

# Goodyear, AZ

## The National Community Survey

Report of Results  
2023

Report by:



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## About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Goodyear. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

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 404 residents of the City of Goodyear collected from March 17th, 2023 to April 28th, 2023. The margin of error around any reported percentage is 4.9% for all respondents and the response rate for the 2022 survey was 13%. 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 2023 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 six percentage points between the 2021 and 2023 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.

## Key Findings

### Resident ratings of the economy and affordability in Goodyear have declined over time.

When asked to rate Goodyear's overall economic health, 82% of survey participants in 2023 rated this as excellent or good. This rating, while a 10% drop from the rating in the 2021 iteration of the survey, was higher than average; all other aspects related to the economy and affordability in Goodyear were similar to the national benchmarks. Further, 9 in 10 residents also responded that they think it is essential or very important for the Goodyear community to focus on the overall economic health of the city in the coming two years. Other economy-related aspects which declined since 2021, but were similar to the benchmarks, included Goodyear as a place to work (74% excellent or good), the overall quality (65%) and variety (50%) of business and service establishments, economic development (66%), the city as a place to visit (59%), and employment opportunities (55%). Further, when asked what impact, if any, residents think the economy would have on their family income in the next 6 months, only one-quarter of residents responded that they believed the impact would be very or somewhat positive; this represented a 17% decrease since the 2021 iteration of the survey.

Resident perception of affordability in Goodyear also declined from 2021 to 2023. Ratings for the cost of living (52% excellent or good), the availability of affordable quality food (66%) health care (61%), childcare/preschool (44%), housing (43%), and mental health care (37%) decreased over time; however, it is noteworthy that these ratings remain similar to those given in other communities nationwide.

### Community Design is a resident priority, with some ratings decreasing over time.

Goodyear residents indicated a high degree of importance for the overall design or layout of residential and commercial areas with 9 in 10 of survey respondents rating it essential or very important; Goodyear residents were more likely than those in other communities across the country to rate this facet of community livability as important. Meanwhile, the quality rating for the overall design or layout of residential and commercial areas was similar to the national average, receiving a 64% positive rating from participants. These comparative ratings of quality and importance suggest Community Design as a potential focus area for the City. Residents' opinion on the variety of housing options remained steady at 68% excellent or good, which was higher than the national average. While a few of the aspects of community design experienced ratings decreases between 2021 and 2023 - including the overall appearance of the city (74% excellent or good), overall quality of new development (62%), and well-planned commercial growth (48%), among others - these ratings remained on par with the national averages.

### Residents appreciate parks and recreation opportunities in Goodyear, but identify challenges with outdoor amenities and the natural environment.

About 8 in 10 residents gave excellent or good reviews to the overall quality of parks and recreation opportunities in Goodyear, recreation centers and facilities, and recreation programs or classes; all of these ratings increased from 2021 to 2023, and the rating for recreation centers was higher than the national average. About three-quarters of respondents gave favorable marks to City parks, and two-thirds were pleased with fitness opportunities and recreational opportunities. These ratings remained stable over time and were similar to the national benchmarks.

When evaluating the overall quality of the natural environment in Goodyear, 7 in 10 residents gave positive marks, which was both similar to the national average and the 2021 survey results. Nearly 9 in 10 residents rated the cleanliness of the Goodyear community. Preservation of natural areas and the quality of Goodyear open space were both on par with the national averages, earning 55% and 53% positive ratings, respectively. The importance of the overall quality of the natural environment, at 86% essential or very important, remained similar to both the national benchmark and the 2021 survey results. However, residents' ratings of air quality (61% excellent or good), the availability of paths and walking trails (53%), and water resources (39%), while remaining stable when compared to the previous survey results, were all lower than national averages.

### Ratings for educational, arts, and cultural opportunities have improved, and residents report higher levels of engagement at community events.

As in 2021, about half of residents positively rated overall opportunities for education, arts, and culture in Goodyear. However, it is noteworthy that some aspects within this facet of livability increased from 2021 to 2023: about two-thirds of residents gave favorable scores to opportunities to participate in social events and activities, to participate in community matters, and to attend special events and festivals, while 6 in 10 were pleased with community support for the arts and about half positively rated opportunities to attend cultural/arts/music activities. Further, 6 in 10 respondents rated residents' connection and engagement with their community as excellent or good, and one-quarter had attended a local public meeting in the past 12 months. All of these ratings represented increases over time and were similar to those seen in other communities.

## 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 the 3 areas. 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 3,200 randomly selected households received mailings beginning on March 17th, 2023 and the survey remained open for 7 weeks. 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. 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 both languages instructing participants on how to complete the survey in their preferred language.

About 4% of the 3,200 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 3080 households that received the invitations to participate, 404 completed the survey, providing an overall response rate of 13%. 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 4.9 percentage points around any given percent reported for all respondents (404 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 14th, 2023. The survey remained open for 2 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 2020 Census and 2022 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	5%	23%	25%
	35-54	21%	39%	38%
	55+	74%	38%	37%
Area	Central MPS	22%	38%	39%
	North MPA	52%	45%	43%
	South/Sonoran Valley MPA	26%	17%	17%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish ..	90%	73%	73%
	Yes, I consider myself to be of Hispanic, La..	10%	27%	27%
Housing tenure	Own	93%	79%	79%
	Rent	7%	21%	21%
Housing type	Attached	8%	11%	11%
	Detached	92%	89%	89%
Race & Hispanic origin	Not white alone	69%	40%	41%
	White alone, not Hispanic or Latino	31%	60%	59%
Sex	Man	47%	48%	47%
	Woman	53%	52%	53%
Sex/age	Man 18-34	3%	12%	12%
	Man 35-54	8%	18%	18%
	Man 55+	37%	18%	18%
	Woman 18-34	2%	11%	13%
	Woman 35-54	14%	21%	20%
	Woman 55+	37%	20%	19%

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 Jenna Goad of the City of Goodyear at [jenna.goad@goodyearaz.gov](mailto:jenna.goad@goodyearaz.gov) if you have any questions about the survey.

## Survey Validity

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

\* See AAPOR’s Standard Definitions for more information at

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

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

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

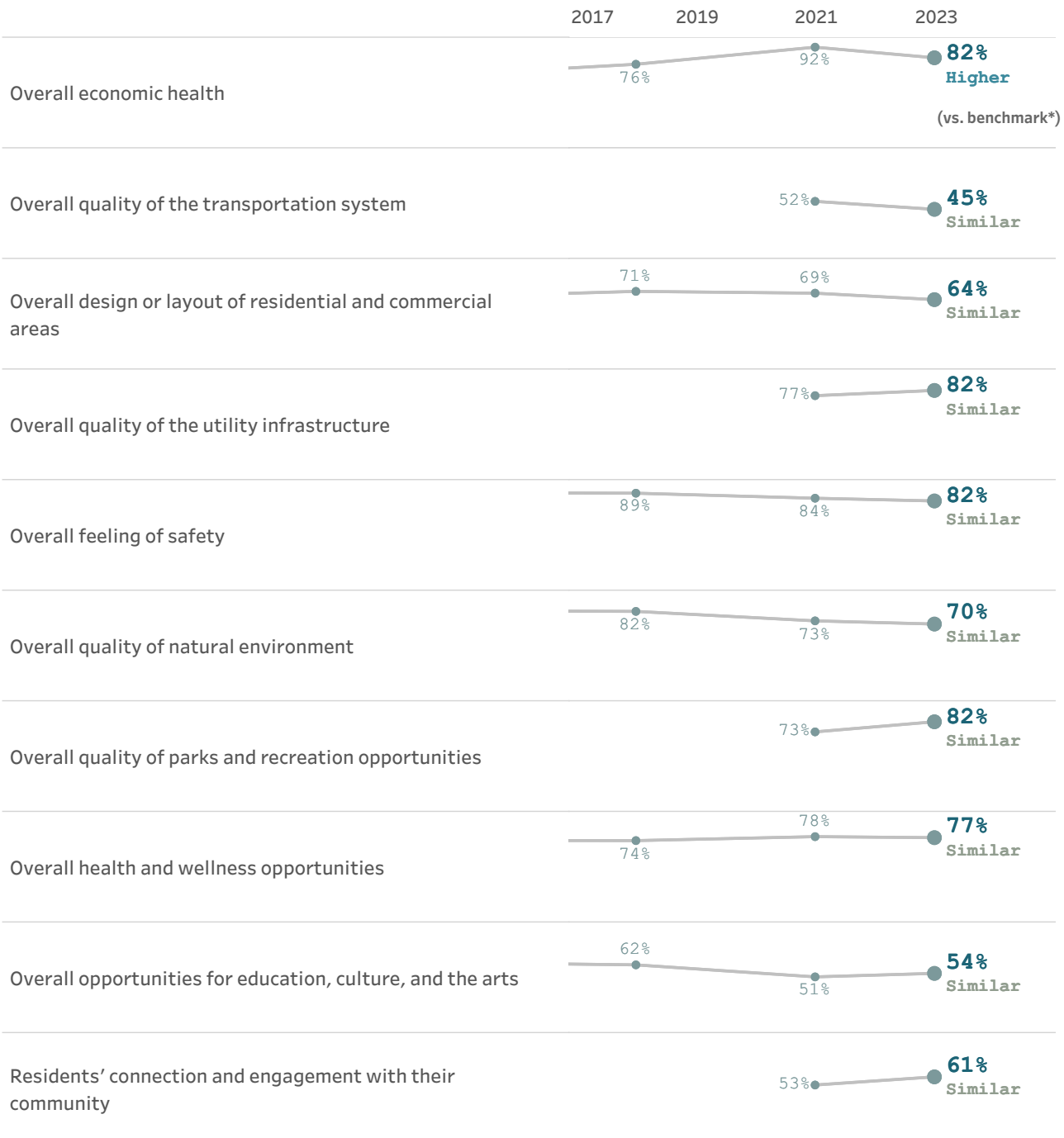
\* Targets come from the 2010 Census and 2021 American Community Survey

## Facets of livability

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

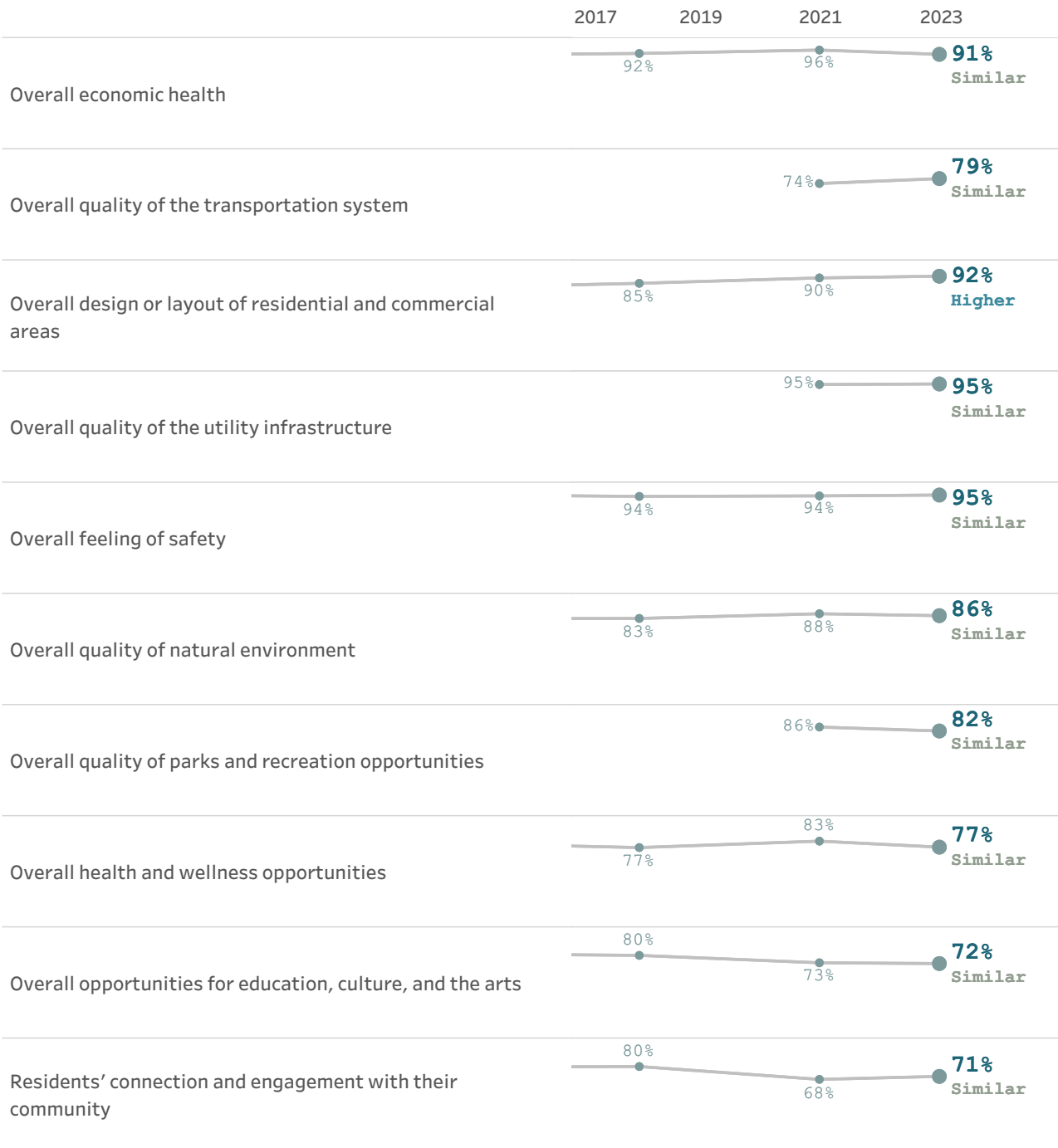
The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

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





Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.  
 (% essential or very important)



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

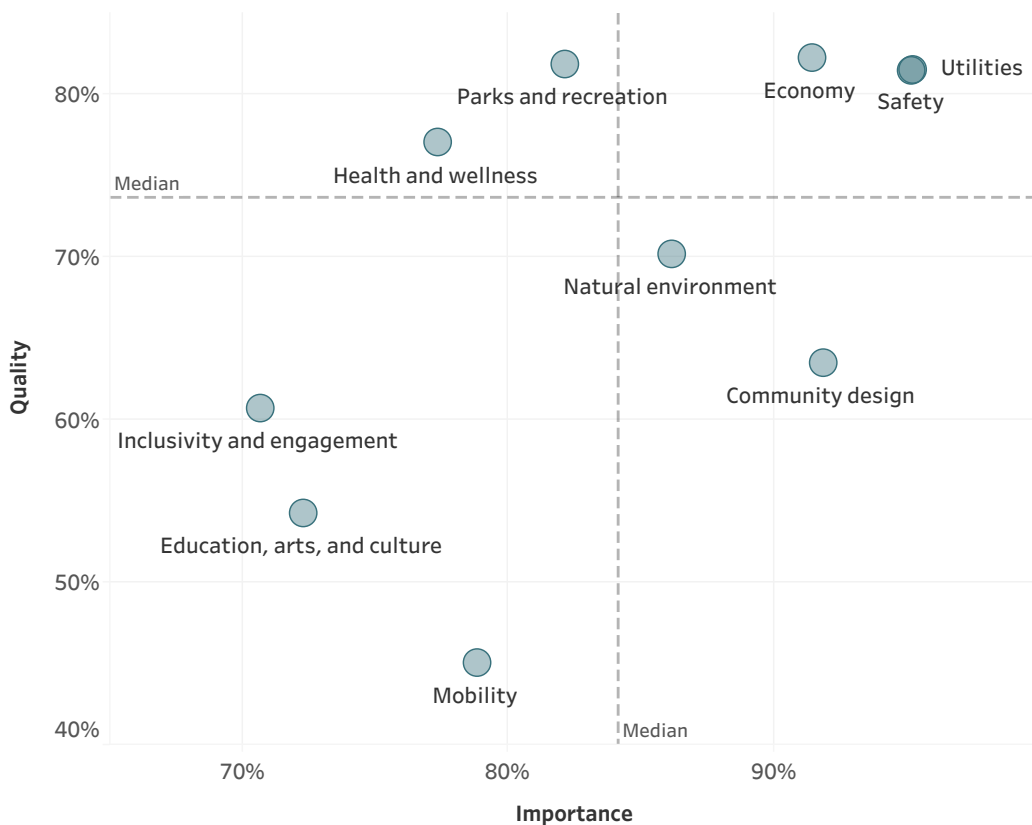
## Balancing performance and importance

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

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

Services receiving quality ratings of excellent or good by 74% or more of respondents were considered of “higher quality” and those with ratings lower than 74% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 84% or more of respondents. Services were rated as “less important” if they received a rating of less than 84%. This classification uses the median ratings for quality and importance to divide the services in half.

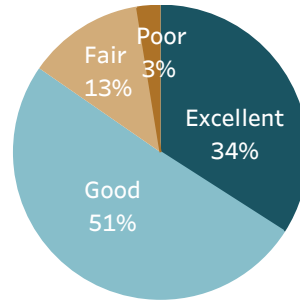
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix ( higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



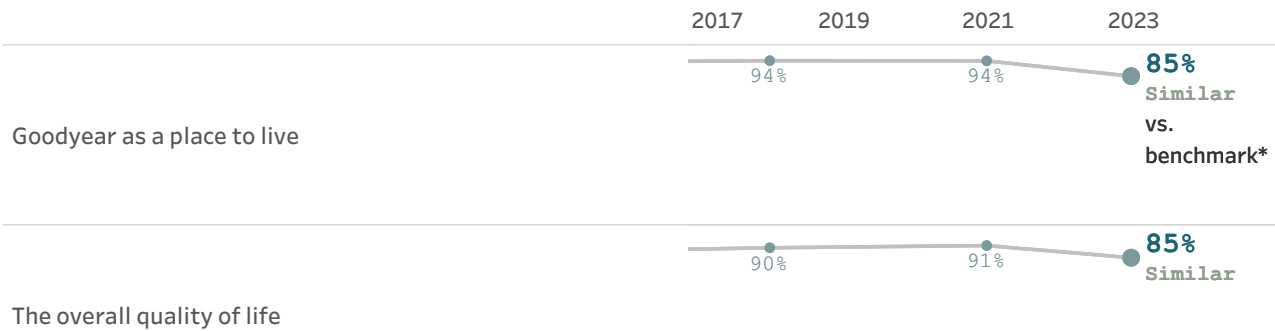
## Quality of life

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

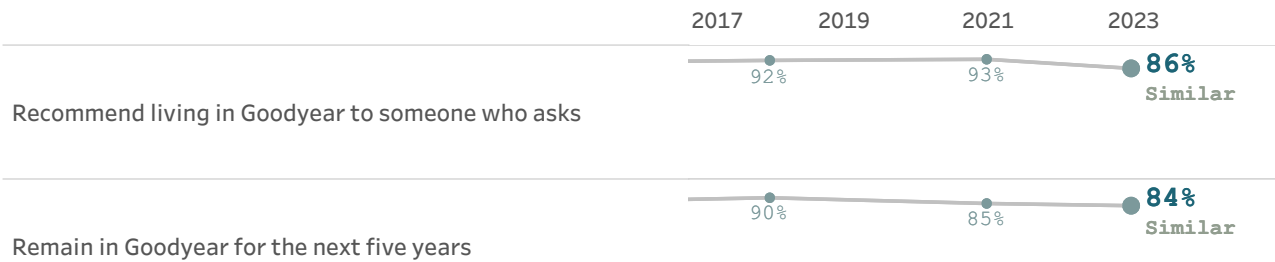
The overall quality of life in Goodyear, 2023



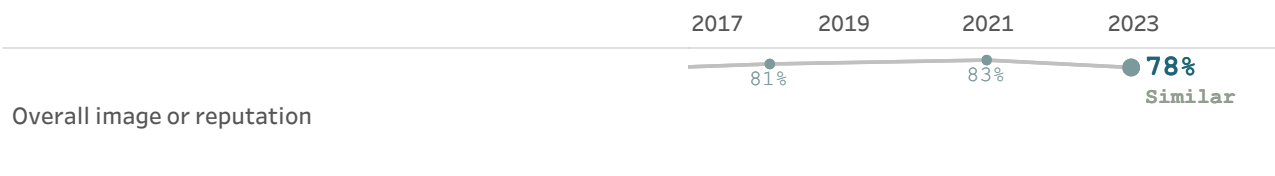
Please rate each of the following aspects of quality of life in Goodyear.  
(% excellent or good)



