



GOODYEAR 2010 CITIZEN SURVEY RESULTS

*Satisfaction with Quality of Life
and Perception of Current
Service Levels*



PERCEPTION



BRIEF HISTORY - CITIZEN SURVEYS

400 Random telephone surveys

**2001 & 2002 - Estrella Mountain
Community College**

**2004, 2007 & 2010 - Behavior Research
Center, Inc.**



2010 SURVEY METHODOLOGY

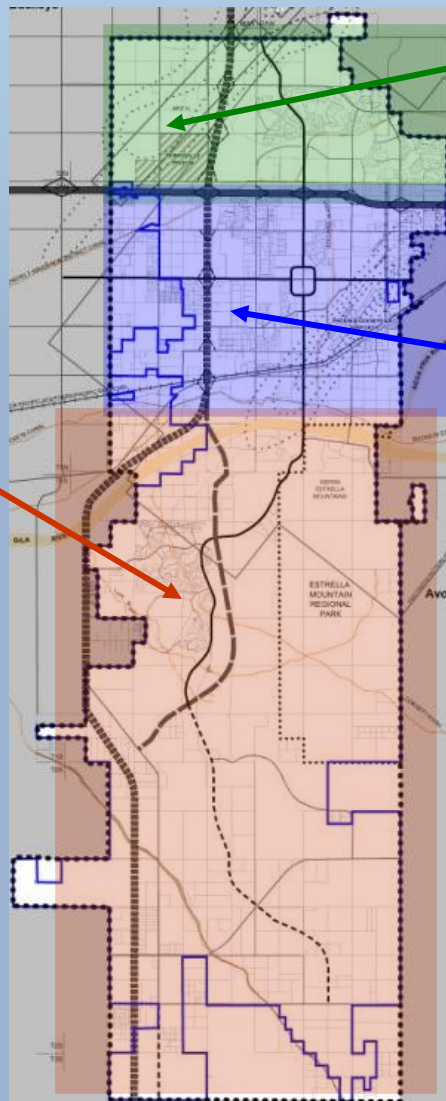
- Random computer-generated telephone sample
- Conducted in late January 2010; evenings and weekends
- Basically same questionnaire design as 2007 for comparability; special questions asked each year
- About 20-minute survey with 84 questions
- 5% sampling error with 400 interviews; therefore:
 - 6% difference is significant for total sample
 - 10% is significant among subsamples such as age



2010 SURVEY RESULTS -- by Area of City

South of Gila River

- Southern (River) to Patterson



I-10 North

- Camelback to I-10

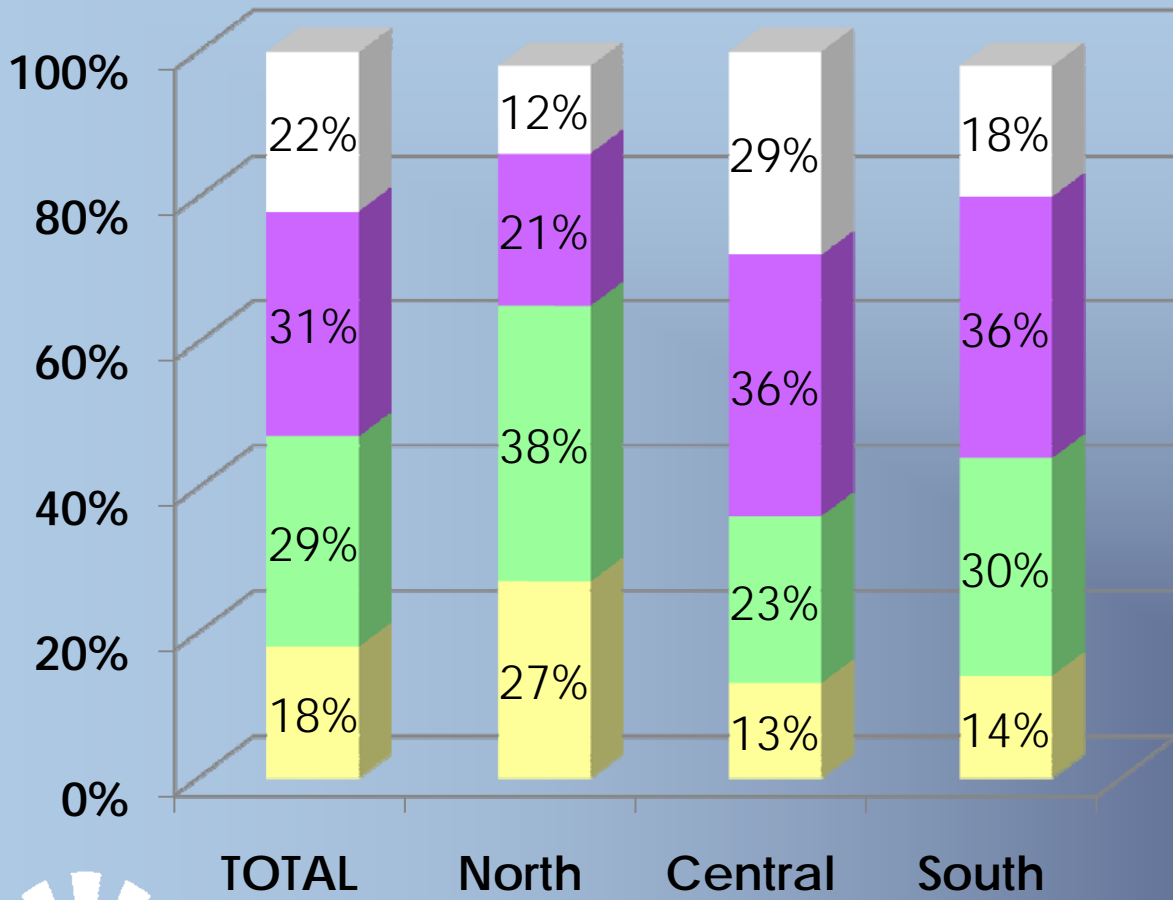
Central

- I-10 to Southern (River)

PERCEPTION



PROFILE OF RESPONDENTS by Area - 2010



• The oldest population is in the North

• Youngest population is in Central

- Under 35
- 35 - 49
- 50-64
- 65+

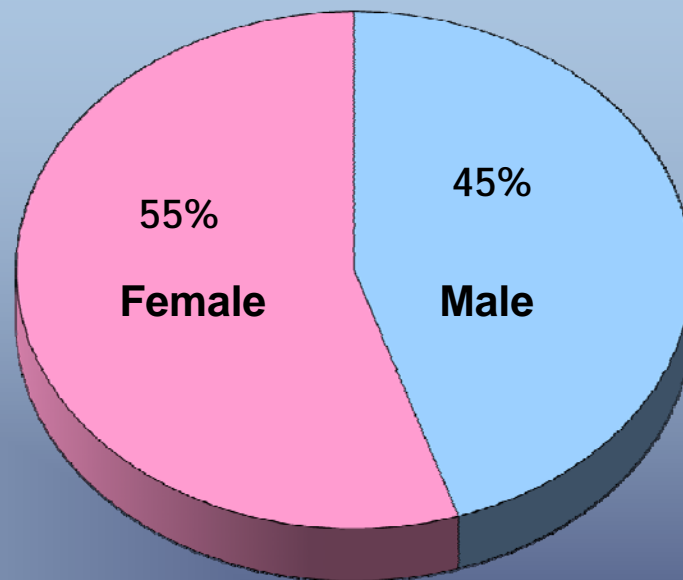
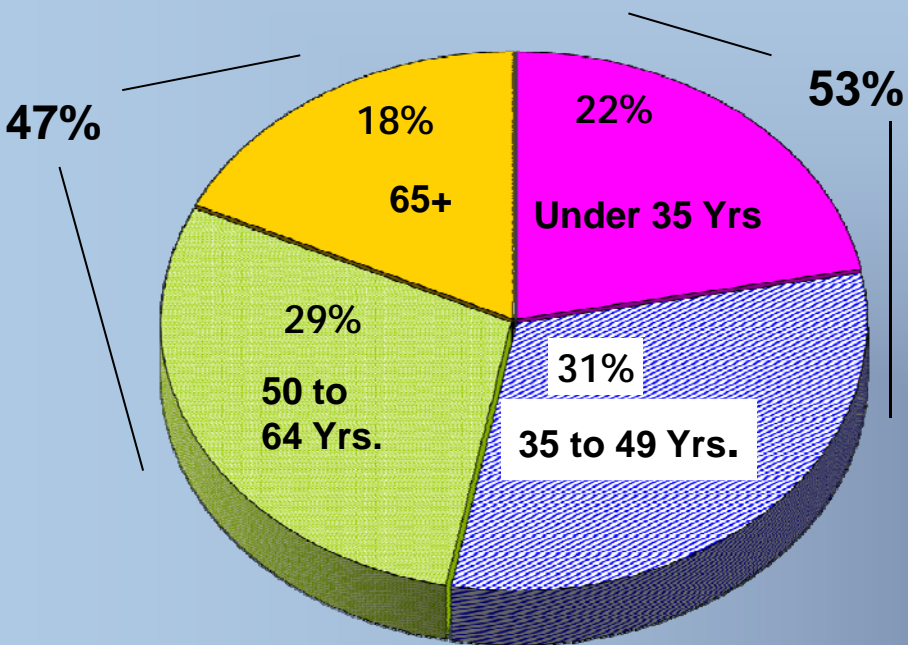




