

# Goodyear, AZ

# The National Community Survey

Report of Results 2021

# Report by:





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### About The NCS™

The National Community Survey<sup>TM</sup> (The NCS<sup>TM</sup>) 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 <a href="https://info.polco.us/knowledge/statistical-vali">https://info.polco.us/knowledge/statistical-vali</a>

\* 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.

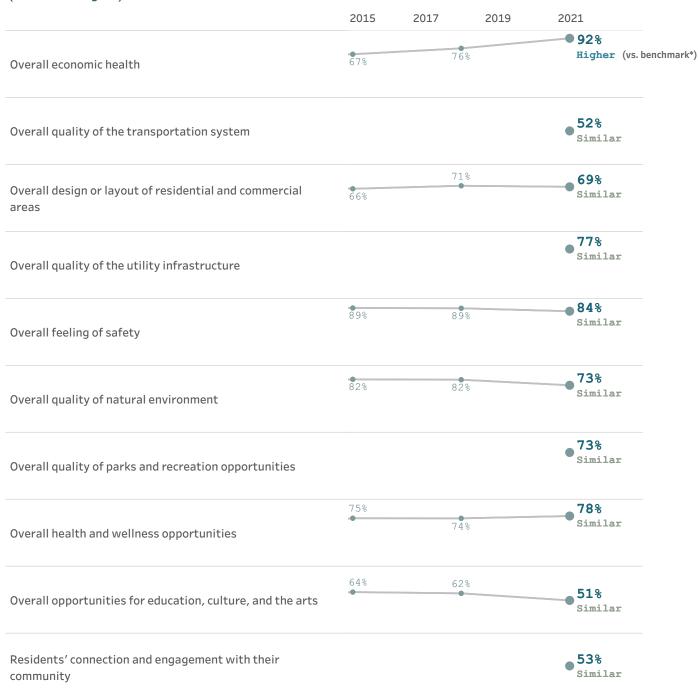
About 7 in 10 residents gave high ratings to the overall quality of new development in Goodyear; this rating was higher than the national benchmark and improved from 2018 to 2021. Additionally, assessments of the variety of housing options (68% excellent or good), well-planned commercial growth (65%), 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.

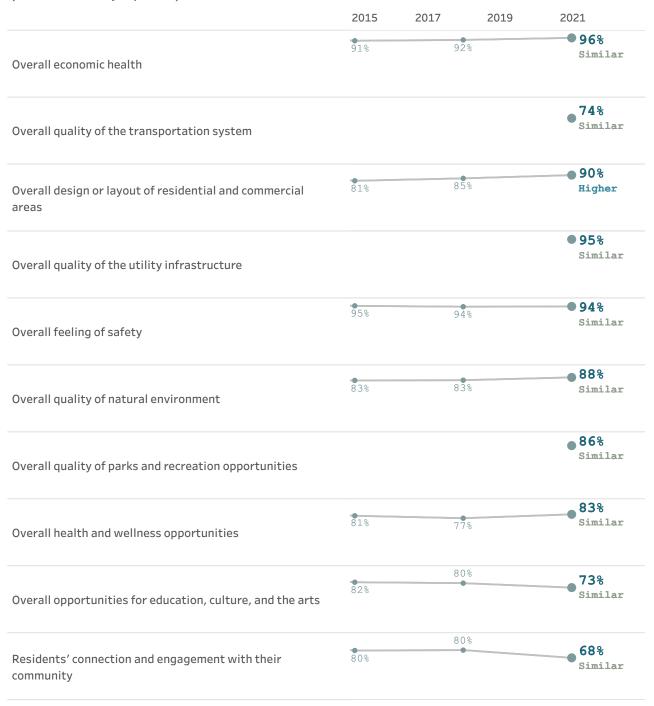
The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

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)



<sup>\*</sup> Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

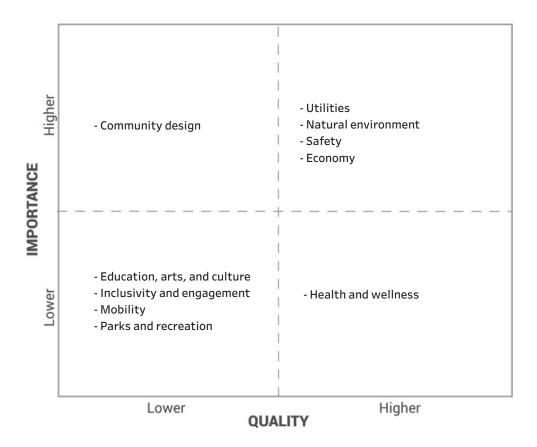
### **Balancing performance and importance**

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.

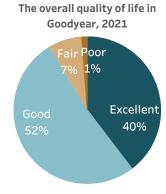
Services receiving quality ratings of excellent or good by 73% or more of respondents were considered of "higher quality" and those with ratings lower than 73% were considered to be of "lower quality." Services were classified as "more important" if they were rated as essential or very important by 87% 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.



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)

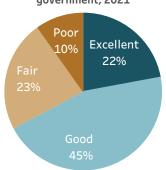


 $<sup>^{*}</sup>$  Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

### 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.

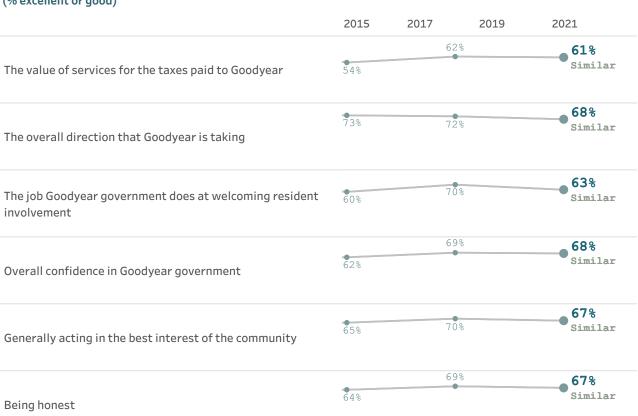


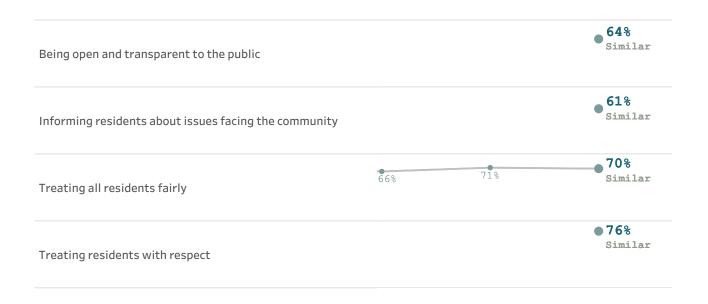


Please rate the quality of each of the following services in Goodyear. (% excellent or good)



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)



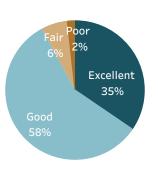
 $<sup>{\</sup>color{blue}*} \ \, \text{Comparison to the national benchmark is shown. If no comparison is available, this is left blank.}$ 

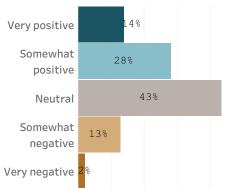
# Overall economic health of Goodyear, 2021

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:



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.





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

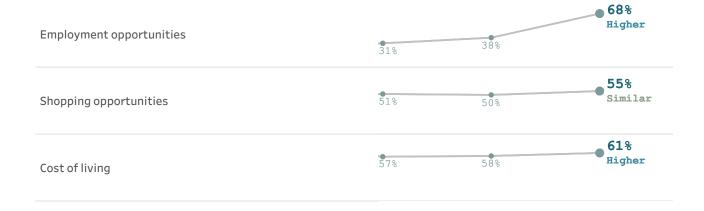


Please rate each of the following aspects of quality of life in Goodyear. (% excellent or good)



Please rate each of the following in the Goodyear community.





# 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:

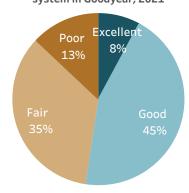
(% very or somewhat positive)



 $<sup>{}^{*}\</sup>text{ Comparison to the national benchmark is shown. If no comparison is available, this is left blank.}\\$ 

# Overall quality of the transportation system in Goodyear, 2021

# 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.



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

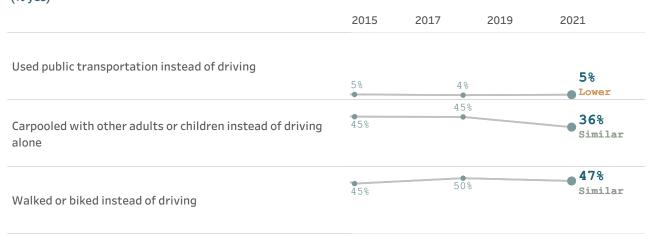
	2015	2017	2019	2021
Overall quality of the transportation system				• 52% Similar VS. benchmark*

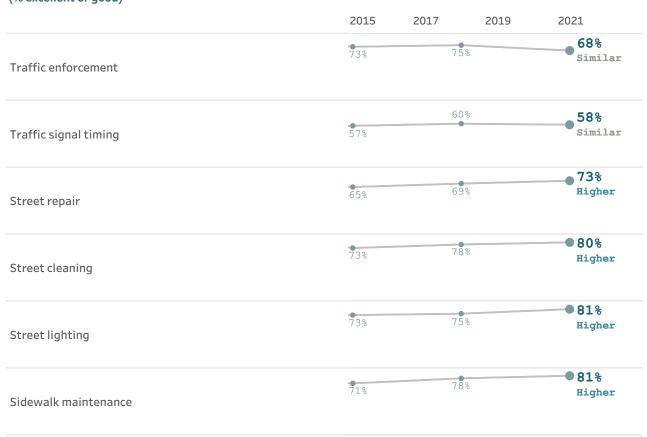
Please also rate each of the following in the Goodyear community. (% excellent or good)





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







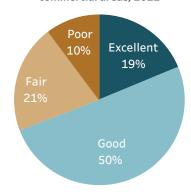
 $<sup>{\</sup>color{blue}*} \ \, \text{Comparison to the national benchmark is shown. If no comparison is available, this is left blank.}$ 

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

# **Community design**

community

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)

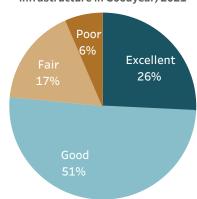
● 69% 71% 66% Similar Overall design or layout of residential and commercial vs. areas benchmark\* Please rate each of the following aspects of quality of life in Goodyear. (% excellent or good) 2015 2017 2019 2021 ● 93% 92% 91% Similar Your neighborhood as a place to live Please also rate each of the following in the Goodyear community. (% excellent or good) 2015 2017 2019 2021 **●** 67% Similar Well-planned residential growth 65% Higher Well-planned commercial growth **74**% Similar Well-designed neighborhoods 55% Preservation of the historical or cultural character of the Similar





<sup>\*</sup> 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

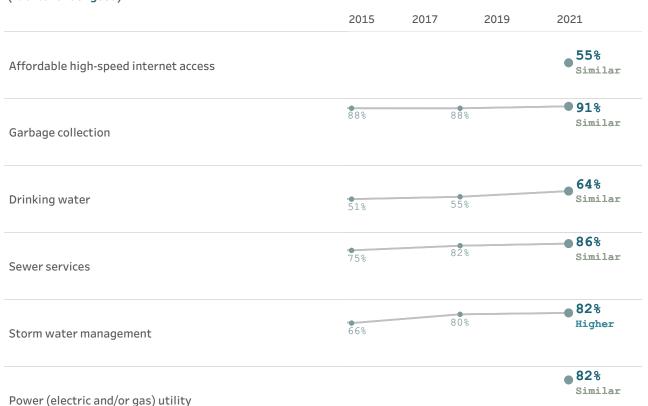


# **Utilities**

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)

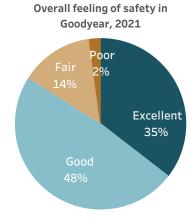
● 77%
Similar
vs.
benchmark*



 $<sup>{\</sup>color{blue}*} \ \, \text{Comparison to the national benchmark is shown. If no comparison is available, this is left blank.}$ 