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



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

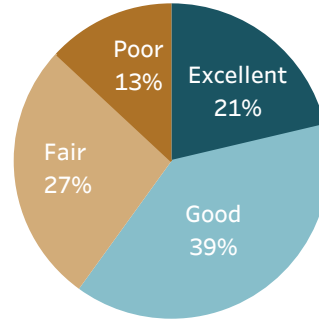


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Governance

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

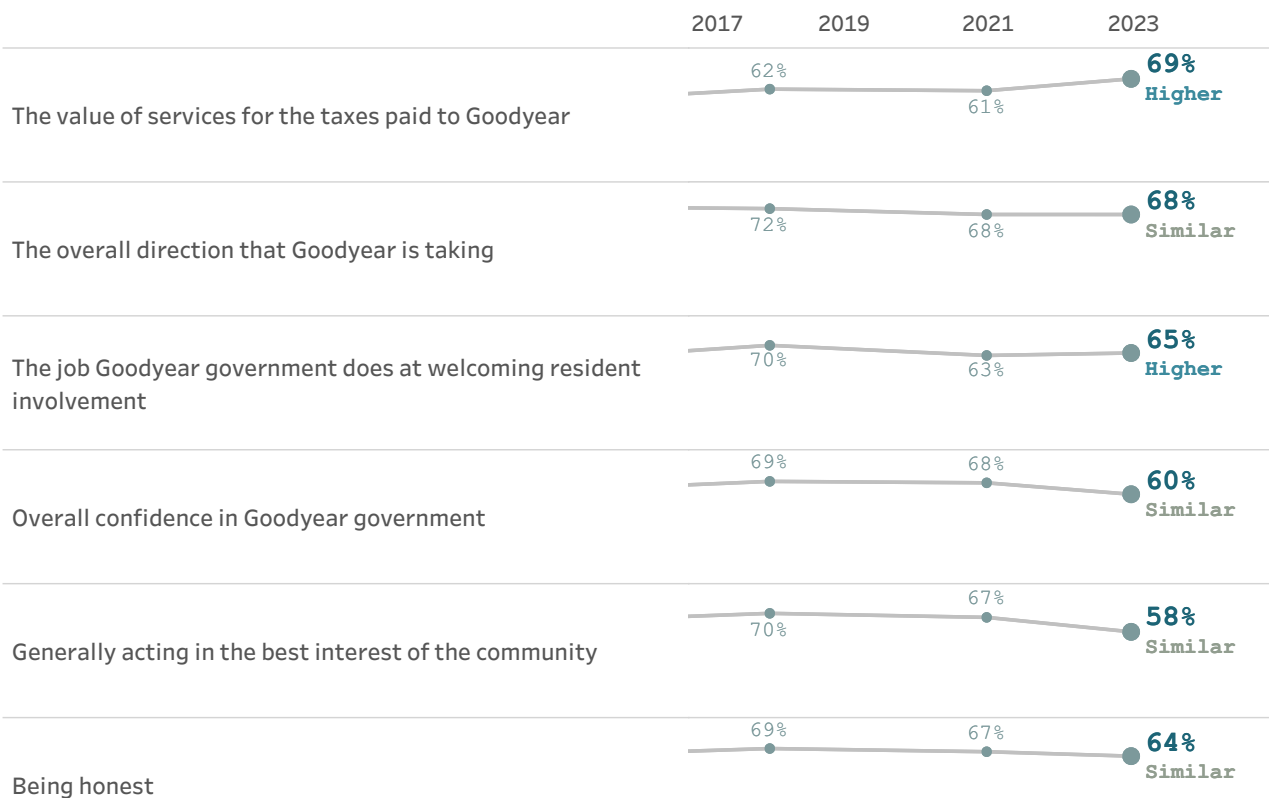
Overall confidence in Goodyear government, 2023

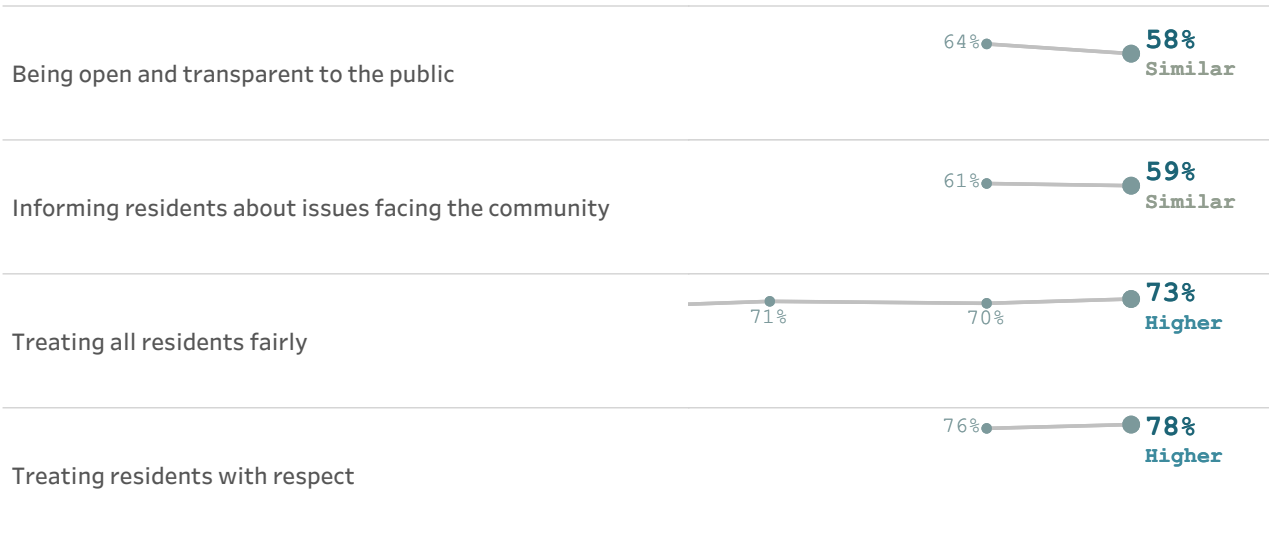


Please rate the quality of each of the following services in Goodyear. (% excellent or good)

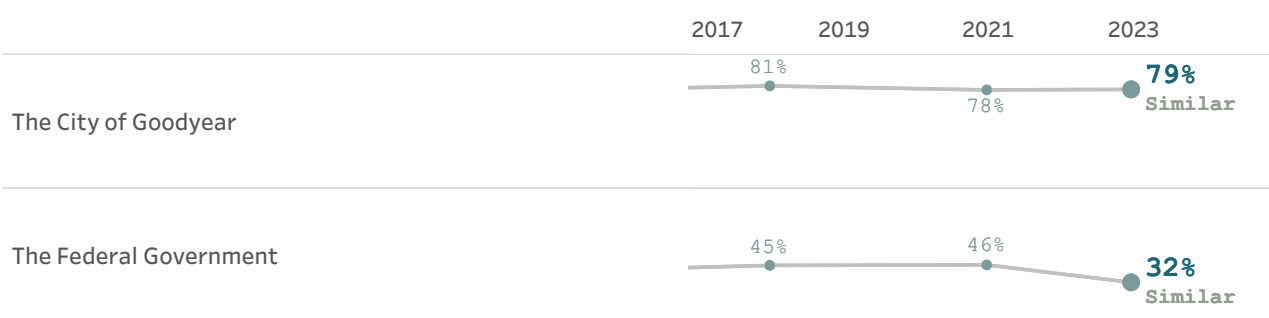


Please rate the following categories of Goodyear government performance. (% excellent or good)





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

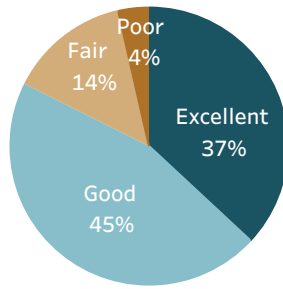


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

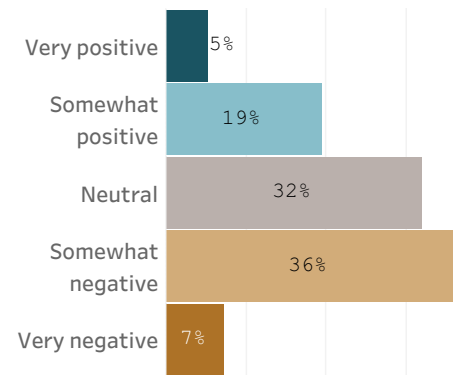
## Economy

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

Overall economic health of Goodyear, 2023



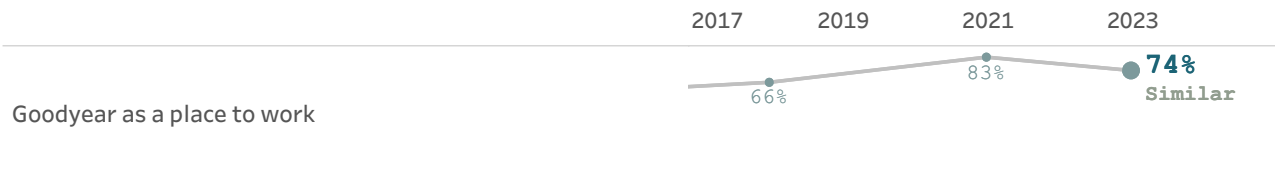
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



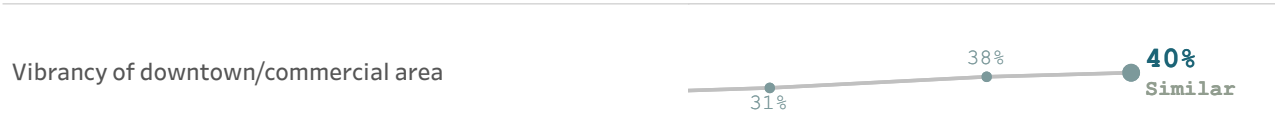
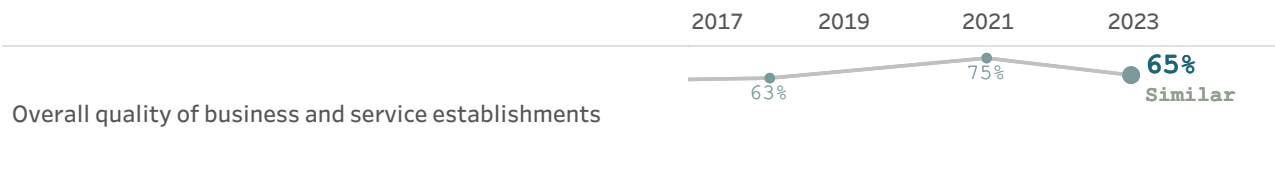
Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)

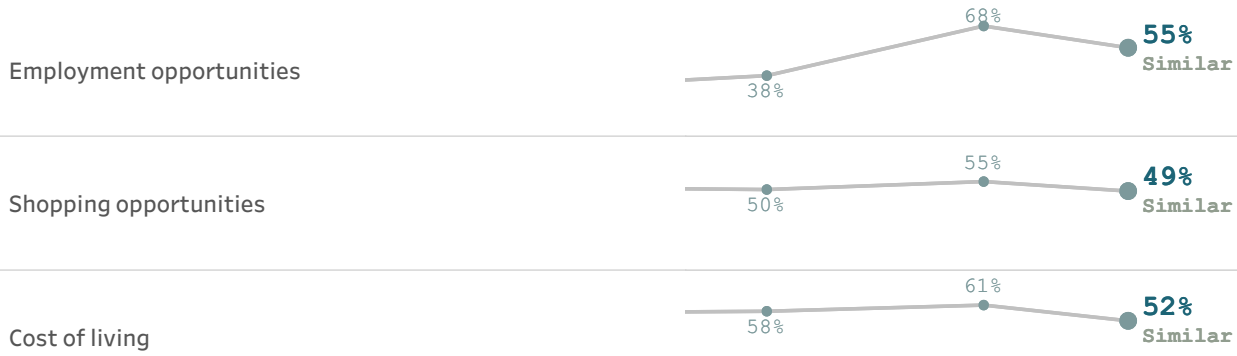


Please rate each of the following aspects of quality of life in Goodyear. (% excellent or good)

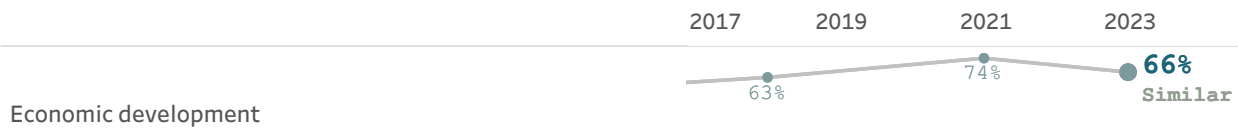


Please rate each of the following in the Goodyear community. (% excellent or good)

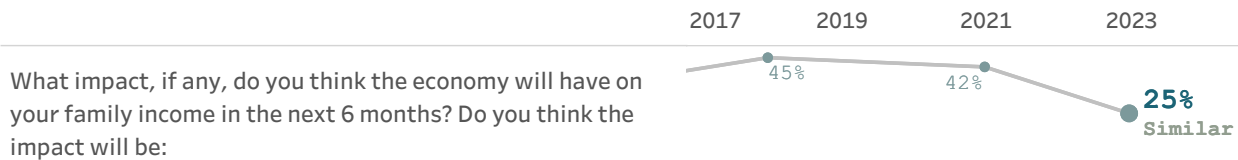




**Please rate the quality of each of the following services in Goodyear.  
(% excellent or good)**



**What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:  
(% very or somewhat positive)**

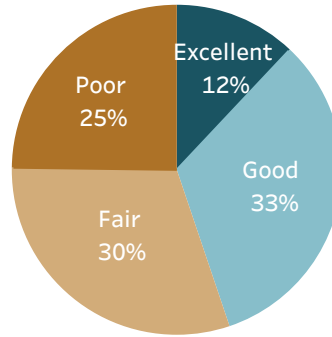


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

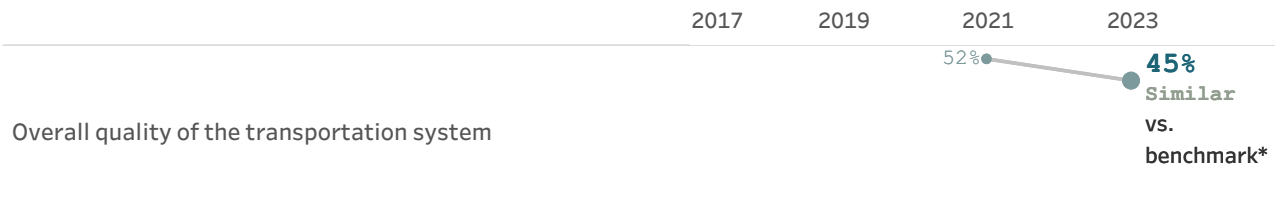
## Mobility

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

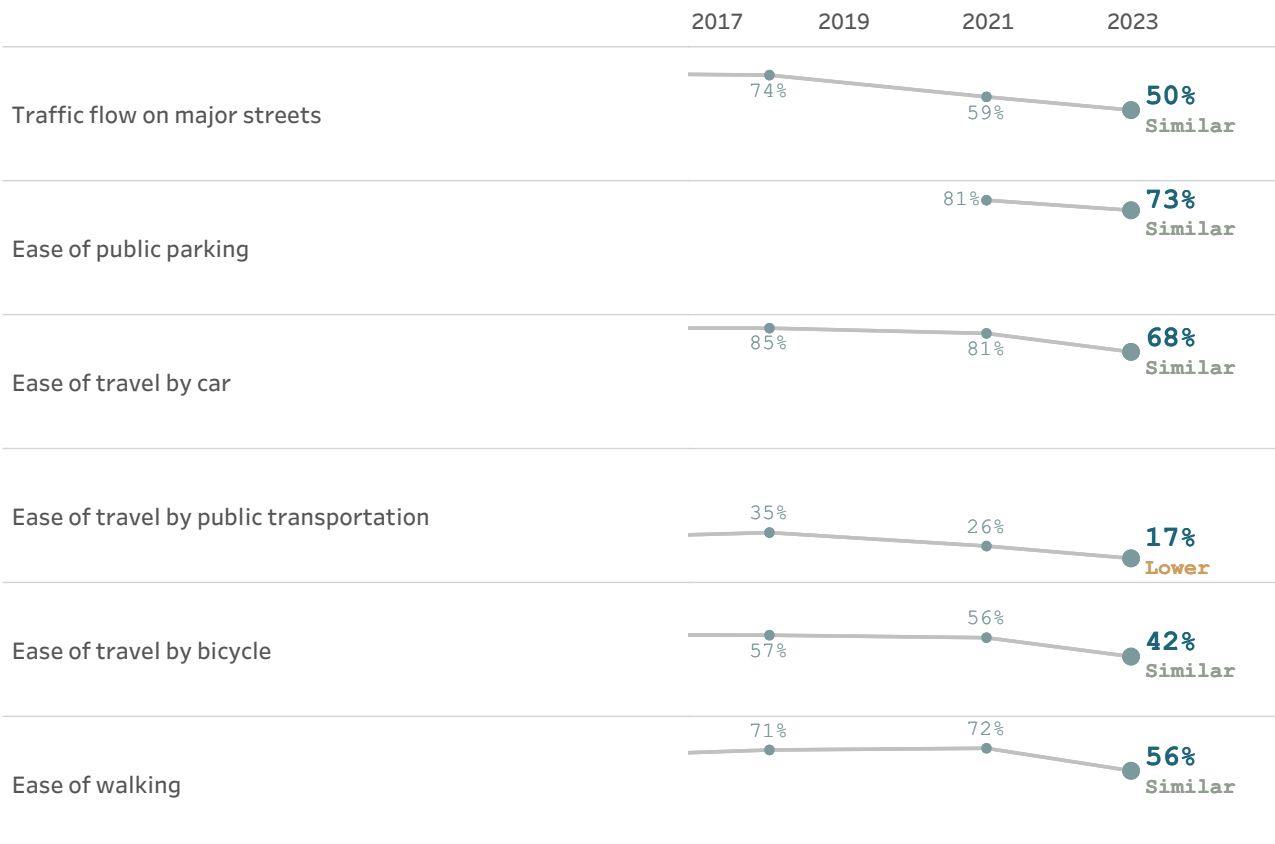
Overall quality of the transportation system in Goodyear, 2023



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



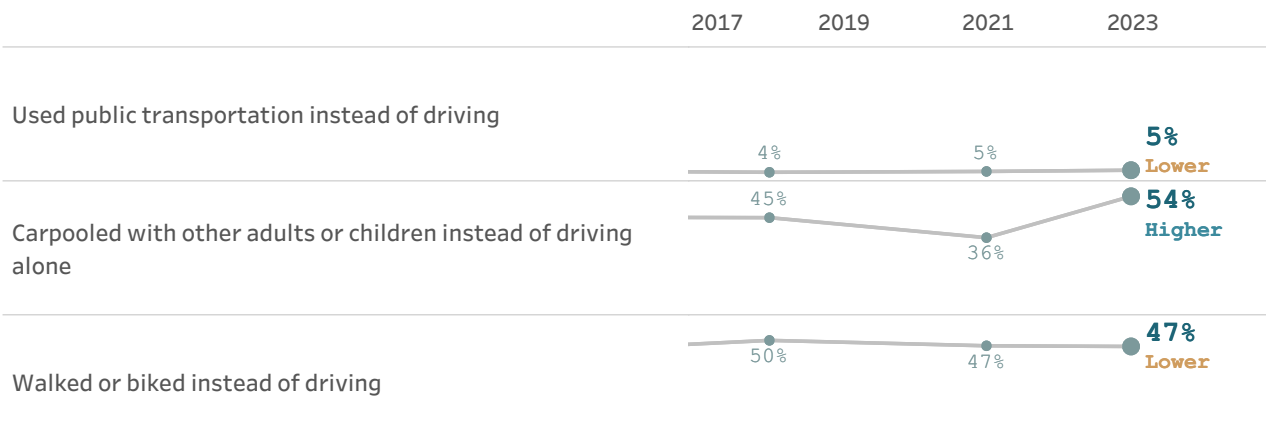
Please also rate each of the following in the Goodyear community.  
(% excellent or good)





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

(% yes)



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

(% excellent or good)

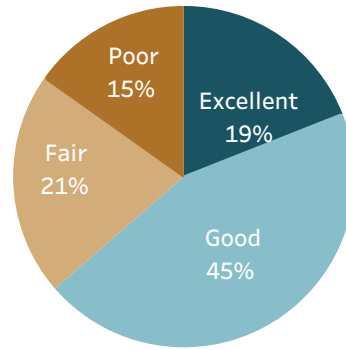


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

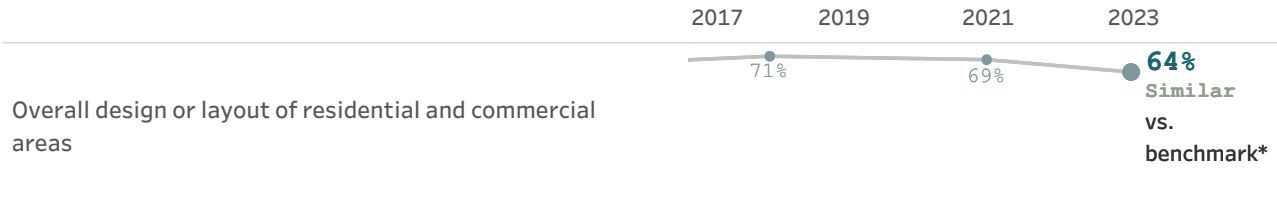
Overall design or layout of Goodyear's residential and commercial areas, 2023

## Community design

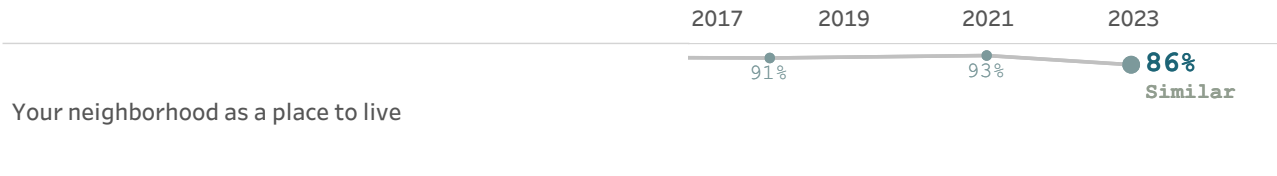
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