AGE & GENDER OF RESPONDENTS 2010

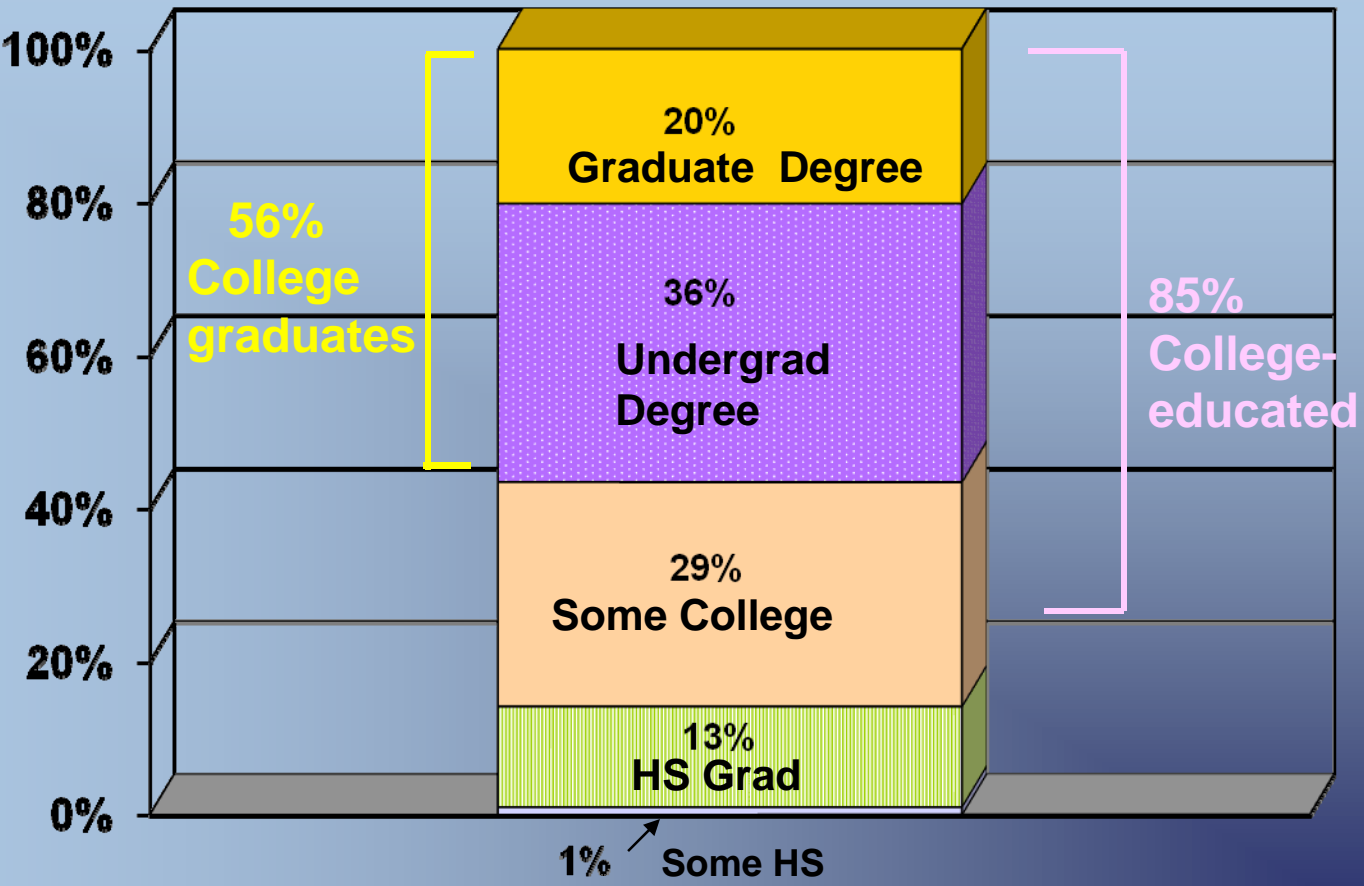
Age of Respondents

Gender of Respondents



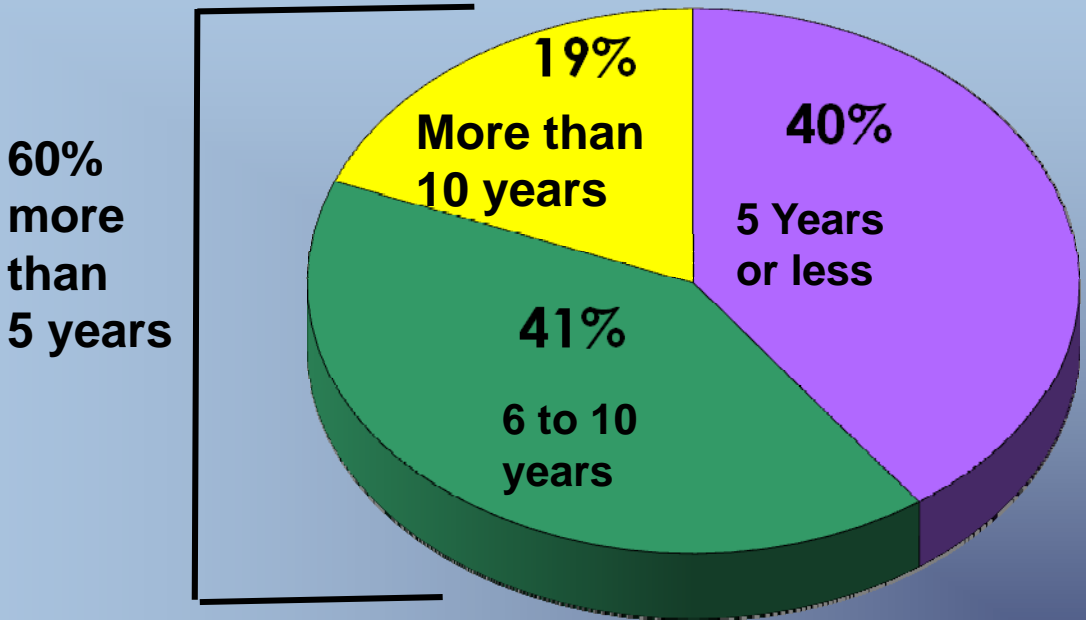


HIGHEST EDUCATION LEVEL OF HOUSEHOLD HEADS PER HOUSEHOLD - 2010





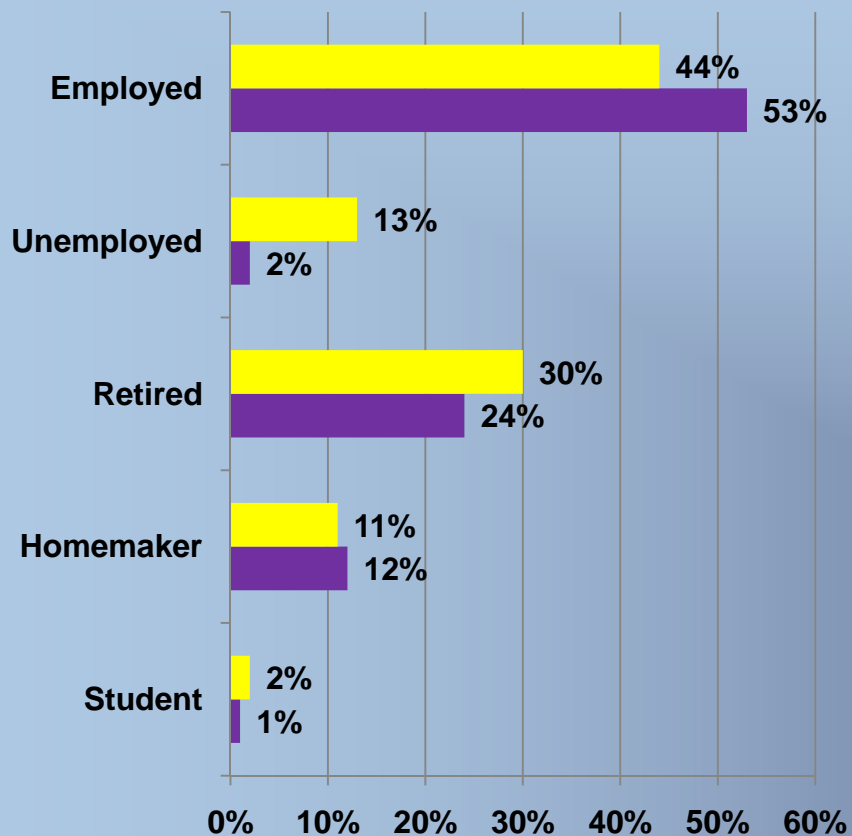