# **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.

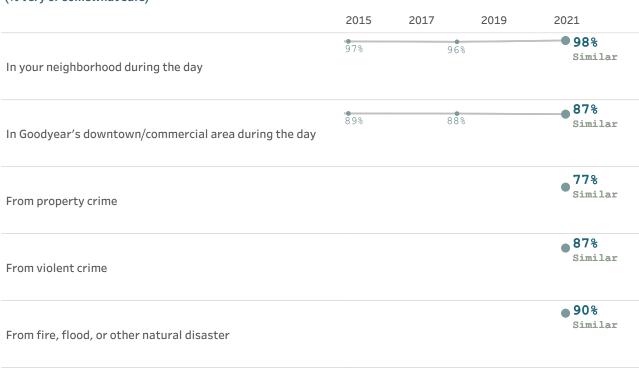


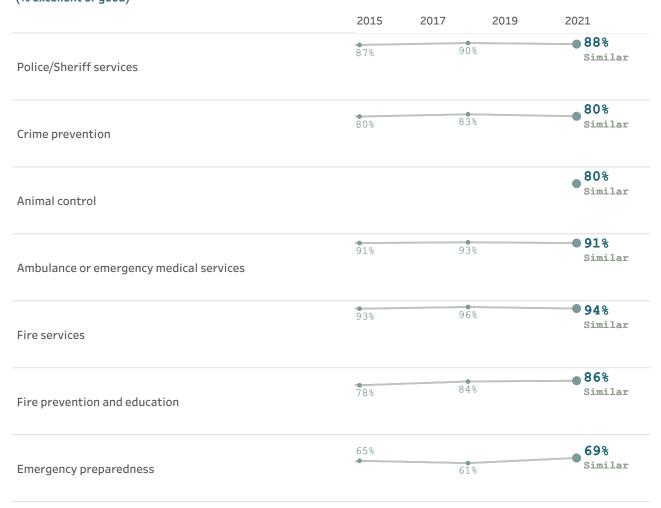
Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)



### Please rate how safe or unsafe you feel:

(% very or somewhat safe)



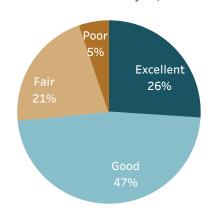


<sup>\*</sup> Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

# 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)







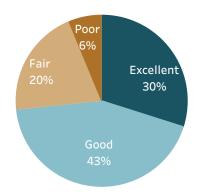
 $<sup>{\</sup>color{blue}*} \ \, \text{Comparison to the national benchmark is shown. If no comparison is available, this is left blank.}$ 

# 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

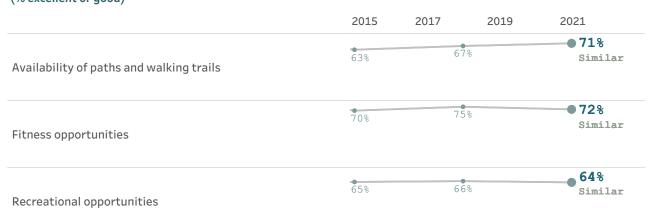


Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)

Overall quality of parks and recreation opportunities

Vs.
benchmark\*

# 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 programs or classes

<sup>\*</sup> Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

# Overall health and wellness opportunities in Goodyear, 2021

# Fair 5% Excellent 27% Good 52%

### **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 your overall health.

(% excellent or very good)

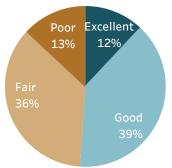


<sup>\*</sup> Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

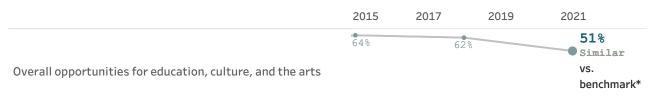
# Education, arts, and culture

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.

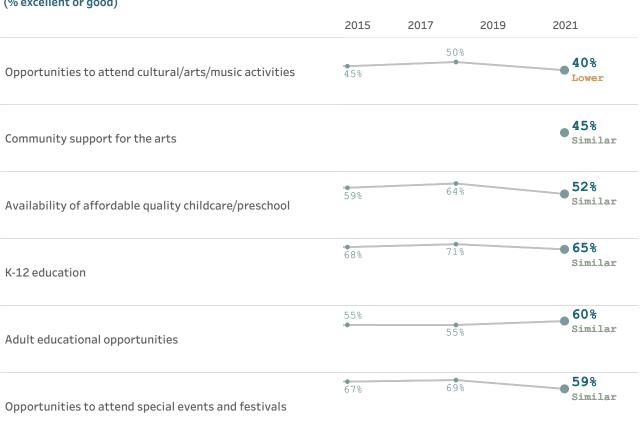




Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)



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)

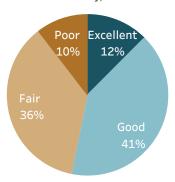


<sup>\*</sup> Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

# 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)

Residents' connection and engagement with their community

• 53%
Similar
vs.
benchmark\*

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)

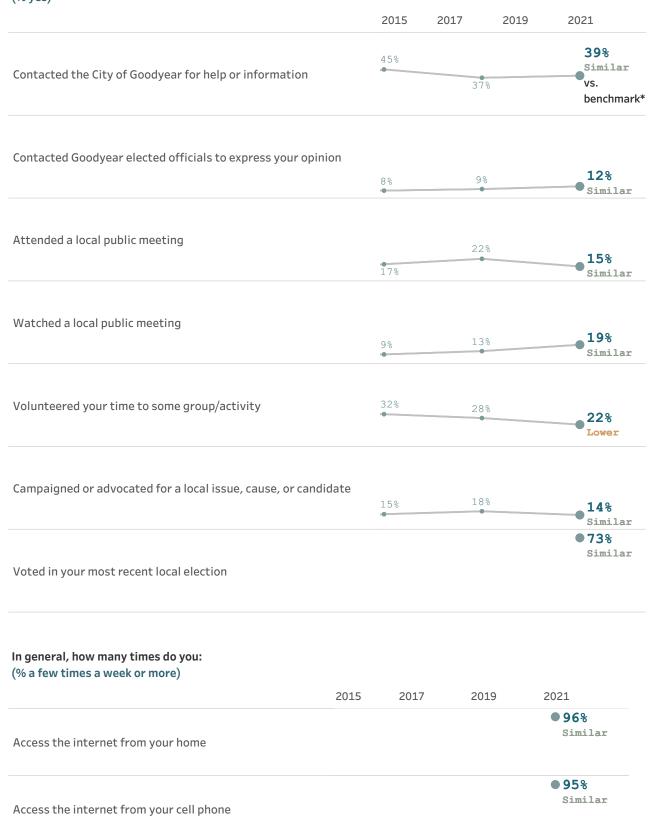
2015 2017 2019 2021 80% Similar

Attracting people from diverse backgrounds				•75% Similar
Valuing/respecting residents from diverse backgrounds				●78% Similar
Taking care of vulnerable residents				•70% Similar
Please also rate each of the following in the Goodyear common (% excellent or good)				
	2015	2017	2019	2021
Sense of civic/community pride				•61% Similar
Neighborliness of residents	62%	67	°	64% Similar
Opportunities to participate in social events and activities	49%	57	9	60% Similar
Opportunities to volunteer	60%	65	%	64% Similar
Opportunities to participate in community matters	59%	62	<u>0</u>	54% Similar
Openness and acceptance of the community toward people of diverse backgrounds	72%	69	000	68% Similar

<sup>\*</sup> 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)



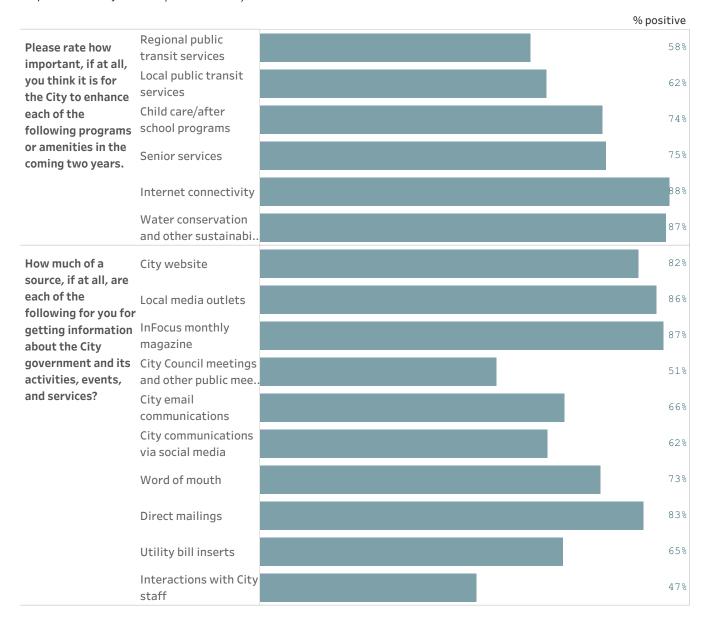
34

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

 $<sup>{\</sup>color{blue}*} \ \, \text{Comparison to the national benchmark is shown. If no comparison is available, this is left blank.}$ 

## **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	Goodyear as a place to live	Similar	94%	79	362	78
following aspects of quality of life in Goodyear.	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	Overall economic health	Higher	92%	25	276	91
following characteristics as they relate to Goodyear as a whole.	Overall quality of the transportation system	Similar	52%	41	67	40
as a whole.	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	Recommend living in Goodyear to someone who asks	Similar	93%	66	288	77
or unlikely you are to do each of the following.	Remain in Goodyear for the next five years	Similar	85%	128	281	54
Please rate how safe or	In your neighborhood during the day	Similar	98%	82	331	75
unsafe you feel:	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
	Making all residents feel welcome	Similar	80%	14	68	80
the Goodyear community does at each of the following.	Attracting people from diverse backgrounds	Similar	75%	8	68	89
Tonownig.	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	Overall quality of business and service establishments	Similar	75%	56	279	80
community.	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	Traffic flow on major streets	Similar	59%	68	318	78
community.	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