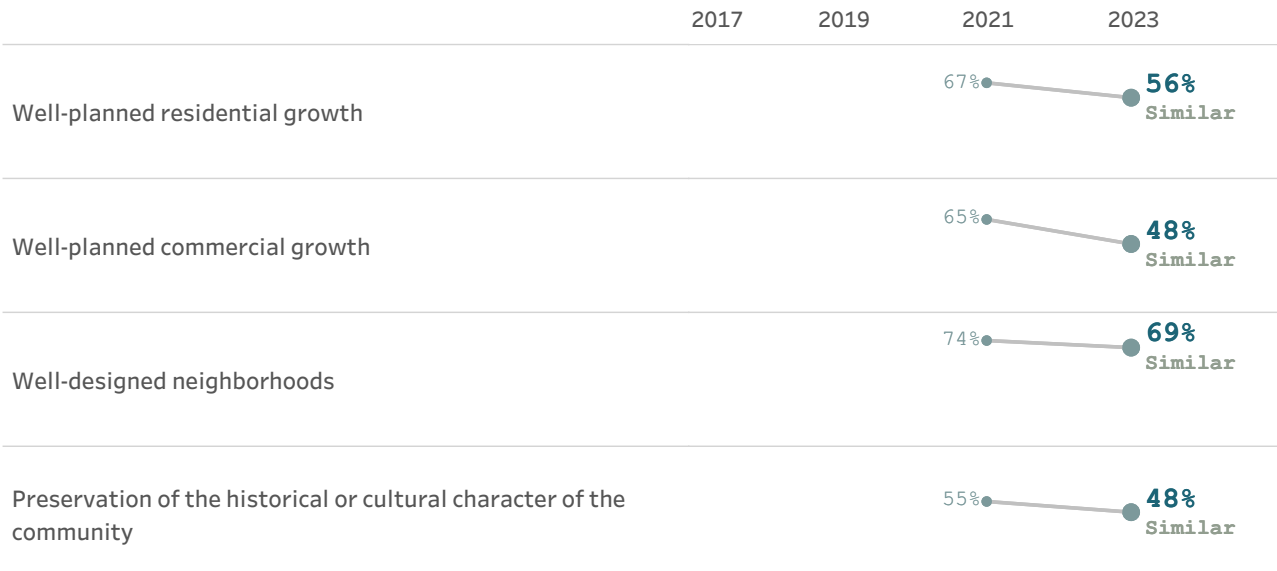
Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)



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



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



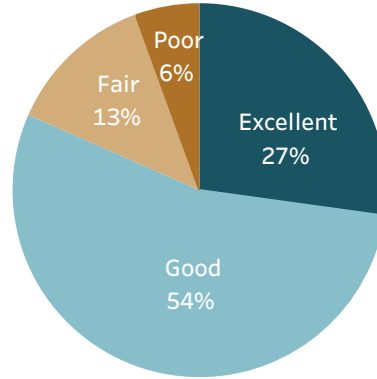


**Please rate the quality of each of the following services in Goodyear.  
(% excellent or good)**



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

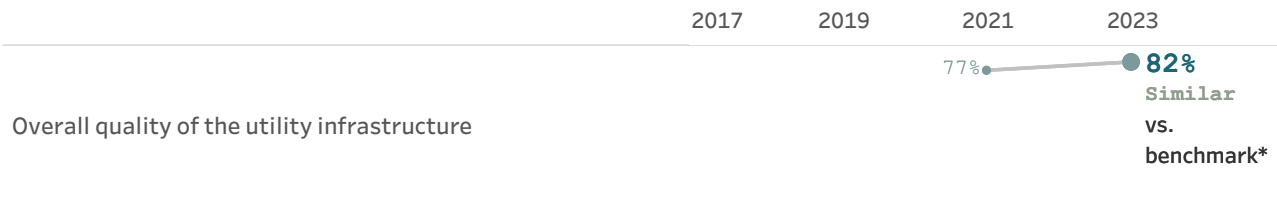
Overall quality of the utility infrastructure in Goodyear, 2023



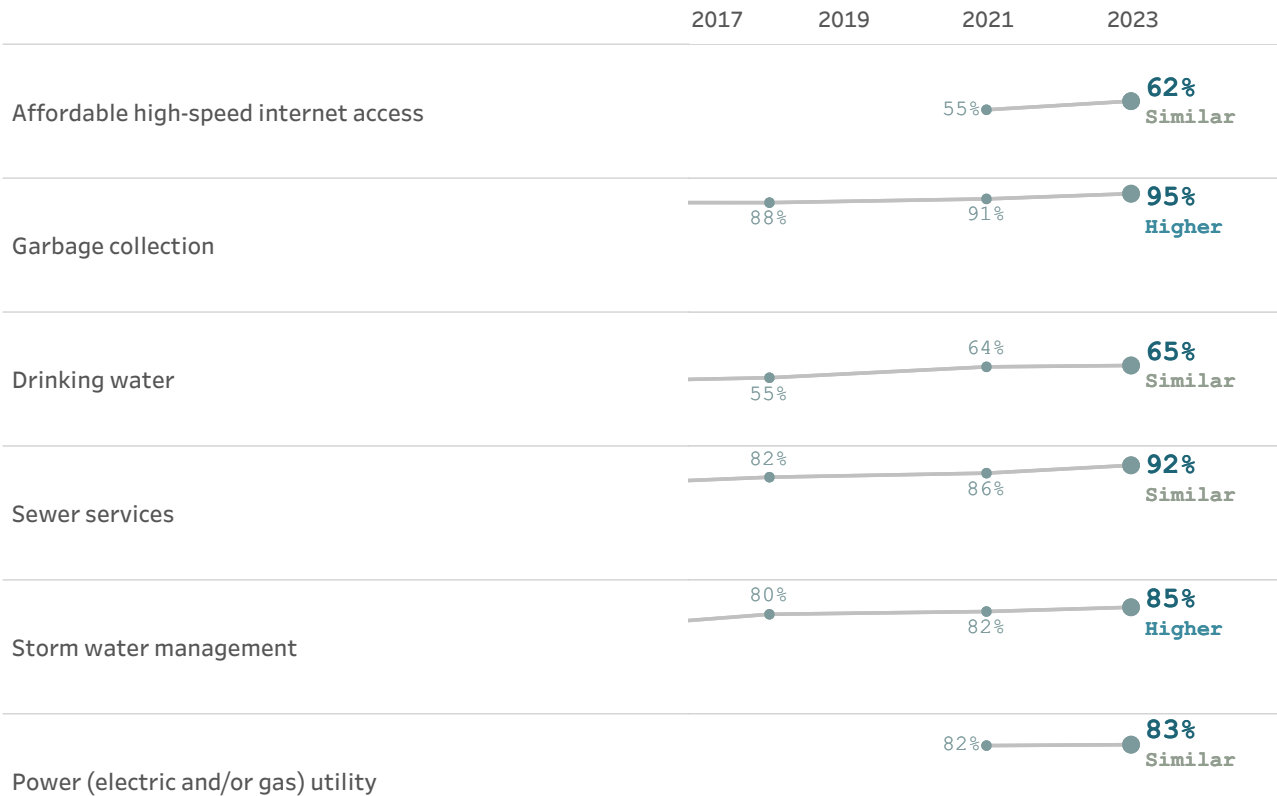
## Utilities

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

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



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



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Utility billing

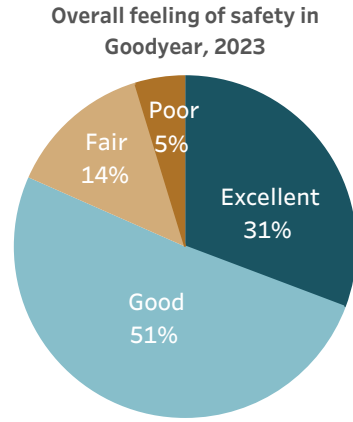


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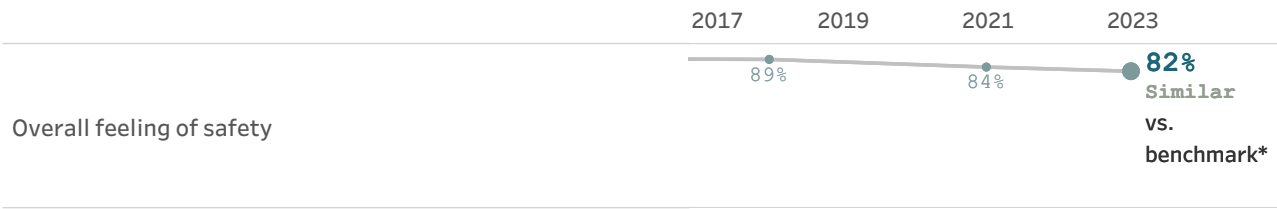
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Safety

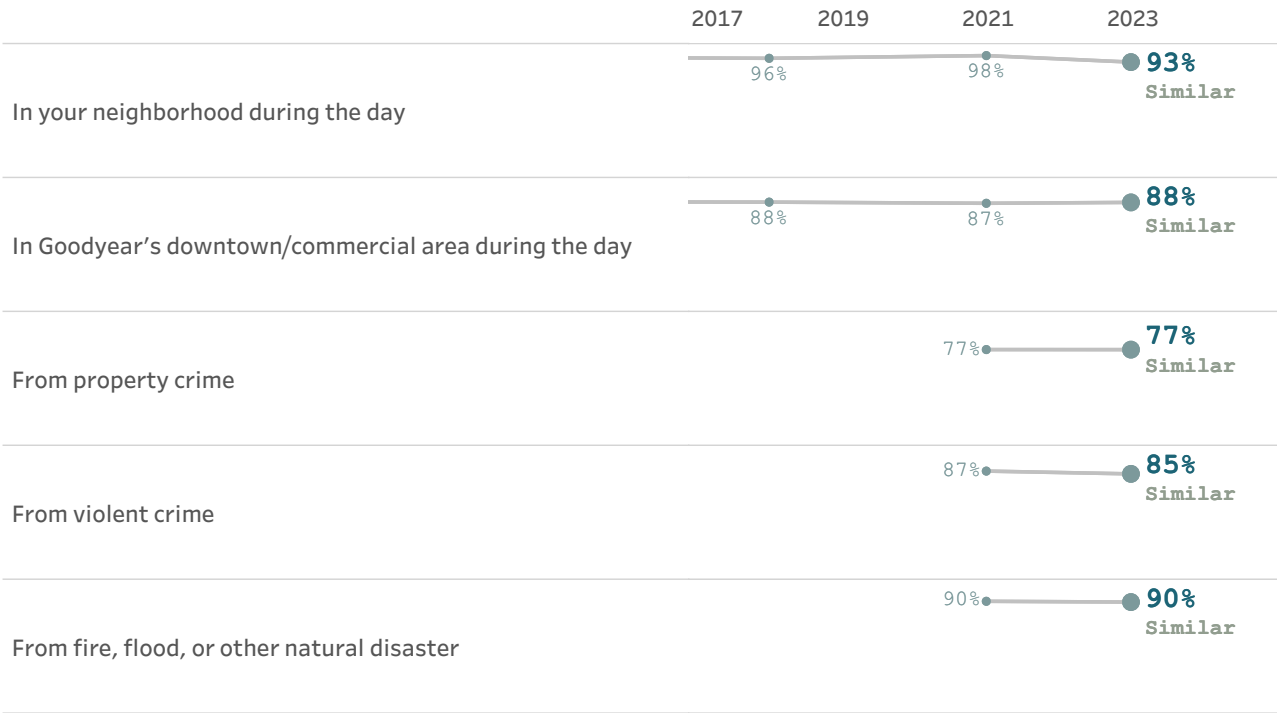
Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.



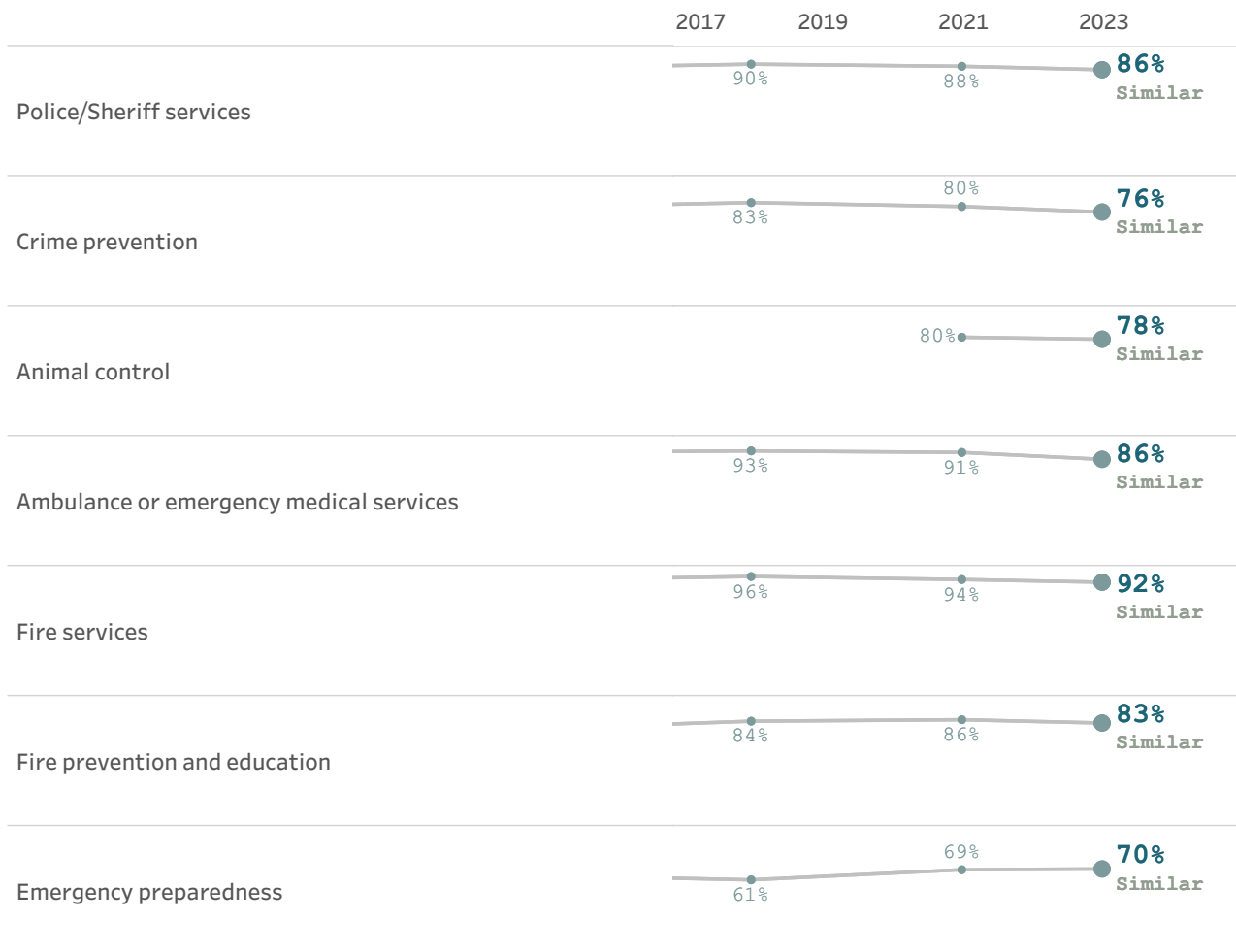
Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)



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



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

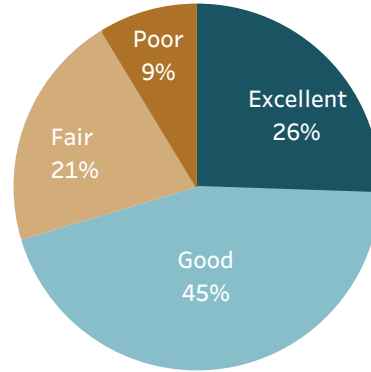


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

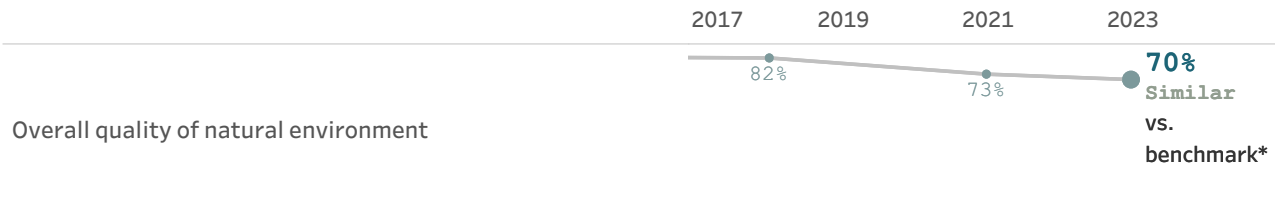
Overall quality of natural environment in Goodyear, 2023

## Natural environment

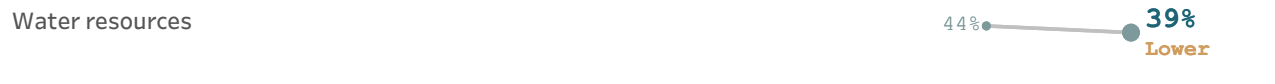
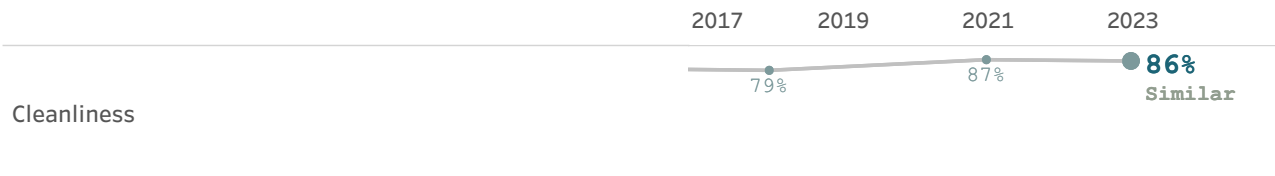
The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.



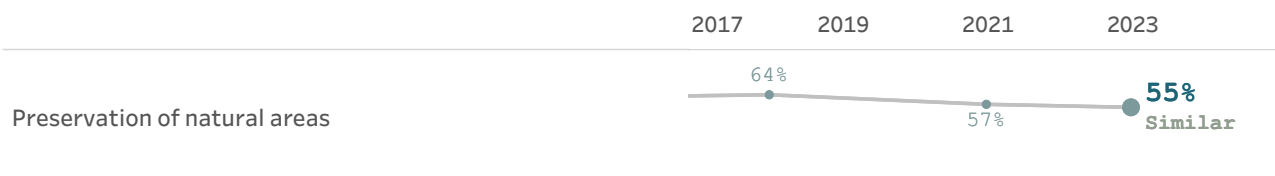
Please rate each of the following characteristics as they relate to Goodyear as a whole.  
(% excellent or good)



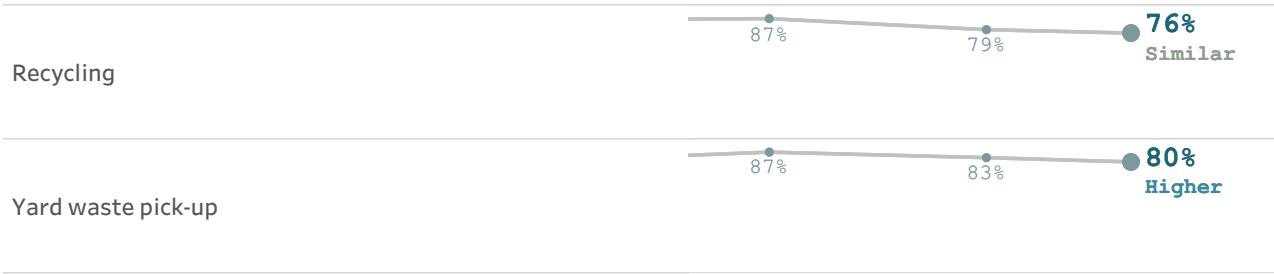
Please also rate each of the following in the Goodyear community.  
(% excellent or good)



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







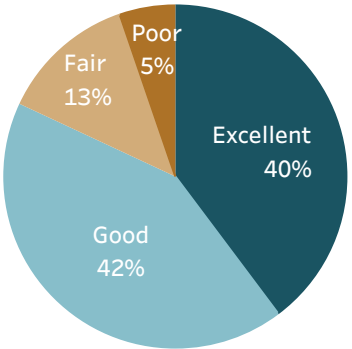
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2023

Parks and recreation

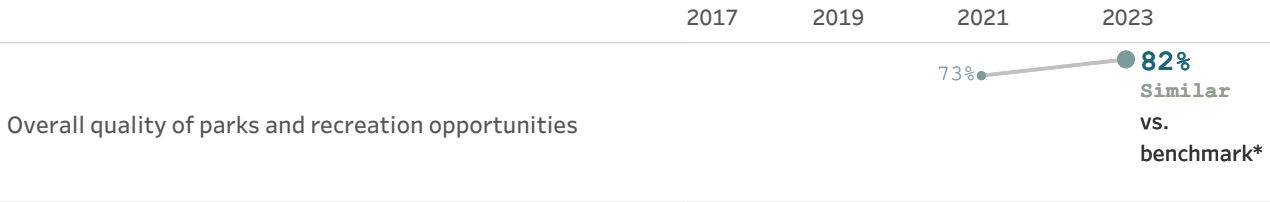
“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation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

- National Recreation and Park Association



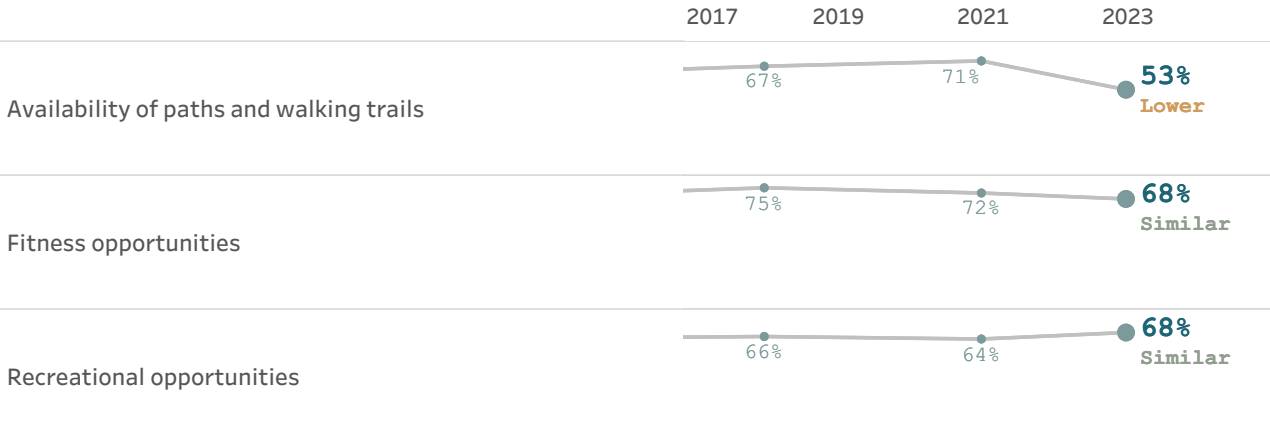
Please rate each of the following characteristics as they relate to Goodyear as a whole.