LENGTH OF RESIDENCY IN GOODYEAR 2010



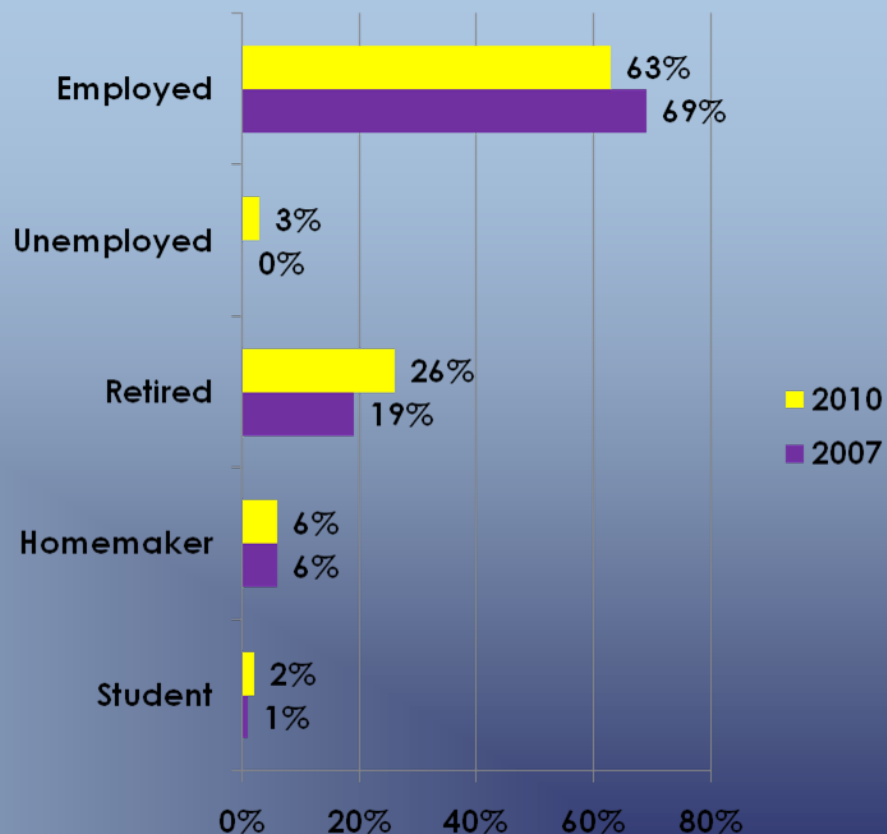


EMPLOYMENT STATUS OF RESPONDENTS AND SPOUSES 2010 vs. 2007

Respondents

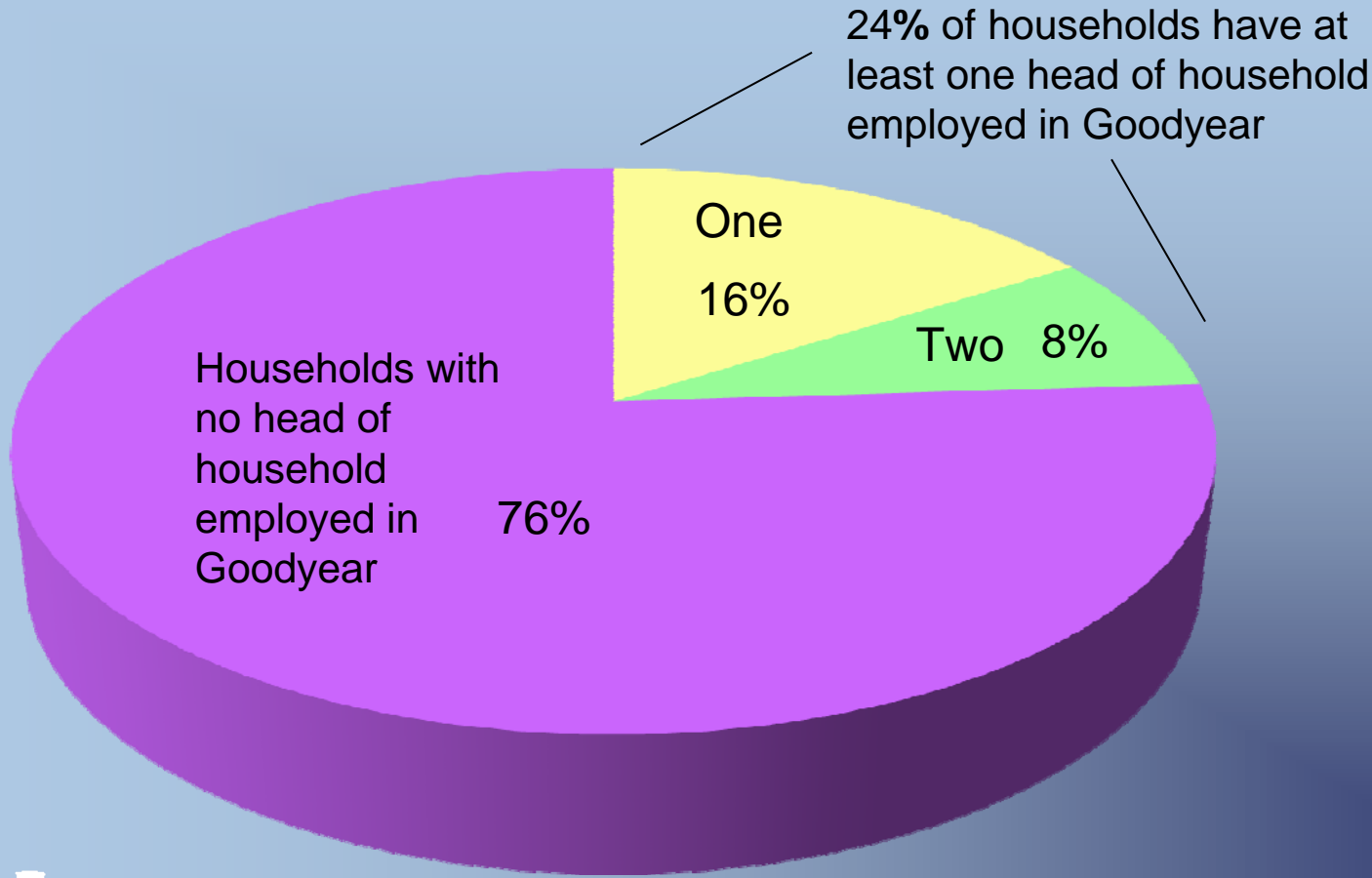


Spouses





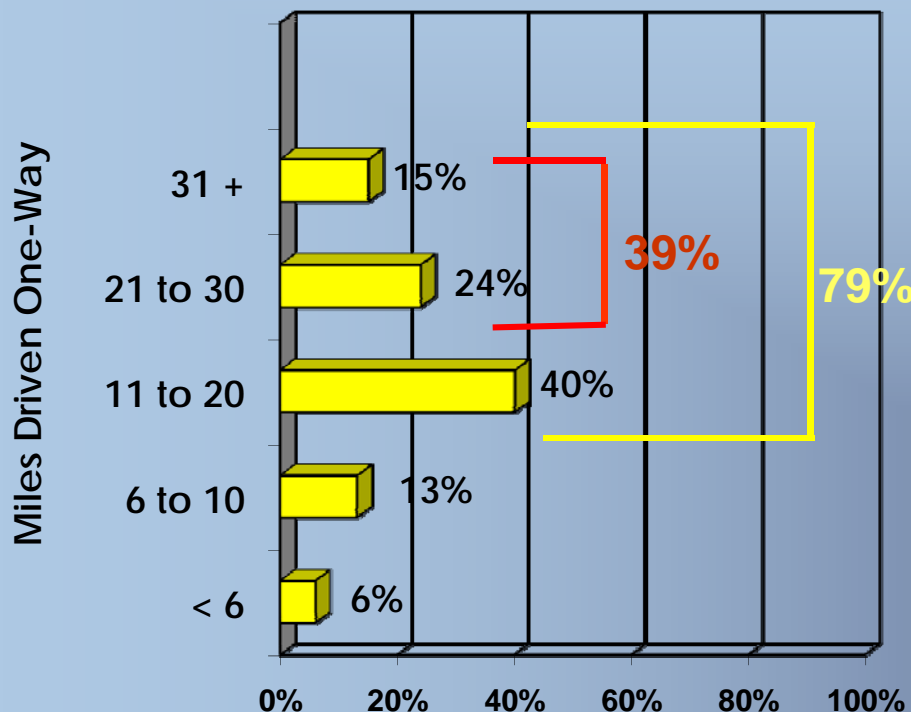
WORKING HOUSEHOLD HEADS EMPLOYED IN GOODYEAR - 2010