Presser and walking trails   Similar   718   137   302   36   36   36   36   36   36   36   3	Please also rate each of the following in the Goodyear	Air quality	Lower	64%	221	258	14
Recreational apportunities   Similar   648   175   231   38	community.	Availability of paths and walking trails	Similar	71%	137	302	54
Availability of affordable quality food Similar 72% 115 257 55    Availability of affordable quality health care Similar 718 93 271 66    Availability of affordable quality health care Similar 738 90 252 64    Availability of affordable quality mental health care Similar 569 77 269 71    Opportunities to attend cultural/arts/music activities Lower 409 234 200 13    Community support for the arts Similar 458 45 67 34    Availability of affordable quality childcare/preschool Similar 572 109 267 39    K+12 education Similar 63 170 267 36    Adult educational opportunities Similar 60 135 257 47    Sense of civic/community pride Similar 60 135 257 47    Sense of civic/community pride Similar 60 135 257 47    Sense of civic/community pride Similar 60 135 257 47    Sense of civic/community pride Similar 60 135 257 37    Opportunities to participate in social events and activities Similar 60 117 268 56    Opportunities to participate in community matters Similar 60 117 268 272 36    Opportunities to participate in community matters Similar 60 117 272 36    Opportunities to participate in community matters Similar 60 118 272 36    Opportunities to participate in community matters Similar 60 118 272 37 23    Opportunities to participate in community matters Similar 60 118 272 37 27    Opportunities to participate in community matters Similar 60 118 272 27 28    Opportunities to participate in community matters Similar 60 118 272 27 28    Opportunities to participate in community matters Similar 60 118 272 27 28    Opportunities to participate in community matters Similar 60 118 272 273 37 27    Opportunities to participate in community matters Similar 60 118 272 272 273 37 37 273 274 275 275 275 275 275 275 275 275 275 275		Fitness opportunities	Similar	72%	139	262	47
Availability of affordable quality health care  Availability of preventive health services  Availability of preventive health services  Availability of affordable quality mental health care  Similar 738 90 252 66  Availability of affordable quality mental health care  Similar 568 72 249 71  Opportunities to attend cultural/arts/music activities  Lower 408 234 290 19  Community support for the arts  Similar 459 45 67 34  Availability of affordable quality childcare/preschool  Similar 680 100 267 59  K-12 education  Adult educational opportunities  Similar 608 135 257 47  Sense of civic/community pride  Similar 608 135 257 47  Sense of civic/community pride  Similar 608 137 229 109 267 30  Neighborliness of residents  Opportunities to participate in social events and activities  Similar 608 1107 229 36  Opportunities to volunteer  Opportunities to volunteer  Opportunities to volunteer  Opportunities to participate in community matters  Similar 548 213 277 23  Openness and acceptance of the community toward people of diverse  Similar 648 100 272 36  Please indicate whether or onot you have done each of the following in the last 12 contacted Goodyear for help or information  Similar 128 237 266 13 months.  Attended a local public meeting  Watched a local public meeting  Volunteered your time to some group/activity  Lower 224 247 273 9  Campaigned or advocated for a local issue, cause, or candidate  Voted in your most recent local election  Used public transportation instead of driving alone  Similar 73 109 266 25  Please rate the quality of  Bublic information acceptance  Similar 73 109 266 25		Recreational opportunities	Similar	64%	179	291	38
Availability of preventive health services  Availability of affordable quality mental health care  Availability of affordable quality mental health care  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  Adult educational opportunities  Similar 60% 135 257 47  Sense of civic/community pride  Neighborliness of residents  Opportunities to participate in social events and activities  Similar 64% 117 26% 56  Opportunities to attend special events and festivals  Opportunities to community matters  Opportunities to participate in community matters  Opportunities to participate in community toward people of diverse Similar 64% 180 272 34  Opportunities to participate for community toward people of diverse Similar 64% 180 272 34  Opportunities to participate in community toward people of diverse Similar 64% 180 272 34  Opportunities to participate in community toward people of diverse Similar 64% 180 272 34  Openness and acceptance of the community toward people of diverse Similar 64% 180 272 34  Openness and acceptance of the community toward people of diverse Similar 64% 180 272 266 13  Attended a local public meeting  Contacted the City of Goodyear for help or information  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  Walked or biked instead of driving  Lower 5% 212 211 8  Carpooled with other adults or children instead of driving alone  Walked or biked instead of driving		Availability of affordable quality food	Similar	72%	115	257	55
Availability of affordable quality mental health care  Opportunities to attend cultural/arts/music activities  Lower 40 234 290 19  Community support for the arts  Similar 45 45 45 67 34  Availability of affordable quality childcare/preschool  K-12 education  K-12 education  Adult educational opportunities  Similar 60 170 267 36  Adult educational opportunities  Similar 61 41 67 40  Neighborliness of residents  Opportunities to participate in social events and activities  Similar 64 117 268 56  Opportunities to attend special events and festivals  Opportunities to attend special events and festivals  Opportunities to volunteer  Opportunities to volunteer  Similar 64 180 272 34  Opportunities to participate in community matters  Opportunities to participate in community matters  Opmortunities to acceptance of the community toward people of diverse  Similar 64 180 272 34  Opportunities to acceptance of the community toward people of Miverse  Similar 68 56 298 81  Please indicate whether or not you have done each of the following in the last 12 months.  Attended a local public meeting  Watched a local public meeting  Volunteered your time to some group/activity  Lower 22 247 273 9  Campaigned or advocated for a local issue, cause, or candidate  Similar 73 51 70 28  Voted in your most recent local election  Used public transportation instead of driving alone  Walked or biked instead of driving  Lower 55 212 211 8  Carpooled with other adults or children instead of driving alone  Walked or biked instead of driving		Availability of affordable quality health care	Similar	71%	93	271	66
Opportunities to attend cultural/arts/music activities  Lower 40% 238 290 13  Community support for the arts  Similar 45% 45% 67 34  Availability of affordable quality childcare/preschool  K-12 education  Similar 65% 170 267 59  K-12 education  Adult educational opportunities  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  Opportunities to participate in social events and activities  Similar 60% 173 272 36  Opportunities to attend special events and festivals  Similar 59% 206 280 26  Opportunities to volunteer  Similar 64% 180 272 34  Opportunities to volunteer  Similar 54% 213 277 23  Openness and acceptance of the community matters  Similar 54% 213 277 23  Openness and acceptance of the community toward people of diverse  Similar 54% 213 277 23  Openness and acceptance of the community toward people of Similar 12% 232 266 13  months.  Attended a local public meeting  Watched a local public meeting  Volunteered your time to some group/activity  Lower 22% 247 273 39  Campaigned or advocated for a local issue, cause, or candidate  Watched in your most recent local election  Similar 73% 51 70 28  Voted in your most recent local election  Similar 73% 51 70 28  Volunteered your time to some group/activity  Lower 55% 212 231 8  Carpooled with other adults or children instead of driving alone  Walked or biked instead of driving  Similar 73% 133 280 53		Availability of preventive health services	Similar	73%	90	252	64
Community support for the arts   Similar   458   45   67   34		Availability of affordable quality mental health care	Similar	56%	72	249	71
Availability of affordable quality childcare/preschool  K-12 education  Similar 52% 109 267 39  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  Opportunities to participate in social events and activities  Similar 64% 117 268 56  Opportunities to participate in social events and festivals  Opportunities to outleter  Opportunities to outleter  Opportunities to orbital festivals  Similar 59% 206 280 26  Opportunities to participate in community matters  Similar 54% 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  Please indicate whether or not you have done each of the following in the last 12  Contacted the City of Goodyear for help or information  Similar 39% 254 327 22  months.  Attended a local public meeting  Similar 15% 272 269 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 73% 51 70 28  Used public transportation instead of driving  Carpooled with other adults or children instead of driving alone  Walked or biked instead of driving  Similar 47% 199 266 25		Opportunities to attend cultural/arts/music activities	Lower	40%	234	290	19
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 61% 41 17 268 56  Opportunities to participate in social events and activities Similar 61% 173 272 36  Opportunities to attend special events and festivals Similar 61% 180 272 34  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  Please indicate whether or not you have done each of the following in the last 12 Contacted the City of Goodyear for help or information Similar 39% 254 327 22 and the following in the last 12 Contacted Goodyear elected officials to express your opinion Similar 12% 232 266 13 months.  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 Carpooled with other adults or children instead of driving Lower 5% 212 231 8 Carpooled with other adults or children instead of driving Similar 47% 199 266 25 Please rate the quality of Sublic information services 5 200 200 200 200 200 200 200 200 200 2		Community support for the arts	Similar	45%	45	67	34
Adult educational opportunities  Similar 60% 135 257 47  Sense of civic/community pride  Neighborliness of residents  Neighborliness of residents  Opportunities to participate in social events and activities  Opportunities to participate in social events and activities  Opportunities to attend special events and festivals  Similar 60% 173 272 36  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 matters  Similar 54% 213 277 23  Openness and acceptance of the community toward people of diverse Similar 68% 56 299 81  Please indicate whether or not you have done each of the following in the last 12 contacted Goodyear elected officials to express your opinion  Similar 39% 254 327 22 266 13 anoths.  Attended a local public meeting  Similar 12% 232 266 13 Attended a local public meeting  Volunteered your time to some group/activity  Lower 22% 247 273 9  Campaigned or advocated for a local issue, cause, or candidate  Voted in your most recent local election  Similar 73% 51 70 28  Valked or biked instead of driving  Carpooled with other adults or children instead of driving alone  Walked or biked instead of driving  Similar 47% 199 266 25		Availability of affordable quality childcare/preschool	Similar	52%	109	267	59
Sense of civic/community pride  Neighborliness of residents  Opportunities to participate in social events and activities  Opportunities to attend special events and festivals  Opportunities to volunteer  Opportunities to participate in community matters  Opportunities to participate in community matters  Opportunities to participate in community matters  Opportunities to participate in community toward people of diverse  Similar 54% 213 277 23  Openness and acceptance of the community toward people of diverse  Similar 54% 213 277 23  Openness and acceptance of the community toward people of diverse  Similar 39% 254 327 22  Contacted the City of Goodyear for help or information  Similar 39% 254 327 22  months.  Attended a local public meeting  Similar 15% 227 269 15  Watched a local public meeting  Similar 15% 227 269 15  Volunteered your time to some group/activity  Lower 22% 247 273 9  Campaigned or advocated for a local issue, cause, or candidate  Voted in your most recent local election  Similar 73% 51 70 28  Used public transportation instead of driving  Carpooled with other adults or children instead of driving alone  Walked or biked instead of driving  Similar 47% 199 266 25		K-12 education	Similar	65%	170	267	36
Neighborliness of residents  Opportunities to participate in social events and activities  Similar 64% 117 268 56  Opportunities to attend special events and festivals  Similar 59% 206 280 26  Opportunities to volunteer  Similar 54% 180 272 34  Opportunities to participate in community matters  Similar 54% 213 277 23  Opportunities to participate in community matters  Similar 64% 180 272 34  213 277 23  Opportunities to volunteer  Contacted the City of Goodyear for help or information  Similar 39% 254 327 22  Contacted the City of Goodyear for help or information  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  Voted in your most recent local election  Similar 73% 51 70 28  Used public transportation instead of driving  Lower 5% 212 231 8  Carpooled with other adults or children instead of driving alone  Walked or biked instead of driving  Similar 73% 133 282 53		Adult educational opportunities	Similar	60%	135	257	47
Opportunities to participate in social events and activities  Opportunities to attend special events and festivals  Opportunities to volunteer  Opportunities to volunteer  Opportunities to participate in community matters  Opportunities to participate in community matters  Openness and acceptance of the community toward people of diverse Similar 68% 56 29% 81  Openness and acceptance of the community toward people of diverse Similar 68% 56 29% 81  Please indicate whether or not you have done each of the following in the last 12 Contacted the City of Goodyear for help or information Similar 39% 254 327 22 266 13 Attended a local public meeting  Attended a local public meeting  Similar 15% 227 269 15  Watched a local public meeting  Similar 19% 166 244 32 266 13 27 269 15 27 269		Sense of civic/community pride	Similar	61%	41	67	40
Opportunities to attend special events and festivals  Opportunities to volunteer  Opportunities to volunteer  Opportunities to participate in community matters  Opportunities to participate in community matters  Openness and acceptance of the community toward people of diverse Similar 548 213 277 23  Openness and acceptance of the community toward people of diverse Similar 688 56 298 81  Please indicate whether or not you have done each of the following in the last 12 Contacted Goodyear elected officials to express your opinion Similar 128 232 266 13 months.  Attended a local public meeting Similar 158 227 269 15  Watched a local public meeting Similar 198 166 244 32 Volunteered your time to some group/activity Lower 228 247 273 9 Campaigned or advocated for a local issue, cause, or candidate Similar 148 222 255 13 Voted in your most recent local election Similar 738 51 70 28 Used public transportation instead of driving Lower 58 212 231 8 Carpooled with other adults or children instead of driving alone Similar 478 199 266 25 Please rate the quality of Public information sources		Neighborliness of residents	Similar	64%	117	268	56
Opportunities to volunteer  Opportunities to participate in community matters  Similar 54% 213 277 23  Openness and acceptance of the community toward people of diverse Similar 68% 56 29% 81  Please indicate whether or not you have done each of the following in the last 12 months.  Ontacted 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  Used public transportation instead of driving Lower 5% 212 231 8  Carpooled with other adults or children instead of driving alone Similar 47% 199 266 25  Please rate the quality of Public information sprayers		Opportunities to participate in social events and activities	Similar	60%	173	272	36
Opportunities to participate in community matters  Openness and acceptance of the community toward people of diverse  Similar 54% 213 277 23  Openness and acceptance of the community toward people of diverse  Similar 68% 56 298 81  Please indicate whether or not you have done each of the following in the last 12 Contacted Goodyear elected officials to express your opinion  Attended a local public meeting  Similar 15% 227 269 15  Watched 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  Voted in your most recent local election  Similar 73% 51 70 28  Used public transportation instead of driving  Lower 5% 212 231 8  Carpooled with other adults or children instead of driving alone  Walked or biked instead of driving  Please rate the quality of  Public information sorvices		Opportunities to attend special events and festivals	Similar	59%	206	280	26
Openness and acceptance of the community toward people of diverse Similar 68% 56 298 81  Please indicate whether or not you have done each of the following in the last 12 Contacted the City of Goodyear for help or information Similar 39% 254 327 22 months.  Attended a local public meeting Similar 15% 227 269 15  Watched a local public meeting Similar 15% 227 269 15  Watched a local public meeting Similar 19% 166 244 32 247 273 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  Used public transportation instead of driving Lower 5% 212 231 8  Carpooled with other adults or children instead of driving alone Similar 47% 199 266 25  Please rate the quality of Public information sowiess		Opportunities to volunteer	Similar	64%	180	272	34
Please indicate whether or not you have done each of the following in the last 12 months.  Contacted Goodyear elected officials to express your opinion  Attended a local public meeting  Watched a local public meeting  Watched a local public meeting  Volunteered your time to some group/activity  Campaigned or advocated for a local issue, cause, or candidate  Voted in your most recent local election  Used public transportation instead of driving  Carpooled with other adults or children instead of driving alone  Walked or biked instead of driving  Please rate the quality of  Public information Similar 39% 254 327 22  13 27 269 15  Similar 19% 166 244 32  Voted 19% 166 244 32  Voted 19% 166 244 32  Voted in your most recent local election  Similar 73% 51 70 28  Similar 73% 51 70 28  Valked or biked instead of driving  Similar 36% 203 260 22  Walked or biked instead of driving  Similar 73% 199 266 25		Opportunities to participate in community matters	Similar	54%	213	277	23
not you have done each of the following in the last 12 months.  Attended a local public meeting  Watched 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  Used public transportation instead of driving  Carpooled with other adults or children instead of driving alone  Walked or biked instead of driving  Please rate the quality of  Public information sorvices		Openness and acceptance of the community toward people of diverse	Similar	68%	56	298	81
the following in the last 12 Contacted Goodyear elected officials to express your opinion Similar 12% 232 266 13 months.  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  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 73% 133 282 53		Contacted the City of Goodyear for help or information	Similar	39%	254	327	22
Watched a local public meeting  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  Used public transportation instead of driving  Lower 5% 212 231 8  Carpooled with other adults or children instead of driving alone  Walked or biked instead of driving  Similar 73% 199 266 25  Please rate the quality of  Public information sorvices	the following in the last 12	Contacted Goodyear elected officials to express your opinion	Similar	12%	232	266	13
Volunteered your time to some group/activity  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  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  Please rate the quality of  Public information sorvices		Attended a local public meeting	Similar	15%	227	269	15
Campaigned or advocated for a local issue, cause, or candidate  Voted in your most recent local election  Similar 73% 51 70 28  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		Watched a local public meeting	Similar	19%	166	244	32
Voted in your most recent local election  Used public transportation instead of driving  Carpooled with other adults or children instead of driving alone  Walked or biked instead of driving  Similar 36% 203 260 22  Walked or biked instead of driving  Similar 47% 199 266 25		Volunteered your time to some group/activity	Lower	22%	247	273	9
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		Campaigned or advocated for a local issue, cause, or candidate	Similar	14%	222	255	13
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  Please rate the quality of Public information services Similar 73% 133 282 53		Voted in your most recent local election	Similar	73%	51	70	28
Walked or biked instead of driving  Similar 47% 199 266 25  Please rate the quality of Public information services Similar 73% 133 282 53		Used public transportation instead of driving	Lower	5%	212	231	8
Please rate the quality of  Public information sorvices  Similar 73% 133 282 53		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
	Please rate the quality of each of the following.	Public information services	Similar	73%	133	282	53