(% excellent or good)



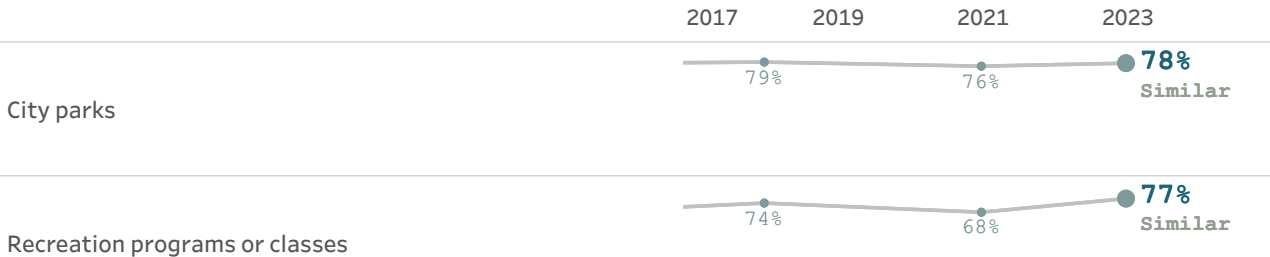
Please also rate each of the following in the Goodyear community.

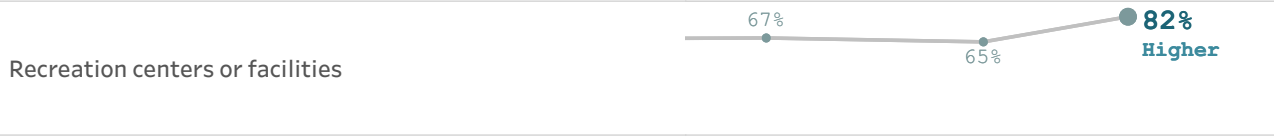
(% excellent or good)



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

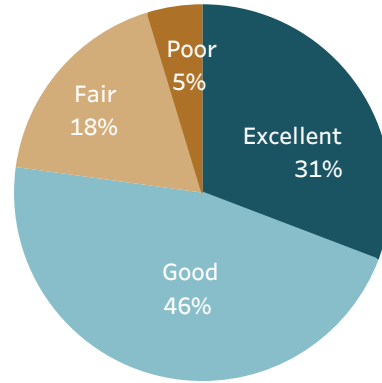
(% excellent or good)





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

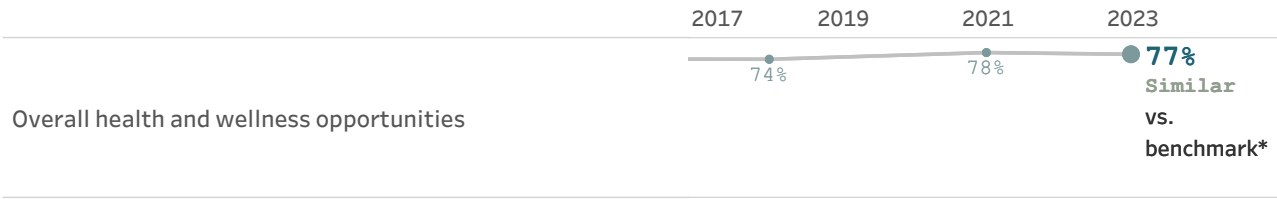
Overall health and wellness opportunities in Goodyear, 2023



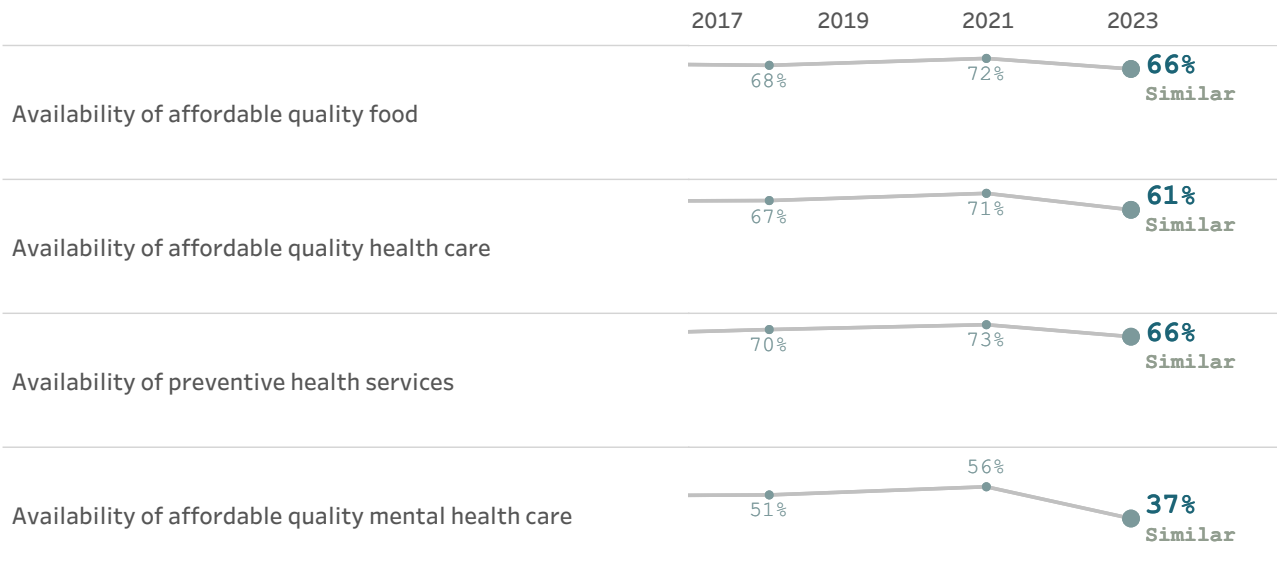
## Health and wellness

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

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



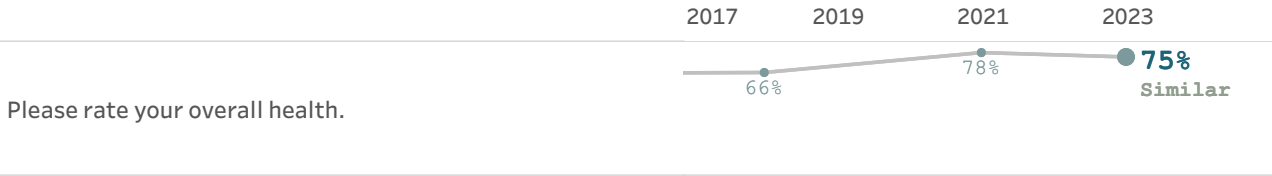
Please also rate each of the following in the Goodyear community.  
(% excellent or good)



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

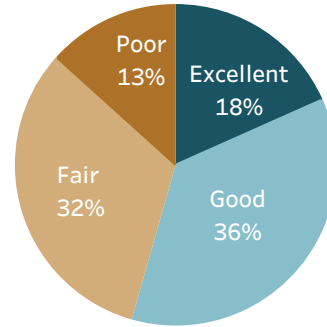


Please rate your overall health.  
(% excellent or very good)



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

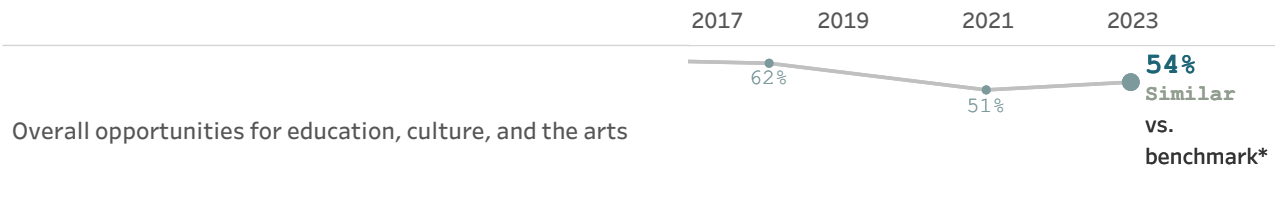
Overall opportunities for education, culture and the arts, 2023



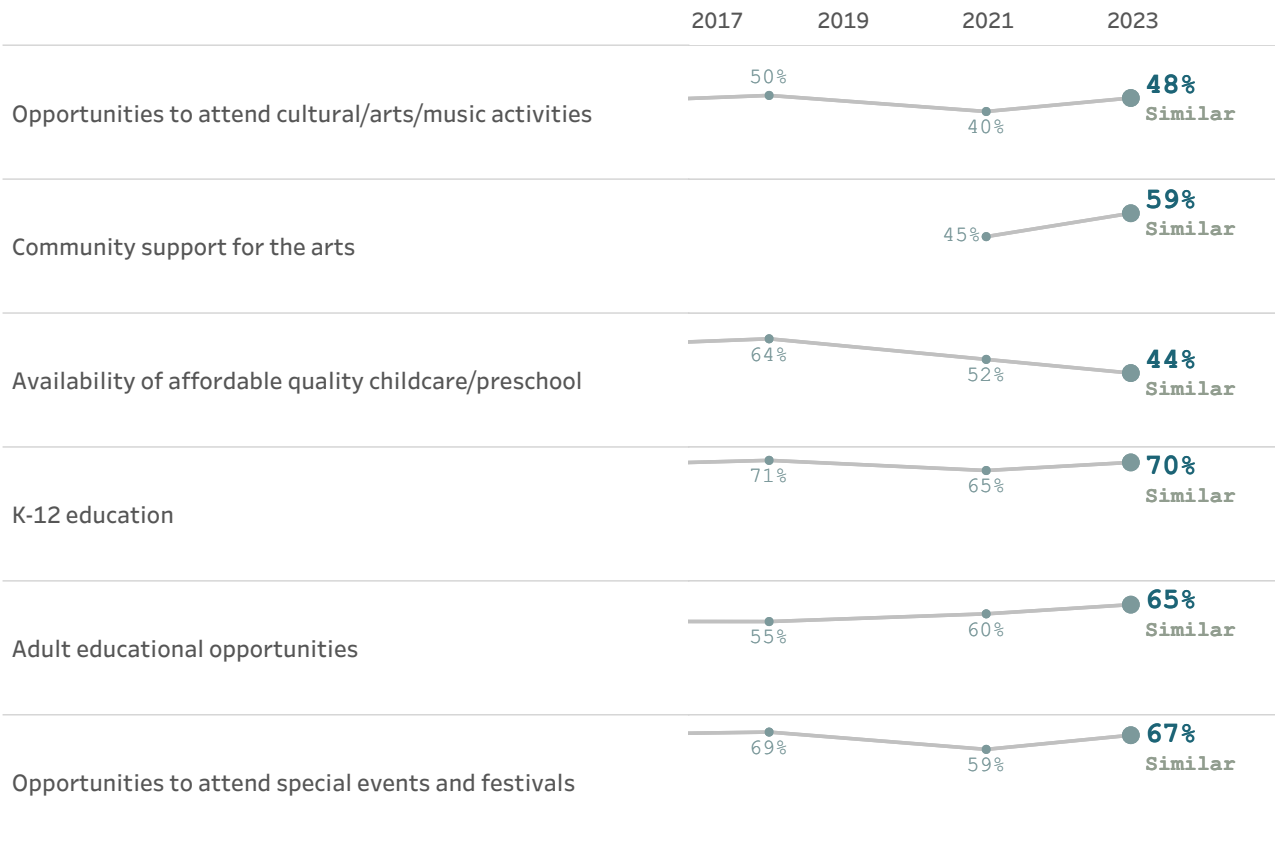
## Education, arts, and culture

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

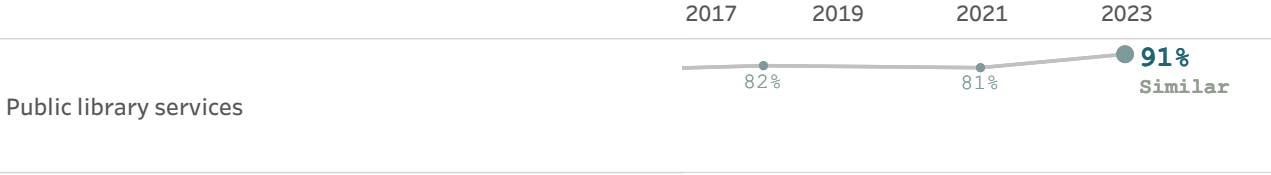
Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)



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



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

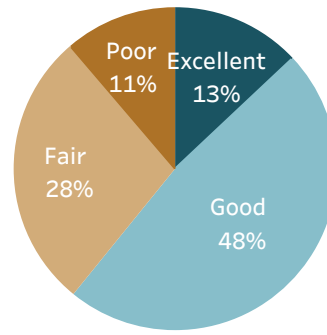


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

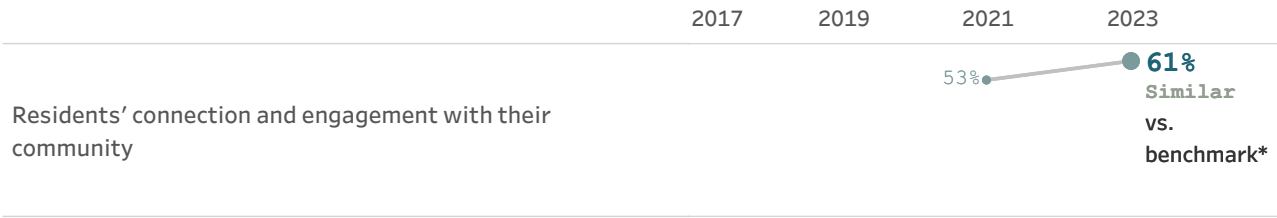
Residents' connection and engagement with their community, 2023

## Inclusivity and engagement

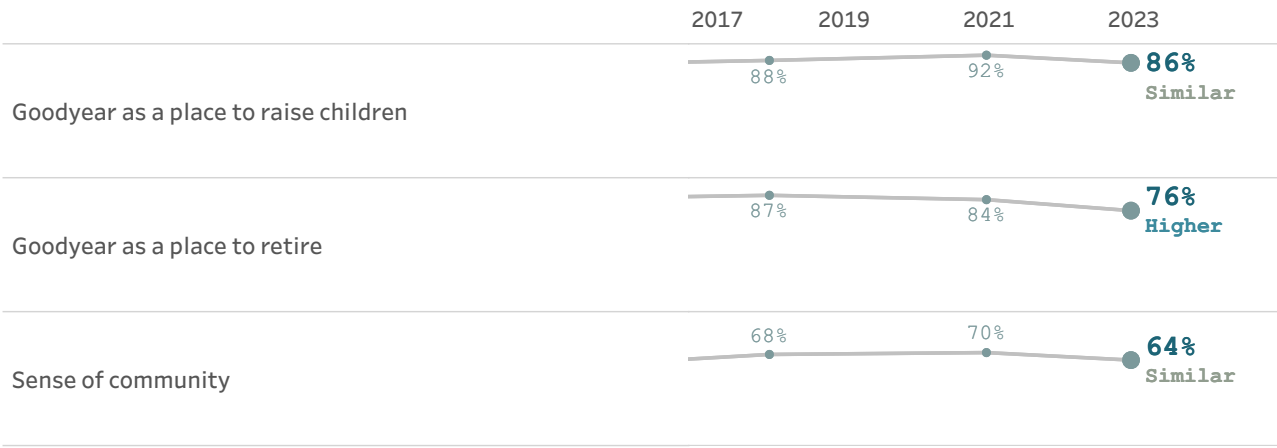
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



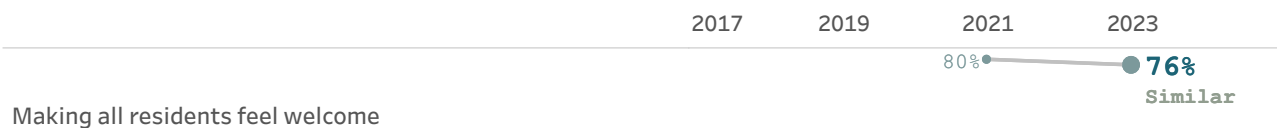
Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)



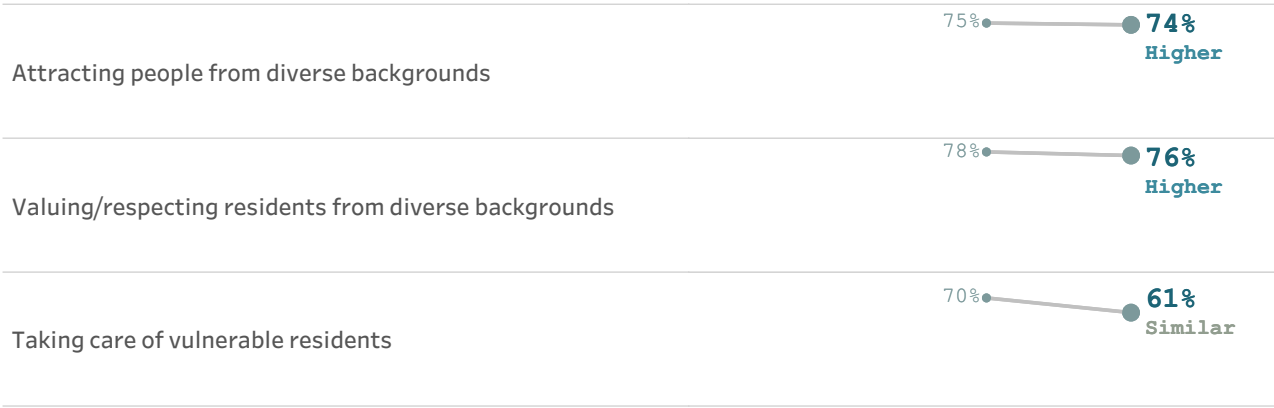
Please rate each of the following aspects of quality of life in Goodyear. (% excellent or good)



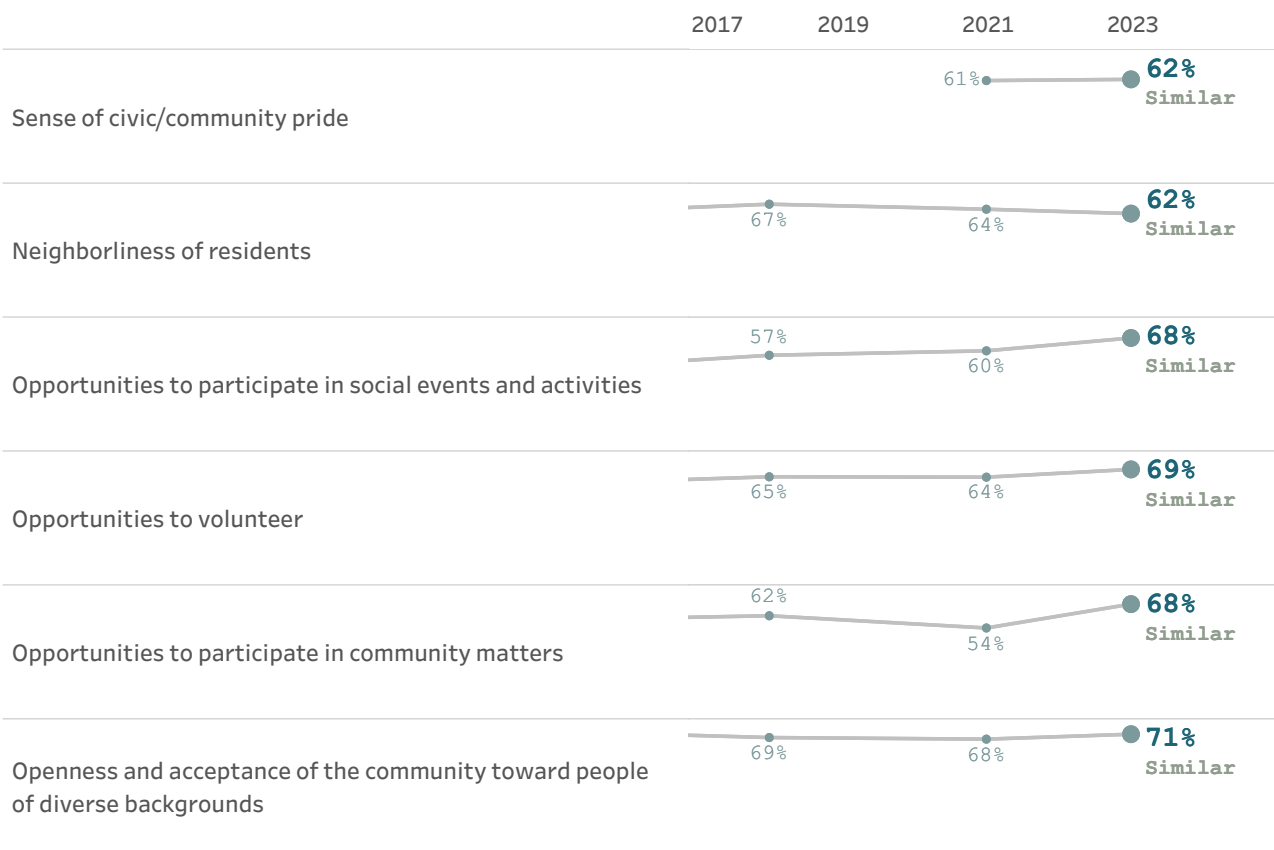
Please rate the job you feel the Goodyear community does at each of the following. (% excellent or good)