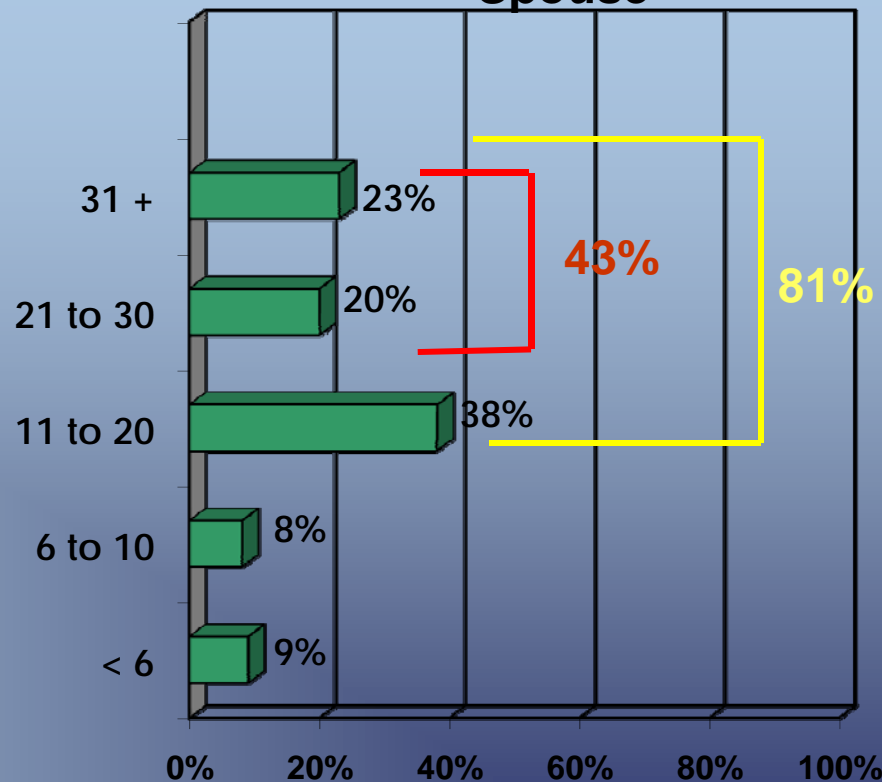


MILES COMMUTING ONE-WAY FOR RESPONDENTS AND SPOUSES 2010

Respondents



Spouse



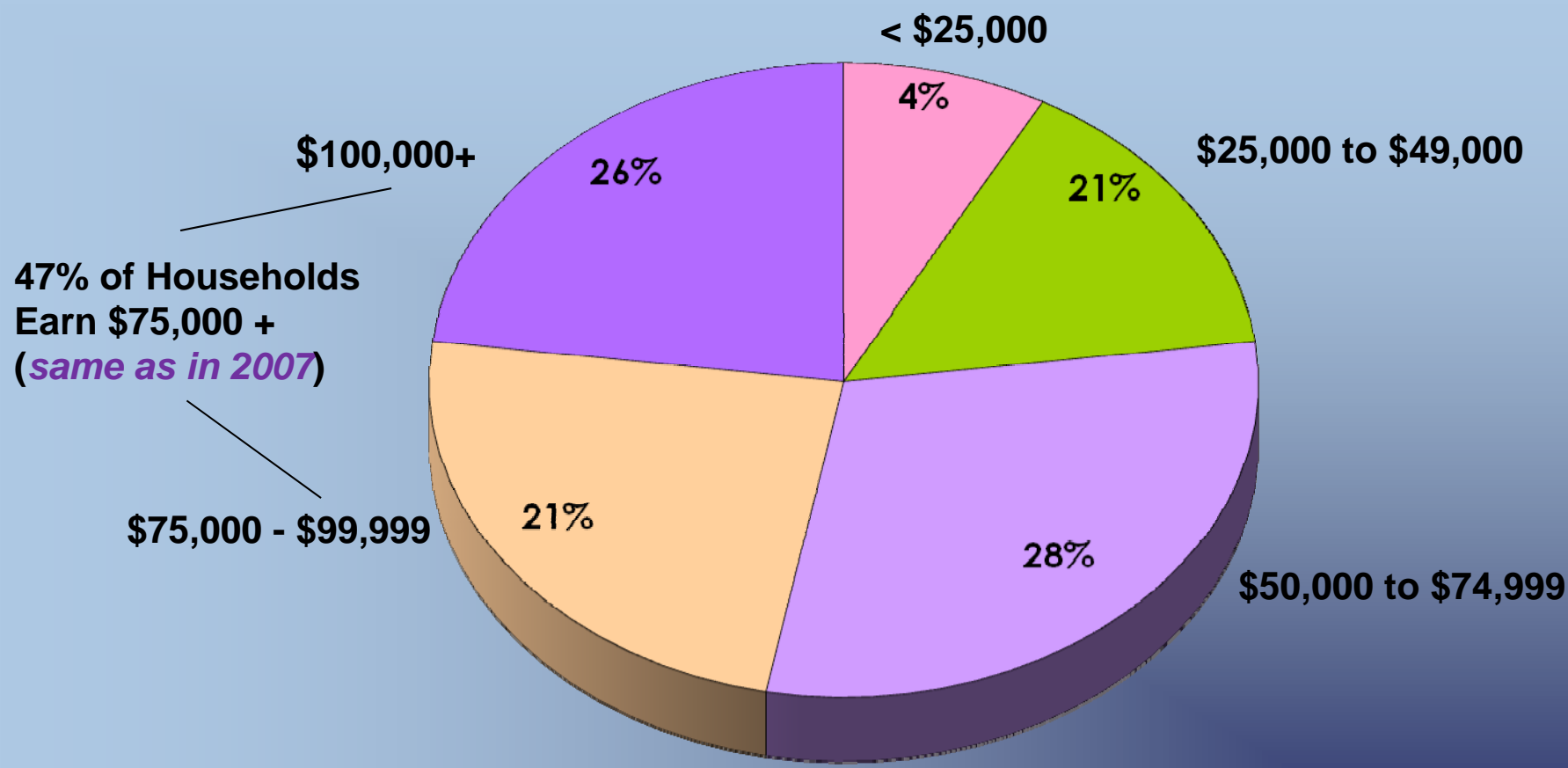
- About 80% commute more than 20 miles roundtrip
- About 40% commute more than 40 miles roundtrip



TOTAL ANNUAL INCOME

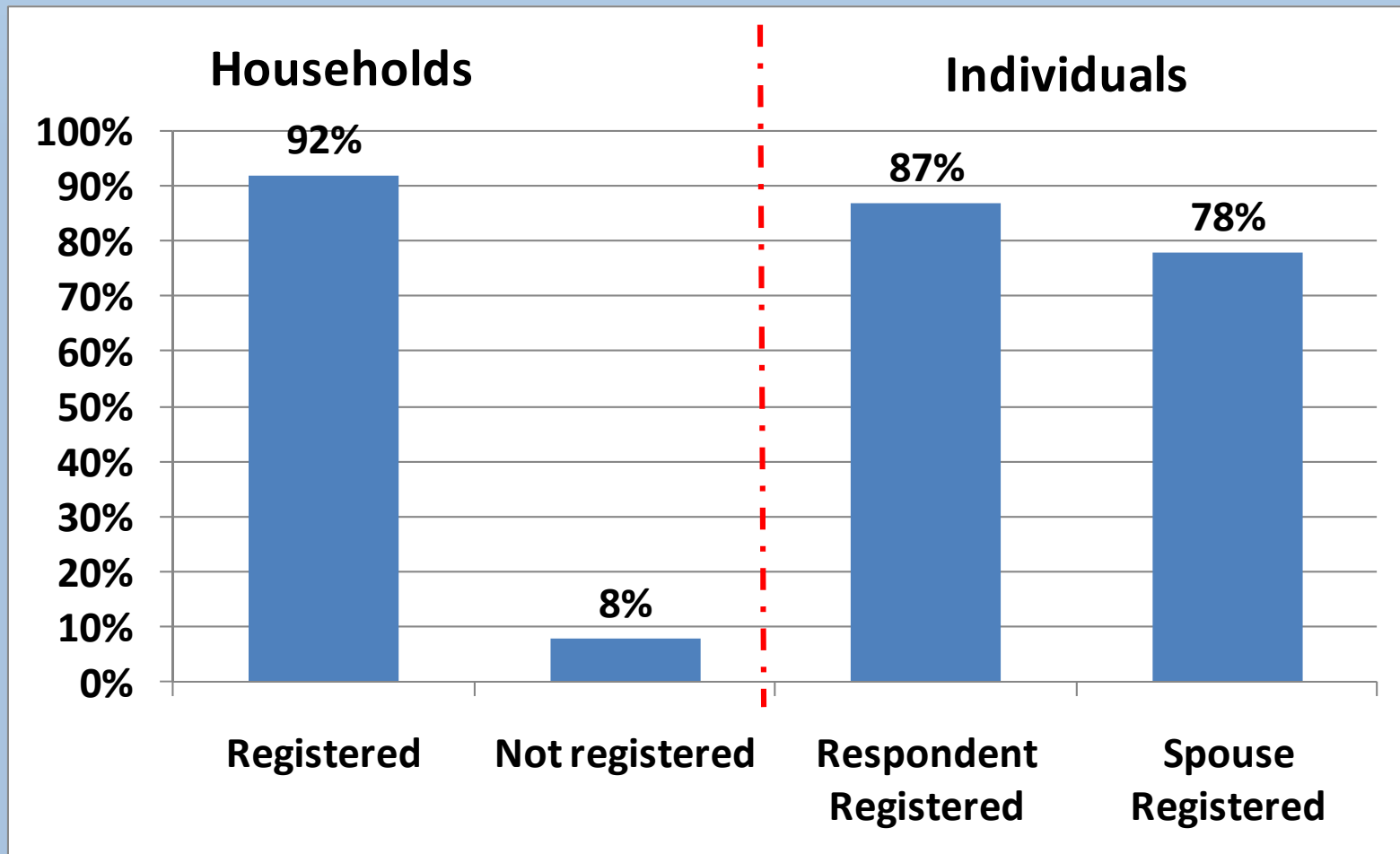
(of those who answered - 25% refused)