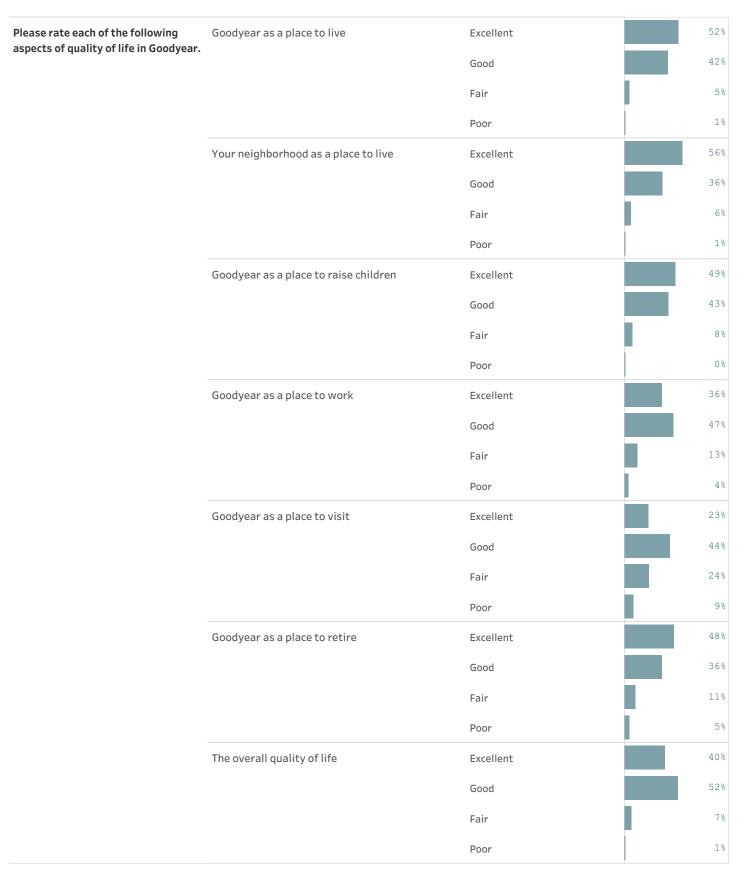
Economic development	Higher	74%	27	282	90
Traffic enforcement	Similar	68%	96	343	72
Traffic signal timing	Similar	58%	73	269	73
Street repair	Higher	73%	12	330	96
Street cleaning	Higher	80%	40	293	86
Street lighting	Higher	81%	16	323	95
Sidewalk maintenance	Higher	81%	10	295	96
Bus or transit services	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	888	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	Health services	Similar	75%	82	237	65
services in Goodyear.	Public library services	Similar	81%	231	301	23
	Overall customer service by Goodyear employees	Similar	86%	82	358	77
Please rate the following	The value of services for the taxes paid to Goodyear	Similar	61%	98	363	73
categories of Goodyear government performance.	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	The City of Goodyear	Similar	78%	147	367	60
services provided by each	The Federal Government	Similar	46%	60	260	77
Please rate how important, if at all, you think it is for	Overall economic health	Higher	96%	4	254	98
the Goodyear community to focus on each of the	Overall quality of the transportation system	Similar	74%	32	67	53
following in the coming two years.	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	888	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
What impact, if any, do you think the economy will have on your family	Higher	42%	28	264	89

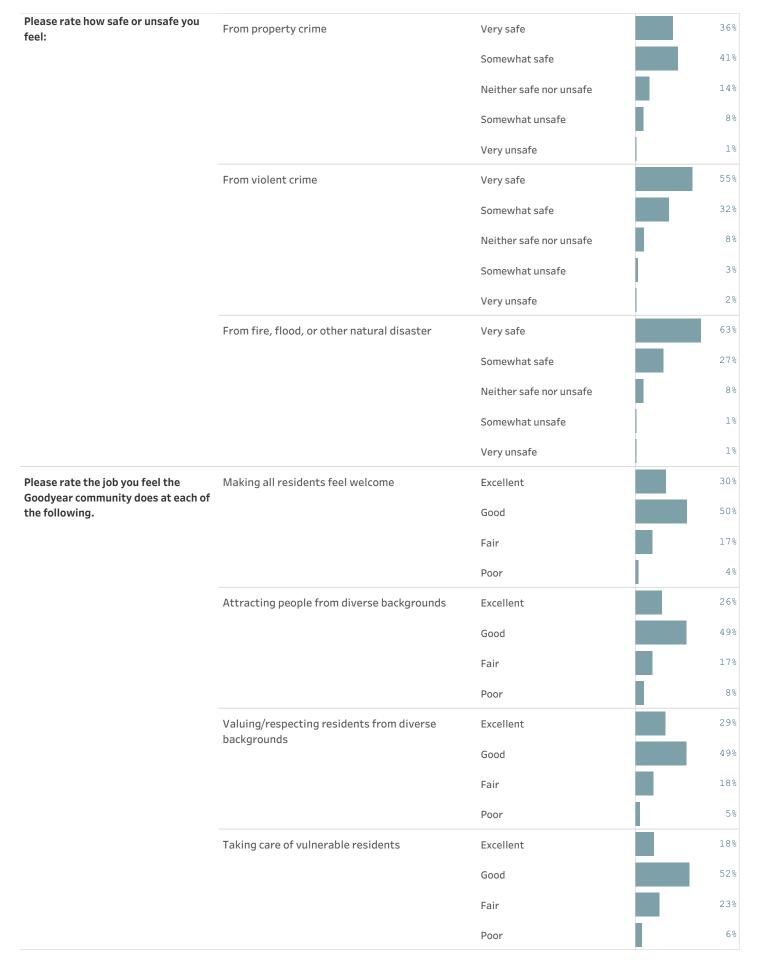
## **Complete set of frequencies**

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.	Sense of community	Excellent	25%
		Good	44%
		Fair	23%
		Poor	7%
Please rate each of the following	Overall economic health	Excellent	35%
characteristics as they relate to Goodyear as a whole.		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%
	areas	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%
	opportunities	Good	43%
		Fair	20%

Please rate each of the following characteristics as they relate to	Overall quality of parks and recreation opportunities	Poor		6%
Goodyear as a whole.	Overall health and wellness opportunities	Excellent		27%
		Good		52%
		Fair		17%
		Poor		5%
	Overall opportunities for education, culture, and the arts	Excellent		12%
	the arts	Good		39%
		Fair		36%
		Poor		13%
	Residents' connection and engagement with their community	Excellent		12%
	community	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%
you are to do each of the following.	dSKS	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		88
		Very unlikely		7%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		78%
reer:		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%
	the day	Somewhat safe		29%
		Neither safe nor unsafe		7%
		Somewhat unsafe	1	5%
		Very unsafe		1%



Please rate each of the following in	Overall quality of business and service	Excellent		27%
the Goodyear community.	establishments	Good		48%
		Fair		20%
		Poor	1	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	<u> </u>	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.	Traffic flow on major streets	Poor	9%
the goodyear community.	Ease of public parking	Excellent	26%
		Good	55%
		Fair	16%
		Poor	3%
	Ease of travel by car	Excellent	33%
		Good	48%
		Fair	16%
		Poor	3%
	Ease of travel by public transportation	Excellent	6%
		Good	19%
		Fair	26%
		Poor	48%
	Ease of travel by bicycle	Excellent	14%
		Good	42%
		Fair	33%
		Poor	12%
	Ease of walking	Excellent	21%
		Good	51%
		Fair	17%
		Poor	11%
	Well-planned residential growth	Excellent	21%
		Good	46%
		Fair	21%
		Poor	12%
	Well-planned commercial growth	Excellent	20%
		Good	45%
		Fair	19%
		Poor	16%
	Well-designed neighborhoods	Excellent	23%
		Good	50%

Please also rate each of the following in the Goodyear community.	Well-designed neighborhoods	Fair	19	9%
in the Goodyear community.		Poor	8	8%
	Preservation of the historical or cultural character	Excellent	15	5%
	of the community	Good	40	0%
		Fair	32	2%
		Poor	14	4%
	Public places where people want to spend time	Excellent	15	5%
		Good	41	1%
		Fair	29	9%
		Poor	15	5%
	Variety of housing options	Excellent	19	98
		Good	49	9%
		Fair	25	5%
		Poor	-	7%
	Availability of affordable quality housing	Excellent	16	6%
		Good	40	0%
		Fair	32	2%
		Poor		3%
	Overall quality of new development	Excellent		6%
		Good		5%
		Fair	_	2%
		Poor		7%
	Overall appearance	Excellent		4%
		Good	_	88
		Fair	_	6%
	Classification	Poor		2%
	Cleanliness	Excellent	_	7% 9%
		Good		2%
		Poor		2%
	Water resources	Excellent		0%
	water resources	EVENIEUF		

Please also rate each of the following	Water resources	Good	34%
in the Goodyear community.		Fair	26%
		Poor	30%
	Air quality	Excellent	13%
	All quality		51%
		Good	27%
		Fair	9%
	Availability of noths and walking twalls	Poor	24%
	Availability of paths and walking trails	Excellent	
		Good	46%
		Fair	22%
		Poor	8%
	Fitness opportunities	Excellent	23%
		Good	49%
		Fair	21%
		Poor	8%
	Recreational opportunities	Excellent	20%
		Good	44%
		Fair	25%
		Poor	11%
	Availability of affordable quality food	Excellent	21%
		Good	50%
		Fair	19%
		Poor	9%
	Availability of affordable quality health care	Excellent	22%
		Good	50%
		Fair	22%
		Poor	7%
	Availability of preventive health services	Excellent	22%
		Good	51%
		Fair	20%
		Poor	7%