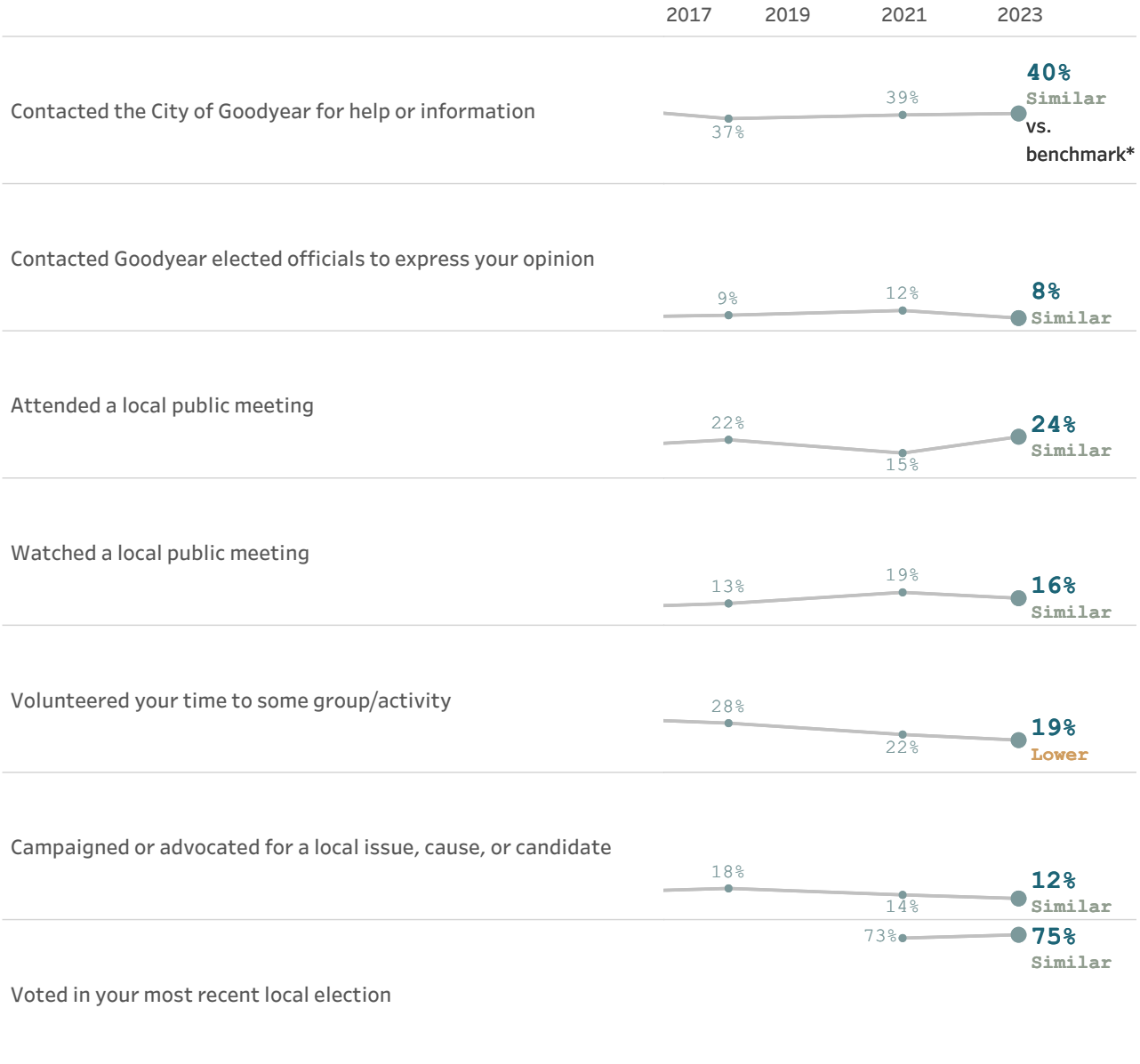
**Please also rate each of the following in the Goodyear community.  
(% excellent or good)**



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

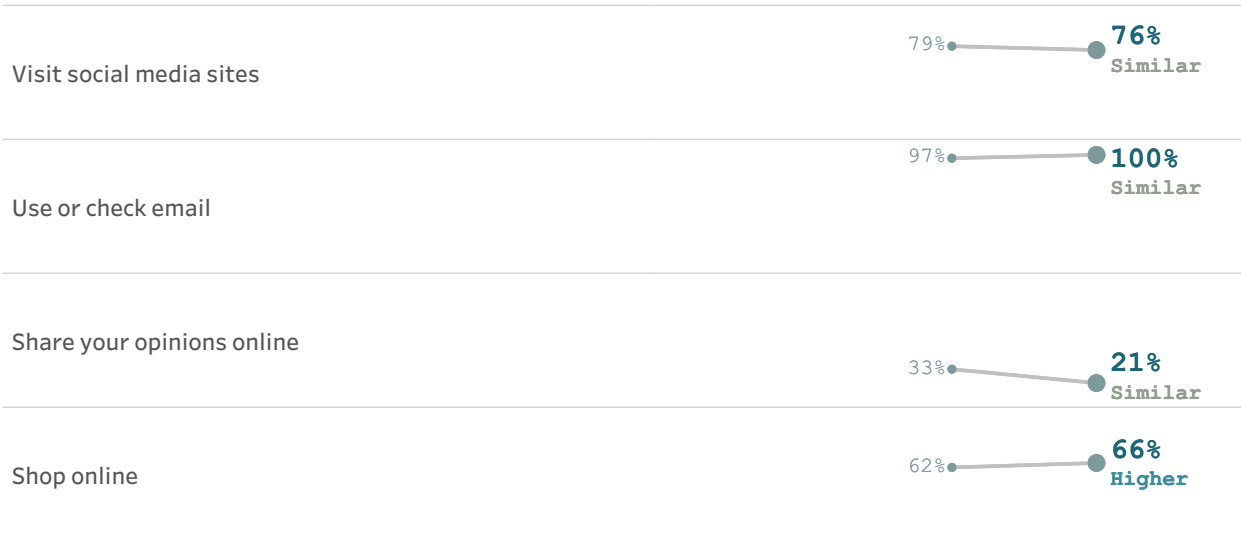
## Residents' participation levels

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



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

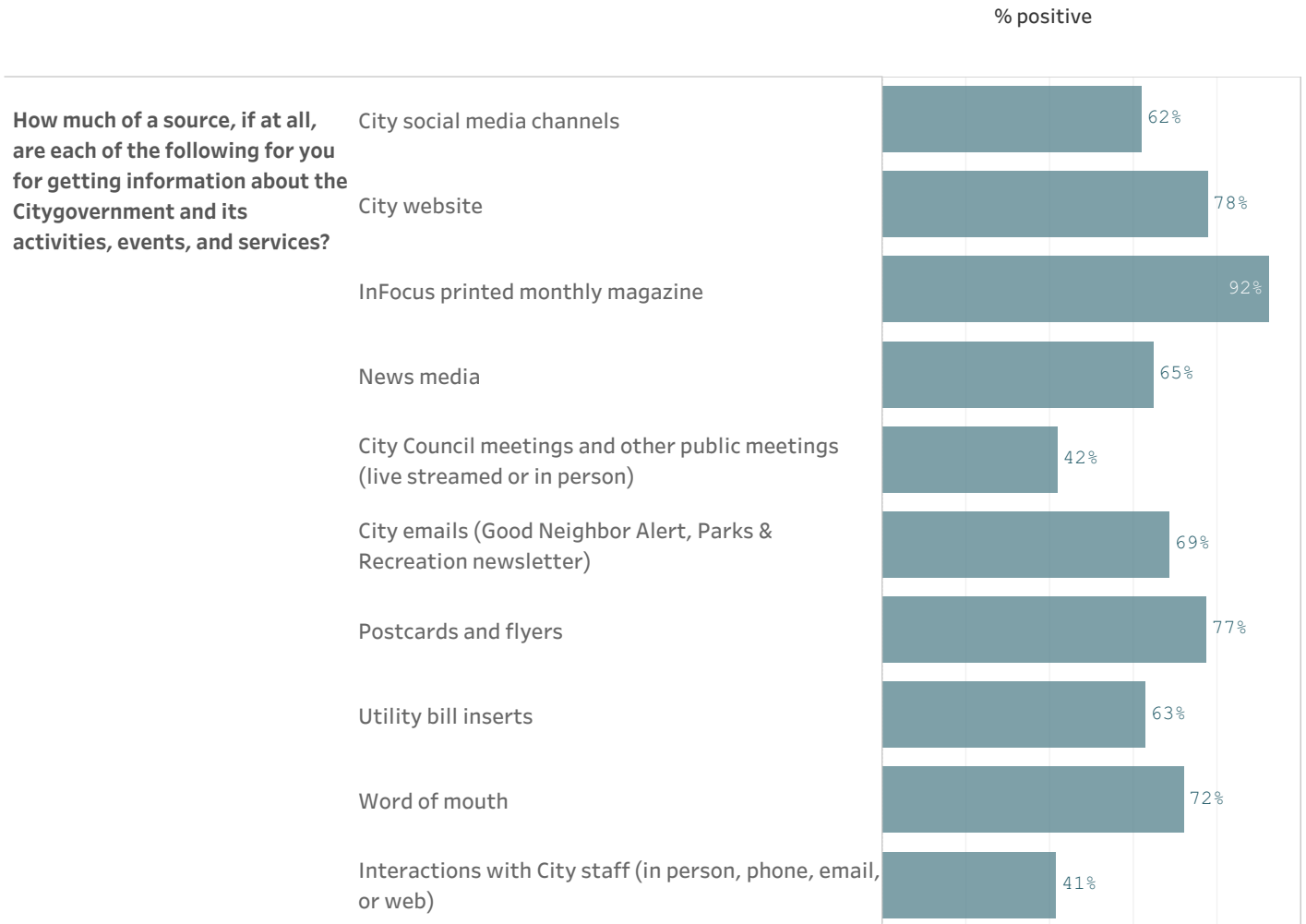




\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Custom questions

Below are the results of each custom question on the survey. The percentage of positive responses (Major/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
<b>Please rate each of the following aspects of quality of life in Goodyear.</b>	Goodyear as a place to live	Similar	85%	142	380	62
	Your neighborhood as a place to live	Similar	86%	108	331	67
	Goodyear as a place to raise children	Similar	86%	171	384	55
	Goodyear as a place to work	Similar	74%	123	375	67
	Goodyear as a place to visit	Similar	59%	194	332	41
	Goodyear as a place to retire	Higher	76%	46	379	88
	The overall quality of life	Similar	85%	164	405	59
	Sense of community	Similar	64%	134	332	59
<b>Please rate each of the following characteristics as they relate to Goodyear as a whole.</b>	Overall economic health	Higher	82%	49	319	84
	Overall quality of the transportation system	Similar	45%	147	227	35
	Overall design or layout of residential and commercial areas	Similar	64%	151	312	51
	Overall quality of the utility infrastructure	Similar	82%	39	219	82
	Overall feeling of safety	Similar	82%	197	370	47
	Overall quality of natural environment	Similar	70%	225	321	30
	Overall quality of parks and recreation opportunities	Similar	82%	98	225	56
	Overall health and wellness opportunities	Similar	77%	98	314	69
	Overall opportunities for education, culture, and the arts	Similar	54%	206	316	35
	Residents’ connection and engagement with their community	Similar	61%	100	222	55
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in Goodyear to someone who asks	Similar	86%	168	322	48

<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Remain in Goodyear for the next five years	Similar	84%	168	319	47
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	Similar	93%	176	349	49
	In Goodyear's downtown/commercial area during the day	Similar	88%	220	333	34
	From property crime	Similar	77%	121	230	47
	From violent crime	Similar	85%	128	230	44
	From fire, flood, or other natural disaster	Similar	90%	17	220	92
<b>Please rate the job you feel the Goodyear community does at each of the following.</b>	Making all residents feel welcome	Similar	76%	47	227	79
	Attracting people from diverse backgrounds	Higher	74%	29	224	87
	Valuing/respecting residents from diverse backgrounds	Higher	76%	27	225	88
	Taking care of vulnerable residents	Similar	61%	79	221	64
<b>Please rate each of the following in the Goodyear community.</b>	Overall quality of business and service establishments	Similar	65%	189	321	41
	Variety of business and service establishments	Similar	50%	151	222	32
	Vibrancy of downtown/commercial area	Similar	40%	214	299	28
	Employment opportunities	Similar	55%	107	334	68
	Shopping opportunities	Similar	49%	183	325	44
	Cost of living	Similar	52%	63	312	80
	Overall image or reputation	Similar	78%	160	374	57
<b>Please also rate each of the following in the Goodyear community.</b>	Traffic flow on major streets	Similar	50%	177	346	49
	Ease of public parking	Similar	73%	66	294	77
	Ease of travel by car	Similar	68%	150	333	55
	Ease of travel by public transportation	Lower	17%	258	294	12
	Ease of travel by bicycle	Similar	42%	226	335	32
	Ease of walking	Similar	56%	206	336	38
	Well-planned residential growth	Similar	56%	57	223	74
	Well-planned commercial growth	Similar	48%	67	223	70
	Well-designed neighborhoods	Similar	69%	58	221	74

Please also rate each of the following in the Goodyear community.					
Preservation of the historical or cultural character of the community	Similar	48%	195	220	11
Public places where people want to spend time	Similar	49%	239	307	22
Variety of housing options	Higher	68%	62	319	80
Availability of affordable quality housing	Similar	43%	113	341	67
Overall quality of new development	Similar	62%	113	330	66
Overall appearance	Similar	74%	155	353	56
Cleanliness	Similar	86%	98	342	71
Water resources	Lower	39%	180	203	11
Air quality	Lower	61%	268	307	13
Availability of paths and walking trails	Lower	53%	269	337	20
Fitness opportunities	Similar	68%	171	307	44
Recreational opportunities	Similar	68%	155	327	52
Availability of affordable quality food	Similar	66%	183	303	39
Availability of affordable quality health care	Similar	61%	169	312	46
Availability of preventive health services	Similar	66%	156	298	47
Availability of affordable quality mental health care	Similar	37%	154	300	49
Opportunities to attend cultural/arts/music activities	Similar	48%	213	324	34
Community support for the arts	Similar	59%	115	220	48
Availability of affordable quality childcare/preschool	Similar	44%	164	310	47
K-12 education	Similar	70%	167	312	46
Adult educational opportunities	Similar	65%	116	304	62
Sense of civic/community pride	Similar	62%	115	221	48
Neighborliness of residents	Similar	62%	201	309	35
Opportunities to participate in social events and activities	Similar	68%	152	316	52
Opportunities to attend special events and festivals	Similar	67%	177	313	43
Opportunities to volunteer	Similar	69%	135	312	57

<b>Please also rate each of the following in the Goodyear community.</b>	Opportunities to participate in community matters	Similar	68%	127	313	59
	Openness and acceptance of the community toward people of diverse backgrounds	Similar	71%	45	330	86
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of Goodyear for help or information	Similar	40%	264	348	24
	Contacted Goodyear elected officials to express your opinion	Similar	8%	304	306	0
	Attended a local public meeting	Similar	24%	72	309	77
	Watched a local public meeting	Similar	16%	245	291	16
	Volunteered your time to some group/activity	Lower	19%	282	312	9
	Campaigned or advocated for a local issue, cause, or candidate	Similar	12%	260	302	14
	Voted in your most recent local election	Similar	75%	127	222	43
	Used public transportation instead of driving	Lower	5%	246	281	12
	Carpooled with other adults or children instead of driving alone	Higher	54%	33	303	89
	Walked or biked instead of driving	Lower	47%	232	307	24
<b>Please rate the quality of each of the following services in Goodyear.</b>	Public information services	Similar	70%	137	325	58
	Economic development	Similar	66%	69	319	78
	Traffic enforcement	Similar	60%	223	368	39
	Traffic signal timing	Similar	55%	175	311	44
	Street repair	Higher	67%	55	361	85
	Street cleaning	Higher	79%	33	325	90
	Street lighting	Higher	78%	15	355	96
	Sidewalk maintenance	Higher	78%	11	324	96
	Bus or transit services	Lower	30%	229	290	21
	Land use, planning and zoning	Similar	52%	136	327	58
	Code enforcement	Similar	53%	137	361	62
	Affordable high-speed internet access	Similar	62%	54	217	75
	Garbage collection	Higher	95%	4	345	99
Drinking water	Similar	65%	210	324	35	


































<b>Please rate the quality of each of the following services in Goodyear.</b>	Sewer services	Similar	92%	46	326	86
	Storm water management	Higher	85%	25	337	92
	Power (electric and/or gas) utility	Similar	83%	82	269	69
	Utility billing	Similar	75%	81	292	72
	Police/Sheriff services	Similar	86%	96	395	75
	Crime prevention	Similar	76%	140	366	62
	Animal control	Similar	78%	83	338	75
	Ambulance or emergency medical services	Similar	86%	210	333	37
	Fire services	Similar	92%	122	358	66
	Fire prevention and education	Similar	83%	145	323	55
	Emergency preparedness	Similar	70%	196	321	39
	Preservation of natural areas	Similar	55%	237	306	22
	Goodyear open space	Similar	53%	224	301	25
	Recycling	Similar	76%	87	347	75
	Yard waste pick-up	Higher	80%	55	303	82
	City parks	Similar	78%	180	339	47
	Recreation programs or classes	Similar	77%	112	334	66
	Recreation centers or facilities	Higher	82%	45	315	86
	Health services	Similar	69%	169	292	42
	Public library services	Similar	91%	89	337	73
Overall customer service by Goodyear employees	Similar	84%	63	382	83	
<b>Please rate the following categories of Goodyear government performance.</b>	The value of services for the taxes paid to Goodyear	Higher	69%	33	386	91
	The overall direction that Goodyear is taking	Similar	68%	82	352	76
	The job Goodyear government does at welcoming resident involvement	Higher	65%	32	350	91
	Overall confidence in Goodyear government	Similar	60%	86	316	73
	Generally acting in the best interest of the community	Similar	58%	132	321	59
































<b>Please rate the following categories of Goodyear government performance.</b>	Being honest	Similar	64%	81	311	74
	Being open and transparent to the public	Similar	58%	63	227	72
	Informing residents about issues facing the community	Similar	59%	41	232	82
	Treating all residents fairly	Higher	73%	39	317	88
	Treating residents with respect	Higher	78%	22	223	90
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of Goodyear	Similar	79%	92	378	75
	The Federal Government	Similar	32%	257	301	14
<b>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.</b>	Overall economic health	Similar	91%	8	294	97
	Overall quality of the transportation system	Similar	79%	60	219	73
	Overall design or layout of residential and commercial areas	Higher	92%	3	295	99
	Overall quality of the utility infrastructure	Similar	95%	7	218	97
	Overall feeling of safety	Similar	95%	5	295	98
	Overall quality of natural environment	Similar	86%	40	295	86
	Overall quality of parks and recreation opportunities	Similar	82%	42	220	81
	Overall health and wellness opportunities	Similar	77%	79	295	73
	Overall opportunities for education, culture, and the arts	Similar	72%	155	294	47
	Residents' connection and engagement with their community	Similar	71%	127	294	56
<b>In general, how many times do you:</b>	Access the internet from your home	Similar	99%	4	220	98
	Access the internet from your cell phone	Similar	98%	16	220	93
	Visit social media sites	Similar	76%	177	219	19
	Use or check email	Similar	100%	2	220	99
	Share your opinions online	Similar	21%	207	220	6
	Shop online	Higher	66%	25	219	89
	Please rate your overall health.	Similar	75%	52	302	83
	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:	Similar	25%	142	304	53
































## 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. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

Please rate each of the following aspects of quality of life in Goodyear.	Question	Rating	Frequency	
			Percentage	Count (N)
Goodyear as a place to live	Goodyear as a place to live	Excellent	51%	N=202
		Good	35%	N=138
		Fair	11%	N=43
		Poor	4%	N=15
Your neighborhood as a place to live	Your neighborhood as a place to live	Excellent	51%	N=202
		Good	35%	N=141
		Fair	11%	N=46
		Poor	3%	N=10
Goodyear as a place to raise children	Goodyear as a place to raise children	Excellent	42%	N=131
		Good	44%	N=138
		Fair	9%	N=29
		Poor	5%	N=15
Goodyear as a place to work	Goodyear as a place to work	Excellent	31%	N=74
		Good	43%	N=101
		Fair	14%	N=32
		Poor	12%	N=28
Goodyear as a place to visit	Goodyear as a place to visit	Excellent	23%	N=91
		Good	36%	N=140
		Fair	29%	N=116
		Poor	12%	N=47
Goodyear as a place to retire	Goodyear as a place to retire	Excellent	45%	N=158
		Good	30%	N=106
		Fair	18%	N=64
		Poor	6%	N=21
The overall quality of life	The overall quality of life	Excellent	34%	N=136
		Good	51%	N=202
		Fair	13%	N=51
		Poor	3%	N=10































<b>Please rate each of the following aspects of quality of life in Goodyear.</b>	Sense of community	Excellent		26% N=101
		Good		38% N=150
		Fair		27% N=107
		Poor		9% N=34
<b>Please rate each of the following characteristics as they relate to Goodyear as a whole.</b>	Overall economic health	Excellent		37% N=139
		Good		45% N=171
		Fair		14% N=53
		Poor		4% N=13
	Overall quality of the transportation system	Excellent		12% N=43
		Good		33% N=118
		Fair		30% N=109
		Poor		25% N=89
	Overall design or layout of residential and commercial areas	Excellent		19% N=76
		Good		45% N=179
		Fair		21% N=85
		Poor		15% N=61
Overall quality of the utility infrastructure	Excellent		27% N=104	
	Good		54% N=208	
	Fair		13% N=49	
	Poor		6% N=21	
Overall feeling of safety	Excellent		31% N=122	
	Good		51% N=203	
	Fair		14% N=54	
	Poor		5% N=19	
Overall quality of natural environment	Excellent		26% N=99	
	Good		45% N=173	
	Fair		21% N=81	
	Poor		9% N=33	
Overall quality of parks and recreation opportunities	Excellent		40% N=154	
	Good		42% N=163	
	Fair		13% N=50	