2010



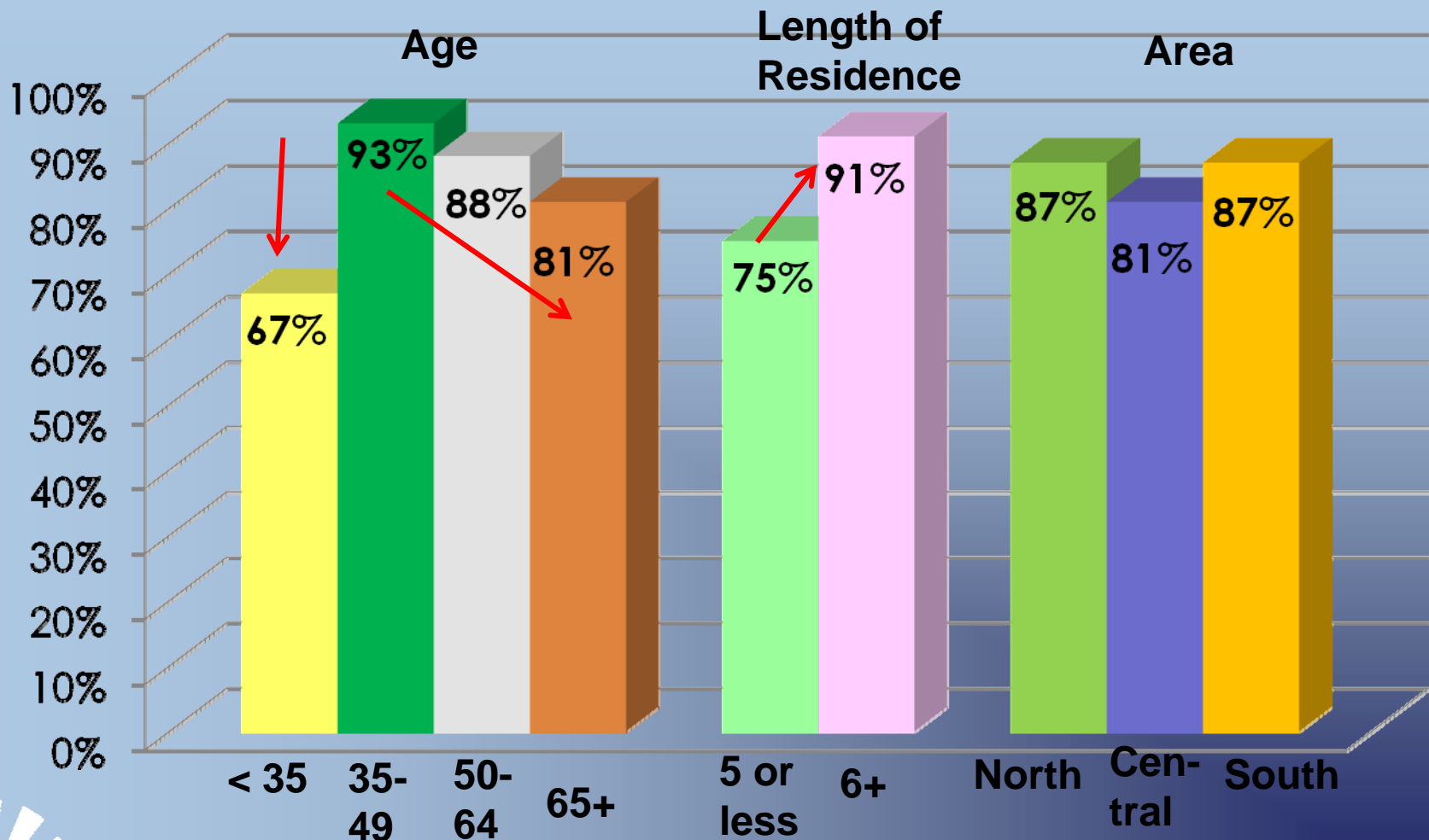


VOTER REGISTRATION - 2010



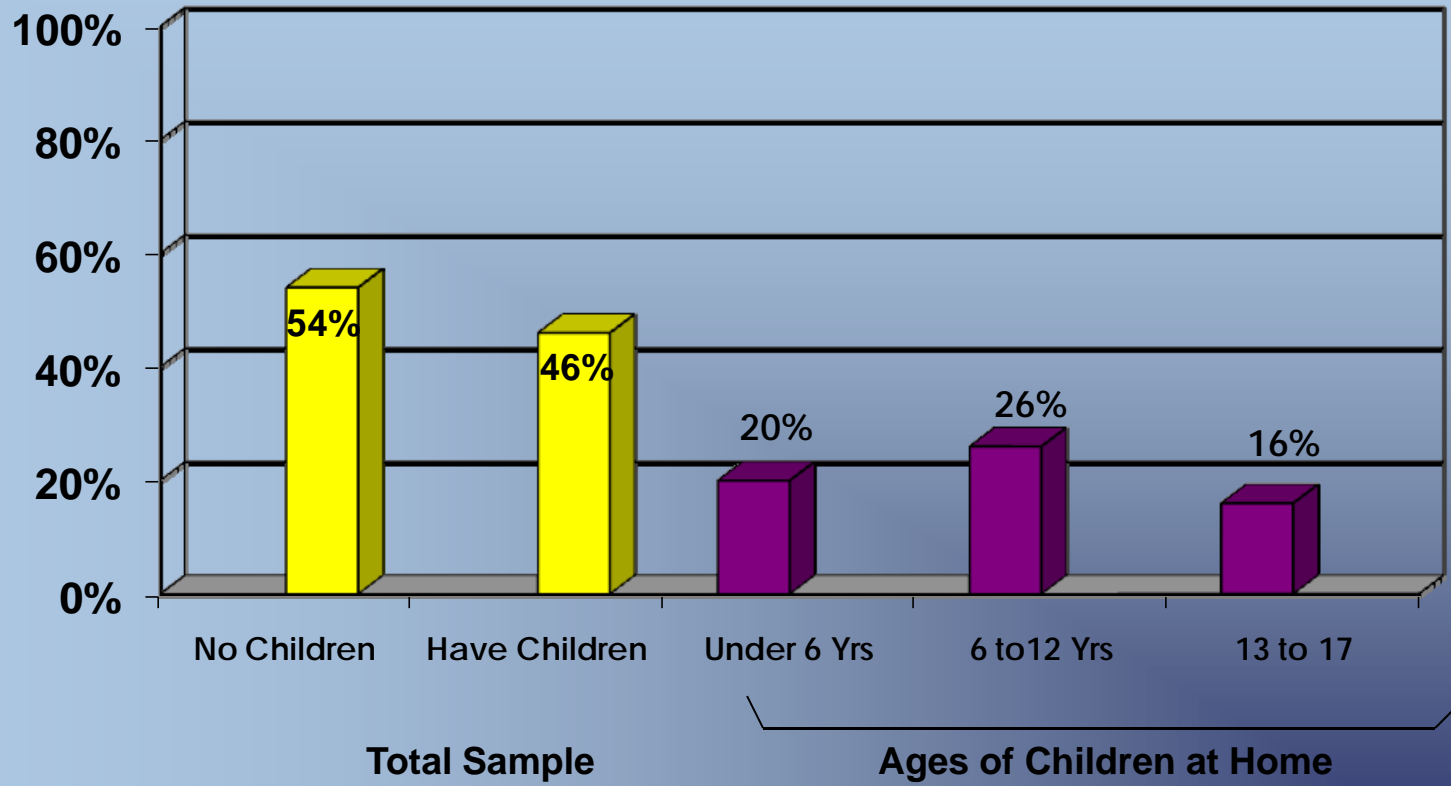


PROFILE OF REGISTERED VOTER RESPONDENTS – 2010





STATUS OF CHILDREN IN HOUSEHOLD - 2010



Of all homes with children, the most are in Central – 60%



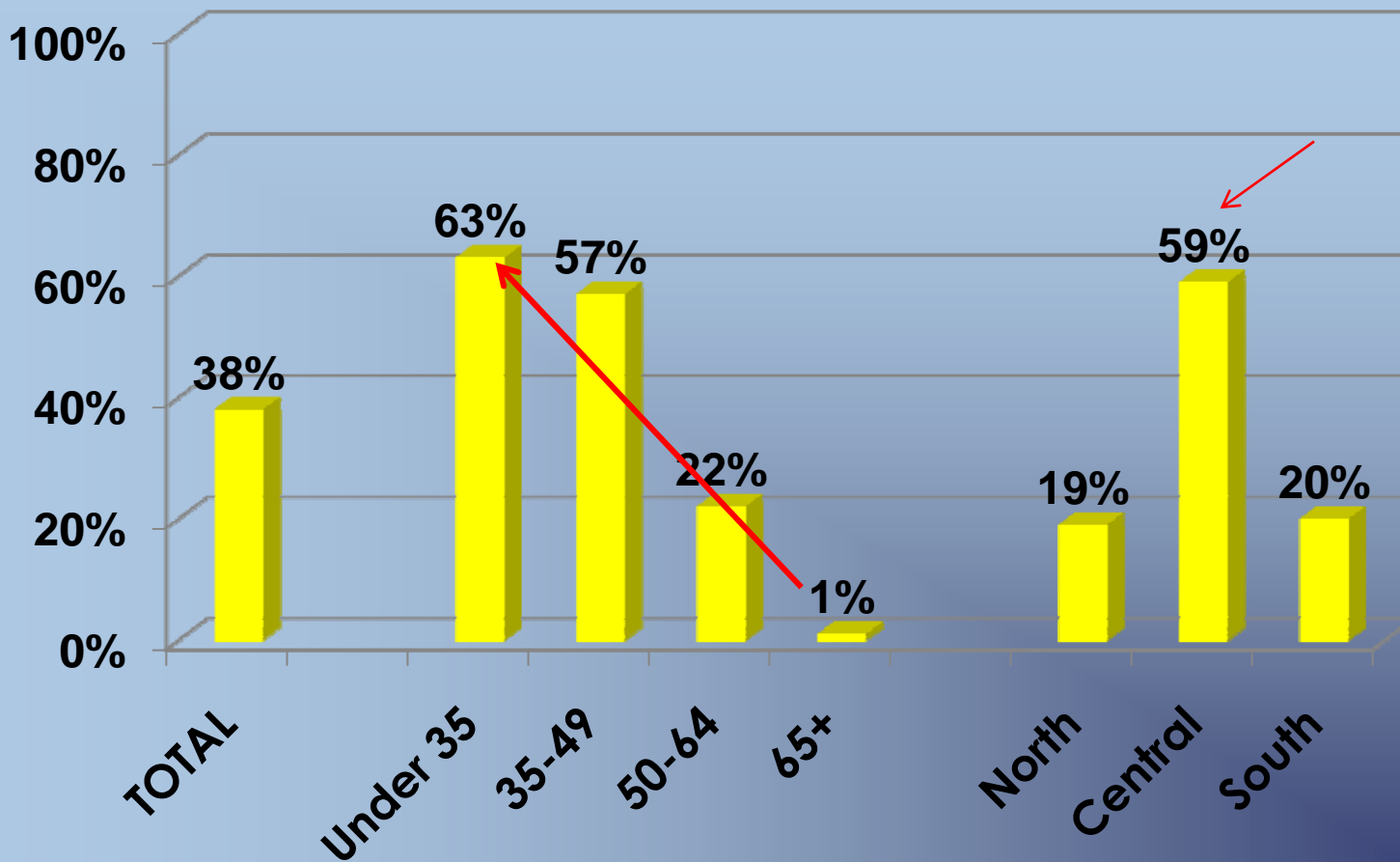
15

PERCEPTION



HOUSEHOLDS INTERESTED IN GETTING COLLEGE DEGREE

2010



As could be expected, younger HHs and those in younger Central area are most interested



