	North	52%	42%	41%
	South/Sonoran Valley	22%	20%	18%
Hispanic origin	No, not Spanish, Hispanic, or Latino	86%	75%	75%
	Spanish, Hispanic, or Latino	14%	25%	25%
Housing tenure	Own	93%	74%	74%
	Rent	8%	26%	26%
Housing type	Attached	5%	9%	9%
	Detached	95%	91%	91%
Race & Hispanic origin	Not white alone	28%	41%	42%
	White alone, not Hispanic or Latino	72%	59%	58%
Sex	Female	48%	51%	54%
	Male	52%	49%	46%
Sex/age	Female 18-34	2%	8%	16%
	Female 35-54	13%	22%	20%
	Female 55+	34%	20%	18%
	Male 18-34	2%	10%	12%
	Male 35-54	9%	19%	17%
	Male 55+	41%	20%	18%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. 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/good, very safe/somewhat safe, essential/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 the tab “Complete data”. 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.

Contact

The City of Goodyear funded this research. Please contact Christina Panaitescu of the City of Goodyear at christina.panaitescu@goodyearaz.gov if you have any questions about the survey.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

* Targets come from the 2010 Census and 2017 American Community Survey

Highlights

Goodyear's economy is a strong community feature.

About 9 in 10 survey participants gave high ratings to the overall economic health of Goodyear, which was higher than the national benchmark and improved from 2018 to 2021. Residents also gave above-average marks to Goodyear as a place to work (83% excellent or good), economic development (74%), employment opportunities (68%), and cost of living (61%). More residents in Goodyear believed the economy would have a positive impact on their family income in the six months following the survey than residents in comparison communities. Furthermore, from 2018 to 2021, residents' assessments of Goodyear as a place to work, the overall quality of business and service establishments, the vibrancy of the downtown/commercial area, shopping opportunities, economic development, and employment opportunities improved (notably, this latter rating increased by 30% since the last survey iteration).

Residents give positive marks to mobility, yet public transportation may be an opportunity for improvement.

About 8 in 10 residents positively reviewed ease of public parking, ease of travel by car, street lighting, street cleaning, and sidewalk maintenance, while three-quarters gave high marks to street repair; these assessments were outstanding and above the national benchmarks. Survey participants' ratings of street lighting improved from 2018 to 2021. However, residents' evaluations of traffic flow on major streets and traffic enforcement declined over this time.

Public transportation may be an area to focus attention in the future. About 6 in 10 respondents indicated it was essential or very important for the City to enhance regional and local public transit services. Additionally, residents' assessments of the ease of travel by public transportation and bus or transit services were lower than the national benchmarks and declined from 2018 to 2021.

Natural environment may be an area to focus in the coming years.

About three-quarters of residents positively rated the overall quality of the natural environment in Goodyear, which was on par with comparison communities but declined from 2018 to 2021. Other areas where ratings declined since 2018 included preservation of natural areas, Goodyear open space, and recycling. Additionally, respondents' assessments of air quality and water resources (beaches, lakes, ponds, riverways, etc.) were lower than the national benchmarks. About 87% of respondents felt it was essential or very important for the City to enhance water conservation and other sustainability programs in the coming two years.

Residents praise community design in Goodyear.

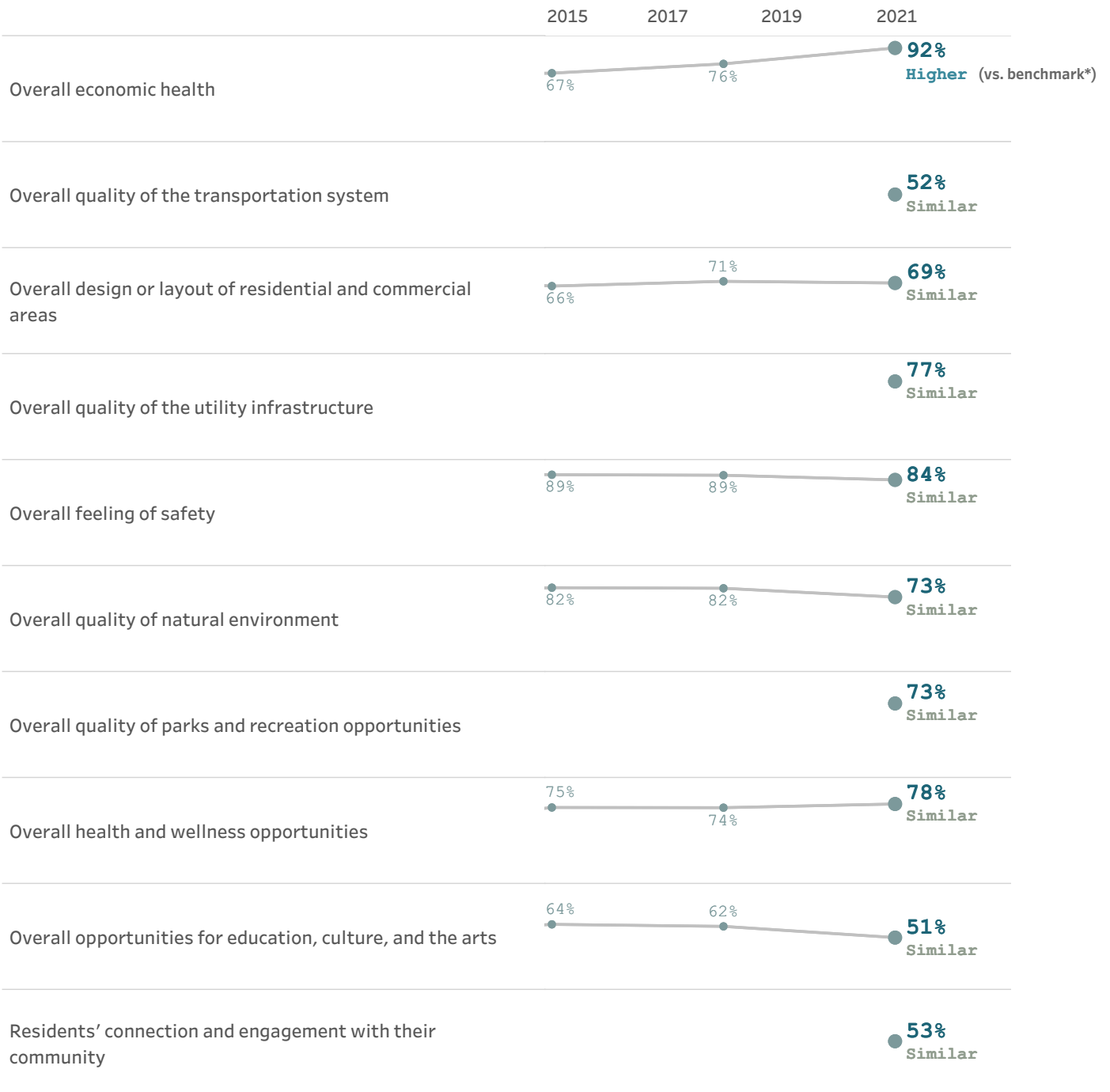
About 7 in 10 residents gave high ratings to the overall quality of new development in Goodyear; this rating was higher than the national benchmark and improved from 2018 to 2021. Additionally, assessments of the variety of housing options (68% excellent or good), well-planned commercial growth (65%), code enforcement (64%), and the availability of affordable quality housing (56%) were strong and above the national averages. About 7 in 10 favorably reviewed the overall design or layout of Goodyear's residential and commercial areas, and 9 in 10 indicated this was an essential or very important focus for the community in the coming two years.

Facets of livability

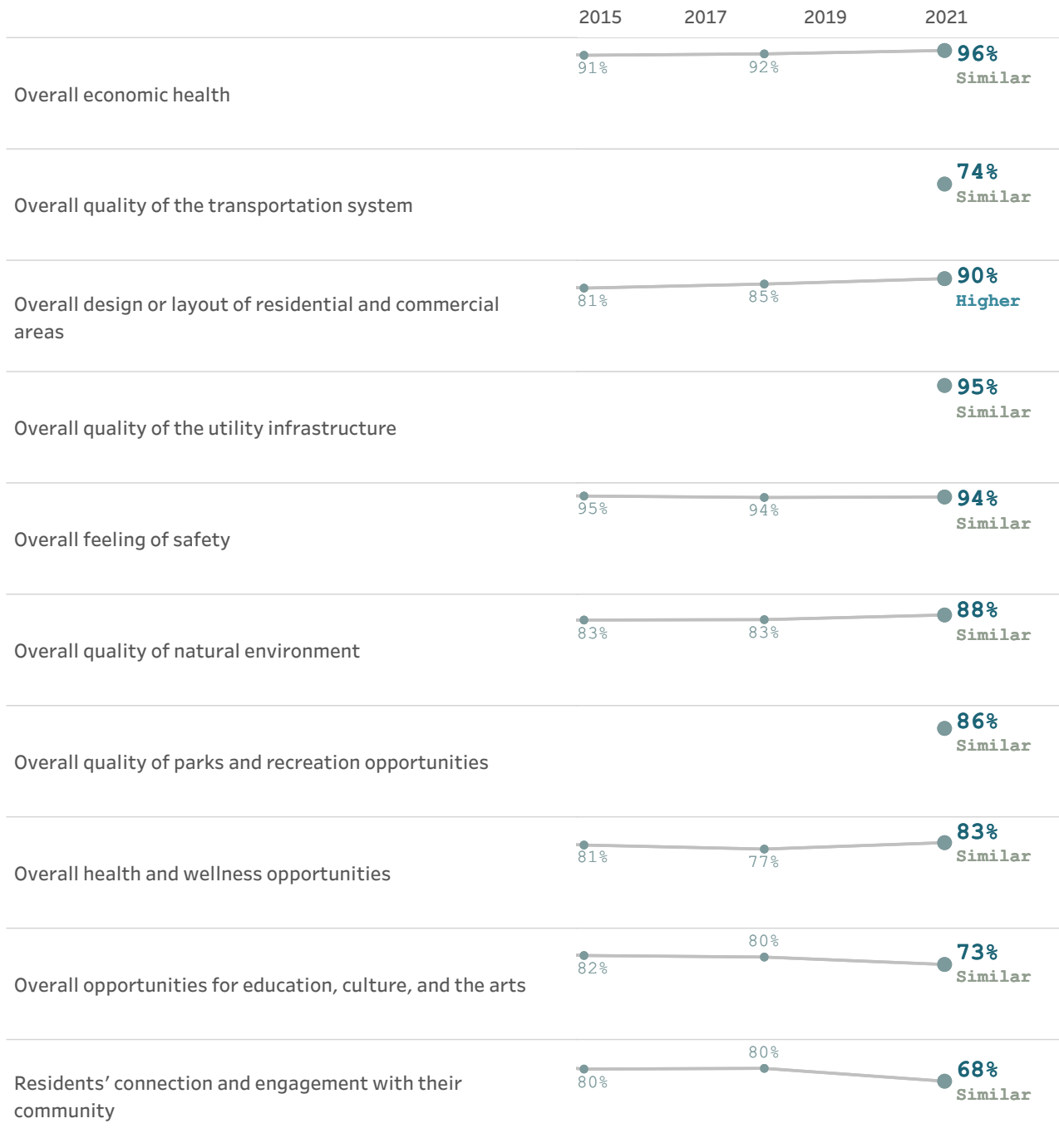
Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)



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 or very important)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 73% or more of respondents were considered of “higher quality” and those with ratings lower than 73% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 87% or more of respondents. Services were rated as “less important” if they received a rating of less than 87%. This classification uses the median ratings for quality and importance to divide the services in half.

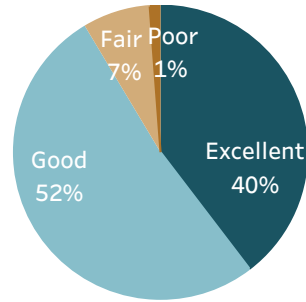
The quadrants in the figure below show which community facets were given higher or lower importance ratings (up-down) and which had higher or lower quality ratings (right-left). Services categorized as higher in importance and lower in quality may warrant further investigation to see if changes to their delivery are necessary.



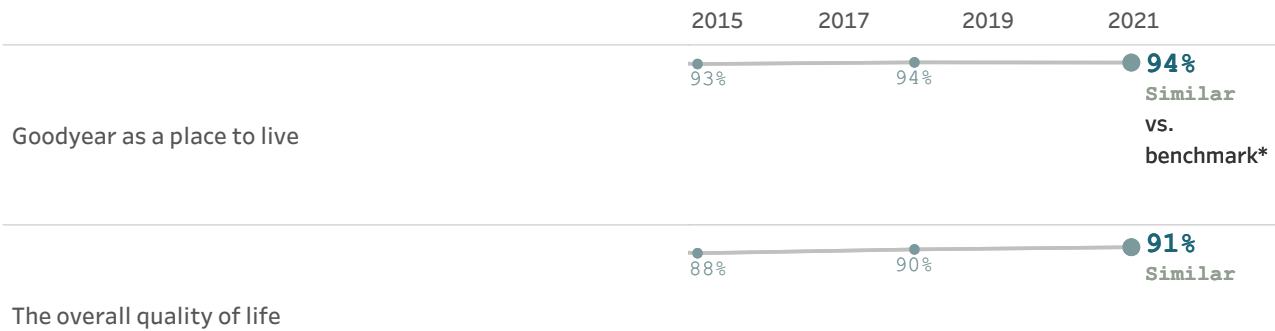
Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in Goodyear, 2021



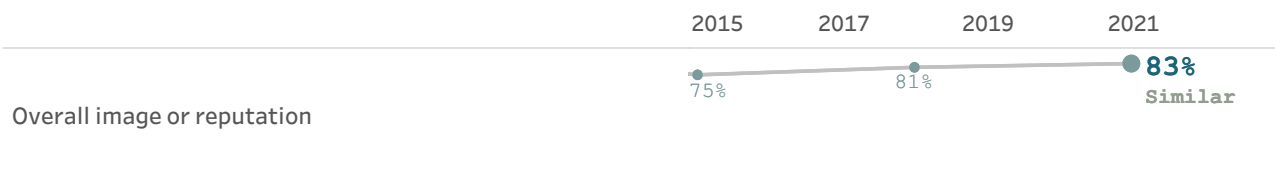
Please rate each of the following aspects of quality of life in Goodyear.
(% excellent or good)



Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)



Please rate each of the following in the Goodyear community.
(% excellent or good)

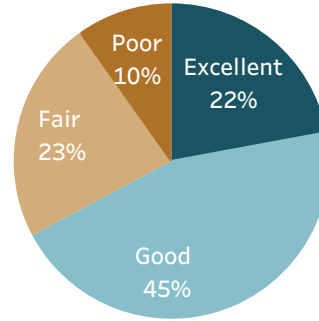


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

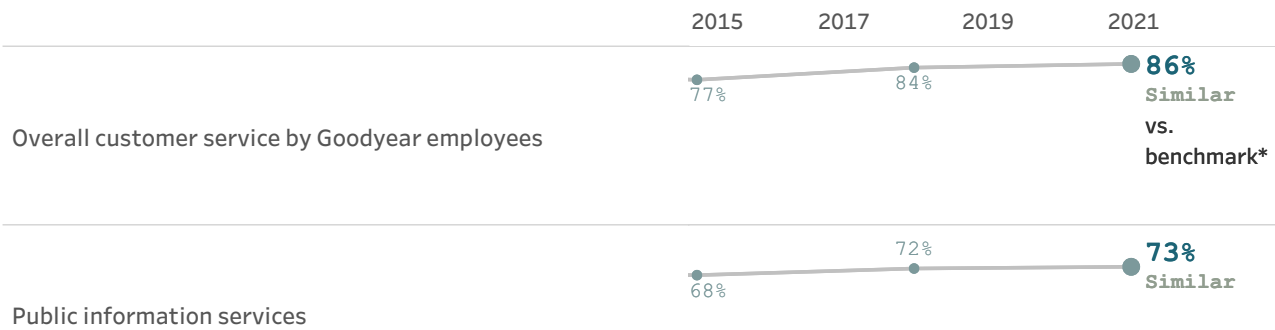
Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

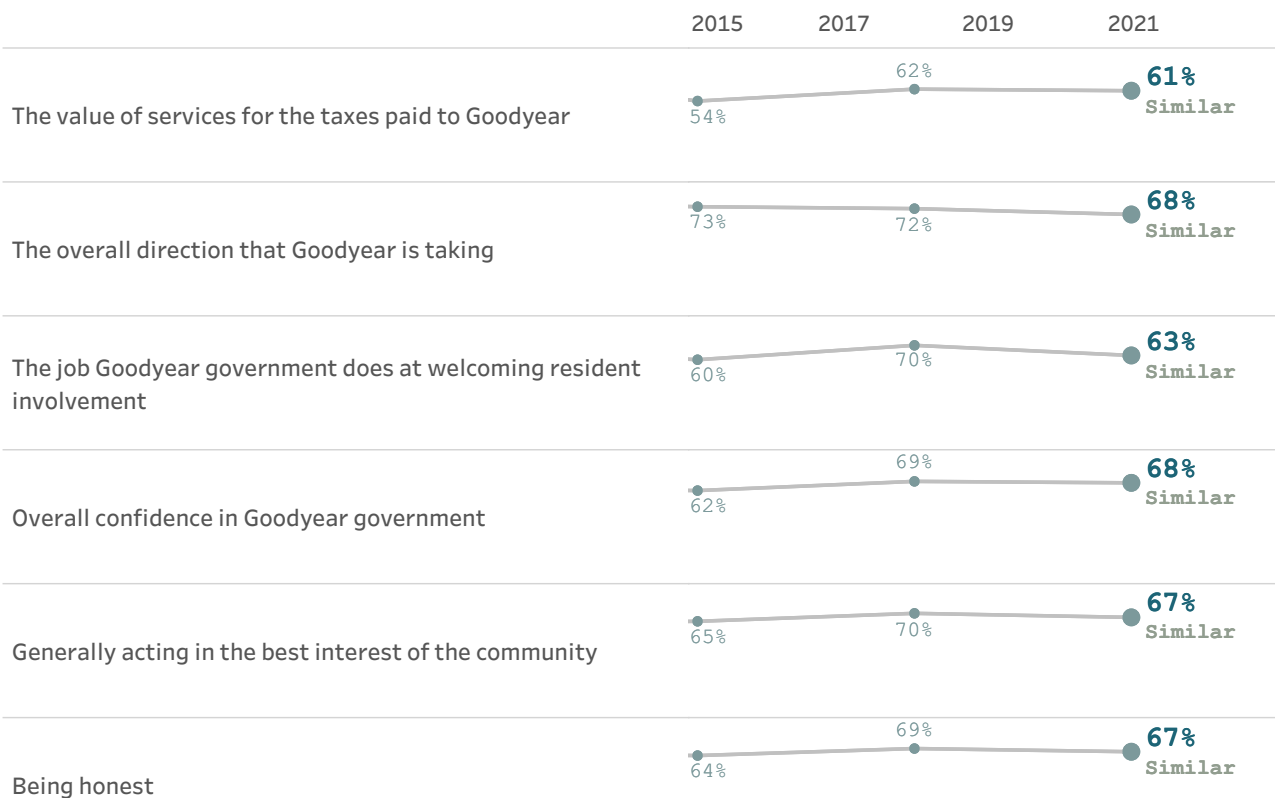
Overall confidence in Goodyear government, 2021

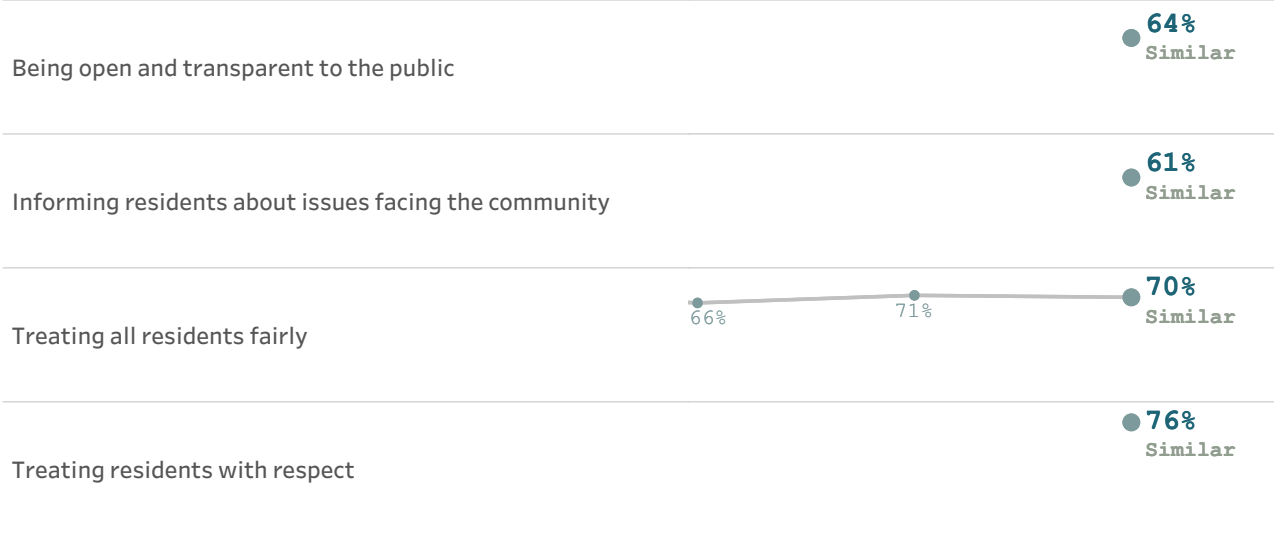


Please rate the quality of each of the following services in Goodyear. (% excellent or good)