<b>Please rate each of the following characteristics as they relate to Goodyear as a whole.</b>	Overall quality of parks and recreation opportunities	Poor		5% N=20	
	Overall health and wellness opportunities	Excellent		31% N=114	
		Good		46% N=171	
		Fair		18% N=67	
		Poor		5% N=17	
	Overall opportunities for education, culture, and the arts	Excellent		18% N=66	
		Good		36% N=130	
		Fair		32% N=116	
		Poor		13% N=48	
	Residents' connection and engagement with their community	Excellent		13% N=45	
		Good		48% N=166	
		Fair		28% N=97	
		Poor		11% N=39	
	<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in Goodyear to someone who asks	Very likely		56% N=224
			Somewhat likely		30% N=118
			Somewhat unlikely		7% N=28
Very unlikely				7% N=26	
Remain in Goodyear for the next five years		Very likely		58% N=226	
		Somewhat likely		25% N=98	
		Somewhat unlikely		4% N=14	
		Very unlikely		13% N=51	
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	Very safe		77% N=309	
		Somewhat safe		16% N=66	
		Neither safe nor unsafe		3% N=11	
		Somewhat unsafe		4% N=16	
	In Goodyear's downtown/commercial area during the day	Very safe		50% N=191	
		Somewhat safe		38% N=143	
		Neither safe nor unsafe		6% N=21	
		Somewhat unsafe		6% N=24	
	From property crime	Very safe		33% N=133	
		Somewhat safe		44% N=176	

<b>Please rate how safe or unsafe you feel:</b>	From property crime	Neither safe nor unsafe		9% N=36
		Somewhat unsafe		9% N=38
		Very unsafe		4% N=16
	From violent crime	Very safe		45% N=175
		Somewhat safe		40% N=159
		Neither safe nor unsafe		8% N=31
		Somewhat unsafe		6% N=22
		Very unsafe		1% N=5
		From fire, flood, or other natural disaster	Very safe	
	Somewhat safe		23% N=90	
	Neither safe nor unsafe		6% N=25	
	Somewhat unsafe		3% N=10	
	Very unsafe		1% N=5	
<b>Please rate the job you feel the Goodyear community does at each of the following.</b>	Making all residents feel welcome	Excellent		34% N=131
		Good		42% N=159
		Fair		16% N=60
		Poor		8% N=30
	Attracting people from diverse backgrounds	Excellent		29% N=90
		Good		44% N=137
		Fair		21% N=64
		Poor		6% N=17
	Valuing/respecting residents from diverse backgrounds	Excellent		33% N=104
		Good		43% N=135
		Fair		20% N=63
		Poor		4% N=13
	Taking care of vulnerable residents	Excellent		22% N=55
		Good		38% N=94
		Fair		25% N=62
		Poor		14% N=34
<b>Please rate each of the following in the Goodyear community.</b>	Overall quality of business and service establishments	Excellent		18% N=73
		Good		47% N=187









<b>Please rate each of the following in the Goodyear community.</b>	Overall quality of business and service establishments	Fair		27% N=107
		Poor		8% N=33
	Variety of business and service establishments	Excellent		13% N=53
		Good		37% N=148
		Fair		34% N=135
		Poor		16% N=66
	Vibrancy of downtown/commercial area	Excellent		8% N=29
		Good		33% N=121
		Fair		38% N=141
		Poor		21% N=79
	Employment opportunities	Excellent		15% N=40
		Good		40% N=108
		Fair		32% N=85
		Poor		13% N=36
	Shopping opportunities	Excellent		10% N=42
		Good		39% N=156
		Fair		37% N=147
		Poor		14% N=57
	Cost of living	Excellent		8% N=31
		Good		44% N=173
		Fair		40% N=158
		Poor		8% N=33
	Overall image or reputation	Excellent		28% N=109
		Good		51% N=199
		Fair		15% N=59
		Poor		7% N=26
<b>Please also rate each of the following in the Goodyear community.</b>	Traffic flow on major streets	Excellent		12% N=50
		Good		38% N=152
		Fair		32% N=127
		Poor		18% N=74
	Ease of public parking	Excellent		24% N=92

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
































Ease of public parking	Good		49% N=187
	Fair		16% N=60
	Poor		11% N=40
Ease of travel by car	Excellent		28% N=112
	Good		41% N=163
	Fair		26% N=103
	Poor		6% N=25
Ease of travel by public transportation	Excellent		5% N=10
	Good		12% N=24
	Fair		20% N=40
	Poor		63% N=123
Ease of travel by bicycle	Excellent		14% N=40
	Good		28% N=81
	Fair		29% N=83
	Poor		28% N=81
Ease of walking	Excellent		21% N=76
	Good		35% N=125
	Fair		28% N=101
	Poor		16% N=57
Well-planned residential growth	Excellent		22% N=83
	Good		35% N=133
	Fair		26% N=99
	Poor		18% N=67
Well-planned commercial growth	Excellent		21% N=80
	Good		27% N=103
	Fair		32% N=120
	Poor		20% N=78
Well-designed neighborhoods	Excellent		22% N=87
	Good		47% N=187
	Fair		19% N=75
	Poor		12% N=48


































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
































Preservation of the historical or cultural character of the community	Excellent		18% N=46
	Good		30% N=76
	Fair		26% N=66
	Poor		26% N=67
Public places where people want to spend time	Excellent		12% N=45
	Good		37% N=139
	Fair		32% N=123
	Poor		19% N=73
Variety of housing options	Excellent		16% N=62
	Good		51% N=194
	Fair		21% N=80
	Poor		11% N=41
Availability of affordable quality housing	Excellent		7% N=22
	Good		36% N=121
	Fair		33% N=110
	Poor		25% N=82
Overall quality of new development	Excellent		16% N=61
	Good		46% N=169
	Fair		21% N=78
	Poor		17% N=62
Overall appearance	Excellent		29% N=116
	Good		46% N=184
	Fair		19% N=77
	Poor		6% N=26
Cleanliness	Excellent		37% N=148
	Good		49% N=197
	Fair		9% N=36
	Poor		5% N=21
Water resources	Excellent		7% N=25
	Good		32% N=109
	Fair		26% N=87

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
































Water resources	Poor		35% N=120
Air quality	Excellent		17% N=66
	Good		44% N=169
	Fair		27% N=103
	Poor		13% N=49
Availability of paths and walking trails	Excellent		20% N=75
	Good		33% N=123
	Fair		29% N=109
	Poor		18% N=68
Fitness opportunities	Excellent		31% N=117
	Good		37% N=142
	Fair		21% N=80
	Poor		11% N=43
Recreational opportunities	Excellent		27% N=103
	Good		41% N=155
	Fair		24% N=89
	Poor		8% N=30
Availability of affordable quality food	Excellent		12% N=49
	Good		53% N=214
	Fair		21% N=85
	Poor		13% N=52
Availability of affordable quality health care	Excellent		13% N=47
	Good		49% N=183
	Fair		26% N=98
	Poor		12% N=45
Availability of preventive health services	Excellent		15% N=50
	Good		51% N=168
	Fair		21% N=69
	Poor		14% N=45
Availability of affordable quality mental health care	Excellent		10% N=19
	Good		27% N=49

Please also rate each of the following in the Goodyear community.				
Availability of affordable quality mental health care	Fair		38%	N=69
	Poor		24%	N=43
Opportunities to attend cultural/arts/music activities	Excellent		12%	N=43
	Good		36%	N=128
	Fair		35%	N=124
	Poor		17%	N=60
Community support for the arts	Excellent		17%	N=49
	Good		42%	N=122
	Fair		26%	N=77
	Poor		15%	N=42
Availability of affordable quality childcare/preschool	Excellent		12%	N=21
	Good		32%	N=55
	Fair		33%	N=57
	Poor		22%	N=38
K-12 education	Excellent		27%	N=67
	Good		43%	N=108
	Fair		20%	N=50
	Poor		10%	N=24
Adult educational opportunities	Excellent		14%	N=36
	Good		51%	N=125
	Fair		21%	N=51
	Poor		14%	N=35
Sense of civic/community pride	Excellent		17%	N=60
	Good		45%	N=159
	Fair		26%	N=91
	Poor		12%	N=43
Neighborliness of residents	Excellent		17%	N=66
	Good		45%	N=172
	Fair		24%	N=92
	Poor		14%	N=54
Opportunities to participate in social events and activities	Excellent		18%	N=66
































<b>Please also rate each of the following in the Goodyear community.</b>	Opportunities to participate in social events and activities	Good		49% N=177
		Fair		18% N=66
		Poor		14% N=51
	Opportunities to attend special events and festivals	Excellent		21% N=76
		Good		46% N=169
		Fair		18% N=66
		Poor		15% N=55
	Opportunities to volunteer	Excellent		23% N=61
		Good		46% N=119
		Fair		24% N=63
		Poor		7% N=17
	Opportunities to participate in community matters	Excellent		18% N=54
Good			51% N=155	
Fair			19% N=57	
Poor			13% N=38	
Openness and acceptance of the community toward people of diverse backgrounds	Excellent		22% N=66	
	Good		48% N=141	
	Fair		23% N=68	
	Poor		6% N=18	
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of Goodyear for help or information	No		60% N=235
		Yes		40% N=158
	Contacted Goodyear elected officials to express your opinion	No		92% N=372
		Yes		8% N=30
	Attended a local public meeting	No		76% N=306
		Yes		24% N=95
	Watched a local public meeting	No		84% N=340
		Yes		16% N=63
	Volunteered your time to some group/activity	No		81% N=326
		Yes		19% N=77
	Campaigned or advocated for a local issue, cause, or candidate	No		88% N=348
		Yes		12% N=49

<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Voted in your most recent local election	No		25% N=100
		Yes		75% N=303
	Used public transportation instead of driving	No		95% N=381
		Yes		5% N=21
	Carpooled with other adults or children instead of driving alone	No		46% N=183
		Yes		54% N=219
Walked or biked instead of driving	No		53% N=212	
	Yes		47% N=191	
<b>Please rate the quality of each of the following services in Goodyear.</b>	Public information services	Excellent		21% N=72
		Good		49% N=172
		Fair		20% N=70
		Poor		10% N=35
	Economic development	Excellent		20% N=68
		Good		46% N=154
		Fair		24% N=82
		Poor		10% N=33
	Traffic enforcement	Excellent		12% N=44
		Good		49% N=184
		Fair		26% N=100
		Poor		13% N=51
Traffic signal timing	Excellent		14% N=57	
	Good		40% N=160	
	Fair		24% N=94	
	Poor		22% N=85	
Street repair	Excellent		18% N=71	
	Good		49% N=197	
	Fair		20% N=80	
	Poor		13% N=51	
Street cleaning	Excellent		35% N=138	
	Good		44% N=178	
	Fair		15% N=60	
































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

Street cleaning	Poor		6% N=24
Street lighting	Excellent		30% N=121
	Good		47% N=189
	Fair		16% N=64
	Poor		6% N=25
Snow removal	Excellent		74% N=27
	Poor		26% N=9
Sidewalk maintenance	Excellent		27% N=99
	Good		51% N=187
	Fair		16% N=60
	Poor		5% N=20
Bus or transit services	Excellent		7% N=11
	Good		22% N=36
	Fair		27% N=43
	Poor		44% N=71
Land use, planning and zoning	Excellent		15% N=49
	Good		38% N=125
	Fair		21% N=70
	Poor		26% N=88
Code enforcement	Excellent		17% N=57
	Good		36% N=125
	Fair		28% N=97
	Poor		19% N=64
Affordable high-speed internet access	Excellent		22% N=84
	Good		40% N=152
	Fair		21% N=79
	Poor		17% N=66
Garbage collection	Excellent		61% N=243
	Good		34% N=135
	Fair		4% N=15
	Poor		1% N=5
































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

Drinking water	Excellent		24% N=90
	Good		41% N=154
	Fair		24% N=92
	Poor		11% N=41
Sewer services	Excellent		35% N=138
	Good		56% N=219
	Fair		6% N=22
	Poor		3% N=10
Storm water management	Excellent		38% N=144
	Good		47% N=177
	Fair		8% N=30
	Poor		7% N=25
Power (electric and/or gas) utility	Excellent		35% N=139
	Good		48% N=191
	Fair		9% N=36
	Poor		8% N=33
Utility billing	Excellent		31% N=125
	Good		44% N=176
	Fair		14% N=58
	Poor		10% N=41
Police/Sheriff services	Excellent		43% N=148
	Good		43% N=149
	Fair		11% N=37
	Poor		4% N=13
Crime prevention	Excellent		31% N=105
	Good		45% N=151
	Fair		16% N=52
	Poor		9% N=29
Animal control	Excellent		31% N=84
	Good		47% N=126
	Fair		12% N=33






























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




























Animal control	Poor		10% N=26
Ambulance or emergency medical services	Excellent		42% N=125
	Good		44% N=130
	Fair		7% N=20
	Poor		7% N=22
Fire services	Excellent		54% N=169
	Good		38% N=120
	Fair		5% N=16
	Poor		3% N=10
Fire prevention and education	Excellent		32% N=76
	Good		51% N=118
	Fair		9% N=21
	Poor		8% N=19
Emergency preparedness	Excellent		16% N=33
	Good		54% N=110
	Fair		14% N=29
	Poor		16% N=32
Preservation of natural areas	Excellent		19% N=67
	Good		36% N=123
	Fair		19% N=67
	Poor		26% N=88
Goodyear open space	Excellent		18% N=63
	Good		35% N=124
	Fair		30% N=104
	Poor		17% N=59
Recycling	Excellent		41% N=157
	Good		36% N=138
	Fair		15% N=59
	Poor		8% N=32
Yard waste pick-up	Excellent		48% N=171
	Good		31% N=110


































<b>Please rate the quality of each of the following services in Goodyear.</b>	Yard waste pick-up	Fair		12% N=42
		Poor		8% N=29
	City parks	Excellent		36% N=134
		Good		43% N=161
		Fair		14% N=54
		Poor		8% N=28
	Recreation programs or classes	Excellent		31% N=99
		Good		46% N=147
Fair			12% N=38	
Poor			11% N=35	
Recreation centers or facilities	Excellent		41% N=141	
	Good		41% N=144	
	Fair		10% N=35	
	Poor		8% N=27	
Health services	Excellent		16% N=49	
	Good		53% N=166	
	Fair		20% N=62	
	Poor		11% N=35	
Public library services	Excellent		51% N=170	
	Good		40% N=131	
	Fair		5% N=15	
	Poor		4% N=14	
Overall customer service by Goodyear employees	Excellent		42% N=133	
	Good		42% N=133	
	Fair		13% N=41	
	Poor		3% N=11	
<b>Please rate the following categories of Goodyear government performance.</b>	The value of services for the taxes paid to Goodyear	Excellent		20% N=74
		Good		49% N=182
		Fair		24% N=89
		Poor		7% N=25
	The overall direction that Goodyear is taking	Excellent		29% N=112
































Please rate the following categories of Goodyear government performance.	Category	Rating	Percentage	
			Bar	Text
The overall direction that Goodyear is taking		Good		39% N=153
		Fair		12% N=45
		Poor		20% N=79
The job Goodyear government does at welcoming resident involvement		Excellent		27% N=83
		Good		39% N=120
		Fair		23% N=72
		Poor		12% N=36
Overall confidence in Goodyear government		Excellent		21% N=79
		Good		39% N=143
		Fair		27% N=100
		Poor		13% N=48
Generally acting in the best interest of the community		Excellent		22% N=79
		Good		36% N=133
		Fair		25% N=92
		Poor		17% N=63
Being honest		Excellent		26% N=74
		Good		38% N=111
		Fair		25% N=71
		Poor		11% N=33
Being open and transparent to the public		Excellent		25% N=79
		Good		32% N=102
		Fair		30% N=93
		Poor		13% N=40
Informing residents about issues facing the community		Excellent		25% N=82
		Good		34% N=112
		Fair		30% N=97
		Poor		11% N=37
Treating all residents fairly		Excellent		28% N=81
		Good		44% N=127
		Fair		17% N=47
		Poor		11% N=31

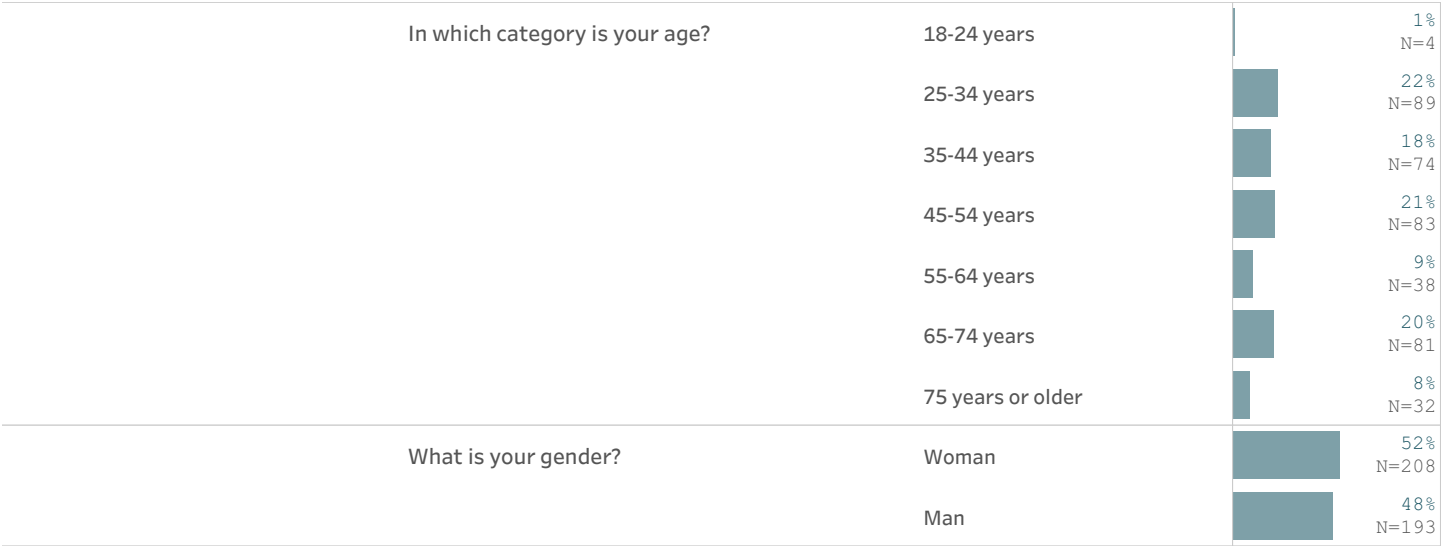
<b>Please rate the following categories of Goodyear government performance.</b>	Treating residents with respect	Excellent		34% N=104
		Good		45% N=139
		Fair		13% N=41
		Poor		8% N=25
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of Goodyear	Excellent		30% N=118
		Good		49% N=193
		Fair		18% N=69
		Poor		4% N=14
	The Federal Government	Excellent		5% N=19
		Good		27% N=100
		Fair		35% N=129
		Poor		34% N=125
<b>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.</b>	Overall economic health	Essential		61% N=239
		Very important		31% N=121
		Somewhat important		9% N=34
		Not at all important		0% N=
	Overall quality of the transportation system	Essential		36% N=143
		Very important		43% N=174
		Somewhat important		18% N=71
		Not at all important		3% N=13
	Overall design or layout of residential and commercial areas	Essential		53% N=213
		Very important		39% N=157
		Somewhat important		8% N=33
	Overall quality of the utility infrastructure	Essential		65% N=259
Very important			30% N=121	
Somewhat important			5% N=19	
Overall feeling of safety	Essential		69% N=279	
	Very important		26% N=104	
	Somewhat important		4% N=18	
	Not at all important		0% N=1	
Overall quality of natural environment	Essential		46% N=186	

<b>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.</b>	Overall quality of natural environment	Very important		40% N=159
		Somewhat important		14% N=55
	Overall quality of parks and recreation opportunities	Essential		37% N=150
		Very important		45% N=179
		Somewhat important		18% N=71
		Not at all important		0% N=
	Overall health and wellness opportunities	Essential		35% N=142
		Very important		42% N=169
		Somewhat important		23% N=91
	Overall opportunities for education, culture, and the arts	Essential		35% N=141
		Very important		37% N=149
		Somewhat important		23% N=93
Not at all important			5% N=19	
Residents' connection and engagement with their community	Essential		26% N=106	
	Very important		44% N=177	
	Somewhat important		27% N=110	
	Not at all important		2% N=9	
<b>How much of a source, if at all, are each of the following for you for getting information about the Citygovernment and its activities, events, and services?</b>	City social media channels	Major source		34% N=134
		Minor source		28% N=109
		Not a source		38% N=151
	City website	Major source		38% N=151
		Minor source		40% N=157
		Not a source		22% N=88
	InFocus printed monthly magazine	Major source		56% N=225
		Minor source		36% N=144
		Not a source		8% N=30
	News media	Major source		21% N=85
		Minor source		43% N=171
		Not a source		35% N=141
	City Council meetings and other public meetings (live streamed or in person)	Major source		13% N=54
		Minor source		28% N=114

<b>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?</b>	City Council meetings and other public meetings (live streamed or in person)	Not a source		58% N=233
	City emails (Good Neighbor Alert, Parks & Recreation newsletter)	Major source		34% N=136
		Minor source		34% N=137
		Not a source		32% N=126
	Postcards and flyers	Major source		30% N=120
		Minor source		47% N=184
		Not a source		23% N=90
	Utility bill inserts	Major source		26% N=103
		Minor source		37% N=144
		Not a source		37% N=147
	Word of mouth	Major source		25% N=100
		Minor source		47% N=188
		Not a source		28% N=112
	Interactions with City staff (in person, phone, email, or web)	Major source		16% N=63
		Minor source		26% N=103
Not a source			59% N=235	
<b>In general, how many times do you:</b>	Access the internet from your home	Several times a day		92% N=369
		Once a day		5% N=18
		A few times a week		3% N=11
		Every few weeks		0% N=
		Less often or never		1% N=3
	Access the internet from your cell phone	Several times a day		92% N=369
		Once a day		3% N=14
		A few times a week		2% N=7
		Every few weeks		1% N=3
		Less often or never		2% N=7
	Visit social media sites	Several times a day		53% N=209
		Once a day		14% N=55
		A few times a week		9% N=35
		Every few weeks		3% N=13
		Less often or never		21% N=83

<b>In general, how many times do you:</b>	Use or check email	Several times a day	86% N=341
		Once a day	12% N=47
		A few times a week	2% N=7
		Every few weeks	0% N=
		Less often or never	0% N=
Share your opinions online		Several times a day	8% N=30
		Once a day	4% N=16
		A few times a week	9% N=37
		Every few weeks	15% N=61
		Less often or never	64% N=255
Shop online		Several times a day	17% N=70
		Once a day	14% N=57
		A few times a week	35% N=138
		Every few weeks	30% N=119
		Less often or never	4% N=17
Please rate your overall health.		Excellent	33% N=132
		Very good	42% N=170
		Good	21% N=83
		Fair	4% N=16
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:		Very positive	5% N=21
		Somewhat positive	19% N=77
		Neutral	32% N=127
		Somewhat negative	36% N=142
		Very negative	7% N=29
How many years have you lived in Goodyear?		Less than 2 years	13% N=54
		2-5 years	28% N=111
		6-10 years	18% N=73
		11-20 years	27% N=110
		More than 20 years	13% N=54
Which best describes the building you live in?		Single-family detached home	89% N=356
		Townhouse or duplex (may share walls but no units above ..	6% N=24

Which best describes the building you live in?	Condominium or apartment (have units above or below you)		5% N=21
Do you rent or own your home?	Rent		21% N=85
	Own		79% N=314
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$300		2% N=7
	\$300 to \$599		7% N=29
	\$600 to \$999		7% N=29
	\$1,000 to \$1,499		22% N=86
	\$1,500 to \$2,499		43% N=171
	\$2,500 to \$3,999		13% N=52
	\$4,000 to \$6,999		3% N=12
	\$7,000 to \$9,999		2% N=9
	Do any children 17 or under live in your household?	No	
Yes			33% N=132
Are you or any other members of your household aged 65 or older?	No		68% N=271
	Yes		32% N=130
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		0% N=
	\$25,000 to \$49,999		9% N=36
	\$50,000 to \$74,999		22% N=86
	\$75,000 to \$99,999		17% N=67
	\$100,000 to \$149,999		20% N=78
	\$150,000 to \$199,999		21% N=80
	\$200,000 to \$299,999		7% N=27
	\$300,000 or more		3% N=11
Are you of Hispanic, Latino/a/x, or Spanish origin?	No, not of Hispanic, Latino/a/x, or Spanish origin		73% N=292
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin		27% N=106
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaska Native		4% N=17
	Asian		3% N=13
	Black or African American		2% N=8
	Native Hawaiian or Other Pacific Islander		15% N=57
	White		75% N=291
	A race not listed		7% N=29





## 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 2021 and 2023 surveys is greater than six 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.