DEGREES & AREAS OF STUDY RESIDENTS ARE INTERESTED IN 2010

AREAS of STUDY

- ◆ Healthcare – 40%
- ◆ Computer Technology – 39%
- ◆ Business – 37%
- ◆ Teaching – 35%
- ◆ Liberal Arts – 25%

DEGREES SOUGHT

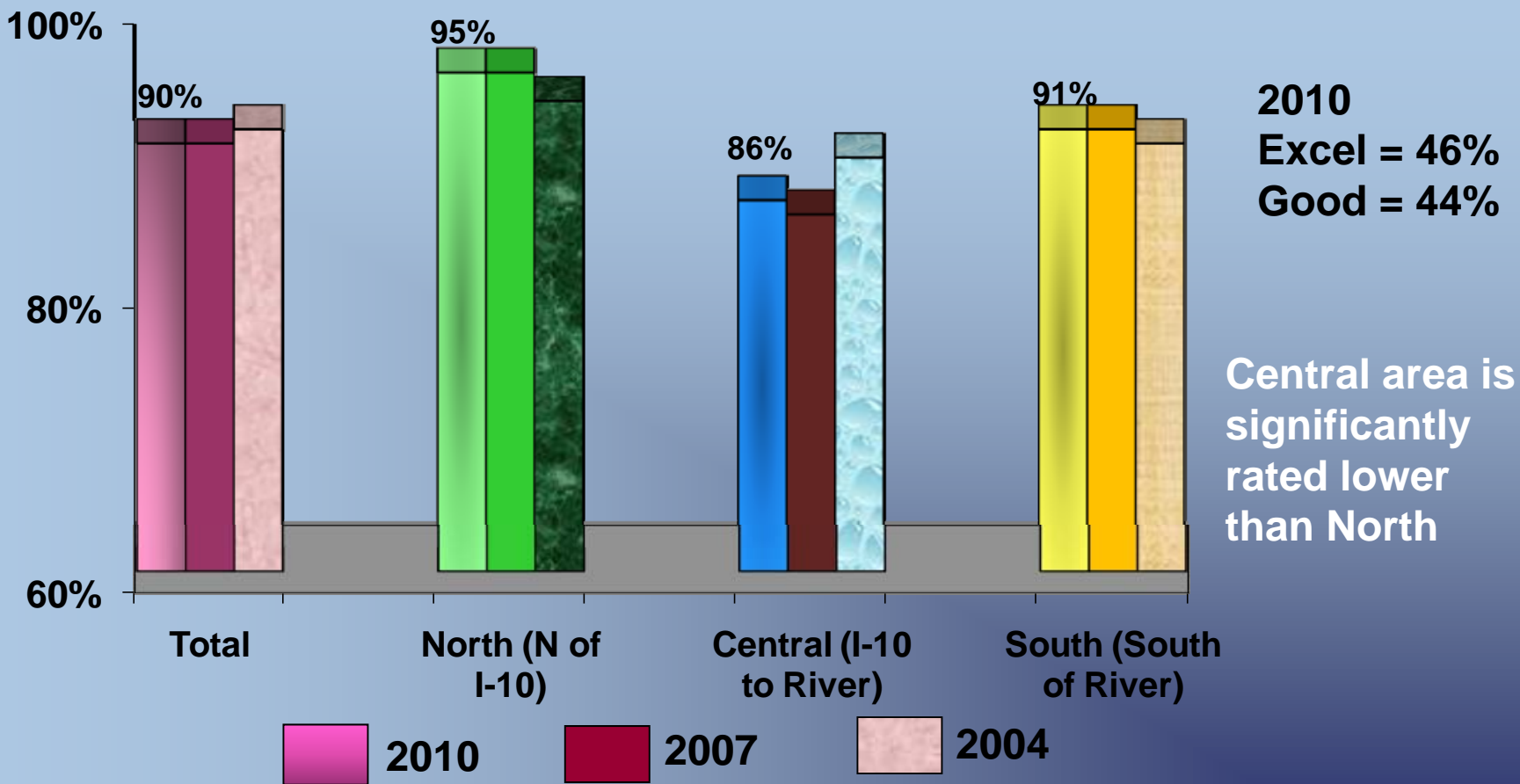
- Associates – 17%
- Bachelors – 53%
- Masters – 27%
- Doctorate – 11%



GOODYEAR AS A PLACE TO LIVE

By Area

2010 vs. 2007 vs. 2004



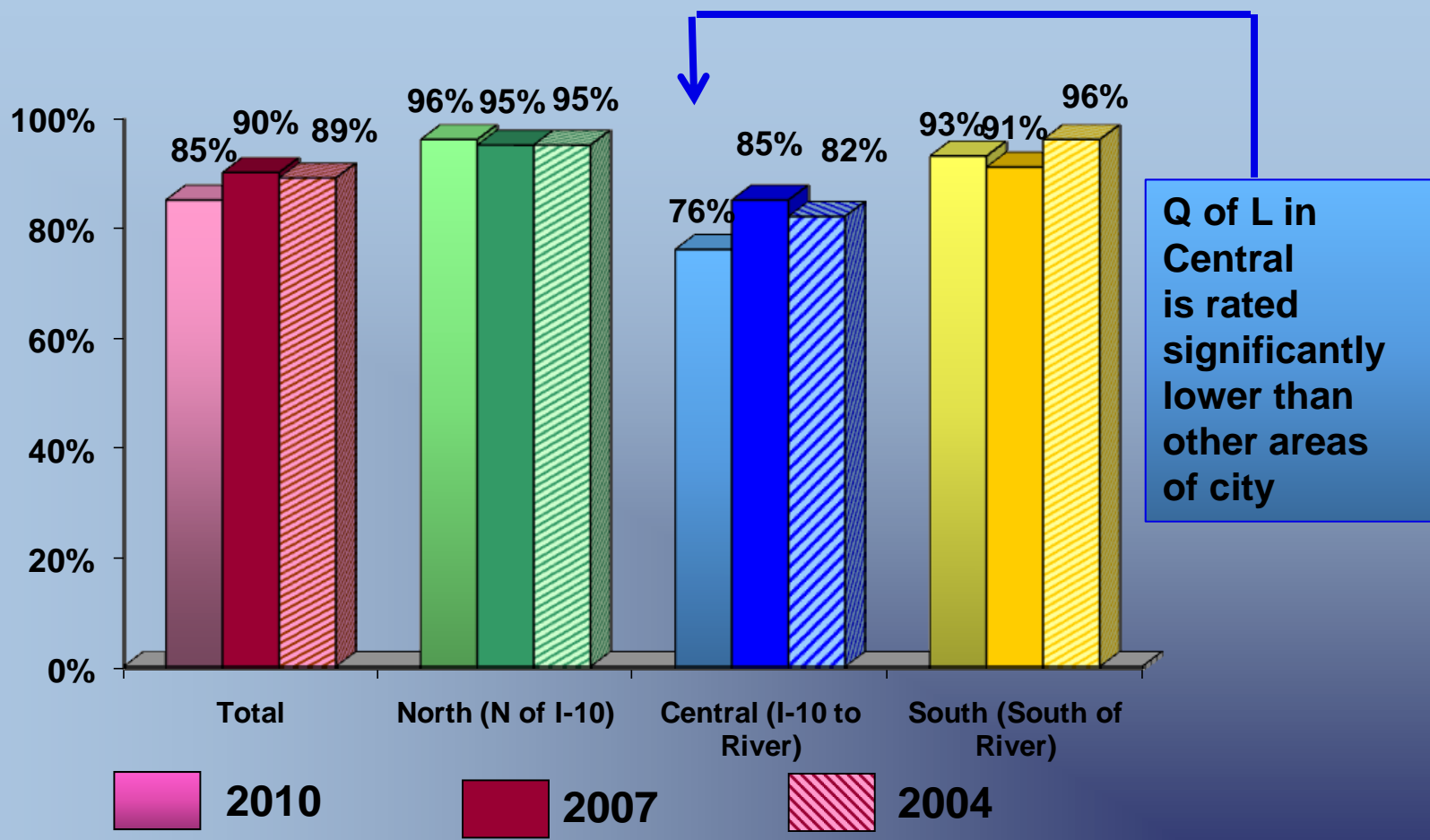
(Excellent & Good Ratings Combined)