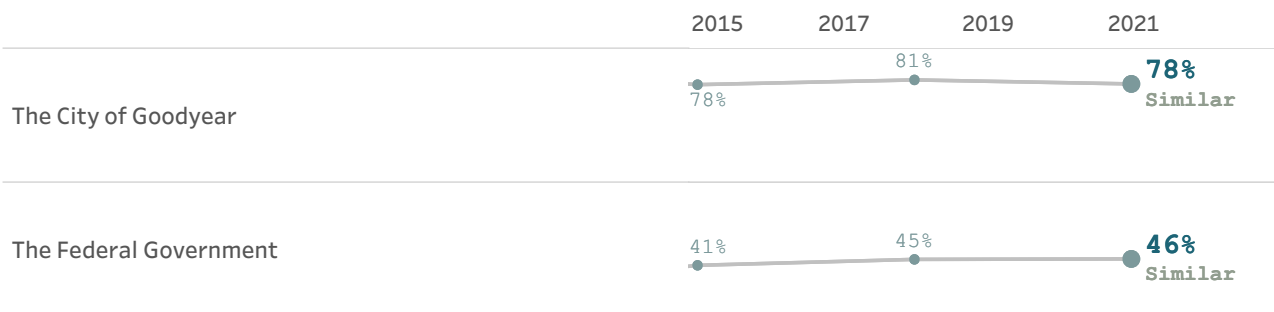


Please rate the following categories of Goodyear government performance. (% excellent or good)





**Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)**

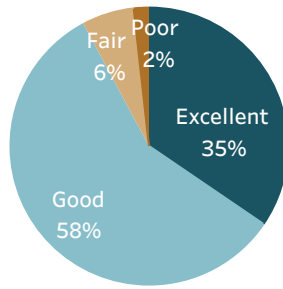


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

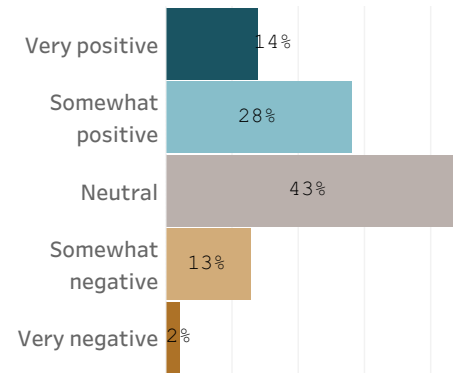
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

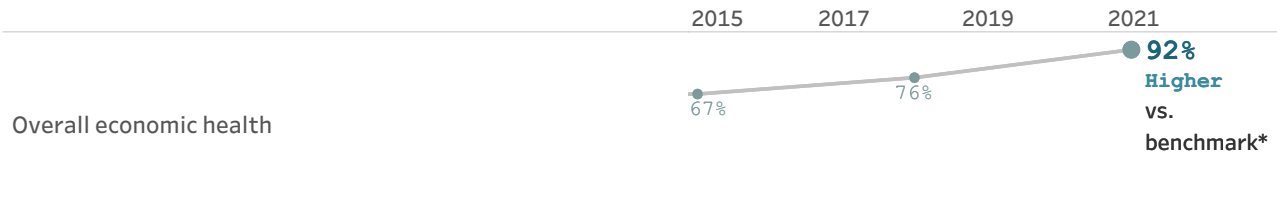
Overall economic health of Goodyear, 2021



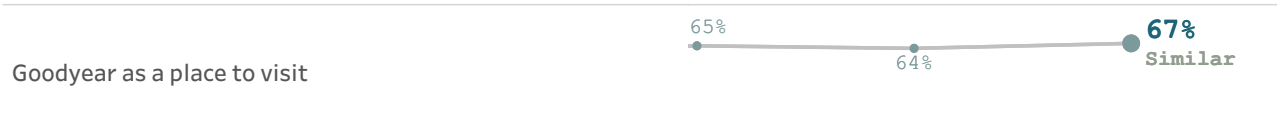
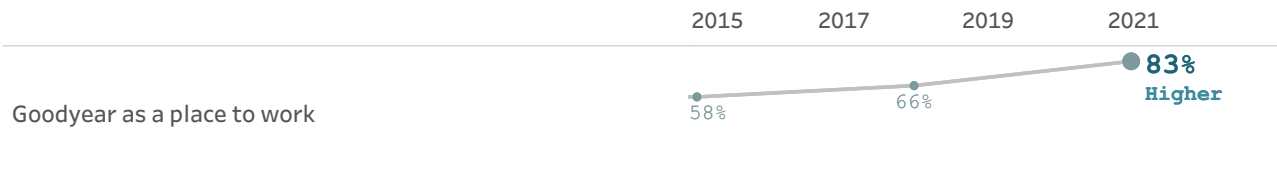
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



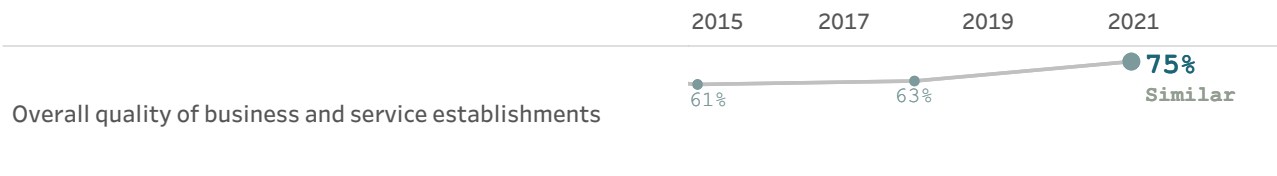
Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)

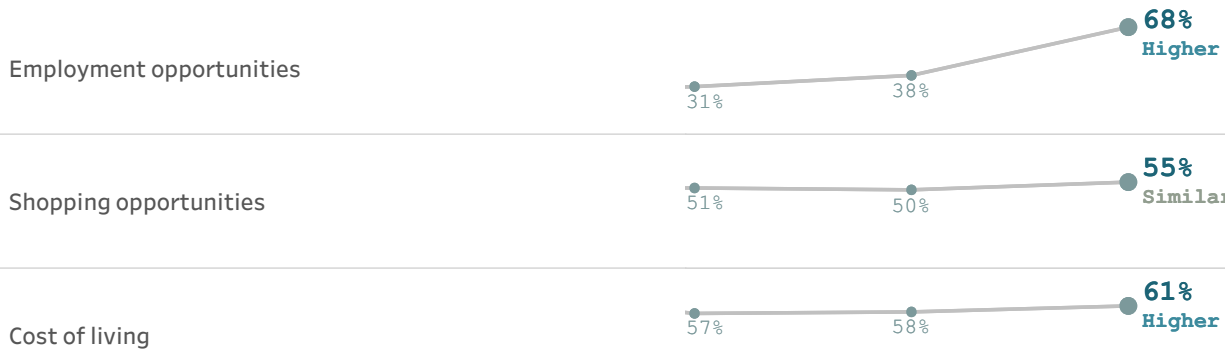


Please rate each of the following aspects of quality of life in Goodyear. (% excellent or good)

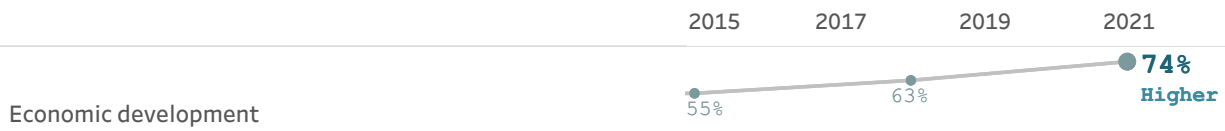


Please rate each of the following in the Goodyear community. (% excellent or good)

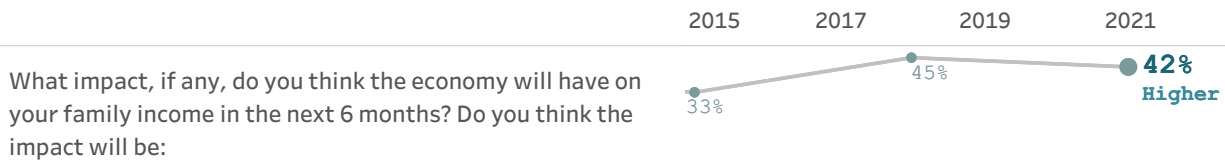




Please rate the quality of each of the following services in Goodyear.
(% excellent or good)



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 or somewhat positive)

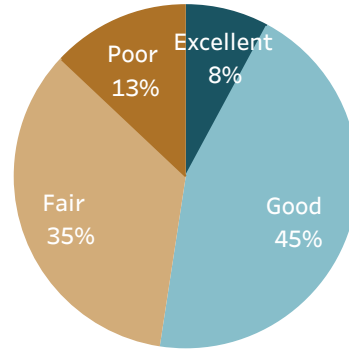


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

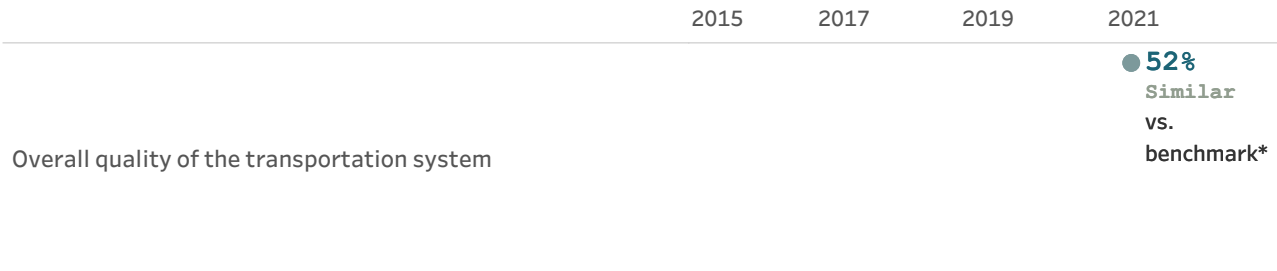
Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

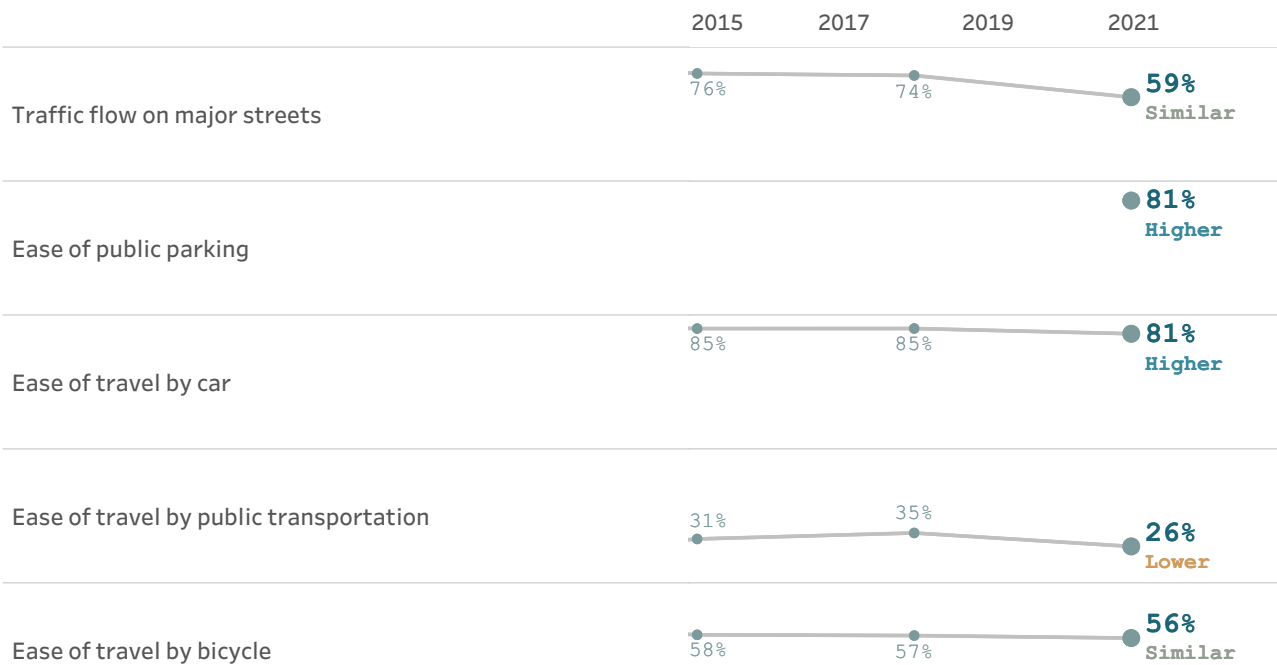
Overall quality of the transportation system in Goodyear, 2021

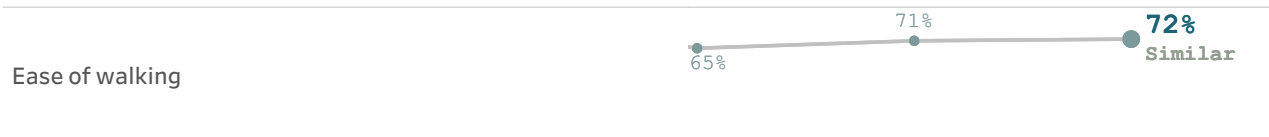


Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)

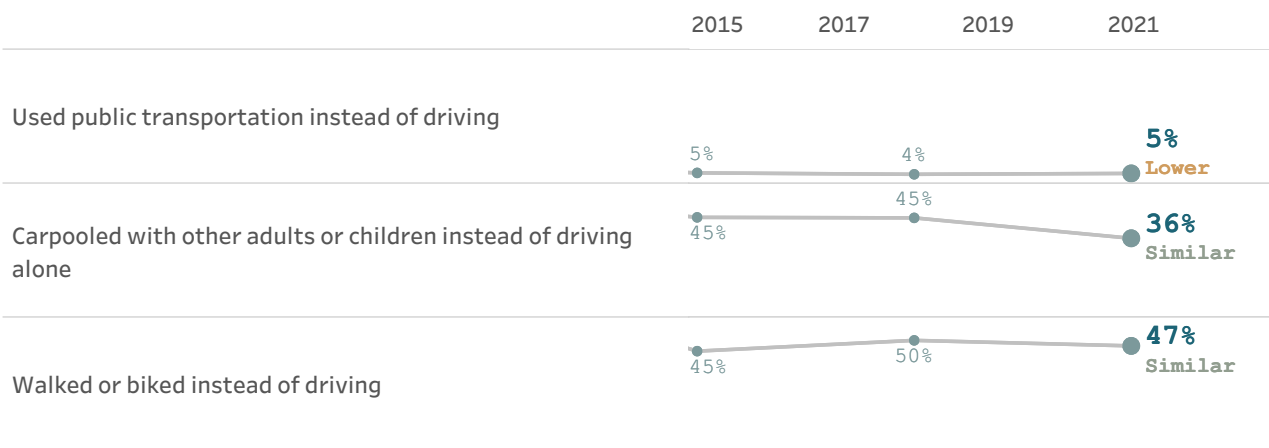


Please also rate each of the following in the Goodyear community.
(% excellent or good)

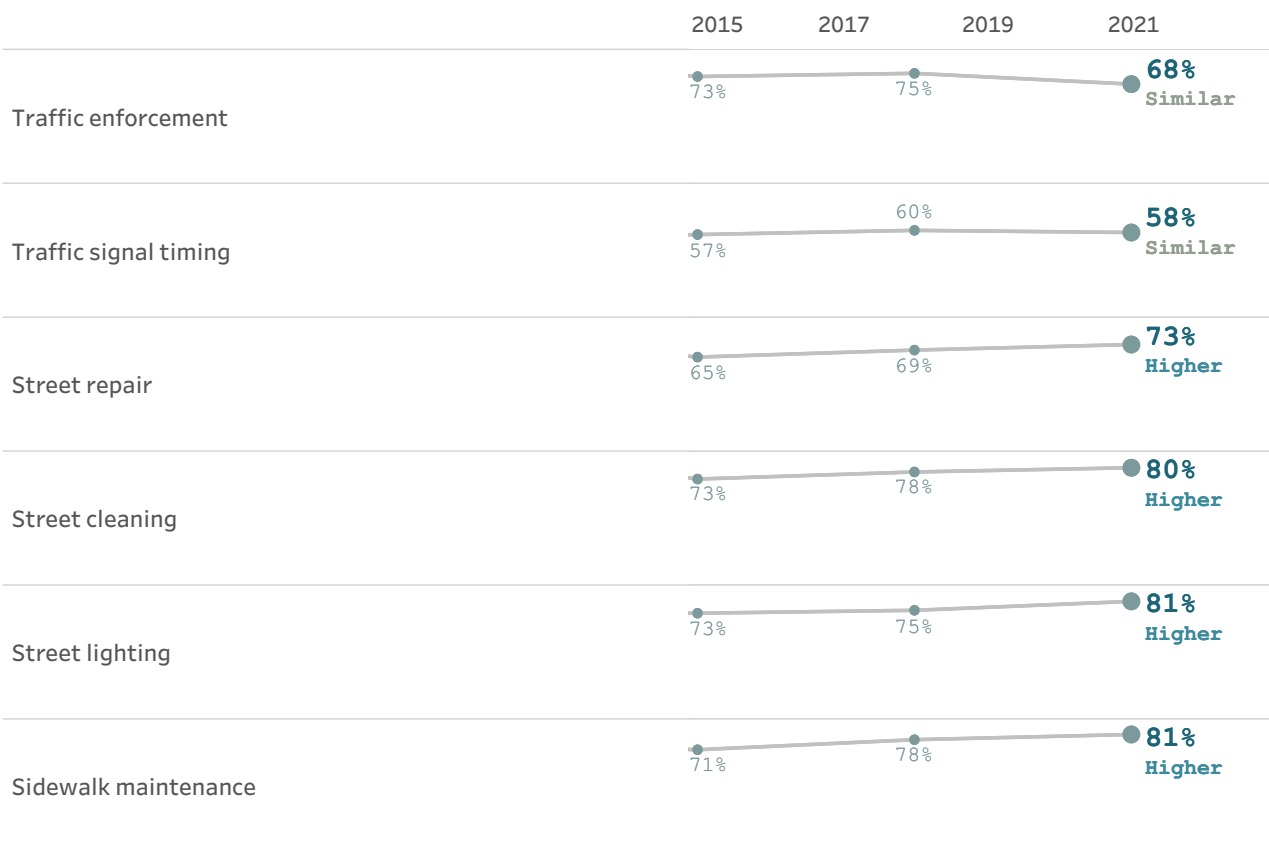




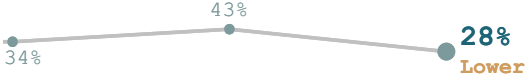
**Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)**



**Please rate the quality of each of the following services in Goodyear.
(% excellent or good)**



Bus or transit services

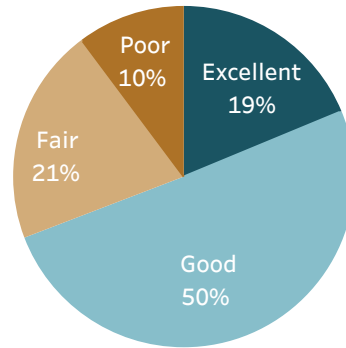


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

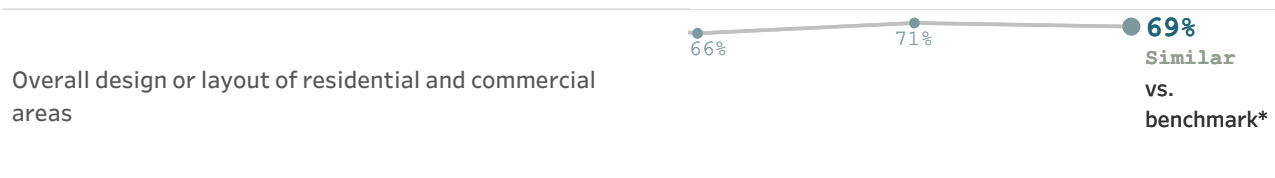
Overall design or layout of Goodyear's residential and commercial areas, 2021

Community design

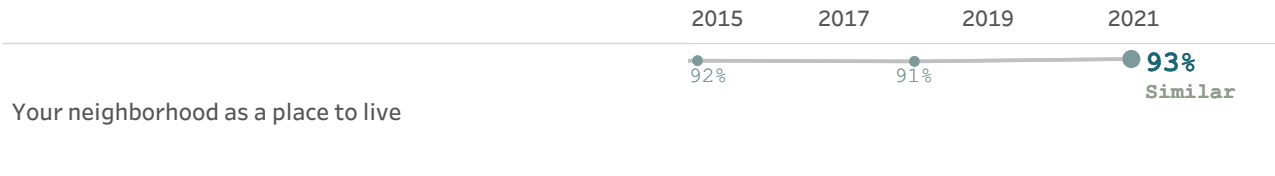
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)

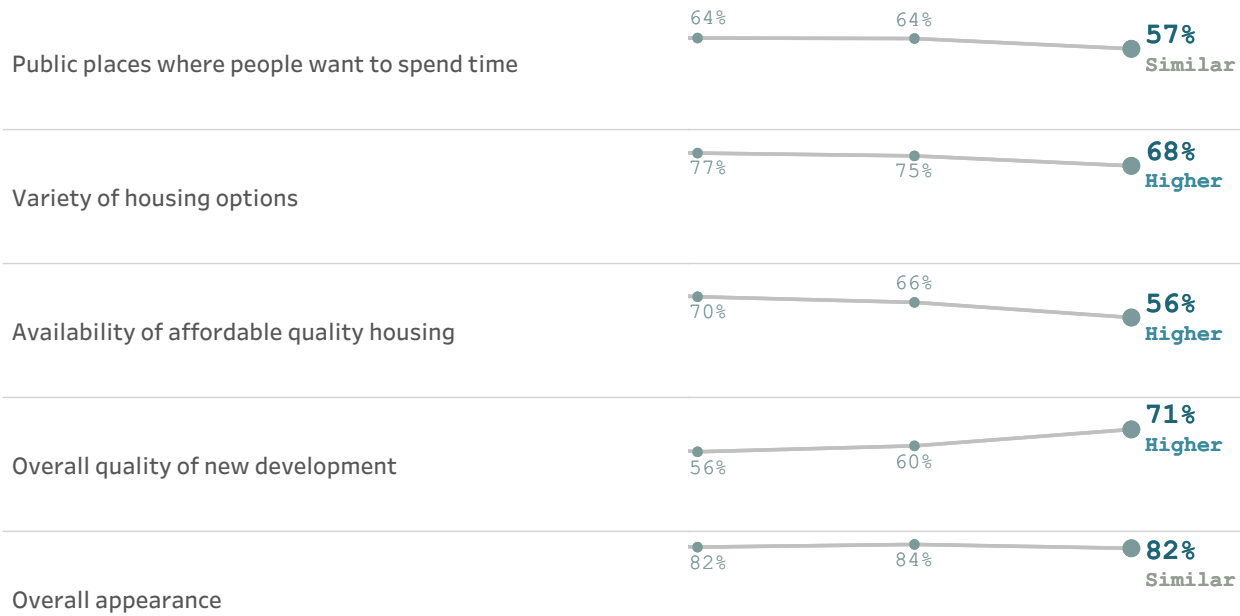


Please rate each of the following aspects of quality of life in Goodyear. (% excellent or good)