		2004	2007	2010	2012	2014	2015	2018	2021	2023
<b>Please rate each of the following aspects of quality of life in Goodyear.</b>	Goodyear as a place to live	92%			94%	95%	93%	94%	94%	85%
	Your neighborhood as a place to live					92%	92%	91%	93%	86%
	Goodyear as a place to raise children					87%	85%	88%	92%	86%
	Goodyear as a place to work					58%	58%	66%	83%	74%
	Goodyear as a place to visit					64%	65%	64%	67%	59%
	Goodyear as a place to retire					84%	84%	87%	84%	76%
	The overall quality of life	90%				91%	88%	90%	91%	85%
	Sense of community					63%	59%	68%	70%	64%
<b>Please rate each of the following characteristics as they relate to Goodyear as a whole.</b>	Overall economic health					67%	67%	76%	92%	82%
	Overall quality of the transportation system								52%	45%
	Overall design or layout of residential and commercial areas					70%	66%	71%	69%	64%
	Overall quality of the utility infrastructure								77%	82%
	Overall feeling of safety					90%	89%	89%	84%	82%
	Overall quality of natural environment					80%	82%	82%	73%	70%
	Overall quality of parks and recreation opportunities								73%	82%
	Overall health and wellness opportunities					68%	75%	74%	78%	77%
	Overall opportunities for education, culture, and the arts					61%	64%	62%	51%	54%
	Residents’ connection and engagement with their community								53%	61%
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in Goodyear to someone who asks					95%	91%	92%	93%	86%
	Remain in Goodyear for the next five years					90%	86%	90%	85%	84%
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	99%			98%	97%	97%	96%	98%	93%
	In Goodyear’s downtown/commercial area during the day					90%	89%	88%	87%	88%
	From property crime								77%	77%
	From violent crime								87%	85%
	From fire, flood, or other natural disaster								90%	90%
<b>Please rate the job you feel the Goodyear community does at each of the following.</b>	Making all residents feel welcome								80%	76%

<b>Please rate the job you feel the Goodyear community does at each of the following.</b>	Attracting people from diverse backgrounds	75%	74%			
	Valuing/respecting residents from diverse backgrounds	78%	76%			
	Taking care of vulnerable residents	70%	61%			
<b>Please rate each of the following in the Goodyear community.</b>	Overall quality of business and service establishments	65%	61%	63%	75%	65%
	Variety of business and service establishments	62%	50%			
	Vibrancy of downtown/commercial area	30%	27%	31%	38%	40%
	Employment opportunities	29%	31%	38%	68%	55%
	Shopping opportunities	51%	51%	50%	55%	49%
	Cost of living	61%	57%	58%	61%	52%
	Overall image or reputation	81%	75%	81%	83%	78%
<b>Please also rate each of the following in the Goodyear community.</b>	Traffic flow on major streets	79%	76%	74%	59%	50%
	Ease of public parking	81%	73%			
	Ease of travel by car	86%	85%	85%	81%	68%
	Ease of travel by public transportation	27%	31%	35%	26%	17%
	Ease of travel by bicycle	60%	58%	57%	56%	42%
	Ease of walking	72%	65%	71%	72%	56%
	Well-planned residential growth	67%	56%			
	Well-planned commercial growth	65%	48%			
	Well-designed neighborhoods	74%	69%			
	Preservation of the historical or cultural character of the community	55%	48%			
	Public places where people want to spend time	63%	64%	64%	57%	49%
	Variety of housing options	78%	77%	75%	68%	68%
	Availability of affordable quality housing	73%	70%	66%	56%	43%
	Overall quality of new development	59%	56%	60%	71%	62%
	Overall appearance	85%	82%	84%	82%	74%
	Cleanliness	83%	81%	79%	87%	86%
	Water resources	44%	39%			
	Air quality	58%	66%	56%	64%	61%
	Availability of paths and walking trails	68%	63%	67%	71%	53%
	Fitness opportunities	76%	70%	75%	72%	68%
Recreational opportunities	65%	65%	66%	64%	68%	
Availability of affordable quality food	72%	69%	68%	72%	66%	

<b>Please also rate each of the following in the Goodyear community.</b>	Availability of affordable quality health care	69%	66%	67%	71%	61%
	Availability of preventive health services	71%	66%	70%	73%	66%
	Availability of affordable quality mental health care	51%	51%	51%	56%	37%
	Opportunities to attend cultural/arts/music activities	46%	45%	50%	40%	48%
	Community support for the arts				45%	59%
	Availability of affordable quality childcare/preschool	60%	59%	64%	52%	44%
	K-12 education	70%	68%	71%	65%	70%
	Adult educational opportunities	52%	55%	55%	60%	65%
	Sense of civic/community pride				61%	62%
	Neighborliness of residents	62%	62%	67%	64%	62%
	Opportunities to participate in social events and activities	54%	49%	57%	60%	68%
	Opportunities to attend special events and festivals	68%	67%	69%	59%	67%
	Opportunities to volunteer	63%	60%	65%	64%	69%
	Opportunities to participate in community matters	58%	59%	62%	54%	68%
	Openness and acceptance of the community toward people of diver..	73%	72%	69%	68%	71%
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of Goodyear for help or information	39%	45%	37%	39%	40%
	Contacted Goodyear elected officials to express your opinion	8%	8%	9%	12%	8%
	Attended a local public meeting	15%	17%	22%	15%	24%
	Watched a local public meeting	10%	9%	13%	19%	16%
	Volunteered your time to some group/activity	32%	32%	28%	22%	19%
	Campaigned or advocated for a local issue, cause, or candidate	14%	15%	18%	14%	12%
	Voted in your most recent local election				73%	75%
	Used public transportation instead of driving	6%	5%	4%	5%	5%
	Carpooled with other adults or children instead of driving alone	48%	45%	45%	36%	54%
	Walked or biked instead of driving	55%	45%	50%	47%	47%
<b>Please rate the quality of each of the following services in Goodyear.</b>	Public information services	69%	68%	72%	73%	70%
	Economic development	54%	55%	63%	74%	66%
	Traffic enforcement	78%	73%	75%	68%	60%
	Traffic signal timing	56%	57%	60%	58%	55%
	Street repair	69%	65%	69%	73%	67%
	Street cleaning	79%	73%	78%	80%	79%
	Street lighting	72%	73%	75%	81%	78%

<b>Please rate the quality of each of the following services in Goodyear.</b>	Sidewalk maintenance		72%	71%	78%	81%	78%
	Bus or transit services		34%	34%	43%	28%	30%
	Land use, planning and zoning		62%	55%	61%	52%	52%
	Code enforcement		54%	53%	66%	64%	53%
	Affordable high-speed internet access					55%	62%
	Garbage collection		90%	88%	88%	91%	95%
	Drinking water		54%	51%	55%	64%	65%
	Sewer services		78%	75%	82%	86%	92%
	Storm water management		75%	66%	80%	82%	85%
	Power (electric and/or gas) utility					82%	83%
	Utility billing		68%	61%	63%	70%	75%
	Police/Sheriff services		88%	87%	90%	88%	86%
	Crime prevention		82%	80%	83%	80%	76%
	Animal control					80%	78%
	Ambulance or emergency medical services		94%	91%	93%	91%	86%
	Fire services		95%	93%	96%	94%	92%
	Fire prevention and education		84%	78%	84%	86%	83%
	Emergency preparedness		56%	65%	61%	69%	70%
	Preservation of natural areas		67%	62%	64%	57%	55%
	Goodyear open space		69%	62%	67%	62%	53%
	Recycling		88%	86%	87%	79%	76%
	Yard waste pick-up		84%	81%	87%	83%	80%
	City parks		79%	78%	79%	76%	78%
	Recreation programs or classes		64%	67%	74%	68%	77%
	Recreation centers or facilities		67%	67%	67%	65%	82%
	Health services		67%	67%	72%	75%	69%
Public library services		66%	78%	82%	81%	91%	
Overall customer service by Goodyear employees		78%	77%	84%	86%	84%	
<b>Please rate the following categories of Goodyear government performance.</b>	The value of services for the taxes paid to Goodyear	82%	61%	54%	62%	61%	69%
	The overall direction that Goodyear is taking		74%	73%	72%	68%	68%
	The job Goodyear government does at welcoming resident involve..		63%	60%	70%	63%	65%
	Overall confidence in Goodyear government		63%	62%	69%	68%	60%

<b>Please rate the following categories of Goodyear government performance.</b>	Generally acting in the best interest of the community	64%	65%	70%	67%	58%		
	Being honest	65%	64%	69%	67%	64%		
	Being open and transparent to the public				64%	58%		
	Informing residents about issues facing the community				61%	59%		
	Treating all residents fairly	69%	66%	71%	70%	73%		
	Treating residents with respect				76%	78%		
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of Goodyear	94%	97%	81%	78%	81%	78%	79%
	The Federal Government			35%	41%	45%	46%	32%
<b>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.</b>	Overall economic health	96%	91%	92%	96%	91%		
	Overall quality of the transportation system				74%	79%		
	Overall design or layout of residential and commercial areas	85%	81%	85%	90%	92%		
	Overall quality of the utility infrastructure				95%	95%		
	Overall feeling of safety	96%	95%	94%	94%	95%		
	Overall quality of natural environment	82%	83%	83%	88%	86%		
	Overall quality of parks and recreation opportunities				86%	82%		
	Overall health and wellness opportunities	83%	81%	77%	83%	77%		
	Overall opportunities for education, culture, and the arts	84%	82%	80%	73%	72%		
	Residents' connection and engagement with their community	84%	80%	80%	68%	71%		
<b>In general, how many times do you:</b>	Access the internet from your home				96%	99%		
	Access the internet from your cell phone				95%	98%		
	Visit social media sites				79%	76%		
	Use or check email				97%	###		
	Share your opinions online				33%	21%		
	Shop online				62%	66%		
	Please rate your overall health.	75%	65%	66%	78%	75%		
	What impact, if any, do you think the economy will have on your fa..	35%	33%	45%	42%	25%		

## Methods (open participation)

As part of its participation in The National Community Survey™ (The NCST™), the City of Goodyear conducted a survey of 404 residents. Survey invitations were mailed to randomly selected households and data were collected from March 3rd, 2023 to April 28th, 2023. 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 14th, 2023. The survey remained open for 2 weeks and there were 362 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 2020 Census and 2022 American Community Survey estimates for adults in the City of Goodyear. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.\* The results of the weighting scheme for the open participation survey are presented in the following table.

































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

		Unweighted	Weighted	Target*
Age	18-34	12%	24%	25%
	35-54	40%	38%	38%
	55+	48%	37%	37%
Area	Central MPS	40%	39%	39%
	North MPA	34%	44%	43%
	South/Sonoran Valley MPA	26%	17%	17%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish ..	85%	73%	73%
	Yes, I consider myself to be of Hispanic, La..	15%	27%	27%
Housing tenure	Own	93%	79%	79%
	Rent	7%	21%	21%
Housing type	Attached	4%	11%	11%
	Detached	96%	89%	89%
Race & Hispanic origin	Not white alone	27%	41%	41%
	White alone, not Hispanic or Latino	73%	59%	59%
Sex	Man	29%	46%	47%
	Woman	71%	54%	53%
Sex/age	Man 18-34	2%	11%	12%
	Man 35-54	9%	18%	18%
	Man 55+	18%	18%	18%
	Woman 18-34	10%	14%	13%
	Woman 35-54	32%	21%	20%
	Woman 55+	29%	19%	19%

## 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. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

	In which area of Goodyear do you live?	1		44% N=151
		2		39% N=135
		3		17% N=59
		None of these		0% N=
<b>Please rate each of the following aspects of quality of life in Goodyear.</b>	Goodyear as a place to live	Excellent		38% N=132
		Good		53% N=183
		Fair		8% N=28
		Poor		1% N=3
	Your neighborhood as a place to live	Excellent		49% N=168
Good			41% N=141	
Fair			7% N=25	
Poor			2% N=6	
	Goodyear as a place to raise children	Excellent		39% N=106
Good			46% N=125	
Fair			12% N=31	
Poor			3% N=10	
	Goodyear as a place to work	Excellent		26% N=60
Good			43% N=100	
Fair			22% N=51	
Poor			8% N=19	
	Goodyear as a place to visit	Excellent		19% N=59
Good			37% N=119	
Fair			31% N=98	
Poor			13% N=41	
	Goodyear as a place to retire	Excellent		37% N=110
Good			39% N=116	
Fair			19% N=56	
Poor			5% N=14	









<b>Please rate each of the following aspects of quality of life in Goodyear.</b>	The overall quality of life	Excellent		33% N=113
		Good		53% N=184
		Fair		11% N=37
		Poor		3% N=10
	Sense of community	Excellent		23% N=79
		Good		40% N=138
		Fair		26% N=89
		Poor		11% N=37
<b>Please rate each of the following characteristics as they relate to Goodyear as a whole.</b>	Overall economic health	Excellent		28% N=91
		Good		51% N=165
		Fair		20% N=65
		Poor		1% N=2
	Overall quality of the transportation system	Excellent		12% N=36
		Good		35% N=110
		Fair		35% N=110
		Poor		18% N=57
	Overall design or layout of residential and commercial areas	Excellent		18% N=62
		Good		41% N=141
		Fair		28% N=96
		Poor		13% N=45
	Overall quality of the utility infrastructure	Excellent		30% N=99
		Good		46% N=148
		Fair		21% N=68
		Poor		3% N=10
Overall feeling of safety	Excellent		28% N=95	
	Good		55% N=185	
	Fair		14% N=47	
	Poor		4% N=12	
Overall quality of natural environment	Excellent		20% N=68	
	Good		52% N=173	
	Fair		23% N=78	
	Poor		4% N=15	











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

Overall quality of parks and recreation opportunities	Excellent	 38% N=129
	Good	 41% N=139
	Fair	 17% N=58
	Poor	 4% N=14
Overall health and wellness opportunities	Excellent	 22% N=72
	Good	 56% N=186
	Fair	 20% N=66
	Poor	 2% N=7
Overall opportunities for education, culture, and the arts	Excellent	 15% N=50
	Good	 35% N=117
	Fair	 39% N=129
	Poor	 11% N=36
Residents' connection and engagement with their community	Excellent	 15% N=52
	Good	 39% N=131
	Fair	 36% N=120
	Poor	 11% N=36

































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

Recommend living in Goodyear to someone who asks	Very likely	 50% N=173
	Somewhat likely	 38% N=131
	Somewhat unlikely	 7% N=24
	Very unlikely	 4% N=15
Remain in Goodyear for the next five years	Very likely	 64% N=215
	Somewhat likely	 23% N=77
	Somewhat unlikely	 9% N=31
	Very unlikely	 4% N=13

































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

In your neighborhood during the day	Very safe	 71% N=244
	Somewhat safe	 24% N=83
	Neither safe nor unsafe	 1% N=5
	Somewhat unsafe	 2% N=6
	Very unsafe	 1% N=4
In Goodyear's downtown/commercial area during the day	Very safe	 57% N=175
	Somewhat safe	 31% N=94
	Neither safe nor unsafe	 9% N=29




















<b>Please rate how safe or unsafe you feel:</b>	In Goodyear's downtown/commercial area during the day	Somewhat unsafe		3% N=9
		Very unsafe		1% N=2
	From property crime	Very safe		35% N=121
		Somewhat safe		42% N=145
		Neither safe nor unsafe		12% N=40
		Somewhat unsafe		8% N=27
		Very unsafe		3% N=11
		From violent crime	Very safe	
		Somewhat safe		37% N=129
		Neither safe nor unsafe		8% N=27
		Somewhat unsafe		5% N=18
		Very unsafe		2% N=5
	From fire, flood, or other natural disaster	Very safe		68% N=231
		Somewhat safe		25% N=84
		Neither safe nor unsafe		6% N=22
Somewhat unsafe			1% N=2	
Very unsafe			0% N=1	
<b>Please rate the job you feel the Goodyear community does at each of the following.</b>	Making all residents feel welcome	Excellent		33% N=108
		Good		47% N=155
		Fair		17% N=56
		Poor		4% N=13
	Attracting people from diverse backgrounds	Excellent		30% N=92
		Good		42% N=128
		Fair		19% N=58
		Poor		8% N=24
	Valuing/respecting residents from diverse backgrounds	Excellent		36% N=105
		Good		37% N=109
		Fair		21% N=61
		Poor		7% N=20
	Taking care of vulnerable residents	Excellent		25% N=58
		Good		38% N=90
		Fair		26% N=60

	Taking care of vulnerable residents	Poor		11% N=25
<b>Please rate each of the following in the Goodyear community.</b>	Overall quality of business and service establishments	Excellent		16% N=54
		Good		48% N=165
		Fair		30% N=105
		Poor		6% N=22
	Variety of business and service establishments	Excellent		11% N=37
		Good		35% N=120
		Fair		39% N=133
		Poor		15% N=53
	Vibrancy of downtown/commercial area	Excellent		8% N=25
		Good		34% N=108
		Fair		36% N=113
		Poor		22% N=71
	Employment opportunities	Excellent		12% N=32
		Good		37% N=97
		Fair		35% N=92
		Poor		15% N=39
	Shopping opportunities	Excellent		6% N=21
		Good		36% N=120
		Fair		41% N=137
		Poor		17% N=56
	Cost of living	Excellent		7% N=23
		Good		35% N=121
		Fair		43% N=146
		Poor		15% N=50
	Overall image or reputation	Excellent		24% N=82
		Good		57% N=192
		Fair		17% N=59
		Poor		2% N=7
<b>Please also rate each of the following in the Goodyear community.</b>	Traffic flow on major streets	Excellent		11% N=37
		Good		40% N=137
		Fair		31% N=106

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

Traffic flow on major streets	Poor		19% N=66
Ease of public parking	Excellent		23% N=76
	Good		48% N=161
	Fair		23% N=78
	Poor		6% N=20
Ease of travel by car	Excellent		22% N=76
	Good		52% N=177
	Fair		20% N=70
	Poor		6% N=20
Ease of travel by public transportation	Excellent		6% N=10
	Good		18% N=30
	Fair		31% N=51
	Poor		45% N=76
Ease of travel by bicycle	Excellent		15% N=37
	Good		32% N=80
	Fair		27% N=66
	Poor		26% N=65
Ease of walking	Excellent		20% N=65
	Good		36% N=119
	Fair		27% N=88
	Poor		17% N=55
Well-planned residential growth	Excellent		15% N=49
	Good		36% N=115
	Fair		29% N=91
	Poor		20% N=63
Well-planned commercial growth	Excellent		12% N=38
	Good		37% N=120
	Fair		32% N=103
	Poor		19% N=62
Well-designed neighborhoods	Excellent		22% N=74
	Good		48% N=162
	Fair		22% N=73

