PERCEPTION





NEIGHBORHOOD QUALITY OF LIFE By Area 2010 vs. 2007 vs. 2004



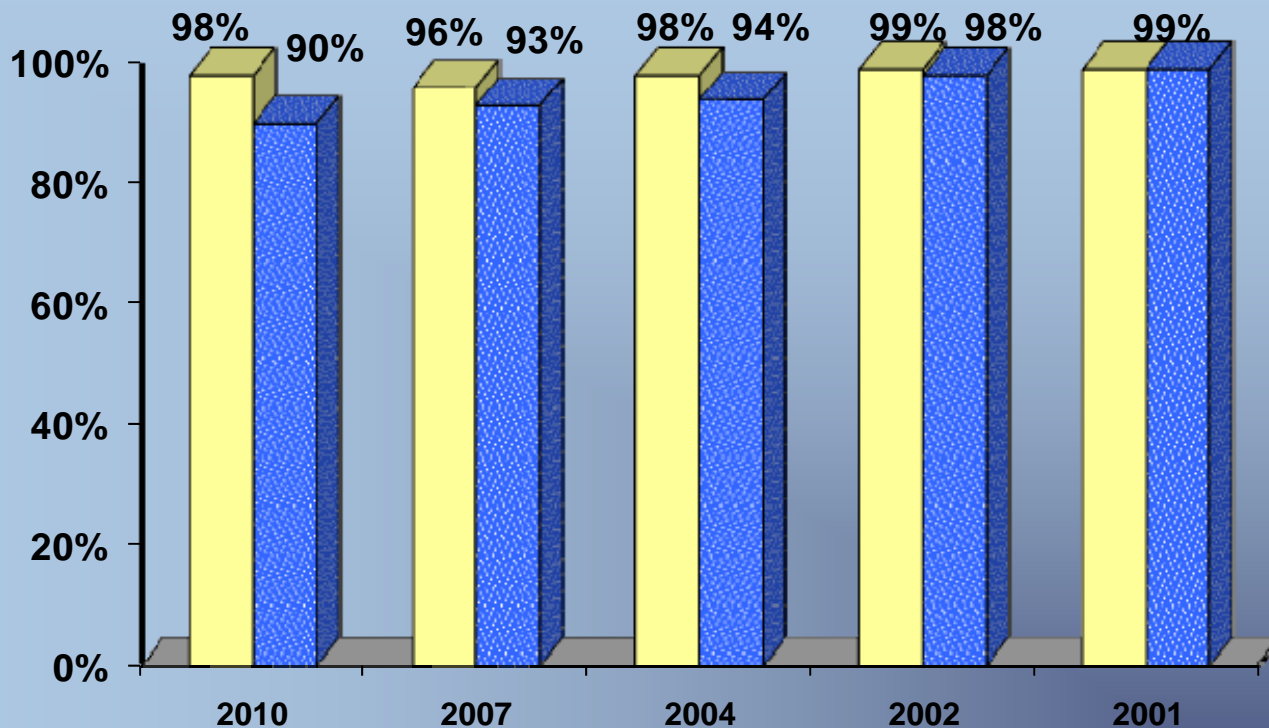
(Excellent & Good ratings combined)

PERCEPTION





DAY/NIGHT SAFETY (Very Safe/Safe Combined) 2010 To 2001



Perception of safety day and night has stayed remarkably high even though the population has tripled since 2001

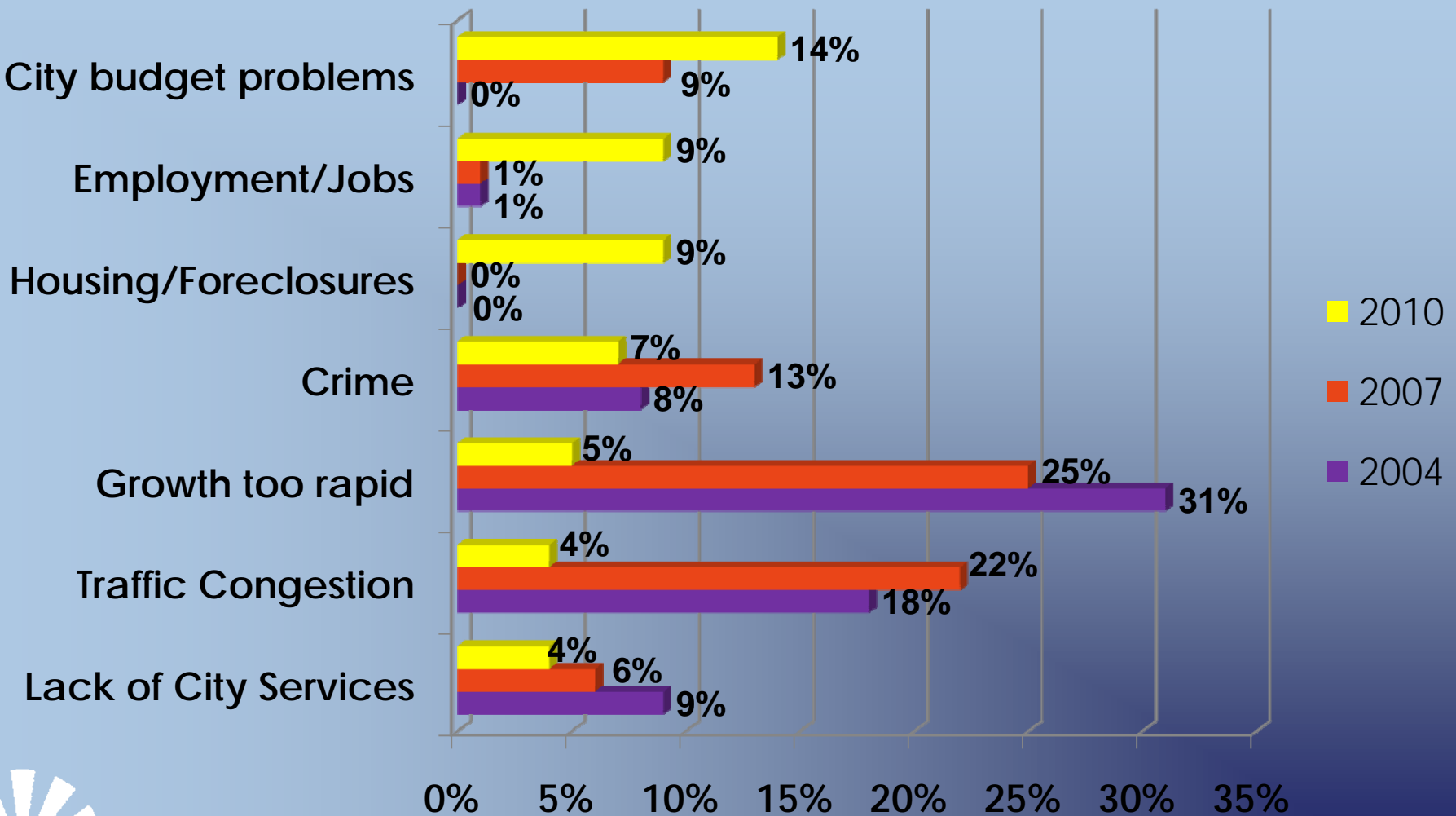
Day Night





MOST IMPORTANT PROBLEM FACING CITY (Open-ended)