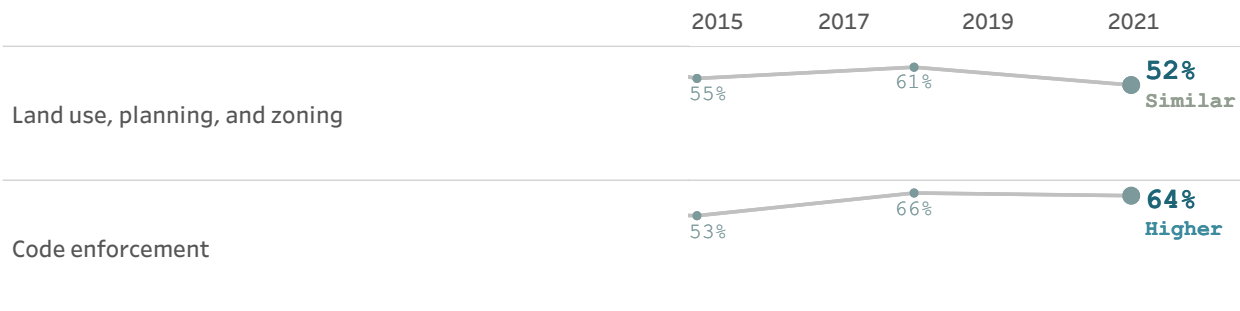


Please also rate each of the following in the Goodyear community. (% excellent or good)





**Please rate the quality of each of the following services in Goodyear.
(% excellent or good)**



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

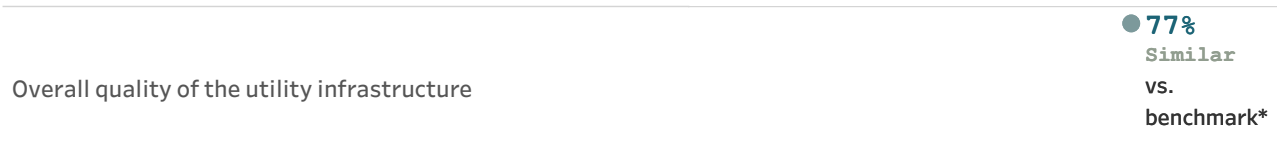
Overall quality of the utility infrastructure in Goodyear, 2021



Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)



Please rate the quality of each of the following services in Goodyear.
(% excellent or good)



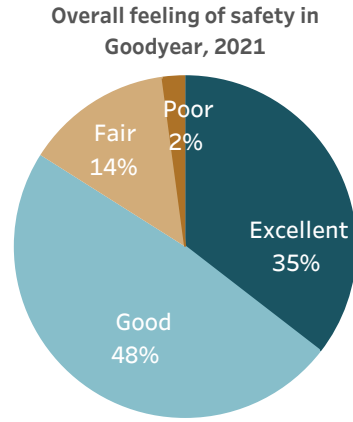
Utility billing



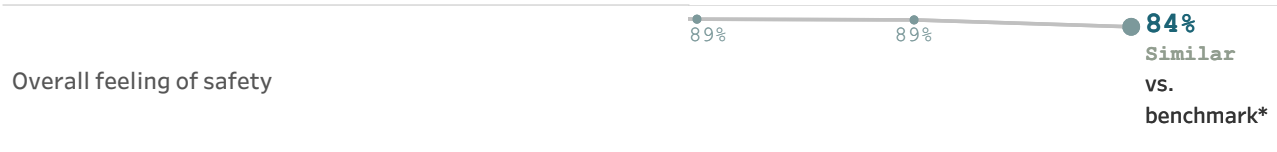
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Safety

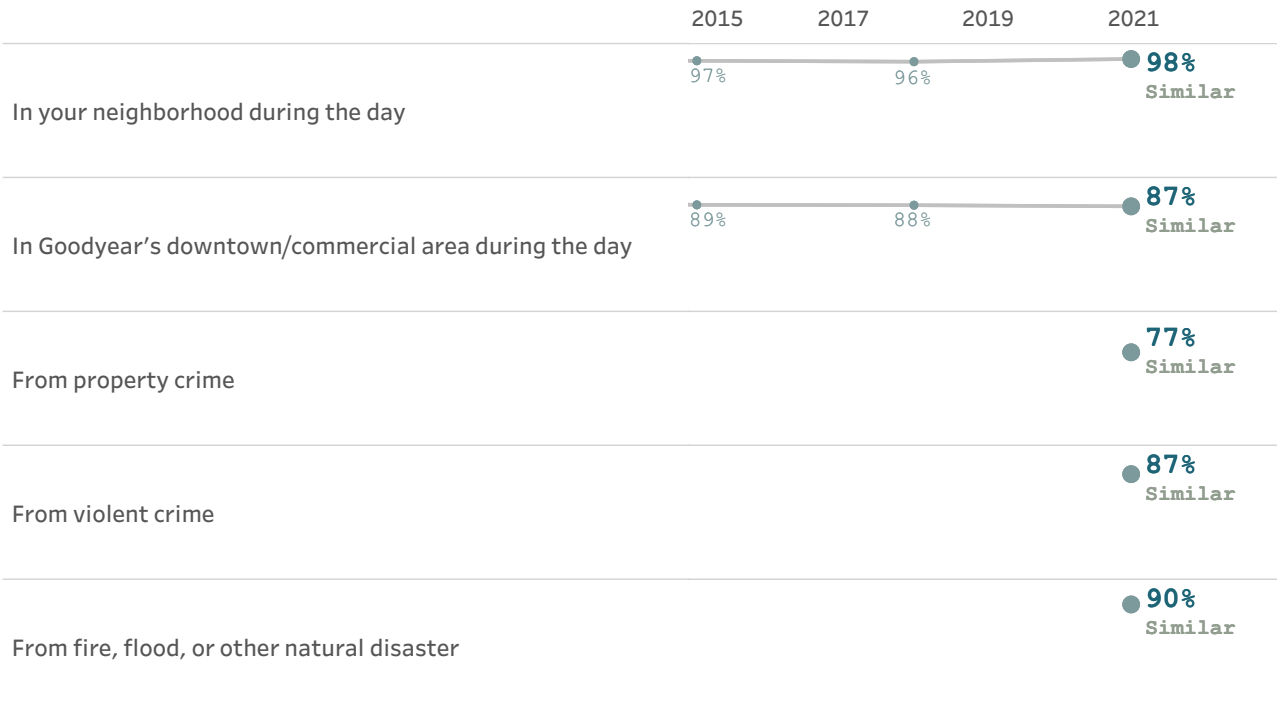
Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.



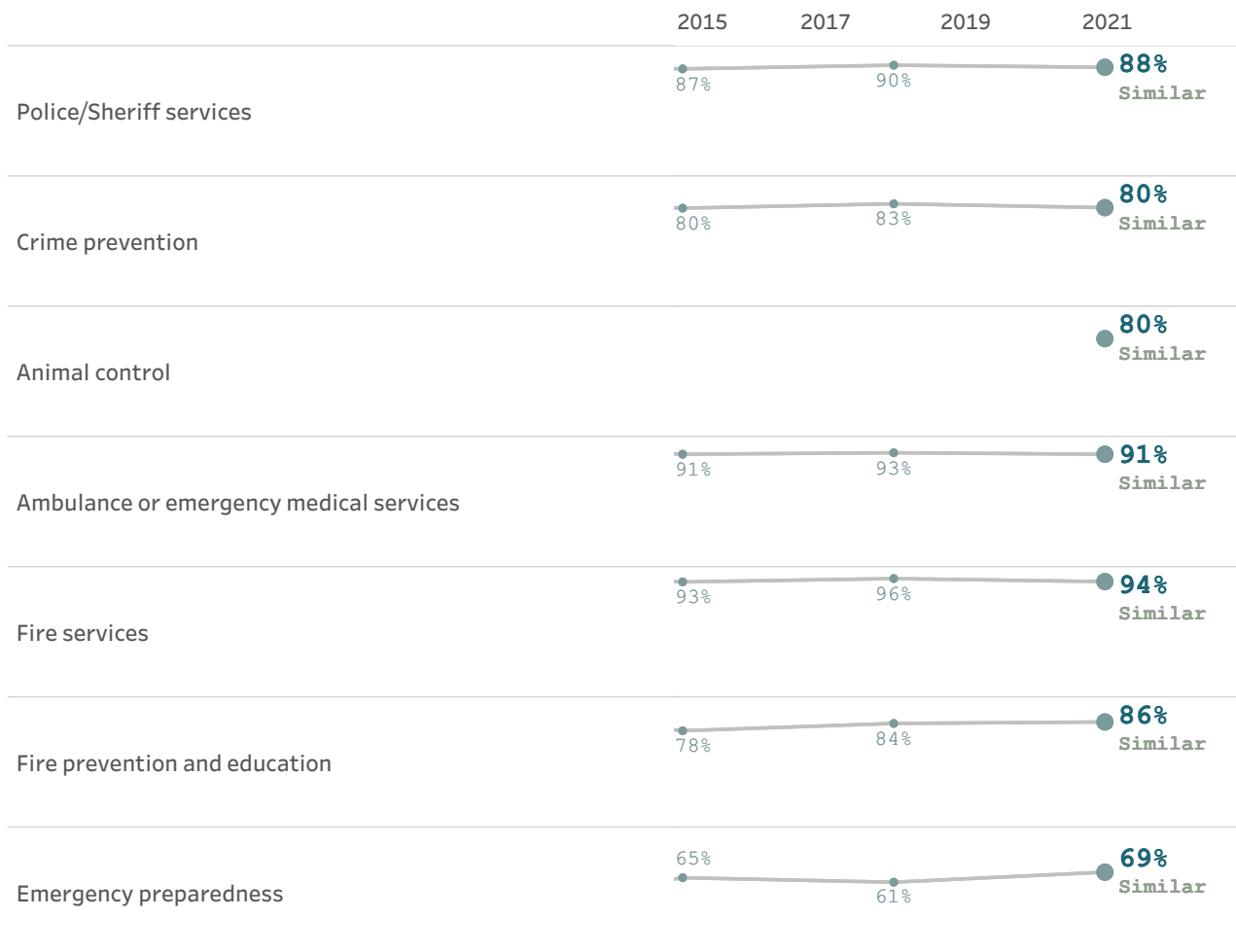
Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)



Please rate how safe or unsafe you feel: (% very or somewhat safe)

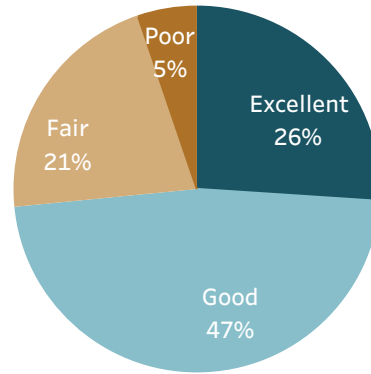


Please rate the quality of each of the following services in Goodyear.
 (% excellent or good)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

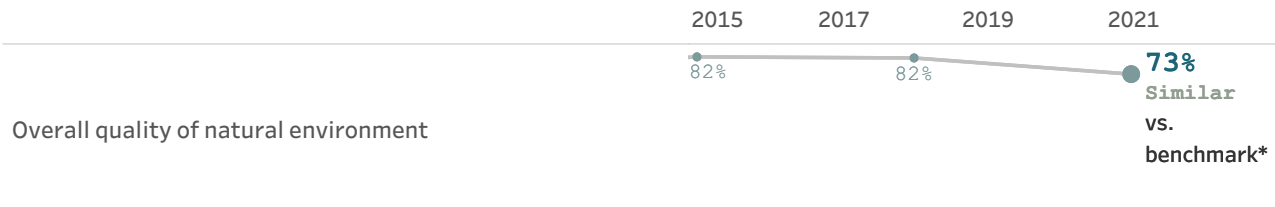
Overall quality of natural environment in Goodyear, 2021



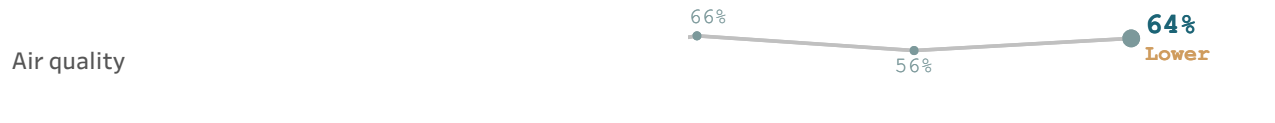
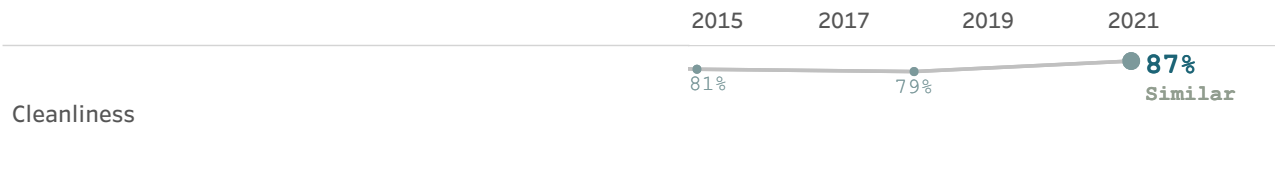
Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

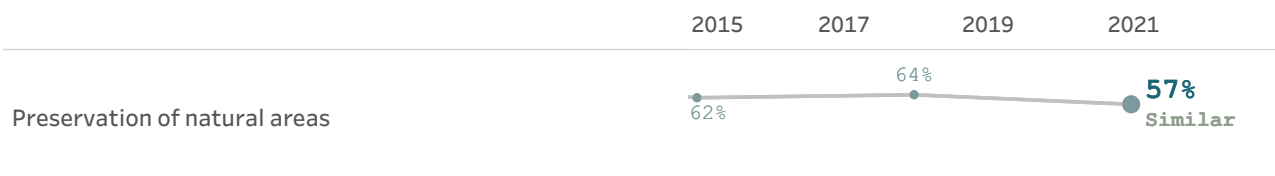
Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)

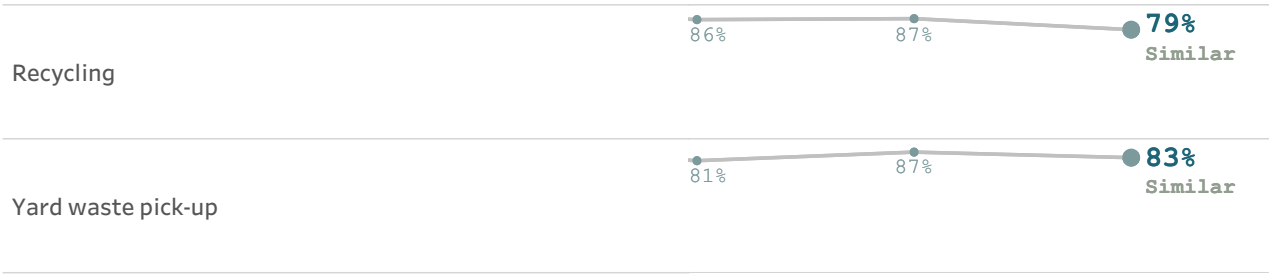


Please also rate each of the following in the Goodyear community.
(% excellent or good)



Please rate the quality of each of the following services in Goodyear.
(% excellent or good)





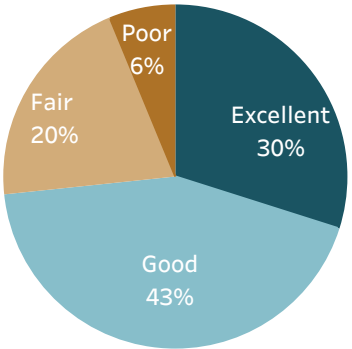
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2021

Parks and recreation

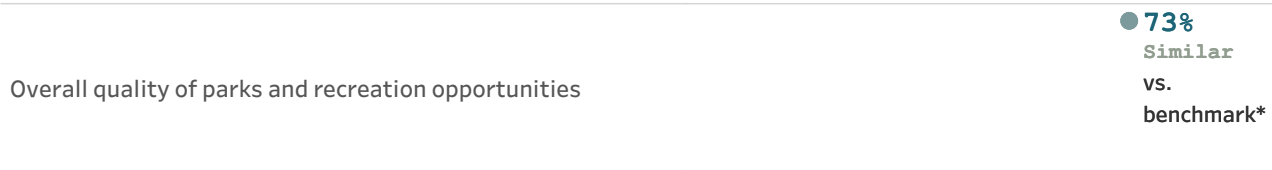
“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.”

- National Recreation and Park Association



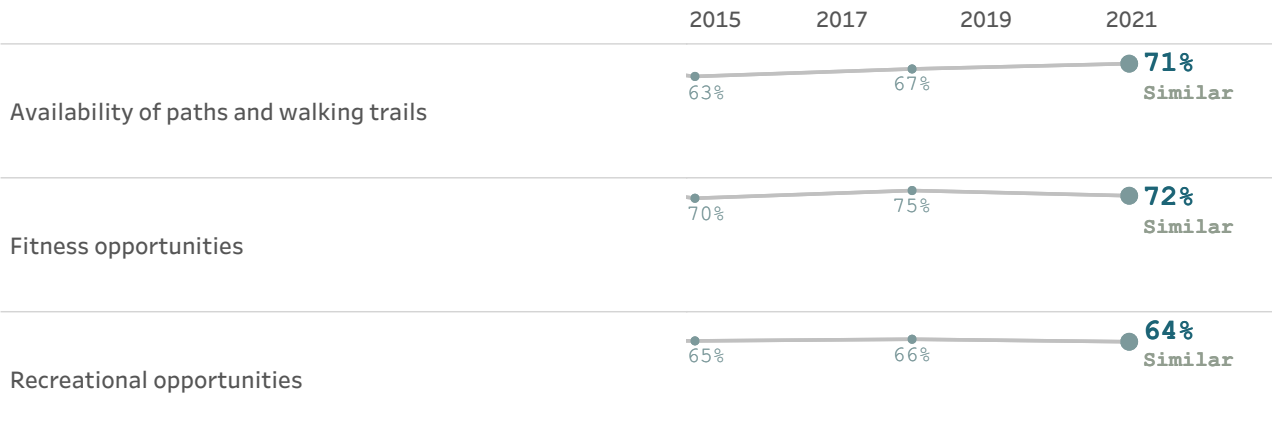
Please rate each of the following characteristics as they relate to Goodyear as a whole.

(% excellent or good)



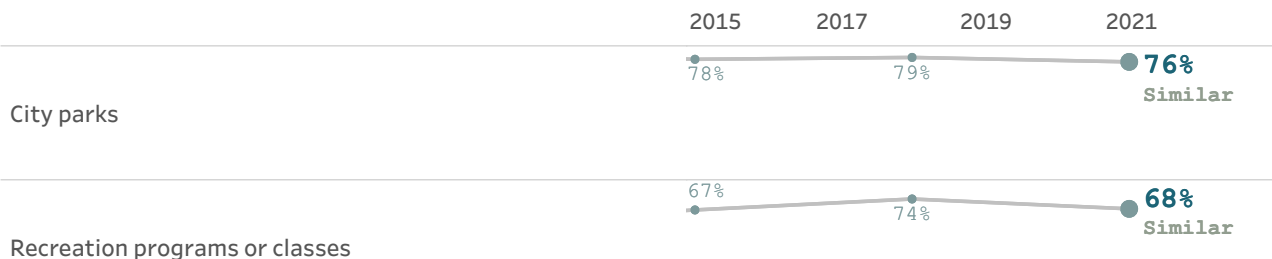
Please also rate each of the following in the Goodyear community.