Availability of affordable quality mental health care    Good
Pair   298
Poor   158
Opportunities to attend cultural/arts/music activities         Excellent         128           Good         288           Fair         398           Poor         228           Community support for the arts         Excellent         138           Good         328           Fair         398           Poor         168           Availability of affordable quality childcare/preschool         Excellent         178           Good         348           Fair         378           Poor         125           K-12 education         Excellent         228           Good         438           Fair         278           Poor         88           Adult educational opportunities         Excellent         128           Good         476
Availability of affordable quality childcare/preschool  K-12 education  K-12 education  Adult educational opportunities  Adult educational opportunities  Excellent  Excellent  Excellent  Excellent  Excellent  Fair  Poor  128  Fair  Poor  88  Adult educational opportunities  Excellent  Excellent  228  Good  438  Fair  Poor  88
Fair   398   Poor   228
Poor   228
Community support for the arts
Good   328   Fair   398   Poor   168
Fair   398     Poor   168     Availability of affordable quality childcare/preschool   Good   348     Fair   378     Poor   128     K-12 education   Excellent   228     Fair   278     Poor   88     Adult educational opportunities   Excellent   128     Good   478     Good
Availability of affordable quality childcare/preschool  Good  Fair  Poor  12%  K-12 education  Good  43%  Fair  Poor  8%  Adult educational opportunities  Excellent  17%  6ood  47%
Good   34%   Fair   37%   Poor   12%
Fair   37%
Poor 12%  K-12 education Excellent 22%  Good 43%  Fair 27%  Poor 8%  Adult educational opportunities Excellent 12%  Good 47%
K-12 education  Excellent  Good  Fair  Poor  Adult educational opportunities  Excellent  Good  43%  Fair  27%  Poor  8%  Adult educational opportunities  Excellent  12%
Good Fair Poor 8% Adult educational opportunities Excellent 12% Good 43%
Fair 27% Poor 8%  Adult educational opportunities Excellent 12% Good 47%
Poor 8%  Adult educational opportunities Excellent 12%  Good 47%
Adult educational opportunities Excellent 12% Good 47%
Good 47%
Fair 29%
Poor 12%
Sense of civic/community pride Excellent 13%
Good 48%
Fair 30%
Poor 9%
Neighborliness of residents Excellent 21%
Good 43%
Fair 29%

Please also rate each of the following in the Goodyear community.	Neighborliness of residents	Poor		7%
,	Opportunities to participate in social events and	Excellent	1.	4%
	activities	Good	4.	5%
		Fair	28	88
		Poor	1:	2%
	Opportunities to attend special events and festivals	Excellent	1	9%
	TOSTIVALS	Good	3!	9%
		Fair	21	8%
		Poor	1.	4%
	Opportunities to volunteer	Excellent	21	0%
		Good	4.	4%
		Fair	2	6%
		Poor	1(	0%
	Opportunities to participate in community matters	Excellent	1.	4%
		Good	4 (	0%
		Fair	34	4%
		Poor	1:	2%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent	_	3%
		Good		5%
		Fair	_	7%
		Poor		5%
Please indicate whether or not you have done each of the following in the	Contacted the City of Goodyear for help or information	No		0%
last 12 months.		Yes		0%
	Contacted Goodyear elected officials to express your opinion	No		8%
		Yes		2%
	Attended a local public meeting	No		5%
		Yes		5% 1%
	Watched a local public meeting	No		9%
	Voluntoored your time to come group (activity)	Yes		8%
	Volunteered your time to some group/activity	No		2%
		Yes	2.	_ 0

Please indicate whether or not you have done each of the following in the	Campaigned or advocated for a local issue, cause, or candidate	No	85%
last 12 months.		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%
	uriving alone	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%
Tonowing Scrvices in Goodycar.		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%

Fair   17.4	Please rate the quality of each of the	Street cleaning		
Poor		of cet dealing	Good	52%
Street lighting   Excellent   248			Fair	
Good   328     Fair			Poor	4%
Fair		Street lighting	Excellent	28%
Poor			Good	52%
Sidewalk maintenance			Fair	16%
Good			Poor	4%
Fair		Sidewalk maintenance	Excellent	26%
Poor   58			Good	55%
Bus or transit services   Excellent   88     Good   198     Fair   288     Poor   458     Land use, planning, and zoning   Excellent   158     Good   378     Fair   308     Poor   194     Code enforcement   Excellent   148     Good   508     Fair   268     Poor   88     Affordable high-speed internet access   Excellent   198     Good   368     Fair   268     Poor   198     Garbage collection   Excellent   498     Good   418     Fair   78     Good   418     Fair   78     Good   418     Fair   78     Good   418     Fair   78			Fair	14%
Good   198   Fair   288   Poor   458			Poor	5%
Fair   285   285   286		Bus or transit services	Excellent	8%
Poor   45%			Good	19%
Land use, planning, and zoning   Excellent   15%   Good   37%   Fair   30%   Poor   19%   Poor   19%   Poor   8%   Rair   28%   Poor   8%   Rair   26%   Poor   19%   Good   36%   Fair   26%   Poor   19%   Good   41%   Fair   7%   Rair   Rair   7%   Rair   Rair   7%   Rair   Rair   7%   Rair   R			Fair	28%
Good   37%   30%   Poor   19%   19%   Code enforcement   Excellent   14%   Good   50%   Fair   28%   Poor   8%   Received   19%   Good   36%   Fair   26%   Poor   19%   Garbage collection   Excellent   49%   Good   41%   Fair   7%   Fair   7%   7%   Fair   7%   7%   Fair   7%   7%   Fair   7%   7%   7%   7%   7%   7%   7%   7			Poor	45%
Fair   30%   Poor   19%		Land use, planning, and zoning	Excellent	15%
Poor   19%			Good	37%
Code enforcement  Excellent  Good  Fair  Poor  Affordable high-speed internet access  Excellent  Good  Fair  Code enforcement  Fair  Affordable high-speed internet access  Excellent  Fair  Code enforcement  Fair  Affordable high-speed internet access  Excellent  Good  Fair  Agents  Fair  Fair  Fair  78			Fair	30%
Good Fair Poor 8%  Affordable high-speed internet access Excellent Good Fair Poor 19% Garbage collection Excellent Good 41% Fair 7%			Poor	19%
Fair Poor 88  Affordable high-speed internet access  Good Fair Poor 198  Garbage collection Excellent Good 418 Fair 78		Code enforcement	Excellent	14%
Affordable high-speed internet access Excellent 19% Good 36% Fair 26% Poor 19% Garbage collection Excellent 49% Fair 7%			Good	50%
Affordable high-speed internet access Excellent 19% Good 36% Fair 26% Poor 19% Garbage collection Excellent 49% Fair 7%			Fair	28%
Good 36% Fair 26% Poor 19% Garbage collection Excellent 49% Fair 7%			Poor	8%
Fair 26% Poor 19% Garbage collection Excellent 49% Good 41% Fair 7%		Affordable high-speed internet access	Excellent	19%
Poor 19% Garbage collection Excellent 49% Good 41% Fair 7%			Good	36%
Garbage collection Excellent 49% Good 41% Fair 7%			Fair	26%
Good 41% Fair 7%			Poor	19%
Fair 7%		Garbage collection	Excellent	49%
			Good	41%
Poor 2%			Fair	7%
			Poor	2%

Please rate the quality of each of the following services in Goodyear.	Drinking water	Excellent	19%
		Good	44%
		Fair	22%
		Poor	14%
	Sewer services	Excellent	35%
		Good	50%
		Fair	9%
		Poor	5%
	Storm water management	Excellent	28%
		Good	54%
		Fair	15%
		Poor	3%
	Power (electric and/or gas) utility	Excellent	34%
		Good	48%
		Fair	14%
		Poor	4 %
	Utility billing	Excellent	24%
		Good	46%
		Fair	20%
		Poor	9%
	Police/Sheriff services	Excellent	37%
		Good	52%
		Fair	9%
		Poor	3%
	Crime prevention	Excellent	29%
		Good	51%
		Fair	16%
		Poor	4%
	Animal control	Excellent	26%
		Good	53%
		Fair	16%

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	88
		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	The value of services for the taxes paid to Goodyear	Excellent	16%
performance.		Good	45%
		Fair	30%
		Poor	9%
	The overall direction that Goodyear is taking	Excellent	27%

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

Please rate the following categories of Goodyear government	Treating residents with respect	Excellent		26%
performance.		Good		50%
		Fair		18%
		Poor		6%
Overall, how would you rate the	The City of Goodyear	Excellent		25%
quality of the services provided by each of the following?		Good		53%
		Fair		17%
		Poor		5%
	The Federal Government	Excellent		10%
		Good		35%
		Fair		33%
		Poor		22%
Please rate how important, if at all,	Overall economic health	Essential		59%
you think it is for the Goodyear community to focus on each of the following in the coming two years.		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/commercia	l Essential		50%
	areas	Very important		40%
		Somewhat important		8%
		Not at all important		1%
	Overall quality of the utility infrastructure	Essential		60%
		Very important		34%
		Somewhat important	I	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, Overall feeling of safety 0% Not at all important you think it is for the Goodyear community to focus on each of the 40% Overall quality of natural environment Essential following in the coming two years. 47% Very important 12% Somewhat important Not at all important 0% Overall quality of parks and recreation Essential 38% opportunities 48% Very important 12% Somewhat important Not at all important 2% 32% Overall health and wellness opportunities Essential 51% Very important 16% Somewhat important Not at all important 1% 32% Overall opportunities for education, culture, and Essential the arts 41% Very important 22% Somewhat important 5% Not at all important Residents' connection and engagement with their Essential 21% community 47% Very important 30% Somewhat important 2% Not at all important 22% Please rate how important, if at all, Regional public transit services Essential you think it is for the City to enhance each of the following programs or Very important 35% amenities in the coming two years. 35% Somewhat important Not at all important 88 27% Local public transit services Essential Very important 35% Somewhat important 31% 8% Not at all important Child care/after school programs Essential 26% 47% Very important

Please rate how important, if at all, you think it is for the City to enhance	Child care/after school programs	Somewhat important	23%
each of the following programs or amenities in the coming two years.		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	Essential	52%
	programs	Very important	35%
		Somewhat important	12%
		Not at all important	1%
How much of a source, if at all, are	City website	Major source	48%
each of the following for you for getting information about the City government and its activities, events, and services?		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%