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

































Well-designed neighborhoods	Poor		8% N=26
	Excellent		14% N=33
Preservation of the historical or cultural character of the community	Good		37% N=92
	Fair		32% N=78
	Poor		17% N=43
	Excellent		15% N=49
Public places where people want to spend time	Good		37% N=123
	Fair		34% N=112
	Poor		15% N=49
	Excellent		16% N=51
Variety of housing options	Good		44% N=144
	Fair		29% N=96
	Poor		11% N=36
	Excellent		16% N=51
Availability of affordable quality housing	Good		24% N=68
	Fair		41% N=116
	Poor		30% N=85
	Excellent		5% N=13
Overall quality of new development	Good		45% N=148
	Fair		23% N=76
	Poor		16% N=53
	Excellent		16% N=52
Overall appearance	Good		57% N=196
	Fair		16% N=55
	Poor		4% N=13
	Excellent		24% N=82
Cleanliness	Good		58% N=199
	Fair		9% N=33
	Poor		2% N=8
	Excellent		31% N=105
Water resources	Good		27% N=82
	Fair		34% N=104
	Excellent		8% N=24

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

































Water resources	Poor		31% N=93
Air quality	Excellent		12% N=40
	Good		46% N=155
	Fair		36% N=120
	Poor		6% N=21
Availability of paths and walking trails	Excellent		20% N=66
	Good		40% N=131
	Fair		27% N=89
	Poor		13% N=43
Fitness opportunities	Excellent		27% N=86
	Good		43% N=137
	Fair		26% N=82
	Poor		5% N=17
Recreational opportunities	Excellent		23% N=77
	Good		44% N=150
	Fair		25% N=86
	Poor		8% N=27
Availability of affordable quality food	Excellent		11% N=39
	Good		48% N=166
	Fair		25% N=87
	Poor		16% N=54
Availability of affordable quality health care	Excellent		12% N=38
	Good		47% N=148
	Fair		32% N=99
	Poor		8% N=27
Availability of preventive health services	Excellent		13% N=38
	Good		51% N=151
	Fair		28% N=82
	Poor		8% N=24
Availability of affordable quality mental health care	Excellent		13% N=19
	Good		28% N=42
	Fair		25% N=37

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

































Availability of affordable quality mental health care	Poor		34% N=51
	Excellent		17% N=56
Opportunities to attend cultural/arts/music activities	Good		33% N=106
	Fair		35% N=114
	Poor		15% N=51
	Excellent		19% N=55
Community support for the arts	Good		40% N=115
	Fair		29% N=83
	Poor		12% N=36
	Excellent		6% N=8
Availability of affordable quality childcare/preschool	Good		31% N=44
	Fair		39% N=56
	Poor		24% N=34
	Excellent		14% N=27
K-12 education	Good		36% N=69
	Fair		38% N=73
	Poor		13% N=26
	Excellent		8% N=16
Adult educational opportunities	Good		41% N=87
	Fair		33% N=70
	Poor		18% N=37
	Excellent		17% N=53
Sense of civic/community pride	Good		52% N=165
	Fair		20% N=65
	Poor		11% N=36
	Excellent		16% N=54
Neighborliness of residents	Good		47% N=159
	Fair		28% N=93
	Poor		9% N=32
	Excellent		18% N=57
Opportunities to participate in social events and activities	Good		52% N=162
	Fair		21% N=64

<b>Please also rate each of the following in the Goodyear community.</b>	Opportunities to participate in social events and activities	Poor		9% N=28
	Opportunities to attend special events and festivals	Excellent		21% N=69
		Good		45% N=148
		Fair		26% N=85
		Poor		8% N=26
Opportunities to volunteer	Excellent		23% N=54	
	Good		48% N=113	
	Fair		21% N=49	
	Poor		9% N=21	
Opportunities to participate in community matters	Excellent		24% N=63	
	Good		42% N=108	
	Fair		28% N=71	
	Poor		7% N=17	
Openness and acceptance of the community toward people of diverse backgrounds	Excellent		26% N=74	
	Good		41% N=118	
	Fair		24% N=68	
	Poor		10% N=29	
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of Goodyear for help or information	No		47% N=161
		Yes		53% N=184
	Contacted Goodyear elected officials to express your opinion	No		87% N=299
		Yes		13% N=47
	Attended a local public meeting	No		71% N=245
		Yes		29% N=101
	Watched a local public meeting	No		69% N=237
		Yes		31% N=109
	Volunteered your time to some group/activity	No		66% N=229
		Yes		34% N=117
	Campaigned or advocated for a local issue, cause, or candidate	No		86% N=296
		Yes		14% N=50
	Voted in your most recent local election	No		19% N=64
		Yes		81% N=282
	Used public transportation instead of driving	No		92% N=318































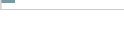



<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Used public transportation instead of driving	Yes		8% N=26
	Carpooled with other adults or children instead of driving alone	No		44% N=151
		Yes		56% N=195
	Walked or biked instead of driving	No		53% N=183
		Yes		47% N=163
<b>Please rate the quality of each of the following services in Goodyear.</b>	Public information services	Excellent		22% N=68
		Good		51% N=155
		Fair		21% N=63
		Poor		6% N=19
	Economic development	Excellent		16% N=51
		Good		49% N=155
		Fair		23% N=72
		Poor		12% N=36
	Traffic enforcement	Excellent		14% N=45
		Good		48% N=157
		Fair		17% N=56
		Poor		20% N=66
	Traffic signal timing	Excellent		14% N=47
		Good		36% N=121
		Fair		30% N=102
		Poor		19% N=65
	Street repair	Excellent		15% N=51
		Good		48% N=160
		Fair		29% N=95
		Poor		8% N=28
Street cleaning	Excellent		27% N=89	
	Good		50% N=166	
	Fair		15% N=49	
	Poor		9% N=28	
Street lighting	Excellent		22% N=74	
	Good		57% N=188	
	Fair		17% N=57	

































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

































Street lighting	Poor		4% N=13
	Excellent		66% N=33
Snow removal	Good		18% N=9
	Fair		9% N=4
	Poor		7% N=4
	Excellent		22% N=69
Sidewalk maintenance	Good		55% N=171
	Fair		17% N=52
	Poor		6% N=20
	Excellent		10% N=15
Bus or transit services	Good		21% N=30
	Fair		32% N=47
	Poor		37% N=53
	Excellent		9% N=26
Land use, planning and zoning	Good		30% N=86
	Fair		35% N=99
	Poor		26% N=73
	Excellent		11% N=29
Code enforcement	Good		39% N=108
	Fair		35% N=95
	Poor		16% N=43
	Excellent		12% N=40
Affordable high-speed internet access	Good		43% N=137
	Fair		29% N=91
	Poor		16% N=51
	Excellent		49% N=165
Garbage collection	Good		40% N=133
	Fair		8% N=25
	Poor		3% N=10
	Excellent		16% N=52
Drinking water	Good		44% N=139
	Fair		25% N=81

































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

































Drinking water	Poor		14% N=45
Sewer services	Excellent		34% N=110
	Good		54% N=173
	Fair		10% N=32
	Poor		2% N=6
Storm water management	Excellent		29% N=85
	Good		58% N=172
	Fair		11% N=32
	Poor		2% N=7
Power (electric and/or gas) utility	Excellent		31% N=100
	Good		50% N=164
	Fair		15% N=47
	Poor		4% N=15
Utility billing	Excellent		19% N=64
	Good		49% N=162
	Fair		25% N=82
	Poor		8% N=25
Police/Sheriff services	Excellent		40% N=122
	Good		43% N=129
	Fair		13% N=38
	Poor		4% N=13
Crime prevention	Excellent		22% N=65
	Good		55% N=163
	Fair		18% N=55
	Poor		5% N=16
Animal control	Excellent		20% N=51
	Good		49% N=122
	Fair		18% N=46
	Poor		13% N=32
Ambulance or emergency medical services	Excellent		37% N=90
	Good		54% N=134
	Fair		6% N=16

































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

Ambulance or emergency medical services	Poor		3% N=6
Fire services	Excellent		50% N=130
	Good		43% N=112
	Fair		6% N=17
	Poor		2% N=4
Fire prevention and education	Excellent		33% N=70
	Good		54% N=114
	Fair		10% N=21
	Poor		4% N=8
Emergency preparedness	Excellent		25% N=46
	Good		50% N=92
	Fair		17% N=32
	Poor		7% N=12
Preservation of natural areas	Excellent		14% N=42
	Good		36% N=103
	Fair		29% N=83
	Poor		21% N=60
Goodyear open space	Excellent		16% N=49
	Good		37% N=113
	Fair		31% N=95
	Poor		15% N=46
Recycling	Excellent		32% N=103
	Good		44% N=138
	Fair		16% N=51
	Poor		8% N=25
Yard waste pick-up	Excellent		34% N=92
	Good		47% N=130
	Fair		13% N=35
	Poor		6% N=17
City parks	Excellent		29% N=92
	Good		52% N=166
	Fair		16% N=53

































<b>Please rate the quality of each of the following services in Goodyear.</b>	City parks	Poor		3% N=9
	Recreation programs or classes	Excellent		31% N=89
		Good		48% N=138
		Fair		17% N=50
		Poor		4% N=11
	Recreation centers or facilities	Excellent		42% N=130
		Good		44% N=136
		Fair		12% N=39
		Poor		2% N=5
	Health services	Excellent		18% N=47
		Good		54% N=145
		Fair		22% N=60
		Poor		6% N=16
	Public library services	Excellent		52% N=154
		Good		36% N=106
		Fair		11% N=34
		Poor		0% N=1
	Overall customer service by Goodyear employees	Excellent		39% N=116
		Good		48% N=141
		Fair		11% N=33
Poor			2% N=5	
<b>Please rate the following categories of Goodyear government performance.</b>	The value of services for the taxes paid to Goodyear	Excellent		19% N=58
		Good		50% N=155
		Fair		26% N=79
		Poor		5% N=16
	The overall direction that Goodyear is taking	Excellent		24% N=79
		Good		39% N=126
		Fair		23% N=74
		Poor		15% N=47
	The job Goodyear government does at welcoming resident involvement	Excellent		23% N=65
		Good		48% N=140
		Fair		22% N=65


























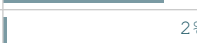






<b>Please rate the following categories of Goodyear government performance.</b>	The job Goodyear government does at welcoming resident involvement	Poor		7% N=20
	Overall confidence in Goodyear government	Excellent		23% N=73
		Good		44% N=138
		Fair		23% N=71
		Poor		10% N=30
Generally acting in the best interest of the community	Excellent		25% N=77	
	Good		43% N=131	
	Fair		23% N=69	
	Poor		10% N=31	
Being honest	Excellent		24% N=64	
	Good		46% N=124	
	Fair		25% N=68	
	Poor		6% N=16	
Being open and transparent to the public	Excellent		26% N=73	
	Good		41% N=117	
	Fair		24% N=68	
	Poor		8% N=24	
Informing residents about issues facing the community	Excellent		21% N=60	
	Good		41% N=119	
	Fair		27% N=77	
	Poor		11% N=33	
Treating all residents fairly	Excellent		30% N=76	
	Good		42% N=109	
	Fair		18% N=47	
	Poor		10% N=25	
Treating residents with respect	Excellent		28% N=75	
	Good		52% N=142	
	Fair		14% N=38	
	Poor		6% N=15	
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of Goodyear	Excellent		33% N=108
		Good		50% N=164
		Fair		15% N=49

<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of Goodyear	Poor		2% N=6
	The Federal Government	Excellent		8% N=23
		Good		28% N=84
		Fair		36% N=107
		Poor		28% N=81
<b>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.</b>	Overall economic health	Essential		61% N=201
		Very important		33% N=110
		Somewhat important		6% N=20
	Overall quality of the transportation system	Essential		31% N=101
		Very important		40% N=132
		Somewhat important		27% N=90
		Not at all important		3% N=8
	Overall design or layout of residential and commercial areas	Essential		59% N=196
		Very important		31% N=104
		Somewhat important		8% N=28
		Not at all important		1% N=4
	Overall quality of the utility infrastructure	Essential		60% N=200
		Very important		35% N=115
Somewhat important			6% N=19	
Overall feeling of safety	Essential		66% N=218	
	Very important		27% N=88	
	Somewhat important		6% N=19	
	Not at all important		2% N=5	
Overall quality of natural environment	Essential		40% N=132	
	Very important		44% N=146	
	Somewhat important		16% N=52	
Overall quality of parks and recreation opportunities	Essential		28% N=91	
	Very important		51% N=169	
	Somewhat important		20% N=65	
	Not at all important		2% N=6	
Overall health and wellness opportunities	Essential		31% N=101	
	Very important		49% N=162	

<b>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.</b>	Overall health and wellness opportunities	Somewhat important		19% N=63
		Not at all important		1% N=4
	Overall opportunities for education, culture, and the arts	Essential		40% N=132
		Very important		37% N=120
Somewhat important			21% N=70	
Not at all important			1% N=5	
Residents' connection and engagement with their community	Essential		30% N=100	
	Very important		46% N=153	
	Somewhat important		23% N=77	
	Not at all important		1% N=5	
<b>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?</b>	City social media channels	Major source		59% N=196
		Minor source		25% N=82
		Not a source		17% N=56
	City website	Major source		43% N=142
		Minor source		48% N=161
		Not a source		9% N=31
	InFocus printed monthly magazine	Major source		67% N=219
		Minor source		25% N=82
		Not a source		9% N=28
	News media	Major source		18% N=60
		Minor source		43% N=143
		Not a source		39% N=128
City Council meetings and other public meetings (live streamed or in person)	Major source		16% N=55	
	Minor source		37% N=123	
	Not a source		47% N=156	
City emails (Good Neighbor Alert, Parks & Recreation newsletter)	Major source		38% N=127	
	Minor source		32% N=108	
	Not a source		30% N=100	
Postcards and flyers	Major source		19% N=63	
	Minor source		47% N=155	
	Not a source		34% N=114	
Utility bill inserts	Major source		15% N=51	



<b>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?</b>	Utility bill inserts	Minor source		33% N=110
		Not a source		52% N=176
	Word of mouth	Major source		20% N=66
		Minor source		46% N=155
		Not a source		34% N=113
	Interactions with City staff (in person, phone, email, or web)	Major source		14% N=48
		Minor source		36% N=122
		Not a source		49% N=166
	<b>In general, how many times do you:</b>	Access the internet from your home	Several times a day	
Once a day				5% N=18
A few times a week				2% N=8
Every few weeks				1% N=3
Less often or never				1% N=2
Access the internet from your cell phone			Several times a day	
		Once a day		5% N=19
		A few times a week		3% N=9
		Less often or never		1% N=5
Visit social media sites		Several times a day		68% N=229
		Once a day		11% N=37
		A few times a week		11% N=36
		Every few weeks		2% N=8
		Less often or never		8% N=28
Use or check email		Several times a day		86% N=290
		Once a day		10% N=35
		A few times a week		3% N=10
		Every few weeks		0% N=1
		Less often or never		0% N=1
Share your opinions online		Several times a day		10% N=35
		Once a day		4% N=12
		A few times a week		18% N=60
		Every few weeks		23% N=79
		Less often or never		45% N=151

<b>In general, how many times do you:</b> Shop online	Several times a day		14% N=48
	Once a day		9% N=32
	A few times a week		43% N=148
	Every few weeks		27% N=92
	Less often or never		7% N=23
	Please rate your overall health.	Excellent	
Very good			45% N=156
Good			20% N=68
Fair			5% N=17
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Very positive		8% N=27
	Somewhat positive		11% N=39
	Neutral		37% N=127
	Somewhat negative		37% N=127
	Very negative		7% N=22
How many years have you lived in Goodyear?	Less than 2 years		17% N=57
	2-5 years		24% N=83
	6-10 years		25% N=87
	11-20 years		22% N=76
	More than 20 years		12% N=41
Which best describes the building you live in?	Single-family detached home		89% N=304
	Townhouse or duplex (may share walls but no units above or below you)		3% N=11
	Condominium or apartment (have units above or below you)		7% N=23
	Mobile home		1% N=4
	Other		0% N=1
Do you rent or own your home?	Rent		21% N=73
	Own		79% N=270
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$300		2% N=6
	\$300 to \$599		4% N=15
	\$600 to \$999		6% N=21
	\$1,000 to \$1,499		15% N=50
	\$1,500 to \$2,499		50% N=169
	\$2,500 to \$3,999		21% N=72

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	\$4,000 to \$6,999	1% N=3
	\$7,000 to \$9,999	0% N=1
	\$10,000 or more	0% N=1
Do any children 17 or under live in your household?	No	65% N=219
	Yes	35% N=119
Are you or any other members of your household aged 65 or older?	No	75% N=257
	Yes	25% N=84
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000	3% N=10
	\$25,000 to \$49,999	5% N=18
	\$50,000 to \$74,999	12% N=38
	\$75,000 to \$99,999	18% N=60
	\$100,000 to \$149,999	28% N=92
	\$150,000 to \$199,999	19% N=62
	\$200,000 to \$299,999	12% N=41
	\$300,000 or more	3% N=9
Are you of Hispanic, Latino/a/x, or Spanish origin?	No, not of Hispanic, Latino/a/x, or Spanish origin	73% N=245
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanis..	27% N=89
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaska Native	3% N=11
	Asian	2% N=5
	Black or African American	9% N=31
	Native Hawaiian or Other Pacific Islander	3% N=9
	White	75% N=254
	A race not listed	12% N=41
In which category is your age?	18-24 years	5% N=16
	25-34 years	20% N=69
	35-44 years	19% N=63
	45-54 years	20% N=69
	55-64 years	18% N=63
	65-74 years	15% N=51
	75 years or older	3% N=9
What is your gender?	Woman	53% N=177
	Man	46% N=153

What is your gender?	Identify in another way	2% N=6
If you identify in another way, how would you describe your gender?	Agender/I don't identify with any gender	87% N=5
	Genderqueer/gender fluid	13% N=1
How did you hear about this survey? (Select all that apply.)	The City's website	4% N=14
	The City's social media (Facebook, Twitter, Instagram,...	44% N=144
	Received an email from the City	41% N=136
	In a City newsletter or utility bill	0% N=1
	Received a postcard or letter from the City	3% N=11
	Nextdoor	3% N=11
	In my Facebook feed	10% N=33
	Saw it on a video of a public meeting or at a meeting I atten..	0% N=
	Saw it in a newspaper article or ad (hard copy or online)	0% N=
	Saw a flyer or poster about it	0% N=1
	Heard about it from a family member, friend or neighbor	2% N=8
	Heard about it from a business or social organization in my co..	0% N=1
	Polco's weekly email	1% N=3
	On my Polco feed	0% N=1
	Other	2% N=7

# The City of Goodyear 2023 Community Survey

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

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

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

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

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

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

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

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

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Goodyear's downtown/commercial area during the day .....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster .....	1	2	3	4	5	6

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

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

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

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

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Goodyear.....	1	2	3	4	5
Ease of travel by public transportation in Goodyear.....	1	2	3	4	5
Ease of travel by bicycle in Goodyear.....	1	2	3	4	5
Ease of walking in Goodyear.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Goodyear.....	1	2	3	4	5
Overall appearance of Goodyear.....	1	2	3	4	5
Cleanliness of Goodyear.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Goodyear.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

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

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

# The City of Goodyear 2023 Community Survey

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

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

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Goodyear.....	1	2	3	4	5
The overall direction that Goodyear is taking.....	1	2	3	4	5
The job Goodyear government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Goodyear government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

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

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

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

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

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

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
City social media channels .....	1	2	3
City website .....	1	2	3
InFocus printed monthly magazine .....	1	2	3
News media .....	1	2	3
City Council meetings and other public meetings (live streamed or in person) .....	1	2	3
City emails (Good Neighbor Alert, Parks & Recreation newsletter) .....	1	2	3
Postcards and flyers.....	1	2	3
Utility bill inserts.....	1	2	3
Word of mouth .....	1	2	3
Interactions with City staff (in person, phone, email, or web).....	1	2	3



# The City of Goodyear 2023 Community Survey

Our last questions are about you and your household.  
Again, all of your responses to this survey are confidential and no identifying information will be shared.

## D1. In general, how many times do you:

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

## D2. Please rate your overall health.

- Excellent   
  Very good   
  Good   
  Fair   
  Poor

## D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

- Very positive   
  Somewhat positive   
  Neutral   
  Somewhat negative   
  Very negative

## D4. How many years have you lived in Goodyear?

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

## D5. Which best describes the building you live in?

- One family house detached from any other houses  
 Building with two or more homes (duplex, townhome, apartment, or condominium)  
 Mobile home  
 Other

## D6. Do you rent or own your home?

- Rent  
 Own

## D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

- Less than \$500             \$2,000 to \$2,499  
 \$500 to \$999             \$2,500 to \$2,999  
 \$1,000 to \$1,499         \$3,000 to \$3,499  
 \$1,500 to \$1,999         \$3,500 or more

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

- No     Yes

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

- No     Yes

## D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000     \$75,000 to \$99,999  
 \$25,000 to \$49,999     \$100,000 to \$149,999  
 \$50,000 to \$74,999     \$150,000 or more

## D11. Are you Spanish, Hispanic or Latino?

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

## D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native  
 Asian, Asian Indian, or Pacific Islander  
 Black or African American  
 White  
 Other

## D13. In which category is your age?

- 18-24 years                       55-64 years  
 25-34 years                       65-74 years  
 35-44 years                       75 years or older  
 45-54 years

## D14. What is your gender?

- Woman  
 Man  
 Identify in another way → go to D14a

## D14a. If you identify in another way, how would you describe your gender?

- Agender/I don't identify with any gender  
 Genderqueer/gender fluid  
 Non-binary  
 Transgender man  
 Transgender woman  
 Two-spirit  
 Identify in another way

**Thank you!**

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