(% excellent or good)



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

(% excellent or good)

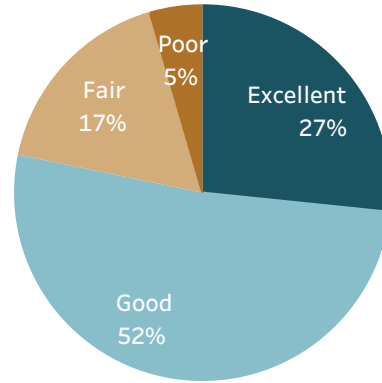


Recreation centers or facilities



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

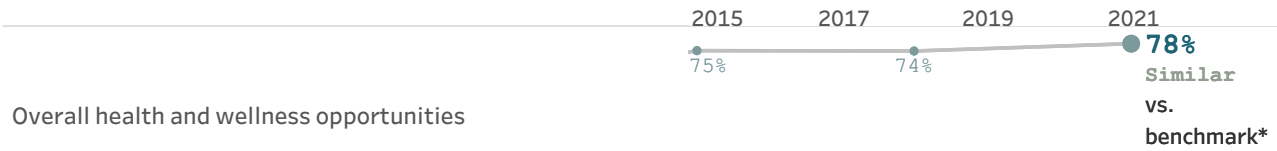
Overall health and wellness opportunities in Goodyear, 2021



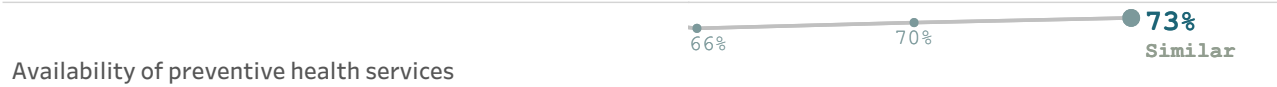
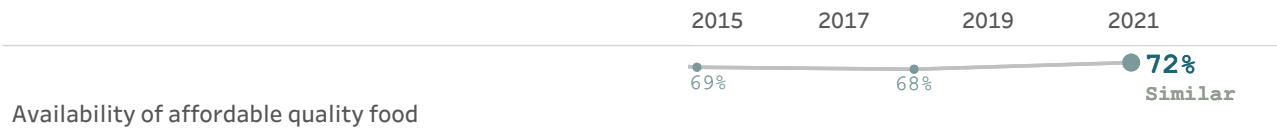
Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

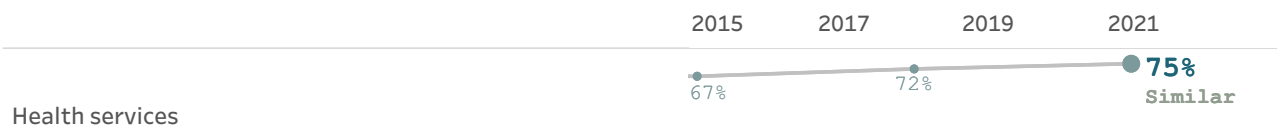
Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)



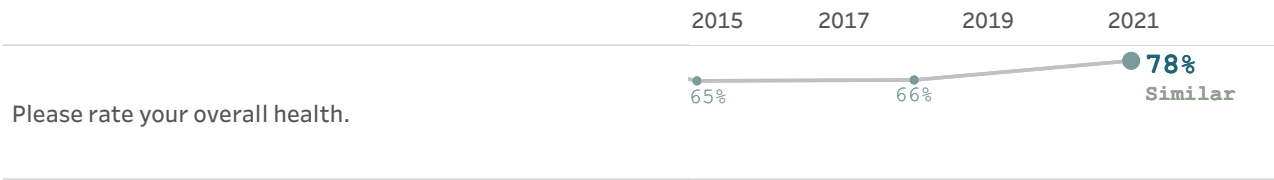
Please also rate each of the following in the Goodyear community.
(% excellent or good)



Please rate the quality of each of the following services in Goodyear.
(% excellent or good)

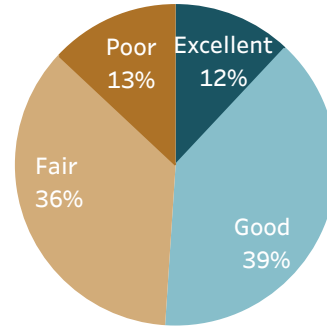


Please rate your overall health.
(% excellent or very good)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

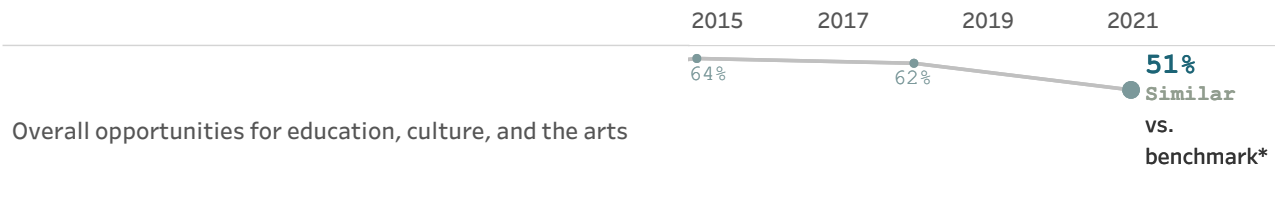
Overall opportunities for education, culture and the arts, 2021



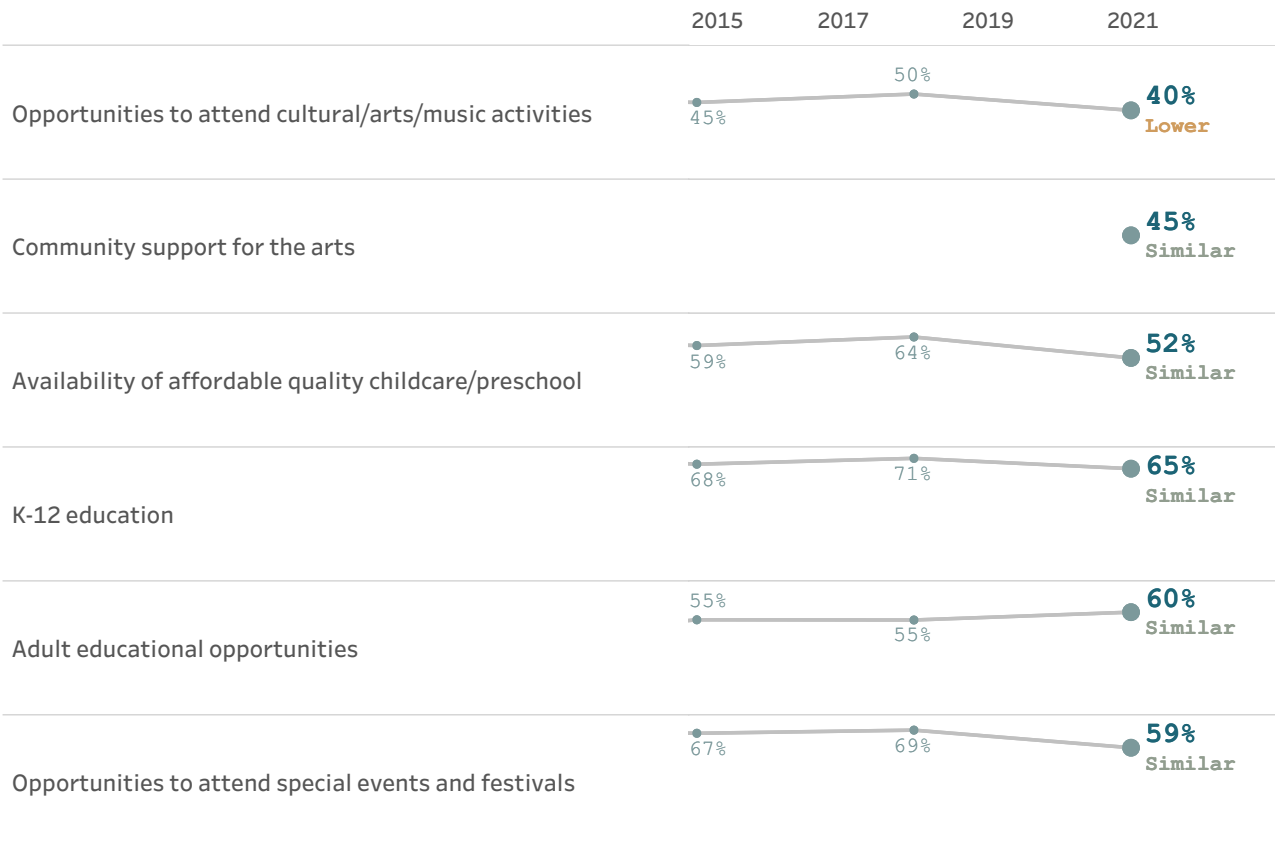
Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

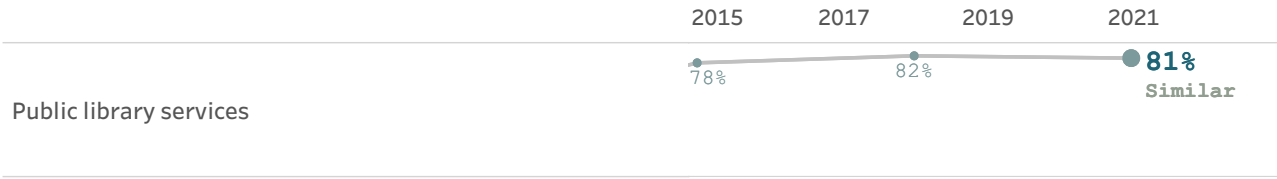
Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)



Please also rate each of the following in the Goodyear community. (% excellent or good)



Please rate the quality of each of the following services in Goodyear.
(% excellent or good)

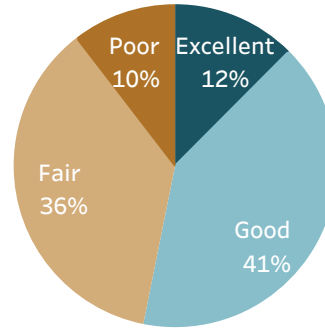


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

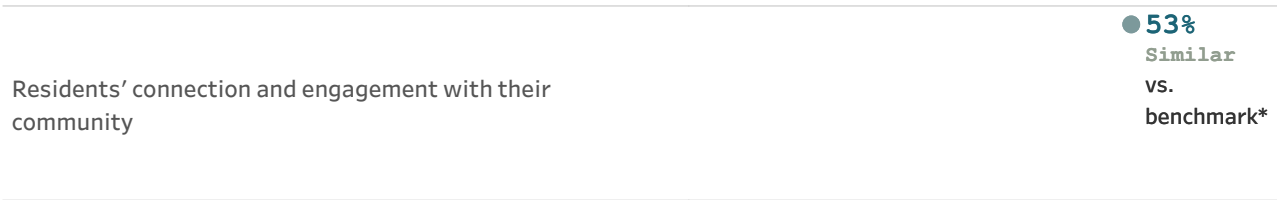
Residents' connection and engagement with their community, 2021

Inclusivity and engagement

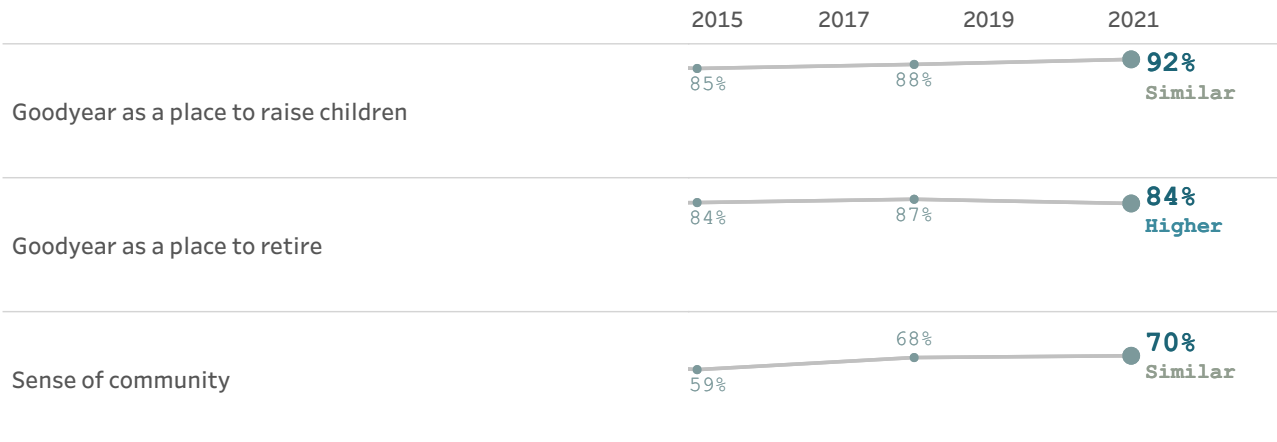
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



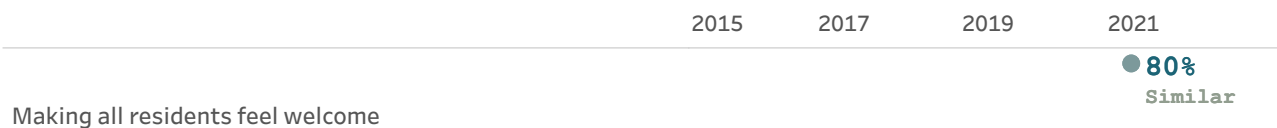
Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)



Please rate each of the following aspects of quality of life in Goodyear.
(% excellent or good)



Please rate the job you feel the Goodyear community does at each of the following.
(% excellent or good)



● **75%**
Similar

Attracting people from diverse backgrounds

● **78%**
Similar

Valuing/respecting residents from diverse backgrounds

● **70%**
Similar

Taking care of vulnerable residents

Please also rate each of the following in the Goodyear community.
(% excellent or good)

2015 2017 2019 2021

● **61%**
Similar

Sense of civic/community pride

● **64%**
Similar

Neighborliness of residents

62% 67%

● **60%**
Similar

Opportunities to participate in social events and activities

49% 57%

● **64%**
Similar

Opportunities to volunteer

60% 65%

● **54%**
Similar

Opportunities to participate in community matters

59% 62%

● **68%**
Similar

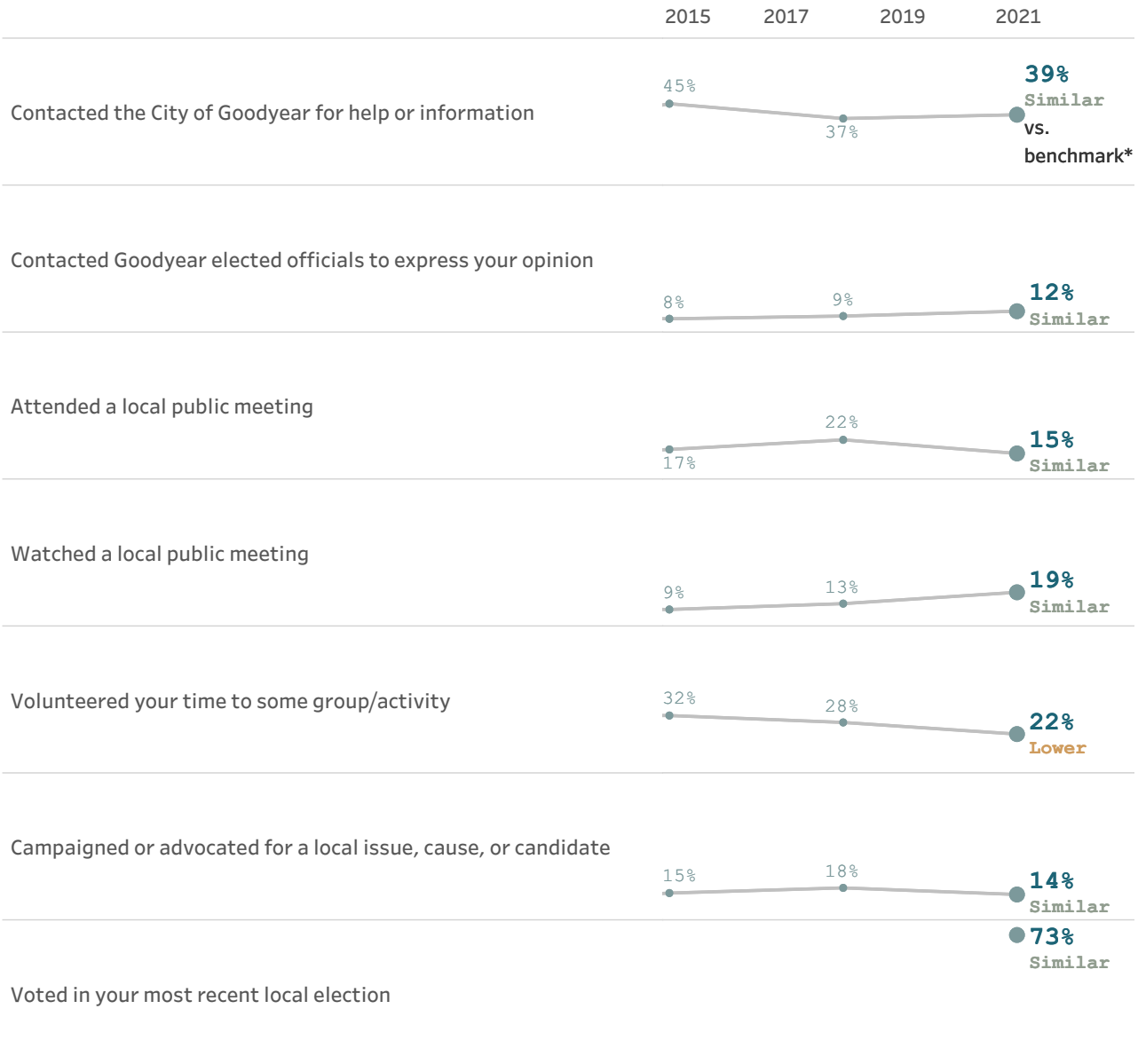
Openness and acceptance of the community toward people of diverse backgrounds

72% 69%

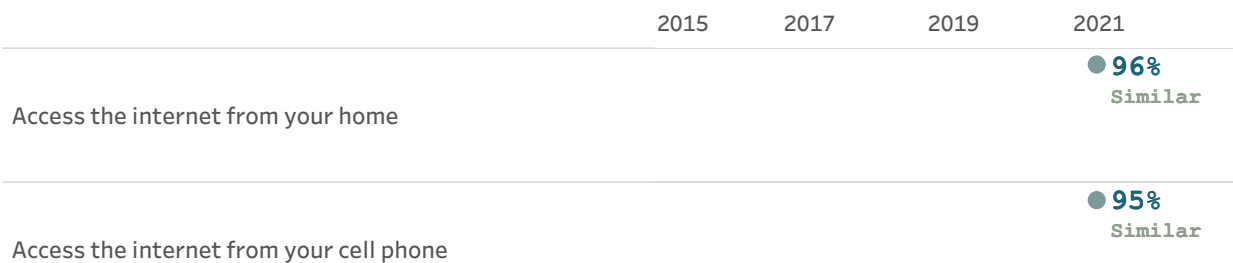
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)



In general, how many times do you:
(% a few times a week or more)

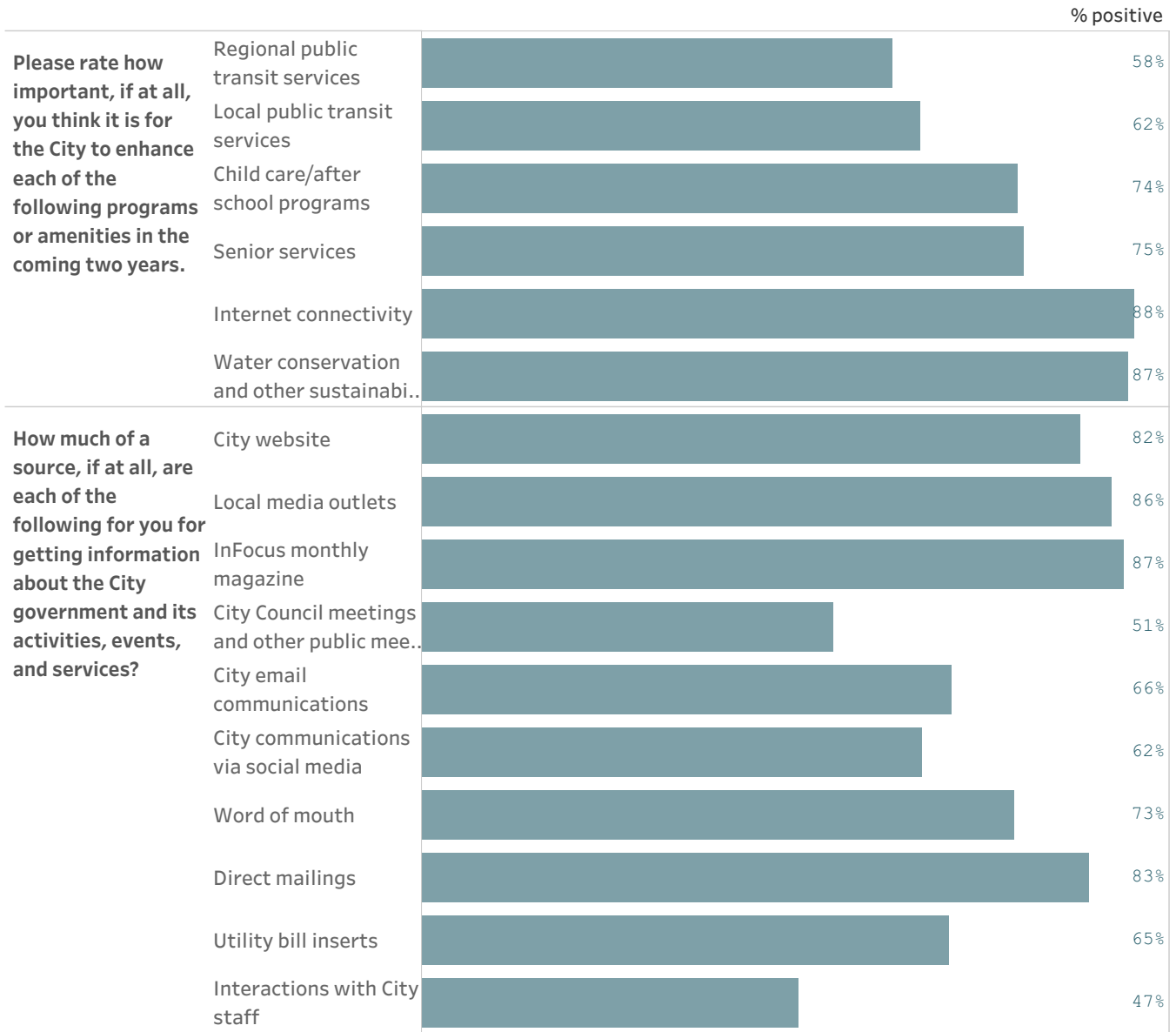


Visit social media sites	● 79% Similar
Use or check email	● 97% Similar
Share your opinions online	● 33% Similar
Shop online	● 62% Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Custom questions

Below are the results of each custom question on the survey. The percentage of positive responses (essential/very important or major source/minor source) is shown.