Note a source   1 at all, are seach of the following for you for setting information about the City source   28   28   28   28   28   28   28   2				
Major source		City communications via social media	Not a source	39%
Minor source		Word of mouth	Major source	28%
Direct mailings			Minor source	45%
Minor source   176			Not a source	26%
Not a source		Direct mailings	Major source	32%
Utility bill inserts			Minor source	51%
Minor source			Not a source	17%
Not a source   358		Utility bill inserts	Major source	21%
Interactions with City staff  Major source  Minor source  Minor source  Several times a day  A few times a week  Every few weeks  A few times a week  A few times a week  Every few weeks  A few times a week  A few times a week  Every few weeks  Several times a day  Once a day  A few times a week  Every few weeks  Every few weeks  Every few weeks  A few times a week  Several times a day  The several times a day  Visit social media sites  Visit social media sites  Several times a day  The sever			Minor source	43%
Minor source			Not a source	35%
In general, how many times do you:  Access the internet from your home  Several times a day Once a day A few times a week  Every few weeks 18 Less often or never 28 A few times a week 38 Every few weeks 18 Less often or never 48 Visit social media sites Several times a day Once a day 578 A few times a week 118 Less often or never 48 Use or check email Several times a day Once a day 128 A few times a week 118 Every few weeks 38 Less often or never 188 Several times a day Once a day 128 A few times a week 118 Several times a day Once a day 128 A few times a week 138 Several times a day Once a day 138		Interactions with City staff	Major source	18%
In general, how many times do you:  Access the internet from your home  Once a day  Afew times a week  Every few weeks  Less often or never  Once a day  Afew times a week  Access the internet from your cell phone  Several times a day  Once a day  Afew times a week  Every few weeks  Fevery few weeks  Dess often or never  Afew times a day  Once a day  Afew times a week  Every few weeks  Every few weeks  Less often or never  Afew times a week  Is  Every few weeks  Is  Every few weeks  Is  Every few once a day  Is  Is  Is  Is  Is  Is  Is  Is  Is  I			Minor source	28%
Once a day 68			Not a source	54%
A few times a week  Every few weeks  Less often or never  Access the internet from your cell phone  Several times a day  Once a day  A few times a week  Every few weeks  Less often or never  4%  Visit social media sites  Several times a day  Once a day  A few times a week  10%  Less often or never  4%  Visit social media sites  Several times a day  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  Once a day  13%	In general, how many times do you:	Access the internet from your home	Several times a day	87%
Every few weeks  Less often or never  28  Access the internet from your cell phone  Several times a day  Once a day  58  A few times a week  Every few weeks  18  Less often or never  48  Visit social media sites  Several times a day  578  Once a day  128  A few times a week  118  Every few weeks  128  Once a day  128  A few times a week  118  Every few weeks  138  Every few weeks  148  Once a day  129  A few times a week  118  Every few weeks  38  Less often or never  188  Use or check email  Several times a day  118  Once a day  138			Once a day	6%
Access the internet from your cell phone  Several times a day  Once a day  A few times a week  Every few weeks  Less often or never  Visit social media sites  Several times a day  Once a day  The several times a day  The			A few times a week	4%
Access the internet from your cell phone  Several times a day  Once a day  A few times a week  Every few weeks  Less often or never  Visit social media sites  Several times a day  Once a day  A few times a week  18  Less often or never  48  Once a day  128  A few times a week  118  Every few weeks  38  Less often or never  188  Use or check email  Several times a day  Once a day  138			Every few weeks	1%
Once a day  A few times a week  Every few weeks  Less often or never  Visit social media sites  Several times a day  Once a day  A few times a week  118  Every few weeks  128  A few times a week  118  Every few weeks  38  Less often or never  188  Use or check email  Several times a day  Once a day  138			Less often or never	2%
A few times a week  Every few weeks  Less often or never  Visit social media sites  Several times a day  Once a day  A few times a week  11%  Every few weeks  12%  A few times a week  11%  Every few weeks  3%  Less often or never  18%  Use or check email  Several times a day  0nce a day  13%		Access the internet from your cell phone	Several times a day	87%
Every few weeks  Less often or never  4%  Visit social media sites  Several times a day  Once a day  A few times a week  Every few weeks  Every few weeks  Several times a day  A few times a week  11%  Every few weeks  Several times a day  Once a day  13%			Once a day	5%
Less often or never  Visit social media sites  Several times a day  Once a day  A few times a week  Every few weeks  Less often or never  18%  Use or check email  Several times a day  Once a day  13%			A few times a week	3%
Visit social media sites  Several times a day  Once a day  A few times a week  Every few weeks  Less often or never  18%  Use or check email  Several times a day  Once a day  13%			Every few weeks	1%
Once a day  A few times a week  Every few weeks  Less often or never  Use or check email  Several times a day  Once a day  12%  A few times a week  11%  Every few weeks  3%  Less often or never  18%  Once a day  13%			Less often or never	4%
A few times a week  Every few weeks  Less often or never  Use or check email  Several times a day  Once a day  11%		Visit social media sites	Several times a day	57%
Every few weeks  Less often or never  Use or check email  Several times a day  Once a day  13%			Once a day	12%
Less often or never  Use or check email  Several times a day  Once a day  18%			A few times a week	11%
Use or check email  Several times a day  Once a day  13%			Every few weeks	3%
Once a day			Less often or never	18%
		Use or check email	Several times a day	81%
A few times a week 3%			Once a day	13%
			A few times a week	3%

In general, how many times do you:	Use or check email		
in general, now many times do you.	ose of 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	17%
		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	Very positive	14%
	have on your family income in the next 6 months? Do you think the impact will be:	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	Less than \$500	4%
payment, property tax, property insurance, and	\$500 to \$999	11%
homeowners' association (HOA) fees)?	\$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	No	63%
household?	Yes	37%
Are you or any other members of your household	No	66%
aged 65 or older?	Yes	34%
How much do you anticipate your household's	Less than \$25,000	3%
total income before taxes will be for the current year? (Please include in your total income money	\$25,000 to \$49,999	11%
from all sources for all persons living in your household.)	\$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	American Indian or Alaskan Native	1%
indicate what race you consider yourself to be.)	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	Goodyear as a place to live	95%	93%	94%	94%
aspects of quality of life in Goodyear.	Your neighborhood as a place to live	92%	92%	91%	93%
	Goodyear as a place to raise children	87%	85%	888	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%	888	90%	91%
	Sense of community	63%	59%	68%	70%
Please rate each of the following	Overall economic health	67%	67%	76%	92%
characteristics as they relate to Goodyear as a whole.	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	Recommend living in Goodyear to someone who asks	95%	91%	92%	93%
nlikely you are to do each of the ollowing.	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%
feel:	In Goodyear's downtown/commercial area during the day	90%	89%	888	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	Making all residents feel welcome				80%
of the following.	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%
in the doodyear community.	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	Traffic flow on major streets	79%	76%	74%	59%
community.	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.

Please also rate each of the following in the Goodyear community.	Availability of affordable quality housing	73%	70%	66%	56%
community.	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%
_	Contacted the City of Goodyear for help or information	39%	45%	37%	39%
have done each of the following in the last 12 months.	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%
the last 12 months.	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%	888	888	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%
Goodyear.	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	The value of services for the taxes paid to Goodyear	61%	54%	62%	61%
government performance.	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	The City of Goodyear	81%	78%	81%	78%
each of the following?	The Federal Government	35%	41%	45%	46%
Please rate how important, if at all, you think it is for the Goodyear	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	Overall design or layout of residential and commercial areas	85%	81%	85%	90%
community to focus on each of the following in the coming two years.	Overall quality of the utility infrastructure				95%
	Overall feeling of safety	96%	95%	94%	94%
	Overall quality of natural environment	82%	83%	83%	888
	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	Access the internet from your home				96%
In general, how many times do you:	Access the internet from your home  Access the internet from your cell phone				96%
= -					
= -	Access the internet from your cell phone				95%
= -	Access the internet from your cell phone  Visit social media sites				95%
= -	Access the internet from your cell phone  Visit social media sites  Use or check email				95% 79% 97%
= -	Access the internet from your cell phone  Visit social media sites  Use or check email  Share your opinions online	75%	65%	66%	95% 79% 97%

### Methods (open participation)

As part of its participation in The National Community Survey™ (The NCS™), 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.

		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	Not white alone	33%	41%	42%
origin	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%

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

## 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%
	to map above.	2 = Central (orange)	38%
		3 = South/Sonoran Valley (green) None of these/I don't live in Goodyear	19%
Please rate each of the following	Goodyear as a place to live	Excellent	45%
aspects of quality of life in Goodyear.		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.	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	Overall economic health	Excellent	28%
characteristics as they relate to Goodyear as a whole.		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%
	urcus	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	Overall quality of parks and recreation opportunities	Excellent	26%
Goodyear as a whole.	opportunities	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	Excellent	13%
	the arts	Good	33%
		Fair	40%
		Poor	13%
	Residents' connection and engagement with their	Excellent	13%
	community	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%
you are to do each of the following.	dSKS	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%
reei.		Somewhat safe	20%
		Neither safe nor unsafe	5%
		Somewhat unsafe	1%
	In Goodyear's downtown/commercial area during the day	Very safe	54%
	and day	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	55%
		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	Making all residents feel welcome	Excellent	30%
the following.		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%
	sucing, our ad	Good	41%
		Fair	19%
		Poor	6%
	Taking care of vulnerable residents	Excellent	25%
		Good	30%
		Fair	32%
		Poor	13%

Fair	Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	Excellent	19%
Poor   74   148   149	the Goodyear community.	establishinents	Good	52%
Variety of business and service establishments			Fair	22%
Fair   348			Poor	7%
Fair   348		Variety of business and service establishments	Excellent	16%
Poor			Good	36%
Vibrancy of downtown/commercial area			Fair	34%
Cood			Poor	14%
Fair		Vibrancy of downtown/commercial area	Excellent	8%
Poor   278			Good	25%
Employment opportunities			Fair	40%
Good   418   Fair   308   Poor   158			Poor	27%
Fair   308   Poor   158		Employment opportunities	Excellent	14%
Poor   158			Good	41%
Shopping opportunities			Fair	30%
Good   388   Fair   368   Poor   148			Poor	15%
Fair   368   Poor   148		Shopping opportunities	Excellent	12%
Poor			Good	38%
Cost of living  Excellent  Good  418  Fair  Poor  Overall image or reputation  Excellent  Good  Fair  Poor  318  Poor  Fair  168  Poor  38  Please also rate each of the following in the Goodyear community.  Fair  Cost of living  Fair  108  Fair  108  Fair  278			Fair	36%
Good 41% Fair 900r 10% Overall image or reputation Excellent Good Fair 16% Poor 3% Please also rate each of the following in the Goodyear community. Good 47% Fair 27%			Poor	14%
Poor 10%  Overall image or reputation Excellent 31%  Good 50%  Fair 16%  Poor 10%  Fair 16%  Poor 3%  Please also rate each of the following in the Goodyear community.  Good 47%  Fair 27%		Cost of living	Excellent	14%
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. Good 47% Fair 27%			Good	41%
Overall image or reputation  Excellent  Good  Fair  Poor  Please also rate each of the following in the Goodyear community.  Fair  Good  47%  Fair  27%			Fair	35%
Good 50% Fair 16% Poor 3%  Please also rate each of the following Traffic flow on major streets in the Goodyear community.  Good 47% Fair 27%			Poor	10%
Please also rate each of the following in the Goodyear community.  Fair  16%  Poor  3%  Excellent  11%  Good  47%  Fair  27%		Overall image or reputation	Excellent	31%
Please also rate each of the following in the Goodyear community.  Please also rate each of the following in the Goodyear community.  Good Fair  27%			Good	50%
Please also rate each of the following in the Goodyear community.  Good  Fair  11%  27%			Fair	16%
in the Goodyear community.  Good  Fair  27%			Poor	3%
Good 47% Fair 27%		Traffic flow on major streets	Excellent	11%
	the doody ear community.		Good	47%
Poor 15%			Fair	27%
77			Poor	15%

Please also rate each of the following in the Goodyear community.	Ease of public parking	Excellent	22%
•		Good	60%
		Fair	14%
		Poor	4%
	Ease of travel by car	Excellent	27%
		Good	48%
		Fair	20%
		Poor	5%
	Ease of travel by public transportation	Excellent	5%
		Good	15%
		Fair	19%
		Poor	60%
	Ease of travel by bicycle	Excellent	12%
		Good	36%
		Fair	35%
		Poor	18%
	Ease of walking	Excellent	21%
		Good	37%
		Fair	28%
		Poor	14%
	Well-planned residential growth	Excellent	15%
		Good	44%
		Fair	23%
		Poor	18%
	Well-planned commercial growth	Excellent	16%
		Good	37%
		Fair	26%
		Poor	21%
	Well-designed neighborhoods	Excellent	16%
		Good	55%
		Fair	21%
		Poor	8%

in the Goodyear community.  of the community  falr  Falr  Foor  Public places where people want to spend time  Food  Fair  Foor  Variety of housing options  Excellent  Food  Food  Availability of affordable quality housing  Food  Food  Food  Food  Food  Food  Food  Cood  Good  Good				
Fair			Excellent	10%
Poor   199		or the community	Good	37%
Public places where people want to spend time			Fair	33%
Good   338   Fair   388   Poor   1.77   Variety of housing options   Excellent   1.77   Good   501   Fair   273   Poor   64   Fair   3.55   Fair   3.55   Poor   1.26   Fair   2.55   Poor   1.26   Fair   2.55   Poor   1.27   Poor   1.28   Poor   1.28   Poor   1.28   Poor   1.29			Poor	19%
Fair   388   Poor   179   17		Public places where people want to spend time	Excellent	11%
Poor			Good	33%
Variety of housing options			Fair	38%
Fair   278			Poor	17%
Fair   271   Poor   61		Variety of housing options	Excellent	17%
Poor			Good	50%
Availability of affordable quality housing    Good   Good			Fair	27%
Good   36i			Poor	6%
Fair   355     Poor   197     Overall quality of new development   Excellent   188     Good   466     Fair   257     Poor   118     Overall appearance   Excellent   319     Good   500     Fair   157     Poor   48     Cleanliness   Excellent   349     Fair   111     Poor   26     Water resources   Excellent   99     Good   256     Fair   286     Good   256     Go		Availability of affordable quality housing	Excellent	10%
Poor   191			Good	36%
Overall quality of new development         Excellent         188           Good         461           Fair         253           Poor         118           Overall appearance         Excellent         319           Good         503           Fair         154           Poor         44           Cleanliness         Excellent         344           Good         524           Fair         119           Poor         24           Water resources         Excellent         94           Good         254           Fair         284			Fair	35%
Good   466			Poor	19%
Fair   256     Poor		Overall quality of new development	Excellent	18%
Poor			Good	46%
Overall appearance         Excellent         313           Good         503           Fair         153           Poor         44           Cleanliness         Excellent         343           Good         523           Fair         113           Poor         23           Water resources         Excellent         96           Good         254           Fair         288			Fair	25%
Good 508 Fair 158 Poor 44  Cleanliness Excellent 344 Fair 118 Poor 28  Water resources Excellent 99 Good 258 Fair 288			Poor	11%
Fair		Overall appearance	Excellent	31%
Poor         49           Cleanliness         Excellent         349           Good         529           Fair         119           Poor         24           Water resources         Excellent         99           Good         259           Fair         289			Good	50%
Cleanliness Excellent 349 Good 529 Fair 119 Poor 29 Water resources Excellent 99 Good 259 Fair 289			Fair	15%
Good         528           Fair         118           Poor         28           Water resources         Excellent         96           Good         258           Fair         288			Poor	4%
Fair 118 Poor 25 Water resources Excellent 95 Good 255 Fair 285		Cleanliness	Excellent	34%
Poor25Water resourcesExcellent95Good255Fair285			Good	52%
Water resources Excellent 99  Good 259  Fair 289			Fair	11%
Good 25% Fair 28%			Poor	2%
Fair 289		Water resources	Excellent	9%
_			Good	25%
Poor 389			Fair	28%
			Poor	38%