National benchmark tables

This table contains the comparisons of Goodyear’s results to those from other communities. The first column shows the comparison of Goodyear’s rating to the benchmark. Goodyear’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Goodyear residents is statistically similar to or different than the benchmark. The second column is Goodyear’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Goodyear’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Goodyear’s result -- that is what percent of surveyed communities had a lower rating than Goodyear.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Goodyear.	Goodyear as a place to live	Similar	94%	79	362	78
	Your neighborhood as a place to live	Similar	93%	36	303	88
	Goodyear as a place to raise children	Similar	92%	98	362	73
	Goodyear as a place to work	Higher	83%	46	347	87
	Goodyear as a place to visit	Similar	67%	139	291	52
	Goodyear as a place to retire	Higher	84%	25	349	93
	The overall quality of life	Similar	91%	97	399	75
	Sense of community	Similar	70%	98	302	67
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health	Higher	92%	25	276	91
	Overall quality of the transportation system	Similar	52%	41	67	40
	Overall design or layout of residential/commercial areas	Similar	69%	101	271	63
	Overall quality of the utility infrastructure	Similar	77%	26	67	62
	Overall feeling of safety	Similar	84%	155	345	55
	Overall quality of natural environment	Similar	73%	188	281	33
	Overall quality of parks and recreation opportunities	Similar	73%	51	68	26
	Overall health and wellness opportunities	Similar	78%	103	273	62
	Overall opportunities for education, culture, and the arts	Similar	51%	214	272	21
	Residents’ connection and engagement with their community	Similar	53%	43	68	38
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Goodyear to someone who asks	Similar	93%	66	288	77
	Remain in Goodyear for the next five years	Similar	85%	128	281	54
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	98%	82	331	75
	In Goodyear’s downtown/commercial area during the day	Similar	87%	191	310	38

Please rate how safe or unsafe you feel:	From property crime	Similar	77%	36	78	55
	From violent crime	Similar	87%	37	78	52
	From fire, flood, or other natural disaster	Similar	90%	7	67	91
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome	Similar	80%	14	68	80
	Attracting people from diverse backgrounds	Similar	75%	8	68	89
	Valuing/respecting residents from diverse backgrounds	Similar	78%	7	68	91
	Taking care of vulnerable residents	Similar	70%	20	68	72
Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	Similar	75%	56	279	80
	Variety of business and service establishments	Similar	62%	37	67	46
	Vibrancy of downtown/commercial area	Similar	38%	177	257	31
	Employment opportunities	Higher	68%	24	304	92
	Shopping opportunities	Similar	55%	153	292	47
	Cost of living	Higher	61%	26	274	90
	Overall image or reputation	Similar	83%	97	340	71
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	Similar	59%	68	318	78
	Ease of public parking	Higher	81%	21	243	91
	Ease of travel by car	Higher	81%	49	304	84
	Ease of travel by public transportation	Lower	26%	193	248	22
	Ease of travel by bicycle	Similar	56%	134	305	56
	Ease of walking	Similar	72%	142	305	53
	Well-planned residential growth	Similar	67%	18	69	75
	Well-planned commercial growth	Higher	65%	14	69	81
	Well-designed neighborhoods	Similar	74%	15	69	79
	Preservation of the historical or cultural character of the community	Similar	55%	44	64	32
	Public places where people want to spend time	Similar	57%	188	266	29
	Variety of housing options	Higher	68%	55	282	80
	Availability of affordable quality housing	Higher	56%	41	301	86
	Overall quality of new development	Higher	71%	30	292	90
	Overall appearance	Similar	82%	94	334	72
	Cleanliness	Similar	87%	75	306	75
	Water resources	Lower	44%	53	63	17

Please also rate each of the following in the Goodyear community.	Air quality	Lower	64%	221	258	14
	Availability of paths and walking trails	Similar	71%	137	302	54
	Fitness opportunities	Similar	72%	139	262	47
	Recreational opportunities	Similar	64%	179	291	38
	Availability of affordable quality food	Similar	72%	115	257	55
	Availability of affordable quality health care	Similar	71%	93	271	66
	Availability of preventive health services	Similar	73%	90	252	64
	Availability of affordable quality mental health care	Similar	56%	72	249	71
	Opportunities to attend cultural/arts/music activities	Lower	40%	234	290	19
	Community support for the arts	Similar	45%	45	67	34
	Availability of affordable quality childcare/preschool	Similar	52%	109	267	59
	K-12 education	Similar	65%	170	267	36
	Adult educational opportunities	Similar	60%	135	257	47
	Sense of civic/community pride	Similar	61%	41	67	40
	Neighborliness of residents	Similar	64%	117	268	56
	Please indicate whether or not you have done each of the following in the last 12 months.	Opportunities to participate in social events and activities	Similar	60%	173	272
Opportunities to attend special events and festivals		Similar	59%	206	280	26
Opportunities to volunteer		Similar	64%	180	272	34
Opportunities to participate in community matters		Similar	54%	213	277	23
Openness and acceptance of the community toward people of diverse ..		Similar	68%	56	298	81
Contacted the City of Goodyear for help or information		Similar	39%	254	327	22
Contacted Goodyear elected officials to express your opinion		Similar	12%	232	266	13
Attended a local public meeting		Similar	15%	227	269	15
Watched a local public meeting		Similar	19%	166	244	32
Volunteered your time to some group/activity		Lower	22%	247	273	9
Campaigned or advocated for a local issue, cause, or candidate		Similar	14%	222	255	13
Voted in your most recent local election		Similar	73%	51	70	28
Please rate the quality of each of the following.	Used public transportation instead of driving	Lower	5%	212	231	8
	Carpooled with other adults or children instead of driving alone	Similar	36%	203	260	22
	Walked or biked instead of driving	Similar	47%	199	266	25
	Public information services	Similar	73%	133	282	53

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

Economic development	Higher	74%	27	282	90
Traffic enforcement	Similar	68%	96	343	72
Traffic signal timing	Similar	58%	73	269	73
Street repair	Higher	73%	12	330	96
Street cleaning	Higher	80%	40	293	86
Street lighting	Higher	81%	16	323	95
Sidewalk maintenance	Higher	81%	10	295	96
Bus or transit services	Lower	28%	208	241	14
Land use, planning, and zoning	Similar	52%	107	293	63
Code enforcement	Higher	64%	54	347	84
Affordable high-speed internet access	Similar	55%	26	65	61
Garbage collection	Similar	91%	27	321	91
Drinking water	Similar	64%	216	288	25
Sewer services	Similar	86%	82	292	72
Storm water management	Higher	82%	30	319	90
Power (electric and/or gas) utility	Similar	82%	55	201	73
Utility billing	Similar	70%	124	244	49
Police/Sheriff services	Similar	88%	139	389	64
Crime prevention	Similar	80%	111	344	68
Animal control	Similar	80%	45	307	85
Ambulance or emergency medical services	Similar	91%	134	309	56
Fire services	Similar	94%	146	337	56
Fire prevention and education	Similar	86%	79	282	72
Emergency preparedness	Similar	69%	105	282	63
Preservation of natural areas	Similar	57%	170	261	35
Goodyear open space	Similar	62%	135	252	46
Recycling	Similar	79%	144	327	56
Yard waste pick-up	Similar	83%	54	267	80
City parks	Similar	76%	209	302	31
Recreation programs or classes	Similar	68%	190	299	36
Recreation centers or facilities	Similar	65%	192	274	30
































Please rate the quality of each of the following services in Goodyear.	Health services	Similar	75%	82	237	65
	Public library services	Similar	81%	231	301	23
	Overall customer service by Goodyear employees	Similar	86%	82	358	77
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	Similar	61%	98	363	73
	The overall direction that Goodyear is taking	Similar	68%	58	313	81
	The job Goodyear government does at welcoming resident involvement	Similar	63%	56	315	82
	Overall confidence in Goodyear government	Higher	68%	35	275	87
	Generally acting in the best interest of the community	Similar	67%	66	279	76
	Being honest	Similar	67%	86	271	68
	Being open and transparent to the public	Similar	64%	27	69	62
	Informing residents about issues facing the community	Similar	61%	29	74	62
	Treating all residents fairly	Similar	70%	53	275	81
	Treating residents with respect	Similar	76%	24	68	66
Overall, how would you rate the quality of the services provided by each ..	The City of Goodyear	Similar	78%	147	367	60
	The Federal Government	Similar	46%	60	260	77
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.	Overall economic health	Higher	96%	4	254	98
	Overall quality of the transportation system	Similar	74%	32	67	53
	Overall design or layout of residential/commercial areas	Much higher	90%	1	254	100
	Overall quality of the utility infrastructure	Higher	95%	3	67	97
	Overall feeling of safety	Higher	94%	35	254	86
	Overall quality of natural environment	Similar	88%	57	254	77
	Overall quality of parks and recreation opportunities	Similar	86%	6	67	92
	Overall health and wellness opportunities	Similar	83%	52	253	79
	Overall opportunities for education, culture, and the arts	Similar	73%	179	254	29
	Residents' connection and engagement with their community	Lower	68%	229	255	10
In general, how many times do you:	Access the internet from your home	Similar	96%	22	67	68
	Access the internet from your cell phone	Similar	95%	14	67	80
	Visit social media sites	Similar	79%	40	67	41
	Use or check email	Similar	97%	32	67	53
	Share your opinions online	Similar	33%	31	67	55
	Shop online	Similar	62%	13	67	82
































Please rate your overall health.	Similar	78%	29	261	89
	Higher	42%	28	264	89
































Complete set of frequencies
































This dashboard contains a complete set of responses to each question on the survey. By default, "Don't know" responses are excluded, but may be added to the table using the response filter to the right. 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.

Please rate each of the following aspects of quality of life in Goodyear.	Question	Response	Frequency	
			Bar	Percentage
Goodyear as a place to live	Goodyear as a place to live	Excellent		52%
		Good		42%
		Fair		5%
		Poor		1%
Your neighborhood as a place to live	Your neighborhood as a place to live	Excellent		56%
		Good		36%
		Fair		6%
		Poor		1%
Goodyear as a place to raise children	Goodyear as a place to raise children	Excellent		49%
		Good		43%
		Fair		8%
		Poor		0%
Goodyear as a place to work	Goodyear as a place to work	Excellent		36%
		Good		47%
		Fair		13%
		Poor		4%
Goodyear as a place to visit	Goodyear as a place to visit	Excellent		23%
		Good		44%
		Fair		24%
		Poor		9%
Goodyear as a place to retire	Goodyear as a place to retire	Excellent		48%
		Good		36%
		Fair		11%
		Poor		5%
The overall quality of life	The overall quality of life	Excellent		40%
		Good		52%
		Fair		7%
		Poor		1%

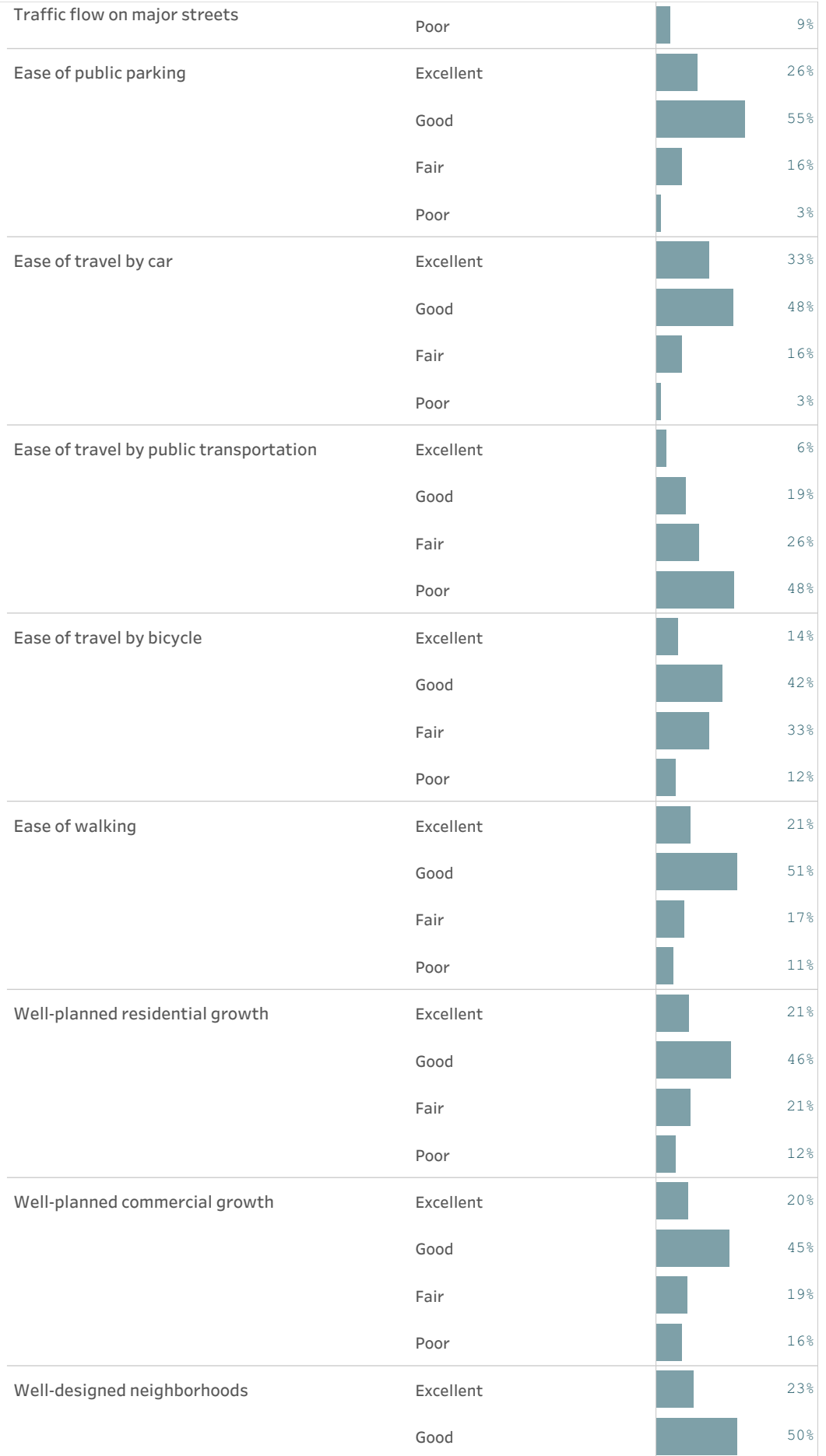
Please rate each of the following aspects of quality of life in Goodyear.	Sense of community	Excellent		25%
		Good		44%
		Fair		23%
		Poor		7%
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health	Excellent		35%
		Good		58%
		Fair		6%
		Poor		2%
	Overall quality of the transportation system	Excellent		8%
		Good		45%
		Fair		35%
		Poor		13%
	Overall design or layout of residential/commercial areas	Excellent		19%
		Good		50%
		Fair		21%
		Poor		10%
	Overall quality of the utility infrastructure	Excellent		26%
		Good		51%
		Fair		17%
		Poor		6%
	Overall feeling of safety	Excellent		35%
		Good		48%
		Fair		14%
		Poor		2%
	Overall quality of natural environment	Excellent		26%
		Good		47%
		Fair		21%
		Poor		5%
	Overall quality of parks and recreation opportunities	Excellent		30%
		Good		43%
		Fair		20%
































Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall quality of parks and recreation opportunities	Poor		6%	
	Overall health and wellness opportunities	Excellent		27%	
		Good		52%	
		Fair		17%	
		Poor		5%	
	Overall opportunities for education, culture, and the arts	Excellent		12%	
		Good		39%	
		Fair		36%	
		Poor		13%	
	Residents' connection and engagement with their community	Excellent		12%	
		Good		41%	
		Fair		36%	
		Poor		10%	
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Goodyear to someone who asks	Very likely		60%
			Somewhat likely		33%
			Somewhat unlikely		3%
Very unlikely				4%	
Remain in Goodyear for the next five years		Very likely		64%	
		Somewhat likely		21%	
		Somewhat unlikely		8%	
		Very unlikely		7%	
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		78%	
		Somewhat safe		20%	
		Neither safe nor unsafe		1%	
		Somewhat unsafe		0%	
		Very unsafe		0%	
	In Goodyear's downtown/commercial area during the day	Very safe		58%	
		Somewhat safe		29%	
		Neither safe nor unsafe		7%	
		Somewhat unsafe		5%	
		Very unsafe		1%	

Please rate how safe or unsafe you feel:	From property crime	Very safe		36%
		Somewhat safe		41%
		Neither safe nor unsafe		14%
		Somewhat unsafe		8%
		Very unsafe		1%
	From violent crime	Very safe		55%
		Somewhat safe		32%
		Neither safe nor unsafe		8%
		Somewhat unsafe		3%
		Very unsafe		2%
	From fire, flood, or other natural disaster	Very safe		63%
		Somewhat safe		27%
		Neither safe nor unsafe		8%
		Somewhat unsafe		1%
		Very unsafe		1%
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome	Excellent		30%
		Good		50%
		Fair		17%
		Poor		4%
	Attracting people from diverse backgrounds	Excellent		26%
		Good		49%
		Fair		17%
		Poor		8%
	Valuing/respecting residents from diverse backgrounds	Excellent		29%
		Good		49%
		Fair		18%
		Poor		5%
	Taking care of vulnerable residents	Excellent		18%
		Good		52%
		Fair		23%
		Poor		6%

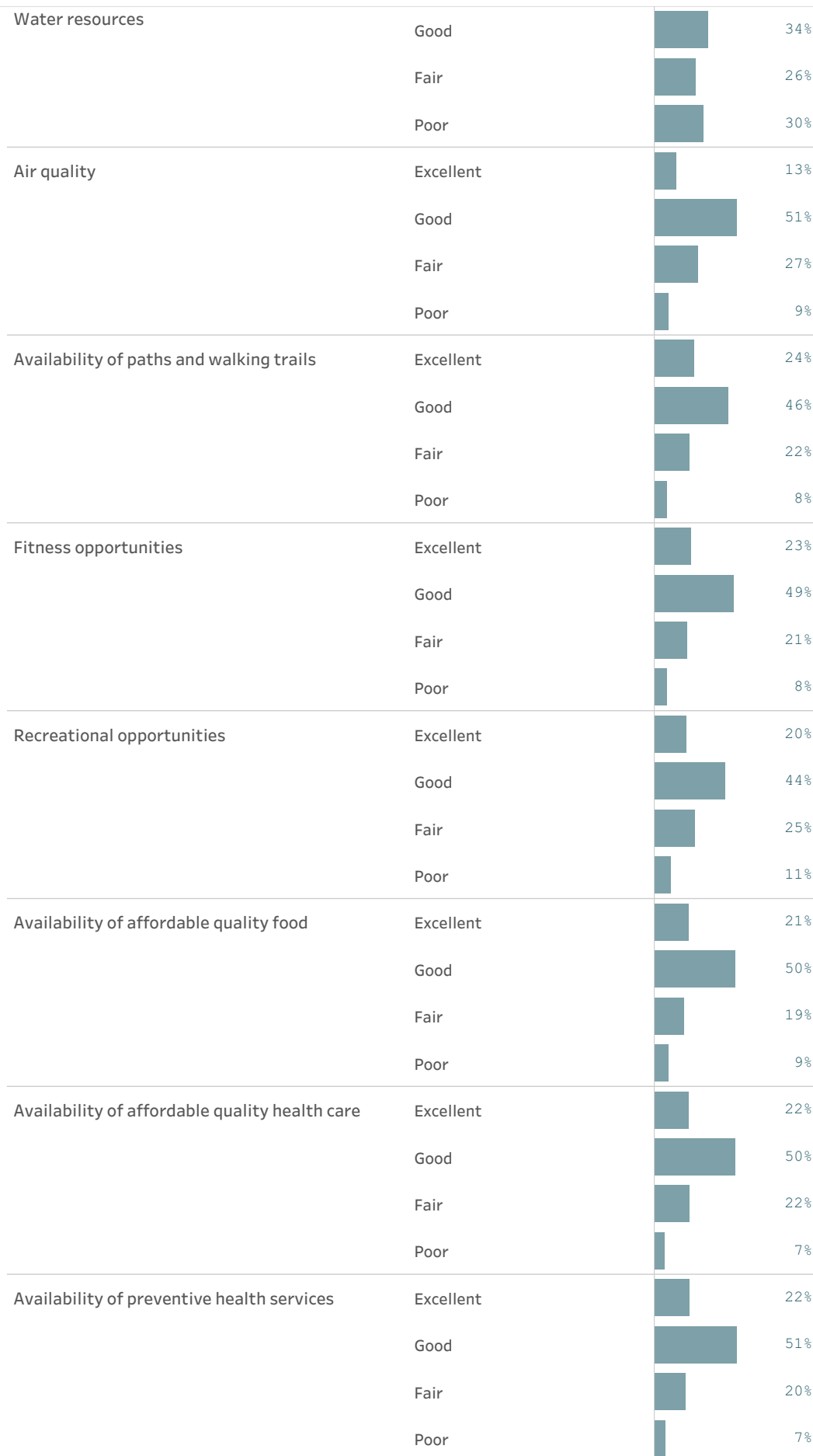
Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	Excellent		27%
		Good		48%
		Fair		20%
		Poor		5%
	Variety of business and service establishments	Excellent		20%
		Good		42%
		Fair		26%
		Poor		12%
	Vibrancy of downtown/commercial area	Excellent		10%
		Good		27%
		Fair		41%
		Poor		22%
	Employment opportunities	Excellent		18%
		Good		49%
		Fair		28%
		Poor		5%
	Shopping opportunities	Excellent		15%
		Good		40%
		Fair		32%
		Poor		13%
	Cost of living	Excellent		16%
		Good		45%
		Fair		31%
		Poor		8%
	Overall image or reputation	Excellent		31%
		Good		52%
		Fair		14%
		Poor		3%
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	Excellent		18%
		Good		42%
		Fair		32%

Please also rate each of the following in the Goodyear community.

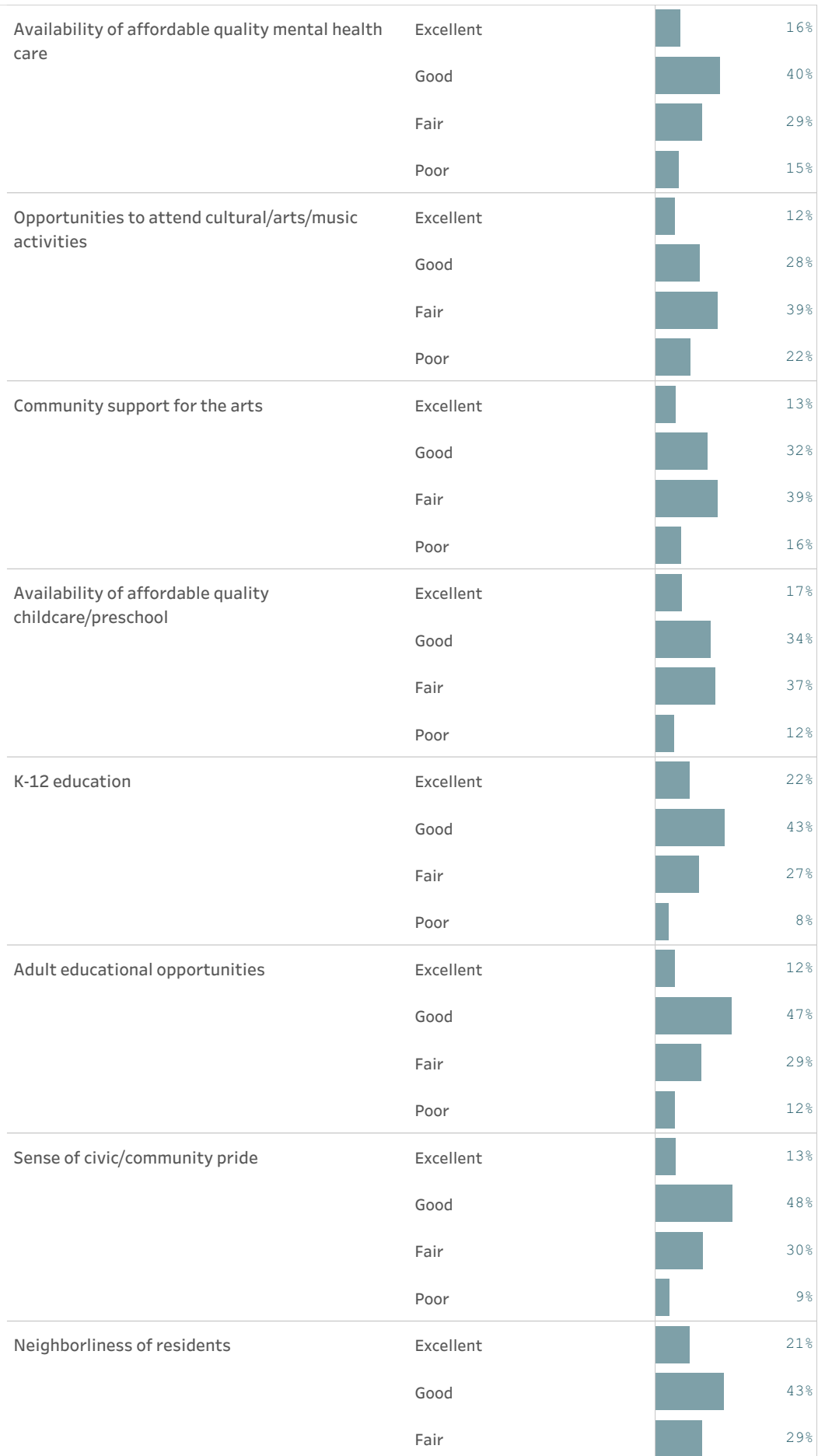

































Please also rate each of the following in the Goodyear community.			
Well-designed neighborhoods	Fair		19%
	Poor		8%
Preservation of the historical or cultural character of the community	Excellent		15%
	Good		40%
	Fair		32%
	Poor		14%
Public places where people want to spend time	Excellent		15%
	Good		41%
	Fair		29%
	Poor		15%
Variety of housing options	Excellent		19%
	Good		49%
	Fair		25%
	Poor		7%
Availability of affordable quality housing	Excellent		16%
	Good		40%
	Fair		32%
	Poor		13%
Overall quality of new development	Excellent		26%
	Good		45%
	Fair		22%
	Poor		7%
Overall appearance	Excellent		34%
	Good		48%
	Fair		16%
	Poor		2%
Cleanliness	Excellent		37%
	Good		49%
	Fair		12%
	Poor		2%
Water resources	Excellent		10%

Please also rate each of the following in the Goodyear community.



Please also rate each of the following in the Goodyear community.

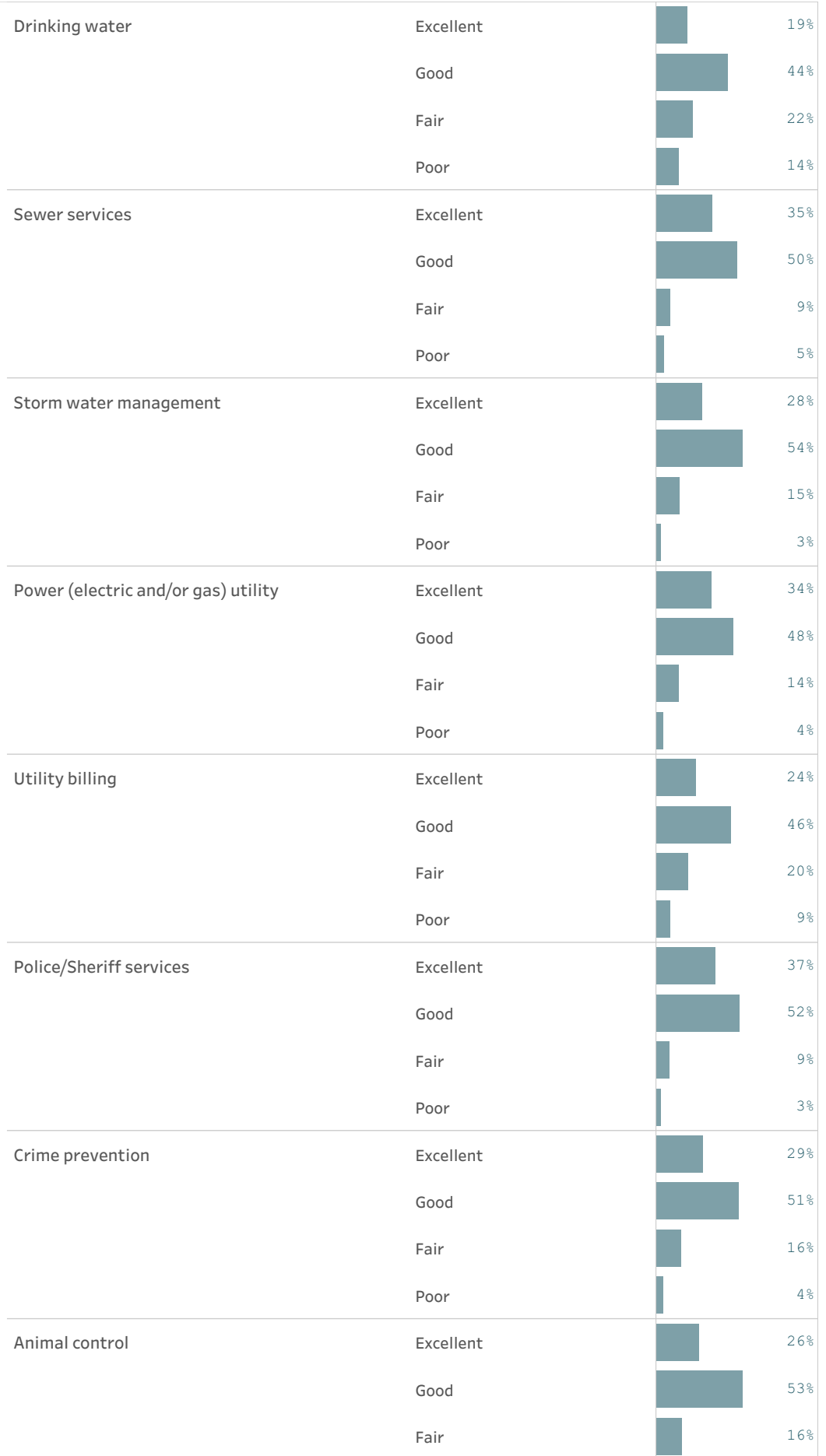


Please also rate each of the following in the Goodyear community.	Neighborliness of residents	Poor		7%
	Opportunities to participate in social events and activities	Excellent		14%
		Good		45%
		Fair		28%
		Poor		12%
	Opportunities to attend special events and festivals	Excellent		19%
		Good		39%
		Fair		28%
		Poor		14%
	Opportunities to volunteer	Excellent		20%
		Good		44%
		Fair		26%
		Poor		10%
	Opportunities to participate in community matters	Excellent		14%
		Good		40%
		Fair		34%
		Poor		12%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		23%
		Good		45%
		Fair		27%
Poor			5%	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Goodyear for help or information	No		60%
		Yes		40%
	Contacted Goodyear elected officials to express your opinion	No		88%
		Yes		12%
	Attended a local public meeting	No		85%
		Yes		15%
	Watched a local public meeting	No		81%
		Yes		19%
	Volunteered your time to some group/activity	No		78%
		Yes		22%































Please indicate whether or not you have done each of the following in the last 12 months.	Campaigned or advocated for a local issue, cause, or candidate	No	85%	
		Yes	15%	
	Voted in your most recent local election	No	26%	
		Yes	74%	
	Used public transportation instead of driving	No	95%	
		Yes	5%	
	Carpooled with other adults or children instead of driving alone	No	64%	
		Yes	36%	
	Walked or biked instead of driving	No	52%	
		Yes	48%	
	Please rate the quality of each of the following services in Goodyear.	Public information services	Excellent	17%
			Good	55%
Fair			20%	
Poor			8%	
Economic development		Excellent	25%	
		Good	49%	
		Fair	18%	
		Poor	8%	
Traffic enforcement		Excellent	22%	
		Good	46%	
		Fair	26%	
		Poor	6%	
Traffic signal timing		Excellent	17%	
		Good	41%	
		Fair	27%	
		Poor	15%	
Street repair		Excellent	20%	
		Good	53%	
		Fair	20%	
		Poor	7%	
Street cleaning	Excellent	29%		
































Please rate the quality of each of the following services in Goodyear.				
Street cleaning	Good		52%	
	Fair		15%	
	Poor		4%	
Street lighting	Excellent		28%	
	Good		52%	
	Fair		16%	
	Poor		4%	
Sidewalk maintenance	Excellent		26%	
	Good		55%	
	Fair		14%	
	Poor		5%	
Bus or transit services	Excellent		8%	
	Good		19%	
	Fair		28%	
	Poor		45%	
Land use, planning, and zoning	Excellent		15%	
	Good		37%	
	Fair		30%	
	Poor		19%	
Code enforcement	Excellent		14%	
	Good		50%	
	Fair		28%	
	Poor		8%	
Affordable high-speed internet access	Excellent		19%	
	Good		36%	
	Fair		26%	
	Poor		19%	
Garbage collection	Excellent		49%	
	Good		41%	
	Fair		7%	
	Poor		2%	

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































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

Animal control	Poor		4%
Ambulance or emergency medical services	Excellent		44%
	Good		47%
	Fair		8%
	Poor		1%
Fire services	Excellent		48%
	Good		46%
	Fair		5%
	Poor		1%
Fire prevention and education	Excellent		34%
	Good		51%
	Fair		12%
	Poor		3%
Emergency preparedness	Excellent		27%
	Good		42%
	Fair		19%
	Poor		12%
Preservation of natural areas	Excellent		21%
	Good		37%
	Fair		23%
	Poor		20%
Goodyear open space	Excellent		20%
	Good		41%
	Fair		25%
	Poor		14%
Recycling	Excellent		33%
	Good		46%
	Fair		16%
	Poor		5%
Yard waste pick-up	Excellent		41%
	Good		42%

Please rate the quality of each of the following services in Goodyear.	Yard waste pick-up	Fair		14%
		Poor		3%
	City parks	Excellent		30%
		Good		47%
		Fair		16%
		Poor		7%
	Recreation programs or classes	Excellent		23%
		Good		45%
		Fair		19%
		Poor		13%
	Recreation centers or facilities	Excellent		21%
		Good		44%
		Fair		21%
		Poor		14%
	Health services	Excellent		21%
		Good		54%
		Fair		22%
		Poor		2%
	Public library services	Excellent		31%
		Good		50%
		Fair		15%
		Poor		5%
	Overall customer service by Goodyear employees	Excellent		35%
		Good		50%
		Fair		10%
		Poor		4%
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	Excellent		16%
		Good		45%
		Fair		30%
		Poor		9%
	The overall direction that Goodyear is taking	Excellent		27%

Please rate the following categories of Goodyear government performance.	Category	Rating	
		Percentage	Visual Bar
The overall direction that Goodyear is taking	Good	41%	[Bar]
	Fair	20%	[Bar]
	Poor	12%	[Bar]
The job Goodyear government does at welcoming resident involvement	Excellent	23%	[Bar]
	Good	40%	[Bar]
	Fair	24%	[Bar]
	Poor	13%	[Bar]
Overall confidence in Goodyear government	Excellent	22%	[Bar]
	Good	45%	[Bar]
	Fair	23%	[Bar]
	Poor	10%	[Bar]
Generally acting in the best interest of the community	Excellent	20%	[Bar]
	Good	46%	[Bar]
	Fair	21%	[Bar]
	Poor	12%	[Bar]
Being honest	Excellent	21%	[Bar]
	Good	46%	[Bar]
	Fair	22%	[Bar]
	Poor	11%	[Bar]
Being open and transparent to the public	Excellent	19%	[Bar]
	Good	45%	[Bar]
	Fair	23%	[Bar]
	Poor	13%	[Bar]
Informing residents about issues facing the community	Excellent	16%	[Bar]
	Good	44%	[Bar]
	Fair	25%	[Bar]
	Poor	15%	[Bar]
Treating all residents fairly	Excellent	25%	[Bar]
	Good	45%	[Bar]
	Fair	20%	[Bar]
	Poor	10%	[Bar]
































Please rate the following categories of Goodyear government performance.	Treating residents with respect	Excellent		26%
		Good		50%
		Fair		18%
		Poor		6%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	Excellent		25%
		Good		53%
		Fair		17%
		Poor		5%
	The Federal Government	Excellent		10%
		Good		35%
		Fair		33%
		Poor		22%
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.	Overall economic health	Essential		59%
		Very important		37%
		Somewhat important		4%
		Not at all important		0%
	Overall quality of the transportation system	Essential		29%
		Very important		45%
		Somewhat important		24%
		Not at all important		2%
	Overall design or layout of residential/commercial areas	Essential		50%
		Very important		40%
		Somewhat important		8%
		Not at all important		1%
Overall quality of the utility infrastructure	Essential		60%	
	Very important		34%	
	Somewhat important		4%	
	Not at all important		1%	
Overall feeling of safety	Essential		65%	
	Very important		29%	
	Somewhat important		5%	






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.	Overall feeling of safety	Not at all important		0%
	Overall quality of natural environment	Essential		40%
		Very important		47%
		Somewhat important		12%
		Not at all important		0%
	Overall quality of parks and recreation opportunities	Essential		38%
		Very important		48%
		Somewhat important		12%
		Not at all important		2%
	Overall health and wellness opportunities	Essential		32%
		Very important		51%
		Somewhat important		16%
		Not at all important		1%
Overall opportunities for education, culture, and the arts	Essential		32%	
	Very important		41%	
	Somewhat important		22%	
	Not at all important		5%	
Residents' connection and engagement with their community	Essential		21%	
	Very important		47%	
	Somewhat important		30%	
	Not at all important		2%	
Please rate how important, if at all, you think it is for the City to enhance each of the following programs or amenities in the coming two years.	Regional public transit services	Essential		22%
		Very important		35%
		Somewhat important		35%
		Not at all important		8%
	Local public transit services	Essential		27%
		Very important		35%
		Somewhat important		31%
		Not at all important		8%
	Child care/after school programs	Essential		26%
		Very important		47%

Please rate how important, if at all, you think it is for the City to enhance each of the following programs or amenities in the coming two years.	Child care/after school programs	Somewhat important		23%
		Not at all important		4%
	Senior services	Essential		31%
		Very important		43%
		Somewhat important		24%
		Not at all important		2%
	Internet connectivity	Essential		53%
		Very important		35%
		Somewhat important		11%
		Not at all important		1%
	Water conservation and other sustainability programs	Essential		52%
		Very important		35%
Somewhat important			12%	
Not at all important			1%	
How much of a source, if at all, are each of the following for you for getting information about the City government and its activities, events, and services?	City website	Major source		48%
		Minor source		33%
		Not a source		19%
	Local media outlets	Major source		37%
		Minor source		48%
		Not a source		15%
	InFocus monthly magazine	Major source		52%
		Minor source		35%
		Not a source		13%
	City Council meetings and other public meetings	Major source		14%
		Minor source		37%
		Not a source		50%
	City email communications	Major source		27%
		Minor source		38%
		Not a source		35%
	City communications via social media	Major source		28%
		Minor source		34%

How much of a source, if at all, are each of the following for you for getting information about the City government and its activities, events, and services?	Source	Frequency	Percentage	
			Bar	Label
How much of a source, if at all, are each of the following for you for getting information about the City government and its activities, events, and services?	City communications via social media	Not a source		39%
	Word of mouth	Major source		28%
		Minor source		45%
		Not a source		26%
	Direct mailings	Major source		32%
		Minor source		51%
		Not a source		17%
	Utility bill inserts	Major source		21%
		Minor source		43%
		Not a source		35%
	Interactions with City staff	Major source		18%
		Minor source		28%
Not a source			54%	
In general, how many times do you:	Access the internet from your home	Several times a day		87%
		Once a day		6%
		A few times a week		4%
		Every few weeks		1%
		Less often or never		2%
	Access the internet from your cell phone	Several times a day		87%
		Once a day		5%
		A few times a week		3%
		Every few weeks		1%
		Less often or never		4%
	Visit social media sites	Several times a day		57%
		Once a day		12%
		A few times a week		11%
		Every few weeks		3%
		Less often or never		18%
	Use or check email	Several times a day		81%
		Once a day		13%
		A few times a week		3%

In general, how many times do you:	Use or check email	Every few weeks	1%
		Less often or never	1%
Share your opinions online		Several times a day	14%
		Once a day	6%
		A few times a week	12%
		Every few weeks	18%
		Less often or never	49%
	Shop online		Several times a day
		Once a day	7%
		A few times a week	39%
		Every few weeks	31%
		Less often or never	7%
Please rate your overall health.		Excellent	32%
		Very good	47%
		Good	16%
		Fair	4%
		Poor	1%
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	14%
		Somewhat positive	28%
		Neutral	43%
		Somewhat negative	13%
		Very negative	2%
How many years have you lived in Goodyear?		Less than 2 years	23%
		2-5 years	22%
		6-10 years	20%
		11-20 years	23%
		More than 20 years	11%
Which best describes the building you live in?		One family house detached from any other houses	89%
		Building with two or more homes (duplex, townhome, apa..	9%
		Mobile home	0%
		Other	3%

Do you rent or own your home?	Rent		26%
	Own		74%
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 \$500		4%
	\$500 to \$999		11%
	\$1,000 to \$1,499		27%
	\$1,500 to \$1,999		31%
	\$2,000 to \$2,499		15%
	\$2,500 to \$2,999		6%
	\$3,000 to \$3,499		2%
	\$3,500 or more		3%
Do any children 17 or under live in your household?	No		63%
	Yes		37%
Are you or any other members of your household aged 65 or older?	No		66%
	Yes		34%
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		3%
	\$25,000 to \$49,999		11%
	\$50,000 to \$74,999		22%
	\$75,000 to \$99,999		14%
	\$100,000 to \$149,999		25%
	\$150,000 or more		25%
Are you Spanish, Hispanic, or Latino?	No, not Spanish, Hispanic, or Latino		100%
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		1%
	Asian, Asian Indian, or Pacific Islander		2%
	Black or African American		8%
	White		81%
	Other		11%
In which category is your age?	18-24 years		1%
	25-34 years		18%
	35-44 years		16%
	45-54 years		25%
	55-64 years		13%

In which category is your age?	65-74 years		19%
	75 years or older		9%
What is your gender?	Female		50%
	Male		50%
	Identify in another way		1%

Full trends

This table contains the trends over time for the City of Goodyear. The combined "percent positive" responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2018 and 2021 surveys is greater than five percentage points, the change is statistically significant.