in the Goodyear community.    Good   Fair   Poor   Poor					
Fair Poor  Availability of paths and walking trails  Excellent Good Fair Poor  Fitness opportunities Excellent Good Fair Poor  Recreational opportunities Excellent Good Fair Poor  Availability of affordable quality food Excellent Good Fair Poor  Availability of affordable quality health care Excellent Good Fair Poor  Availability of preventive health services Excellent Good Fair Poor  Availability of affordable quality mental health care Excellent Good Fair Poor  Availability of affordable quality mental health care Excellent Good Fair Poor		Air quality	Excellent		14%
Availability of paths and walking trails  Excelent  Good  Fair  Poor  Fitness opportunities  Excelent  Good  Fair  Poor  Recreational opportunities  Excelent  Good  Fair  Poor  Availability of affordable quality food  Excelent  Good  Fair  Poor  Availability of affordable quality health care  Excelent  Good  Fair  Poor  Availability of preventive health services  Excelent  Good  Fair  Poor  Availability of affordable quality mental health care Excelent  Good  Fair  Poor  Availability of affordable quality mental health care Excelent  Good  Fair  Poor  Availability of affordable quality mental health care Excelent  Good  Fair  Poor	•		Good		46%
Availability of paths and walking trails  Excellent  Good  Fair  Poor  Recreational apportunities  Excellent  Good  Fair  Poor  Availability of affordable quality health care  Excellent  Good  Fair  Poor  Availability of preventive health services  Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor			Fair		32%
Good Fair Poor  Fitness apportunities  Excellent  Good  Fair Poor  Recreational apportunities  Excellent  Good  Fair Poor  Availability of affordable quality food  Excellent  Good  Fair Poor  Availability of affordable quality health care  Excellent  Good  Fair Poor  Availability of preventive health services  Excellent  Good  Fair Poor  Availability of affordable quality mental health care Excellent  Good  Fair Poor  Availability of affordable quality mental health care Excellent  Good  Fair Poor  Availability of affordable quality mental health care Excellent  Good  Fair Poor			Poor		8%
Fitness opportunities  Fitness opportunities  Excellent  Good  Fair  Poor  Recreational opportunities  Excellent  Good  Fair  Poor  Availability of affordable quality food  Excellent  Good  Fair  Poor  Availability of affordable quality health care  Excellent  Good  Fair  Poor  Availability of preventive health services  Excellent  Good  Fair  Poor  Availability of affordable quality mental health care  Excellent  Good  Fair  Poor  Availability of affordable quality mental health care  Excellent  Good  Fair  Poor		Availability of paths and walking trails	Excellent		21%
Fitness opportunities  Excellent  Good  Fair  Poor  Recreational opportunities  Excellent  Good  Fair  Poor  Availability of affordable quality food  Excellent  Good  Fair  Poor  Availability of affordable quality health care  Food  Fair  Poor  Availability of affordable quality health care  Excellent  Good  Fair  Poor  Availability of preventive health services  Excellent  Good  Fair  Poor  Availability of affordable quality mental health care  Excellent  Good  Fair  Good  Fair  Poor			Good		37%
Fitness opportunities  Excellent  Good  Fair  Poor  Recreational opportunities  Excellent  Good  Fair  Poor  Availability of affordable quality food  Excellent  Good  Fair  Poor  Availability of affordable quality health care  Excellent  Good  Fair  Poor  Availability of preventive health services  Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor			Fair		32%
Good Fair Poor  Recreational opportunities Excellent Good Fair Poor  Availability of affordable quality food Excellent Good Fair Poor  Availability of affordable quality health care Excellent Good Fair Poor  Availability of preventive health services Excellent Good Fair Poor  Availability of affordable quality mental health care Excellent Good Fair Poor  Availability of affordable quality mental health care Excellent Good Fair Poor			Poor		10%
Fair Poor  Recreational opportunities  Excellent  Good  Fair  Poor  Availability of affordable quality food  Excellent  Good  Fair  Poor  Availability of affordable quality health care  Excellent  Good  Fair  Poor  Availability of preventive health services  Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor		Fitness opportunities	Excellent		20%
Recreational opportunities  Excellent  Good  Fair  Poor  Availability of affordable quality food  Excellent  Good  Fair  Poor  Availability of affordable quality health care  Excellent  Good  Fair  Poor  Availability of preventive health services  Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor			Good		37%
Recreational opportunities  Good  Fair  Poor  Availability of affordable quality food  Excellent  Good  Fair  Poor  Availability of affordable quality health care  Good  Fair  Poor  Availability of preventive health services  Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor			Fair		33%
Fair Poor  Availability of affordable quality food Excellent Good Fair Poor  Availability of affordable quality health care Excellent Good Fair Poor  Availability of preventive health services Excellent Good Fair Poor  Availability of preventive health services Excellent Good Fair Poor  Availability of affordable quality mental health care Excellent Good Fair Poor			Poor		9%
Fair Poor  Availability of affordable quality food Excellent Good Fair Poor  Availability of affordable quality health care Excellent Good Fair Poor  Availability of preventive health services Excellent Good Fair Poor  Availability of affordable quality mental health care Excellent Good Fair Poor  Availability of affordable quality mental health care Excellent Good Fair Poor		Recreational opportunities	Excellent		19%
Availability of affordable quality food  Excellent  Good  Fair  Poor  Availability of affordable quality health care  Excellent  Good  Fair  Poor  Availability of preventive health services  Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor			Good		35%
Availability of affordable quality food  Excellent  Good  Fair  Poor  Availability of affordable quality health care  Excellent  Good  Fair  Poor  Availability of preventive health services  Excellent  Good  Fair  Good  Fair  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor			Fair		34%
Good Fair Poor  Availability of affordable quality health care Excellent Good Fair Poor  Availability of preventive health services Excellent Good Fair Poor  Availability of affordable quality mental health care Excellent Good Fair Poor  Availability of affordable quality mental health care Excellent Fair Poor  Availability of affordable quality mental health care Excellent Fair Poor			Poor		12%
Fair Poor  Availability of affordable quality health care  Good Fair Poor  Availability of preventive health services Excellent Good Fair Poor  Availability of affordable quality mental health care Excellent Good Fair Poor  Availability of affordable quality mental health care Excellent Fair Poor  Availability of affordable quality mental health care Excellent Fair Poor		Availability of affordable quality food	Excellent		19%
Availability of affordable quality health care			Good		46%
Availability of affordable quality health care  Good  Fair  Poor  Availability of preventive health services  Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Fair  Poor			Fair		26%
Good Fair Poor  Availability of preventive health services Excellent Good Fair Poor  Availability of affordable quality mental health care Excellent Good Fair Poor  Availability of affordable quality mental health care Excellent Foor 3			Poor		10%
Fair Poor  Availability of preventive health services  Excellent  Good Fair Poor  Availability of affordable quality mental health care Excellent  Good Fair Poor  Fair Poor  Fair Poor		Availability of affordable quality health care	Excellent		18%
Availability of preventive health services  Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Fair  Poor			Good		49%
Availability of preventive health services  Good  Fair  Poor  Availability of affordable quality mental health care Excellent  Good  Fair  Poor  3			Fair		26%
Good Fair Poor  Availability of affordable quality mental health care Excellent Good Fair Poor 3			Poor		7%
Poor  Availability of affordable quality mental health care Excellent  Good Fair 2 Poor 3		Availability of preventive health services	Excellent		19%
Availability of affordable quality mental health care Excellent  Good Fair Poor  3			Good		48%
Availability of affordable quality mental health care Excellent  Good Fair Poor  3			Fair		27%
Good Fair Poor 3			Poor	1	6%
Fair 2 Poor 3		Availability of affordable quality mental health care	Excellent		13%
Poor 3			Good		28%
			Fair		28%
80			Poor		31%

Please also rate each of the following in the Goodyear community.	Opportunities to attend cultural/arts/music activities	Excellent		8%
	activities	Good		26%
		Fair		39%
		Poor		26%
	Community support for the arts	Excellent		11%
		Good		35%
		Fair		34%
		Poor		20%
	Availability of affordable quality	Excellent		11%
	childcare/preschool	Good		36%
		Fair		34%
		Poor		19%
	K-12 education	Excellent		25%
		Good		46%
		Fair		21%
		Poor		9%
	Adult educational opportunities	Excellent		13%
		Good		36%
		Fair		31%
		Poor		21%
	Sense of civic/community pride	Excellent		16%
		Good		42%
		Fair		29%
		Poor		12%
	Neighborliness of residents	Excellent		18%
		Good		45%
		Fair		28%
		Poor		10%
	Opportunities to participate in social events and	Excellent		15%
	activities	Good		38%
		Fair		34%
		Poor		12%
			01	

Please also rate each of the following in the Goodyear community.	Opportunities to attend special events and festivals	Excellent	16%
	restivais	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	Excellent	28%
	people of diverse backgrounds	Good	41%
		Fair	21%
		Poor	10%
Please indicate whether or not you have done each of the following in the	Contacted the City of Goodyear for help or	No	50%
last 12 months.	mormation	Yes	50%
	Contacted Goodyear elected officials to express your opinion	No	83%
	your opinion	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%
	or candidate	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	Carpooled with other adults or children instead of driving alone	No	54%
last 12 months.		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%
Tollowing Services in Goodyear.		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.	Sidewalk maintenance	Excellent	27%
<b>3</b>		Good	54%
		Fair	15%
		Poor	4%
	Bus or transit services	Excellent	4%
		Good	16%
		Fair	31%
		Poor	49%
	Land use, planning, and zoning	Excellent	11%
		Good	35%
		Fair	31%
		Poor	23%
	Code enforcement	Excellent	16%
		Good	48%
		Fair	24%
		Poor	12%
	Affordable high-speed internet access	Excellent	15%
		Good	33%
		Fair	32%
		Poor	20%
	Garbage collection	Excellent	45%
		Good	47%
		Fair	6%
		Poor	3%
	Drinking water	Excellent	17%
		Good	42%
		Fair	25%
		Poor	15%
	Sewer services	Excellent	28%
		Good	56%
		Fair	13%
		Poor	3%

Please rate the quality of each of the	Storm water management	Excellent	29%
following services in Goodyear.	Storm water management	Good	55%
		Fair	12%
		Poor	4%
	Power (electric and/or gas) utility	Excellent	27%
	Tower (electric ana/or gas) attnity	Good	55%
		Fair	14%
		Poor	5%
	Utility billing	Excellent	21%
	other bining	Good	44%
		Fair	22%
		Poor	12%
	Police/Sheriff services	Excellent	42%
	rolice/sheriff services	Good	45%
		Fair	10%
		Poor	2%
	Crime prevention	Excellent	31%
	Crime prevention	Good	47%
		Fair	17%
		Poor	5%
	Animal control	Excellent	25%
	Annual control	Good	54%
		Fair	12%
		Poor	8%
	Ambulance or emergency medical services	Excellent	37%
	Ambulance or emergency medical services	Good	49%
		Fair	12%
		Poor	2%
	Fire convices		50%
	Fire services	Excellent Good	42%
			8%
		Fair	0%
		Poor	85