It is important to note that in 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

		2014	2015	2018	2021
Please rate each of the following aspects of quality of life in Goodyear.	Goodyear as a place to live	95%	93%	94%	94%
	Your neighborhood as a place to live	92%	92%	91%	93%
	Goodyear as a place to raise children	87%	85%	88%	92%
	Goodyear as a place to work	58%	58%	66%	83%
	Goodyear as a place to visit	64%	65%	64%	67%
	Goodyear as a place to retire	84%	84%	87%	84%
	The overall quality of life	91%	88%	90%	91%
	Sense of community	63%	59%	68%	70%
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health	67%	67%	76%	92%
	Overall quality of the transportation system				52%
	Overall design or layout of residential and commercial areas	70%	66%	71%	69%
	Overall quality of the utility infrastructure				77%
	Overall feeling of safety	90%	89%	89%	84%
	Overall quality of natural environment	80%	82%	82%	73%
	Overall quality of parks and recreation opportunities				73%
	Overall health and wellness opportunities	68%	75%	74%	78%
	Overall opportunities for education, culture, and the arts	61%	64%	62%	51%
	Residents' connection and engagement with their community				53%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Goodyear to someone who asks	95%	91%	92%	93%
	Remain in Goodyear for the next five years	90%	86%	90%	85%

Please rate how safe or unsafe you feel:	In your neighborhood during the day	97%	97%	96%	98%
	In Goodyear's downtown/commercial area during the day	90%	89%	88%	87%
	From property crime				77%
	From violent crime				87%
	From fire, flood, or other natural disaster				90%
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome				80%
	Attracting people from diverse backgrounds				75%
	Valuing/respecting residents from diverse backgrounds				78%
	Taking care of vulnerable residents				70%
Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	65%	61%	63%	75%
	Variety of business and service establishments				62%
	Vibrancy of downtown/commercial area	30%	27%	31%	38%
	Employment opportunities	29%	31%	38%	68%
	Shopping opportunities	51%	51%	50%	55%
	Cost of living	61%	57%	58%	61%
	Overall image or reputation	81%	75%	81%	83%
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	79%	76%	74%	59%
	Ease of public parking				81%
	Ease of travel by car	86%	85%	85%	81%
	Ease of travel by public transportation	27%	31%	35%	26%
	Ease of travel by bicycle	60%	58%	57%	56%
	Ease of walking	72%	65%	71%	72%
	Well-planned residential growth				67%
	Well-planned commercial growth				65%
	Well-designed neighborhoods				74%
	Preservation of the historical or cultural character of the community				55%
	Public places where people want to spend time	63%	64%	64%	57%
	Variety of housing options	78%	77%	75%	68%

Please also rate each of the following in the Goodyear community.	Availability of affordable quality housing	73%	70%	66%	56%
	Overall quality of new development	59%	56%	60%	71%
	Overall appearance	85%	82%	84%	82%
	Cleanliness	83%	81%	79%	87%
	Water resources				44%
	Air quality	58%	66%	56%	64%
	Availability of paths and walking trails	68%	63%	67%	71%
	Fitness opportunities	76%	70%	75%	72%
	Recreational opportunities	65%	65%	66%	64%
	Availability of affordable quality food	72%	69%	68%	72%
	Availability of affordable quality health care	69%	66%	67%	71%
	Availability of preventive health services	71%	66%	70%	73%
	Availability of affordable quality mental health care	51%	51%	51%	56%
	Opportunities to attend cultural/arts/music activities	46%	45%	50%	40%
	Community support for the arts				45%
	Availability of affordable quality childcare/preschool	60%	59%	64%	52%
	K-12 education	70%	68%	71%	65%
	Adult educational opportunities	52%	55%	55%	60%
	Sense of civic/community pride				61%
	Neighborliness of residents	62%	62%	67%	64%
	Opportunities to participate in social events and activities	54%	49%	57%	60%
	Opportunities to attend special events and festivals	68%	67%	69%	59%
	Opportunities to volunteer	63%	60%	65%	64%
	Opportunities to participate in community matters	58%	59%	62%	54%
Openness and acceptance of the community toward people of diver..	73%	72%	69%	68%	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Goodyear for help or information	39%	45%	37%	39%
	Contacted Goodyear elected officials to express your opinion	8%	8%	9%	12%
	Attended a local public meeting	15%	17%	22%	15%

Please indicate whether or not you have done each of the following in the last 12 months.	Watched a local public meeting	10%	9%	13%	19%
	Volunteered your time to some group/activity	32%	32%	28%	22%
	Campaigned or advocated for a local issue, cause, or candidate	14%	15%	18%	14%
	Voted in your most recent local election				73%
	Used public transportation instead of driving	6%	5%	4%	5%
	Carpooled with other adults or children instead of driving alone	48%	45%	45%	36%
	Walked or biked instead of driving	55%	45%	50%	47%
Please rate the quality of each of the following services in Goodyear.	Public information services	69%	68%	72%	73%
	Economic development	54%	55%	63%	74%
	Traffic enforcement	78%	73%	75%	68%
	Traffic signal timing	56%	57%	60%	58%
	Street repair	69%	65%	69%	73%
	Street cleaning	79%	73%	78%	80%
	Street lighting	72%	73%	75%	81%
	Sidewalk maintenance	72%	71%	78%	81%
	Bus or transit services	34%	34%	43%	28%
	Land use, planning, and zoning	62%	55%	61%	52%
	Code enforcement	54%	53%	66%	64%
	Affordable high-speed internet access				55%
	Garbage collection	90%	88%	88%	91%
	Drinking water	54%	51%	55%	64%
	Sewer services	78%	75%	82%	86%
	Storm water management	75%	66%	80%	82%
	Power (electric and/or gas) utility				82%
	Utility billing	68%	61%	63%	70%
	Police/Sheriff services	88%	87%	90%	88%
	Crime prevention	82%	80%	83%	80%
Animal control				80%	

Please rate the quality of each of the following services in Goodyear.	Ambulance or emergency medical services	94%	91%	93%	91%
	Fire services	95%	93%	96%	94%
	Fire prevention and education	84%	78%	84%	86%
	Emergency preparedness	56%	65%	61%	69%
	Preservation of natural areas	67%	62%	64%	57%
	Goodyear open space	69%	62%	67%	62%
	Recycling	88%	86%	87%	79%
	Yard waste pick-up	84%	81%	87%	83%
	City parks	79%	78%	79%	76%
	Recreation programs or classes	64%	67%	74%	68%
	Recreation centers or facilities	67%	67%	67%	65%
	Health services	67%	67%	72%	75%
	Public library services	66%	78%	82%	81%
	Overall customer service by Goodyear employees	78%	77%	84%	86%
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	61%	54%	62%	61%
	The overall direction that Goodyear is taking	74%	73%	72%	68%
	The job Goodyear government does at welcoming resident involve..	63%	60%	70%	63%
	Overall confidence in Goodyear government	63%	62%	69%	68%
	Generally acting in the best interest of the community	64%	65%	70%	67%
	Being honest	65%	64%	69%	67%
	Being open and transparent to the public				64%
	Informing residents about issues facing the community				61%
	Treating all residents fairly	69%	66%	71%	70%
	Treating residents with respect				76%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	81%	78%	81%	78%
	The Federal Government	35%	41%	45%	46%
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 year.	Overall economic health	96%	91%	92%	96%
	Overall quality of the transportation system				74%

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.	Overall design or layout of residential and commercial areas	85%	81%	85%	90%
	Overall quality of the utility infrastructure				95%
	Overall feeling of safety	96%	95%	94%	94%
	Overall quality of natural environment	82%	83%	83%	88%
	Overall quality of parks and recreation opportunities				86%
	Overall health and wellness opportunities	83%	81%	77%	83%
	Overall opportunities for education, culture, and the arts	84%	82%	80%	73%
	Residents' connection and engagement with their community	84%	80%	80%	68%
In general, how many times do you:	Access the internet from your home				96%
	Access the internet from your cell phone				95%
	Visit social media sites				79%
	Use or check email				97%
	Share your opinions online				33%
	Shop online				62%
	Please rate your overall health.	75%	65%	66%	78%
	What impact, if any, do you think the economy will have on your fa..	35%	33%	45%	42%

Methods (open participation)

As part of its participation in The National Community Survey™ (The NCST™), the City of Goodyear conducted a survey of 3,500 residents. Survey invitations were mailed to randomly selected households and data were collected from March 9, 2021 to April 27, 2021. The results from this main survey effort represent the most robust estimate of your residents’ opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the City of Goodyear. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and also a question about where they heard about the survey. The open participation survey was open to all city residents and became available on April 13, 2021. The survey remained open for two weeks and there were 693 responses.

























The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were statistically weighted to match the demographic characteristics of the 2010 Census and 2017 American Community Survey estimates for adults in the City of Goodyear. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the open participation survey are presented in the following table.

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

































		Unweighted	Weighted	Target*
Age	18-34	8%	26%	28%
	35-54	39%	36%	36%
	55+	53%	39%	36%
Area	Central	46%	38%	41%
	North	33%	42%	41%
	South/Sonoran Valley	21%	19%	18%
Hispanic origin	No, not Spanish, Hispanic, or Latino	84%	75%	75%
	Yes, I consider myself to be Spanish, Hispa..	16%	25%	25%
Housing tenure	Own	96%	80%	74%
	Rent	4%	20%	26%
Housing type	Attached	2%	9%	9%
	Detached	98%	91%	91%
Race & Hispanic origin	Not white alone	33%	41%	42%
	White alone, not Hispanic or Latino	67%	59%	58%
Sex	Female	63%	53%	54%
	Male	37%	47%	46%
Sex/age	Female 18-34	6%	16%	16%
	Female 35-54	28%	18%	20%
	Female 55+	29%	18%	18%
	Male 18-34	2%	10%	12%
	Male 35-54	12%	18%	17%
	Male 55+	23%	19%	18%

































Open participation survey results

































This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. 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.

	In which area of Goodyear do you live? (Please refer to map above.)	1 = North (purple)		42%
		2 = Central (orange)		38%
		3 = South/Sonoran Valley (green)		19%
		None of these/I don't live in Goodyear		0%
Please rate each of the following aspects of quality of life in Goodyear.	Goodyear as a place to live	Excellent		45%
		Good		46%
		Fair		8%
		Poor		0%
	Your neighborhood as a place to live	Excellent		52%
		Good		40%
		Fair		7%
		Poor		0%
	Goodyear as a place to raise children	Excellent		42%
		Good		48%
		Fair		10%
		Poor		1%
	Goodyear as a place to work	Excellent		30%
		Good		36%
		Fair		21%
		Poor		12%
	Goodyear as a place to visit	Excellent		21%
		Good		38%
		Fair		30%
		Poor		11%
	Goodyear as a place to retire	Excellent		43%
		Good		40%
		Fair		12%
		Poor		5%

Please rate each of the following aspects of quality of life in Goodyear.	Aspect	Rating	Percentage	
			Bar	Value
The overall quality of life in Goodyear		Excellent		35%
		Good		56%
		Fair		9%
		Poor		0%
Sense of community		Excellent		19%
		Good		46%
		Fair		26%
		Poor		9%
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health	Excellent		28%
		Good		58%
		Fair		12%
		Poor		2%
Overall quality of the transportation system		Excellent		7%
		Good		37%
		Fair		39%
		Poor		17%
Overall design or layout of residential/commercial areas		Excellent		16%
		Good		49%
		Fair		24%
		Poor		11%
Overall quality of the utility infrastructure		Excellent		24%
		Good		52%
		Fair		17%
		Poor		7%
Overall feeling of safety		Excellent		38%
		Good		48%
		Fair		12%
		Poor		2%
Overall quality of natural environment		Excellent		25%
		Good		48%
		Fair		18%
		Poor		8%

Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall quality of parks and recreation opportunities	Excellent		26%
		Good		45%
		Fair		21%
		Poor		7%
	Overall health and wellness opportunities	Excellent		25%
		Good		45%
		Fair		27%
		Poor		3%
	Overall opportunities for education, culture, and the arts	Excellent		13%
		Good		33%
		Fair		40%
		Poor		13%
	Residents' connection and engagement with their community	Excellent		13%
		Good		37%
		Fair		39%
		Poor		12%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Goodyear to someone who asks	Very likely		56%
		Somewhat likely		33%
		Somewhat unlikely		8%
		Very unlikely		3%
	Remain in Goodyear for the next five years	Very likely		67%
		Somewhat likely		21%
		Somewhat unlikely		4%
		Very unlikely		7%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		75%
		Somewhat safe		20%
		Neither safe nor unsafe		5%
		Somewhat unsafe		1%
	In Goodyear's downtown/commercial area during the day	Very safe		54%
		Somewhat safe		33%
		Neither safe nor unsafe		11%
		Somewhat unsafe		2%

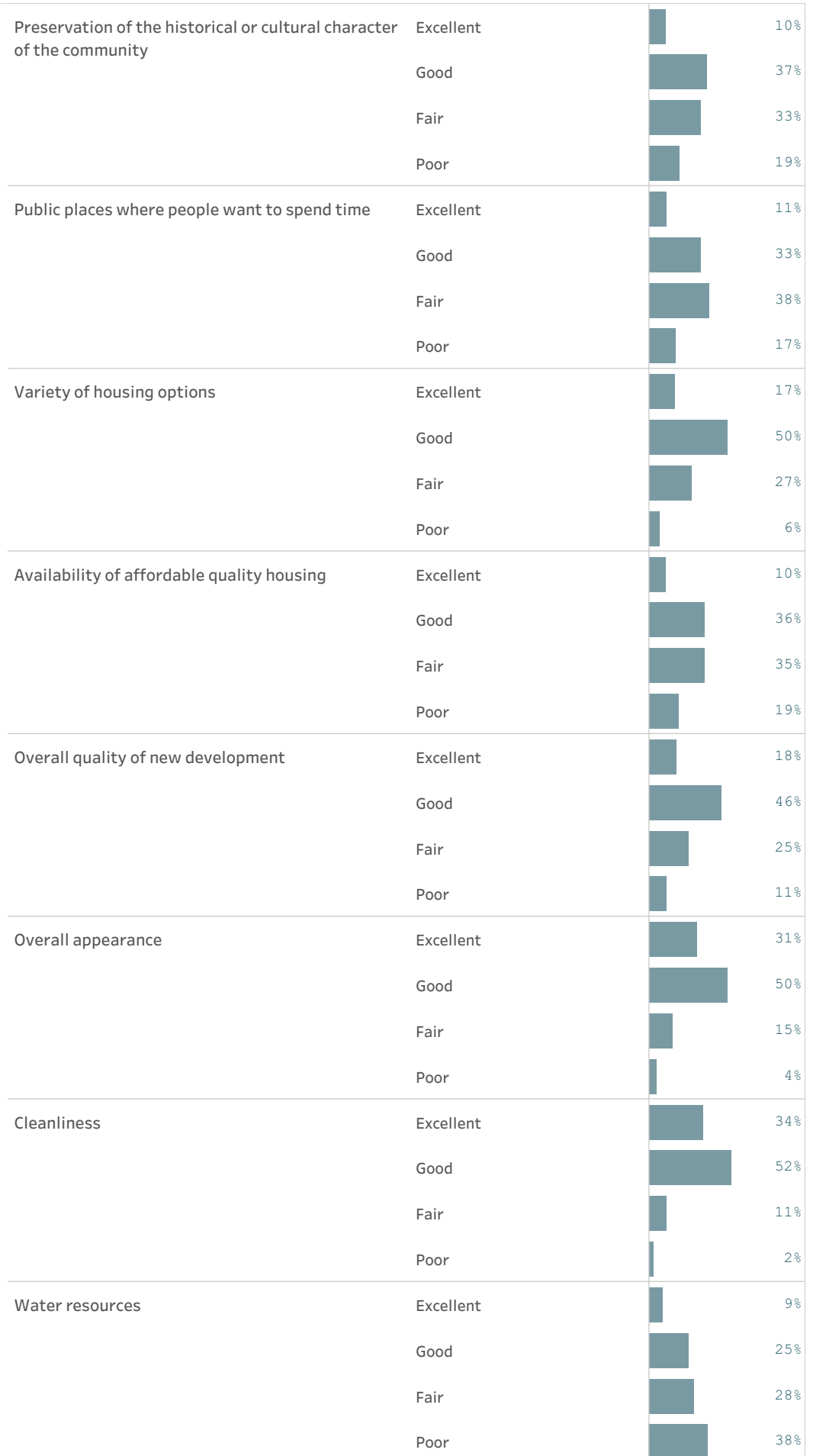
Please rate how safe or unsafe you feel:	In Goodyear's downtown/commercial area during the day	Very unsafe		0%
	From property crime	Very safe		37%
		Somewhat safe		42%
		Neither safe nor unsafe		12%
		Somewhat unsafe		7%
		Very unsafe		2%
		From violent crime	Very safe	
	Somewhat safe			34%
	Neither safe nor unsafe			8%
	Somewhat unsafe			3%
	Very unsafe			0%
	From fire, flood, or other natural disaster	Very safe		65%
		Somewhat safe		29%
		Neither safe nor unsafe		5%
		Somewhat unsafe		1%
Very unsafe			0%	
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome	Excellent		30%
		Good		46%
		Fair		20%
		Poor		5%
	Attracting people from diverse backgrounds	Excellent		29%
		Good		41%
		Fair		20%
		Poor		9%
	Valuing/respecting residents from diverse backgrounds	Excellent		34%
		Good		41%
		Fair		19%
		Poor		6%
	Taking care of vulnerable residents	Excellent		25%
		Good		30%
		Fair		32%
		Poor		13%

Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	Excellent		19%
		Good		52%
		Fair		22%
		Poor		7%
	Variety of business and service establishments	Excellent		16%
		Good		36%
		Fair		34%
		Poor		14%
	Vibrancy of downtown/commercial area	Excellent		8%
		Good		25%
		Fair		40%
		Poor		27%
	Employment opportunities	Excellent		14%
		Good		41%
		Fair		30%
		Poor		15%
	Shopping opportunities	Excellent		12%
		Good		38%
		Fair		36%
		Poor		14%
	Cost of living	Excellent		14%
		Good		41%
		Fair		35%
		Poor		10%
	Overall image or reputation	Excellent		31%
		Good		50%
		Fair		16%
		Poor		3%
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	Excellent		11%
		Good		47%
		Fair		27%
		Poor		15%

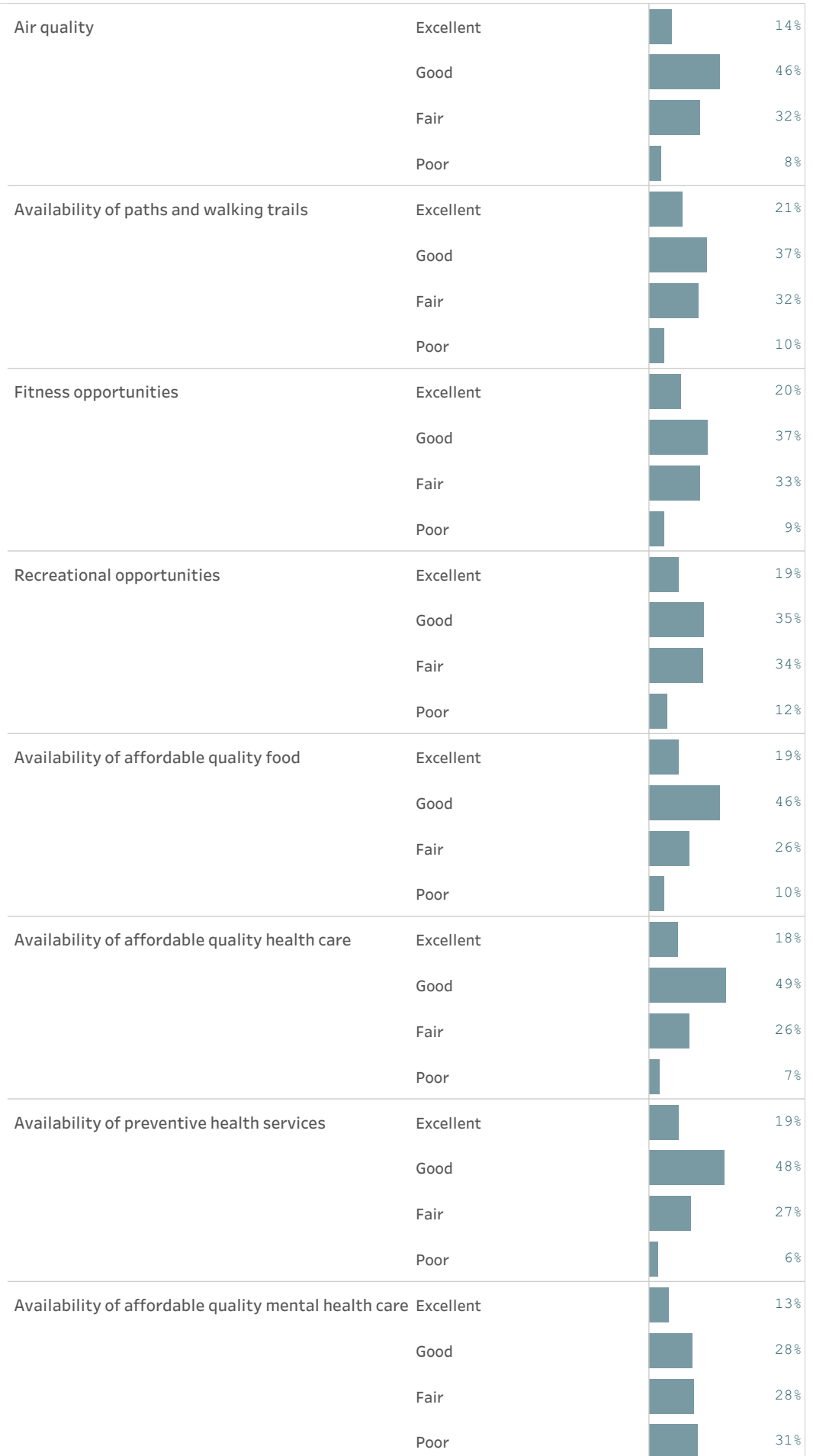
Please also rate each of the following in the Goodyear community.



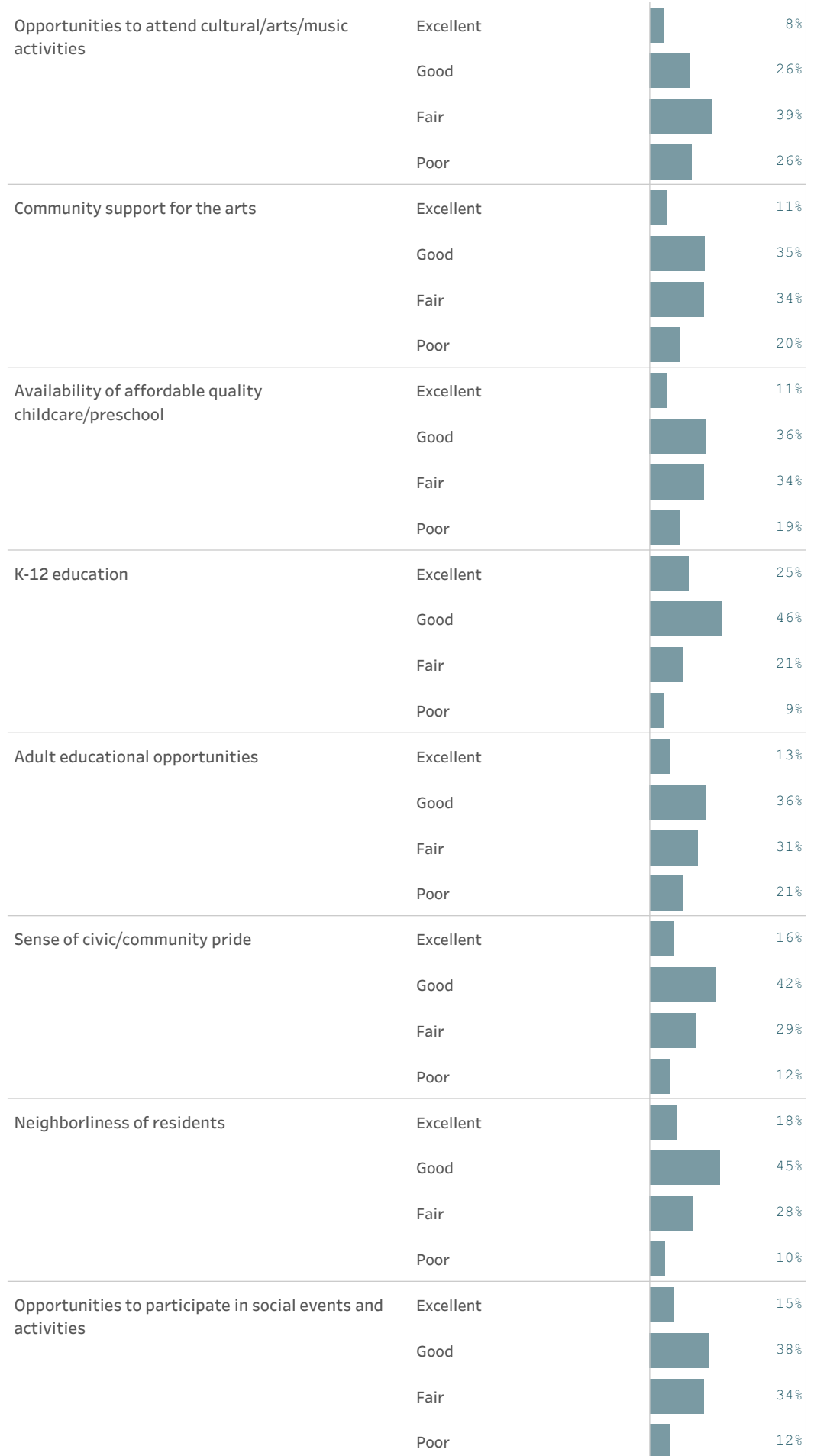
Please also rate each of the following in the Goodyear community.



































































Please also rate each of the following in the Goodyear community.



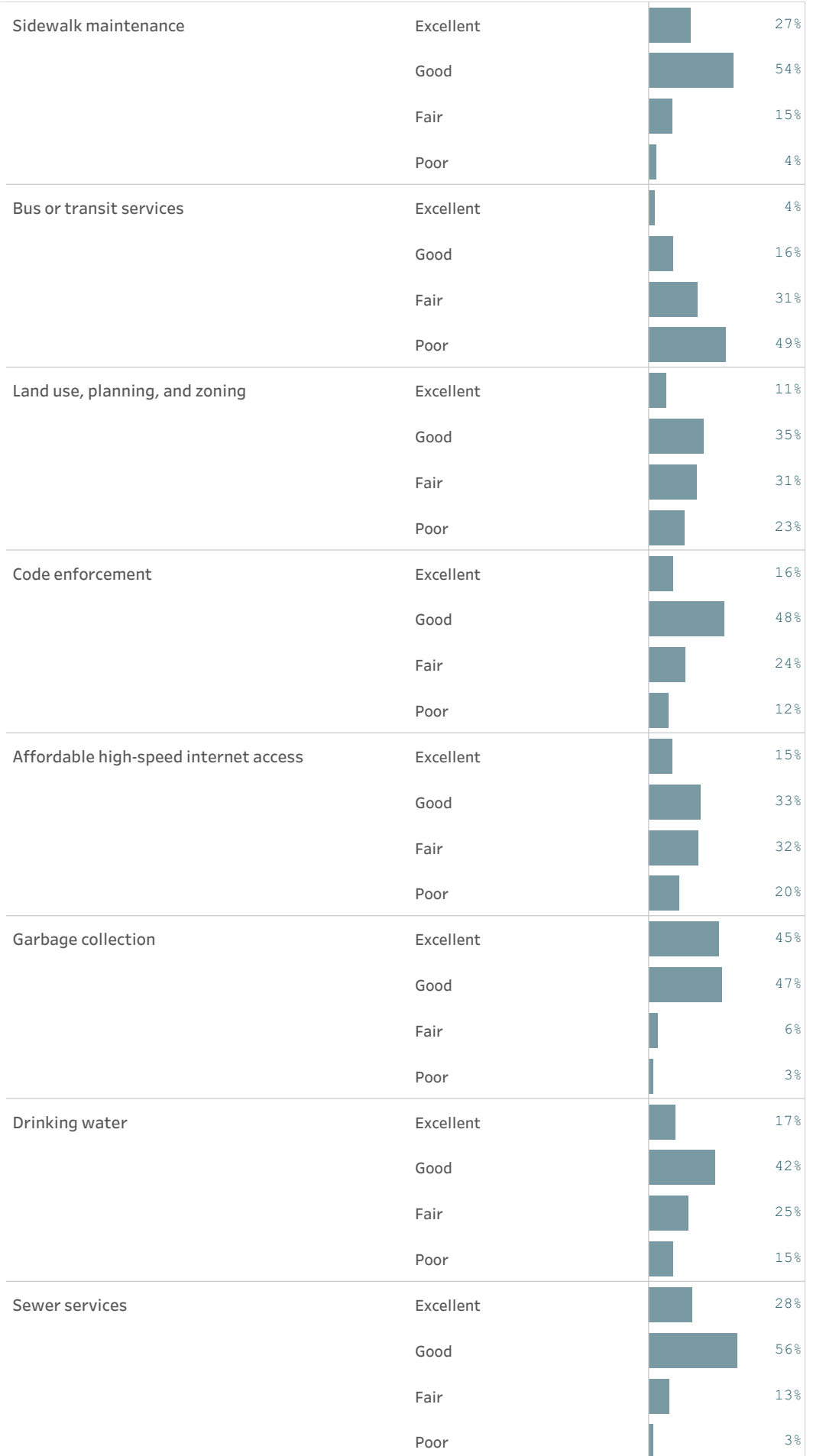
Please also rate each of the following in the Goodyear community.



































Please also rate each of the following in the Goodyear community.	Opportunities to attend special events and festivals	Excellent		16%
		Good		36%
		Fair		35%
		Poor		13%
	Opportunities to volunteer	Excellent		21%
		Good		36%
		Fair		30%
		Poor		13%
	Opportunities to participate in community matters	Excellent		20%
		Good		38%
		Fair		31%
		Poor		11%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		28%
		Good		41%
		Fair		21%
		Poor		10%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Goodyear for help or information	No		50%
		Yes		50%
	Contacted Goodyear elected officials to express your opinion	No		83%
		Yes		17%
	Attended a local public meeting	No		68%
		Yes		32%
	Watched a local public meeting	No		60%
		Yes		40%
	Volunteered your time to some group/activity	No		78%
		Yes		22%
	Campaigned or advocated for a local issue, cause, or candidate	No		87%
		Yes		13%
	Voted in your most recent local election	No		18%
		Yes		82%
	Used public transportation instead of driving	No		97%
		Yes		3%

Please indicate whether or not you have done each of the following in the last 12 months.	Carpooled with other adults or children instead of driving alone	No		54%
		Yes		46%
	Walked or biked instead of driving	No		53%
		Yes		47%
Please rate the quality of each of the following services in Goodyear.	Public information services	Excellent		18%
		Good		56%
		Fair		22%
		Poor		4%
	Economic development	Excellent		23%
		Good		49%
		Fair		19%
		Poor		9%
	Traffic enforcement	Excellent		17%
		Good		50%
		Fair		25%
		Poor		9%
	Traffic signal timing	Excellent		14%
		Good		46%
		Fair		25%
		Poor		15%
	Street repair	Excellent		24%
		Good		47%
		Fair		21%
		Poor		8%
Street cleaning	Excellent		33%	
	Good		46%	
	Fair		16%	
	Poor		4%	
Street lighting	Excellent		29%	
	Good		52%	
	Fair		15%	
	Poor		4%	

































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



































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

Storm water management	Excellent		29%
	Good		55%
	Fair		12%
	Poor		4%
Power (electric and/or gas) utility	Excellent		27%
	Good		55%
	Fair		14%
	Poor		5%
Utility billing	Excellent		21%
	Good		44%
	Fair		22%
	Poor		12%
Police/Sheriff services	Excellent		42%
	Good		45%
	Fair		10%
	Poor		2%
Crime prevention	Excellent		31%
	Good		47%
	Fair		17%
	Poor		5%
Animal control	Excellent		25%
	Good		54%
	Fair		12%
	Poor		8%
Ambulance or emergency medical services	Excellent		37%
	Good		49%
	Fair		12%
	Poor		2%
Fire services	Excellent		50%
	Good		42%
	Fair		8%
	Poor		0%

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

































Fire prevention and education	Excellent		37%
	Good		41%
	Fair		14%
	Poor		8%
Emergency preparedness	Excellent		23%
	Good		40%
	Fair		26%
	Poor		11%
Preservation of natural areas	Excellent		16%
	Good		36%
	Fair		25%
	Poor		23%
Goodyear open space	Excellent		18%
	Good		37%
	Fair		31%
	Poor		15%
Recycling	Excellent		30%
	Good		44%
	Fair		19%
	Poor		8%
Yard waste pick-up	Excellent		38%
	Good		45%
	Fair		13%
	Poor		4%
City parks	Excellent		21%
	Good		55%
	Fair		19%
	Poor		5%
Recreation programs or classes	Excellent		20%
	Good		44%
	Fair		27%
	Poor		9%

Please rate the quality of each of the following services in Goodyear.				
Recreation centers or facilities	Excellent		21%	
	Good		38%	
	Fair		28%	
	Poor		13%	
Health services	Excellent		18%	
	Good		55%	
	Fair		21%	
	Poor		6%	
Public library services	Excellent		28%	
	Good		44%	
	Fair		21%	
	Poor		7%	
Overall customer service by Goodyear employees	Excellent		39%	
	Good		45%	
	Fair		14%	
	Poor		2%	
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	Excellent		18%
		Good		44%
		Fair		28%
		Poor		10%
The overall direction that Goodyear is taking	Excellent		22%	
	Good		37%	
	Fair		22%	
	Poor		18%	
The job Goodyear government does at welcoming resident involvement	Excellent		19%	
	Good		42%	
	Fair		29%	
	Poor		10%	
Overall confidence in Goodyear government	Excellent		22%	
	Good		40%	
	Fair		28%	
	Poor		10%	

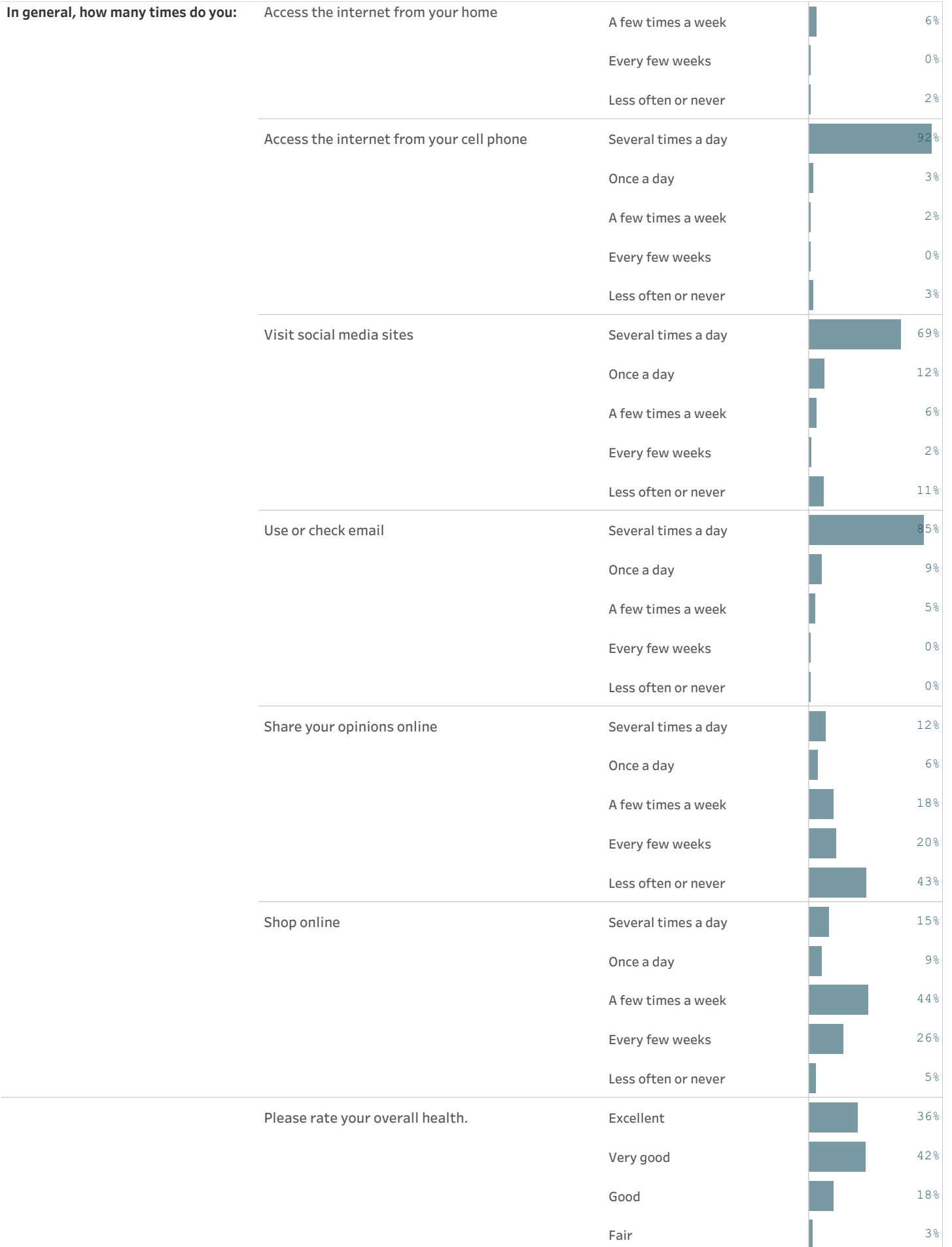
Please rate the following categories of Goodyear government performance.	Category	Rating	Percentage	
			Bar	Value
Generally acting in the best interest of the community		Excellent		23%
		Good		39%
		Fair		24%
		Poor		15%
Being honest		Excellent		22%
		Good		46%
		Fair		22%
		Poor		10%
Being open and transparent to the public		Excellent		21%
		Good		44%
		Fair		22%
		Poor		13%
Informing residents about issues facing the community		Excellent		17%
		Good		41%
		Fair		29%
		Poor		13%
Treating all residents fairly		Excellent		27%
		Good		45%
		Fair		19%
		Poor		9%
Treating residents with respect		Excellent		28%
		Good		49%
		Fair		17%
		Poor		6%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	Excellent		31%
		Good		46%
		Fair		22%
		Poor		2%
The Federal Government		Excellent		5%
		Good		33%
		Fair		39%
		Poor		23%

































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.



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.	Overall opportunities for education, culture, and the arts	Essential		32%
		Very important		44%
		Somewhat important		22%
		Not at all important		2%
	Residents' connection and engagement with their community	Essential		21%
		Very important		47%
		Somewhat important		30%
		Not at all important		3%
Please rate how important, if at all, you think it is for the City to enhance each of the following programs or amenities in the coming two years.	Regional public transit services	Essential		20%
		Very important		33%
		Somewhat important		35%
		Not at all important		12%
	Local public transit services	Essential		22%
		Very important		34%
		Somewhat important		33%
		Not at all important		11%
	Child care/after school programs	Essential		25%
		Very important		42%
		Somewhat important		28%
		Not at all important		5%
	Senior services	Essential		25%
		Very important		43%
		Somewhat important		26%
		Not at all important		6%
	Internet connectivity	Essential		57%
		Very important		31%
		Somewhat important		10%
		Not at all important		3%
	Water conservation and other sustainability programs	Essential		49%
		Very important		39%
		Somewhat important		11%
		Not at all important		2%

How much of a source, if at all, are each of the following for you for getting information about the City government and its activities, events, and services?			
City website	Major source	52%	
	Minor source	44%	
	Not a source	5%	
Local media outlets	Major source	32%	
	Minor source	47%	
	Not a source	21%	
InFocus monthly magazine	Major source	60%	
	Minor source	32%	
	Not a source	9%	
City Council meetings and other public meetings	Major source	20%	
	Minor source	47%	
	Not a source	33%	
City email communications	Major source	41%	
	Minor source	37%	
	Not a source	22%	
City communications via social media	Major source	44%	
	Minor source	34%	
	Not a source	22%	
Word of mouth	Major source	19%	
	Minor source	49%	
	Not a source	32%	
Direct mailings	Major source	27%	
	Minor source	45%	
	Not a source	28%	
Utility bill inserts	Major source	12%	
	Minor source	41%	
	Not a source	47%	
Interactions with City staff	Major source	25%	
	Minor source	31%	
	Not a source	44%	
In general, how many times do you:	Access the internet from your home	Several times a day	87%
		Once a day	5%



Please rate your overall health.	Poor		0%
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		20%
	Somewhat positive		29%
	Neutral		39%
	Somewhat negative		8%
	Very negative		3%
How many years have you lived in Goodyear?	Less than 2 years		16%
	2-5 years		28%
	6-10 years		23%
	11-20 years		23%
	More than 20 years		10%
Which best describes the building you live in?	One family house detached from any other houses		90%
	Building with two or more homes (duplex, townhome, apa..		9%
	Mobile home		0%
	Other		1%
Do you rent or own your home?	Rent		20%
	Own		80%
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 \$500		4%
	\$500 to \$999		9%
	\$1,000 to \$1,499		30%
	\$1,500 to \$1,999		30%
	\$2,000 to \$2,499		17%
	\$2,500 to \$2,999		6%
	\$3,000 to \$3,499		3%
	\$3,500 or more		2%
Do any children 17 or under live in your household?	No		54%
	Yes		46%
Are you or any other members of your household aged 65 or older?	No		73%
	Yes		27%
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		2%
	\$25,000 to \$49,999		8%
	\$50,000 to \$74,999		16%

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.)	\$75,000 to \$99,999	22%
	\$100,000 to \$149,999	26%
	\$150,000 or more	26%
Are you Spanish, Hispanic, or Latino?	No, not Spanish, Hispanic, or Latino	100%
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native	2%
	Asian, Asian Indian, or Pacific Islander	4%
	Black or African American	5%
	White	84%
	Other	11%
In which category is your age?	18-24 years	2%
	25-34 years	25%
	35-44 years	19%
	45-54 years	18%
	55-64 years	17%
	65-74 years	15%
	75 years or older	5%
What is your gender?	Female	52%
	Male	47%
	Identify in another way	0%
How did you hear about this survey? (Select all that apply.)	The City's website	8%
	The City's social media (Facebook, Twitter, Instagram,...	31%
	Received an email from the City	44%
	In a City newsletter or utility bill	4%
	Received a postcard or letter from the City	4%
	Nextdoor	5%
	In my Facebook feed	7%
	Saw it on a video of a public meeting or at a meeting I atten..	0%
	Saw it in a newspaper article or ad (hard copy or online)	1%
	Saw a flyer or poster about it	0%
	Heard about it from a family member, friend or neighborhood	3%
	Heard about it from a business or social organization in my co..	2%
	Polco's weekly email	2%

How did you hear about this survey? (Select all that apply.)

Polco social media post

0%

Other

6%

The City of Goodyear 2021 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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
Sense of community.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Goodyear	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Goodyear	1	2	3	4	5
Overall design or layout of Goodyear's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Goodyear (water, sewer, storm water, electric, gas)	1	2	3	4	5
Overall feeling of safety in Goodyear.....	1	2	3	4	5
Overall quality of natural environment in Goodyear	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Goodyear.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

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

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

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
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
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Goodyear community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Goodyear community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Goodyear	1	2	3	4	5
Variety of business and service establishments in Goodyear.....	1	2	3	4	5
Vibrancy of downtown/commercial area	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 image or reputation of Goodyear.....	1	2	3	4	5

7. Please also rate each of the following in the Goodyear community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	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
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	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
Overall quality of new development in Goodyear.....	1	2	3	4	5
Overall appearance of Goodyear.....	1	2	3	4	5
Cleanliness of Goodyear.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	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
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Goodyear.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	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

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

	<u>No</u>	<u>Yes</u>
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
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Goodyear.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The City of Goodyear 2021 Community Survey

9. Please rate the quality of each of the following services in Goodyear.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	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
Bus or transit services.....	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
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	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 (open space, farmlands, and greenbelts).....	1	2	3	4	5
Goodyear open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	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
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Goodyear employees (police, receptionists, planners, etc.).....	1	2	3	4	5

10. Please rate the following categories of Goodyear government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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 resident 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
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Goodyear	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. 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.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Goodyear	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Goodyear	1	2	3	4
Overall design or layout of Goodyear's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in Goodyear (water, sewer, storm water, electric, gas).....	1	2	3	4
Overall feeling of safety in Goodyear.....	1	2	3	4
Overall quality of natural environment in Goodyear	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Goodyear.....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

13. Please rate how important, if at all, you think it is for the City to enhance each of the following programs or amenities in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
Regional public transit services (e.g., transportation to other communities, access to jobs centers, etc.)	1	2	3	4	5
Local public transit services (e.g., access to local shopping, services, medical providers, and city facilities like the Goodyear Recreation Campus).....	1	2	3	4	5
Child care/after school programs.....	1	2	3	4	5
Senior services (e.g., congregate meals, home delivered meals, adult day care, programs/classes, etc.)	1	2	3	4	5
Internet connectivity.....	1	2	3	4	5
Water conservation and other sustainability programs.....	1	2	3	4	5

14. How much of a source, if at all, are each of the following for you for getting information about the City government and its activities, events, and services?

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
City website (www.goodyearaz.gov)	1	2	3
Local media outlets (newspaper, radio, local television)	1	2	3
InFocus monthly magazine.....	1	2	3
City Council meetings and other public meetings	1	2	3
City email communications (Good Neighbor Alert, Parks & Recreation newsletter).....	1	2	3
City communications via social media (Facebook, Twitter, Instagram, YouTube, Nextdoor).....	1	2	3
Word of mouth.....	1	2	3
Direct mailings (postcards and flyers)	1	2	3
Utility bill inserts.....	1	2	3
Interactions with City staff (in person, phone, email, or web).....	1	2	3

The City of Goodyear 2021 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Please rate your overall health.

- 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. How many years have you lived in Goodyear?

- Less than 2 years
 2-5 years
 6-10 years
 11-20 years
 More than 20 years

D5. 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

D6. Do you rent or own your home?

- Rent
 Own

D7. 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 \$500 \$2,000 to \$2,499
 \$500 to \$999 \$2,500 to \$2,999
 \$1,000 to \$1,499 \$3,000 to \$3,499
 \$1,500 to \$1,999 \$3,500 or more

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. 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 \$75,000 to \$99,999
 \$25,000 to \$49,999 \$100,000 to \$149,999
 \$50,000 to \$74,999 \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic, or Latino
 Yes, I consider myself to be Spanish, Hispanic, or Latino

D12. 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

D13. 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

D14. What is your gender?

- Female
 Male
 Identify in another way

Thank you!

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