Please rate the quality of each of the	Fire prevention and education	Excellent		37%
following services in Goodyear.		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	86	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	The value of services for the taxes paid to Goodyear	Excellent	18%
performance.		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	Generally acting in the best interest of the	Excellent	23%
performance.	community	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	Excellent	17%
	community	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	The City of Goodyear	Excellent	31%
quality of the services provided by each of the following?		Good	46%
		Fair	22%
		Poor	2%
	The Federal Government	Excellent	5%
		Good	33%
		Fair	39%
		Poor	23%
			00

Please rate how important, if at all,	Overall economic health	Essential	55%
you think it is for the Goodyear community to focus on each of the		Very important	37%
following in the coming two years.		Somewhat important	8%
		Not at all important	18
	Overall quality of the transportation system	Essential	28%
		Very important	42%
		Somewhat important	25%
		Not at all important	5%
	Overall design or layout of residential/commercial	Essential	52%
	areas	Very important	38%
		Somewhat important	10%
		Not at all important	0%
	Overall quality of the utility infrastructure	Essential	58%
		Very important	36%
		Somewhat important	6%
		Not at all important	1%
	Overall feeling of safety	Essential	63%
		Very important	33%
		Somewhat important	4%
		Not at all important	1%
	Overall quality of natural environment	Essential	43%
		Very important	45%
		Somewhat important	12%
		Not at all important	0%
	Overall quality of parks and recreation opportunities	Essential	35%
		Very important	47%
		Somewhat important	17%
		Not at all important	1%
	Overall health and wellness opportunities	Essential	32%
		Very important	44%
		Somewhat important	19%
		Not at all important	5%

Please rate how important, if at all, you think it is for the Goodyear	Overall opportunities for education, culture, and the arts	Essential	32%
community to focus on each of the following in the coming two years.	the arts	Very important	44%
		Somewhat important	22%
		Not at all important	2%
	Residents' connection and engagement with their	Essential	21%
	community	Very important	47%
		Somewhat important	30%
		Not at all important	3%
Please rate how important, if at all,	Regional public transit services	Essential	20%
you think it is for the City to enhance each of the following programs or		Very important	33%
amenities in the coming two years.		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	City website	Major source	52%
each of the following for you for getting information about the City		Minor source	44%
government and its activities, events, and services?		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%

In general, how many times do you:	Access the internet from your home	A few times a week	6%
		Every few weeks	0%
		Less often or never	2%
	Access the internet from your cell phone	Several times a day	92%
		Once a day	3%
		A few times a week	2%
		Every few weeks	0%
		Less often or never	3%
	Visit social media sites	Several times a day	69%
		Once a day	12%
		A few times a week	6%
		Every few weeks	2%
		Less often or never	11%
	Use or check email	Several times a day	85%
		Once a day	9%
		A few times a week	5%
		Every few weeks	0%
		Less often or never	0%
	Share your opinions online	Several times a day	12%
		Once a day	6%
		A few times a week	18%
		Every few weeks	20%
		Less often or never	43%
	Shop online	Several times a day	15%
		Once a day	9%
		A few times a week	44%
		Every few weeks	26%
		Less often or never	5%
	Please rate your overall health.	Excellent	36%
		Very good	42%
		Good	18%
		Fair	3%
			92

Please rate your overall health.	Poor	0%
	Very positive	20%
have on your family income in the next 6 months?  Do you think the impact will be:	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 billiding Voll live in?	One family house detached from any other houses	90%
	Building with two or more	9%
	homes (duplex, townhome, apa  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	Less than \$500	4%
the place you live (including rent, mortgage payment, property tax, property insurance, and	\$500 to \$999	9%
homeowners' association (HOA) fees)?	\$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%
	No	54%
	Yes	46%
Are you or any other members of your household	No	73%
aged 65 or older?	Yes	27%
How much do you anticipate your household's total		2%
income before taxes will be for the current year?  (Please include in your total income money from all		8%
sources for all persons living in your household.)	\$50,000 to \$74,999	16%
	του,ουο το ψ <i>i</i> τ,ουο	93

How much do you anticipate your household's total income before taxes will be for the current year?	\$75,000 to \$99,999	22%
(Please include in your total income money from all sources for all persons living in your household.)	\$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%
арргу.)	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	2%
	or social organization in my co	
	or social organization in my co Polco's weekly email	2%

How did you hear about this survey? (Select all that apply.)	0%
Other	6%

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.
1.	i lease rate each of the following aspects of quality of file in doody ear.

Excellent	<u>t Good</u>	<u> Fair</u>	<u>Poor</u>	<u>Don't know</u>
Goodyear as a place to live1	2	3	4	5
Your neighborhood as a place to live1	2	3	4	5
Goodyear as a place to raise children1	2	3	4	5
Goodyear as a place to work1	2	3	4	5
Goodyear as a place to visit1	2	3	4	5
Goodyear as a place to retire1	2	3	4	5
The overall quality of life in Goodyear1	2	3	4	5
Sense of community	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>	Don't know
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		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.

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

	Very		Neither safe		Very	Don't
	<u>safe</u>	<u>safe</u>	<u>nor unsafe</u>	<u>unsafe</u>	<u>unsafe</u>	<u>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.

	EXCEREIL	doou	ran	1 001	DUII L KIIUW
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>	Don't know
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		2	3	4	5 §
					-



/.	riease also rate each of the following in the doodyear community		C 1	г.	D	D 4.1
	Traffic flow on major streets	Excellent 1	<u>Good</u> 2	<u>Fair</u> 3	<u>Poor</u> 4	Don't know 5
	Ease of public parking		2	3	4	5
	Ease of travel by car in Goodyear		2	3	4	5
	Ease of travel by public transportation in Goodyear		2	3	4	5
	Ease of travel by bicycle in Goodyear		2	3	4	5
	Ease of walking in Goodyear		2	3	4	5
	Well-planned residential growth		2	3	4	5
	Well-planned commercial growth		2	3	4	5
	Well-designed neighborhoods		2	3	4	5
	Preservation of the historical or cultural character of the community		2	3	4	5
	Public places where people want to spend time		2	3	4	5
			2	3	4	5
	Variety of housing options		2	3	4	5 5
	Availability of affordable quality housing		2	3	4	5
	Overall quality of new development in Goodyear		2			
	Overall appearance of Goodyear			3	4	5
	Cleanliness of Goodyear		2	3	4	5
	Water resources (beaches, lakes, ponds, riverways, etc.)		2	3	4	5
	Air quality		2	3	4	5
	Availability of paths and walking trails		2	3	4	5
	Fitness opportunities (including exercise classes and paths or trails, e		2	3	4	5
	Recreational opportunities		2	3	4	5
	Availability of affordable quality food		2	3	4	5
	Availability of affordable quality health care		2	3	4	5
	Availability of preventive health services		2	3	4	5
	Availability of affordable quality mental health care		2	3	4	5
	Opportunities to attend cultural/arts/music activities		2	3	4	5
	Community support for the arts		2	3	4	5
	Availability of affordable quality childcare/preschool		2	3	4	5
	K-12 education		2	3	4	5
	Adult educational opportunities		2	3	4	5
	Sense of civic/community pride		2	3	4	5
	Neighborliness of residents in Goodyear		2	3	4	5
	Opportunities to participate in social events and activities		2	3	4	5
	Opportunities to attend special events and festivals	1	2	3	4	5
	Opportunities to volunteer		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	nσ in the la	st 12 mc	nthe		
0.	Trease marcate whether of not you have done each of the follows.	ng m the m	5t 12 mc	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	<u>No</u>	<u>Yes</u>
	Contacted the City of Goodyear (in-person, phone, email, or web) for h	nelp or infor	mation			2
	Contacted Goodyear elected officials (in-person, phone, email, or web					2
	Attended a local public meeting (of local elected officials like City Cou					
	Commissioners, advisory boards, town halls, HOA, neighborhood w				1	2
	Watched (online or on television) a local public meeting					2
	Volunteered your time to some group/activity in Goodyear					2
	Campaigned or advocated for a local issue, cause, or candidate					2
	Voted in your most recent local election					2
	Used bus, rail, subway, or other public transportation instead of driving					2
	Carpooled with other adults or children instead of driving alone					2
	Walked or biked instead of driving					2

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

# 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		2	3	4	5
Economic development		2	3	4	5
Traffic enforcement		2	3	4	5
Traffic signal timing	1	2	3	4	5
Street repair		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 greenbe	lts) 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>	Don't know
The value of services for the taxes paid to Goodyear	1	2	3	4	5
The overall direction that Goodyear is taking	1	2	3	4	5
The job Goodyear government does at welcoming 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. Over all, flow would you rate the quality of the services of ovided by each of the following	w 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.	Very	Somewhat	Not at all
	<u>important</u>	<u>important</u>	<u>important</u>
Overall economic health of Goodyear1	Z	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus)			
in Goodyear1	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 Goodyear1	2	3	4
Overall quality of natural environment in Goodyear1	2	3	4
Overall quality of parks and recreation opportunities1	2	3	4
Overall health and wellness opportunities in Goodyear1	2	3	4
Overall opportunities for education, culture, and the arts1	2	3	4
Residents' connection and engagement with their community1	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>	Very <u>important</u>	Somewhat important		Don't <u>know</u>
Regional public transit services (e.g., transportation to other	2	2	1	r
communities, access to jobs centers, etc.)1		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 programs1	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 connectivity1	2	3	4	5
Water conservation and other sustainability programs1	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?

Major	Minor	Not a	-
<u>source</u>	<u>source</u>	<u>source</u>	-
City website (www.goodyearaz.gov)1	2	3	
Local media outlets (newspaper, radio, local television)1	2	3	9
InFocus monthly magazine1	2	3	
City Council meetings and other public meetings1	2	3	Ž
City email communications (Good Neighbor Alert, Parks & Recreation newsletter)1	2	3	
City communications via social media (Facebook, Twitter, Instagram, YouTube,			5
Nextdoor)1	2	3	6
Word of mouth1	2	3	
Direct mailings (postcards and flyers)1	2	3	F
Utility bill inserts1	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 vou:

in general, now many times at your	Several <u>times a day</u>	Once <u>a day</u>	A few times <u>a week</u>	Every <u>few weeks</u>	Less often <u>or never</u>	Don't <u>know</u>
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

	Use or check email		1	2	3	4	5	6
	Share your opinion	s online	1	2	3	4	5	6
	Shop online			2	3	4	5	6
D2.	Please rate your O Excellent	overall health.  O Very good	O Good	O Fair	O Poor			
D3.	What impact, if a Do you think the		the economy w	ill have on	your family inc	come in the ne	ext 6 months?	•
	O Very positive	O Somewha	t positive O	Neutral	• Somewhat	negative	O Very negati	ve
	How many years  O Less than 2 year  O 2-5 years  O 6-10 years  O 11-20 years  O More than 20 y  Which best descri	rs ears		D10.	How much do y total income be year? (Please i money from al your househole •• Less than \$25,000 to \$4	efore taxes who nclude in you l sources for a d.) 5,000 • \$7	ill be for the our total incom	current le ving in
<b>D</b> 3.	One family hou Building with to	se detached from	any other houses	D11.	O \$50,000 to \$7  Are you Spanis O No, not Spani O Yes, I consider Latino	s <b>h, Hispanic o</b> ish, Hispanic, c	or Latino	
D6.	Do you rent or or O Rent O Own	wn your home?		D12.	What is your raindicate what is American Ind	<b>race you cons</b> lian or Alaskar	<b>ider yourself</b> n Native	
D7.	About how much	is your monthly	housing cost		☐ Asian, Asian		fic Islander	

for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

O Less than \$500

O \$2,000 to \$2,499

O \$500 to \$999

♦ \$500 to \$999
♦ \$1,000 to \$1,499
♦ \$3,000 to \$3,499
♦ \$3,500 or more

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

O No O Yes

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

O	No	O Yes

D12.	What is your race? (Ma indicate what race you ☐ American Indian or Al	consider yourself t	
	☐ Asian, Asian Indian, or		
	Black or African Amer	ican	
	☐ White		
	☐ Other		
D13.	In which category is yo	ur age?	
	<b>O</b> 18-24 years	<b>O</b> 55-64 years	
	<b>Q</b> 25-34 years	<b>O</b> 65-74 years	
	<b>O</b> 35-44 years	O 75 years or older	
	<b>O</b> 45-54 years	•	

	<b>O</b> 45-54 years
D14.	What is your gender?
	• Female
	O Male
	O Identify in another way

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