2010 vs. 2007 vs. 2004



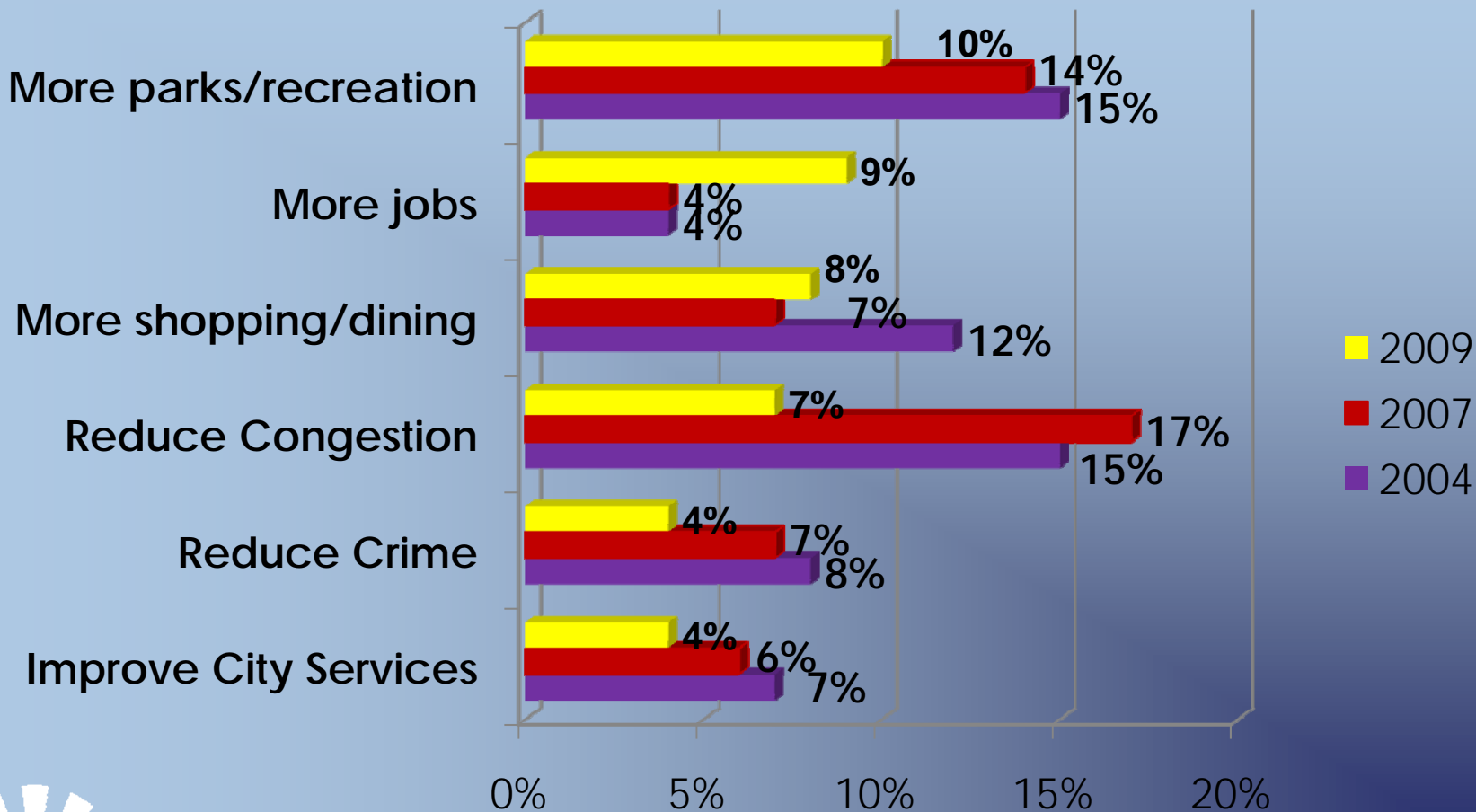
PERCEPTION





WHAT CITY SHOULD DO TO MAKE GOODYEAR MORE LIVABLE

2010 VS. 2007 VS. 2004

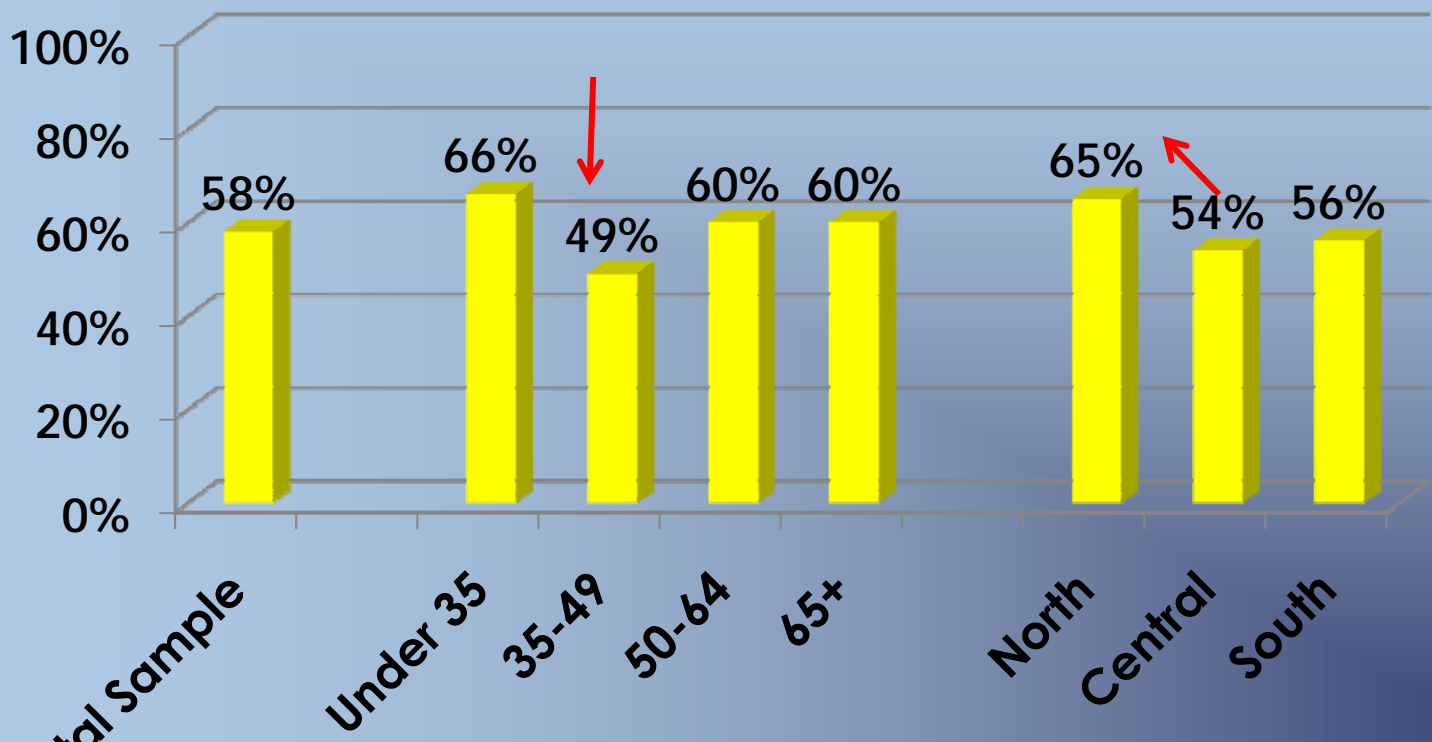


PERCEPTION



HOW WELL CITY HAS DONE BALANCING OPERATIONS BUDGET (Excellent & Good Ratings Combined)

2010

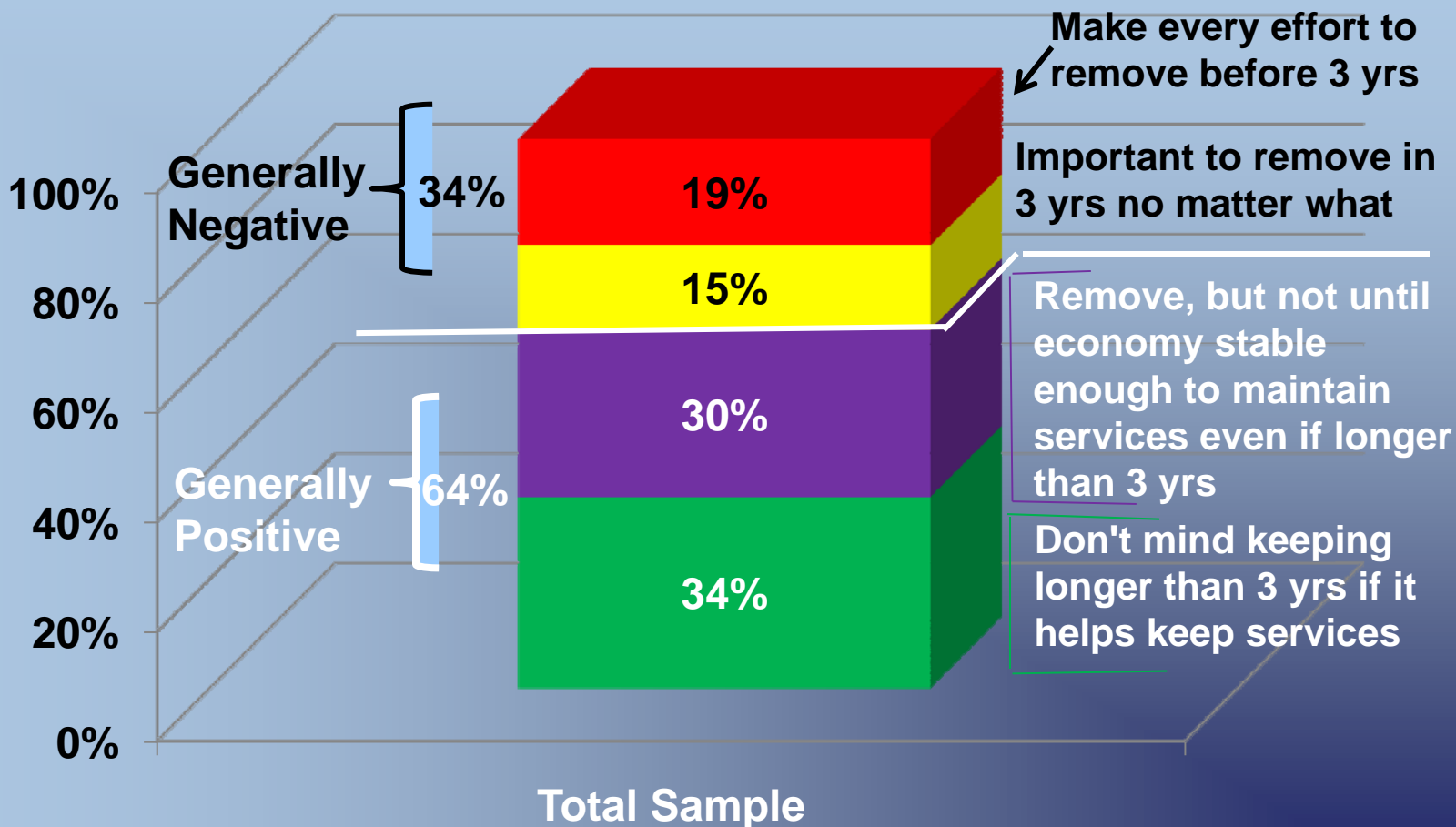


•35-49 year olds are more negative than other age groups

•North area is more positive than other areas



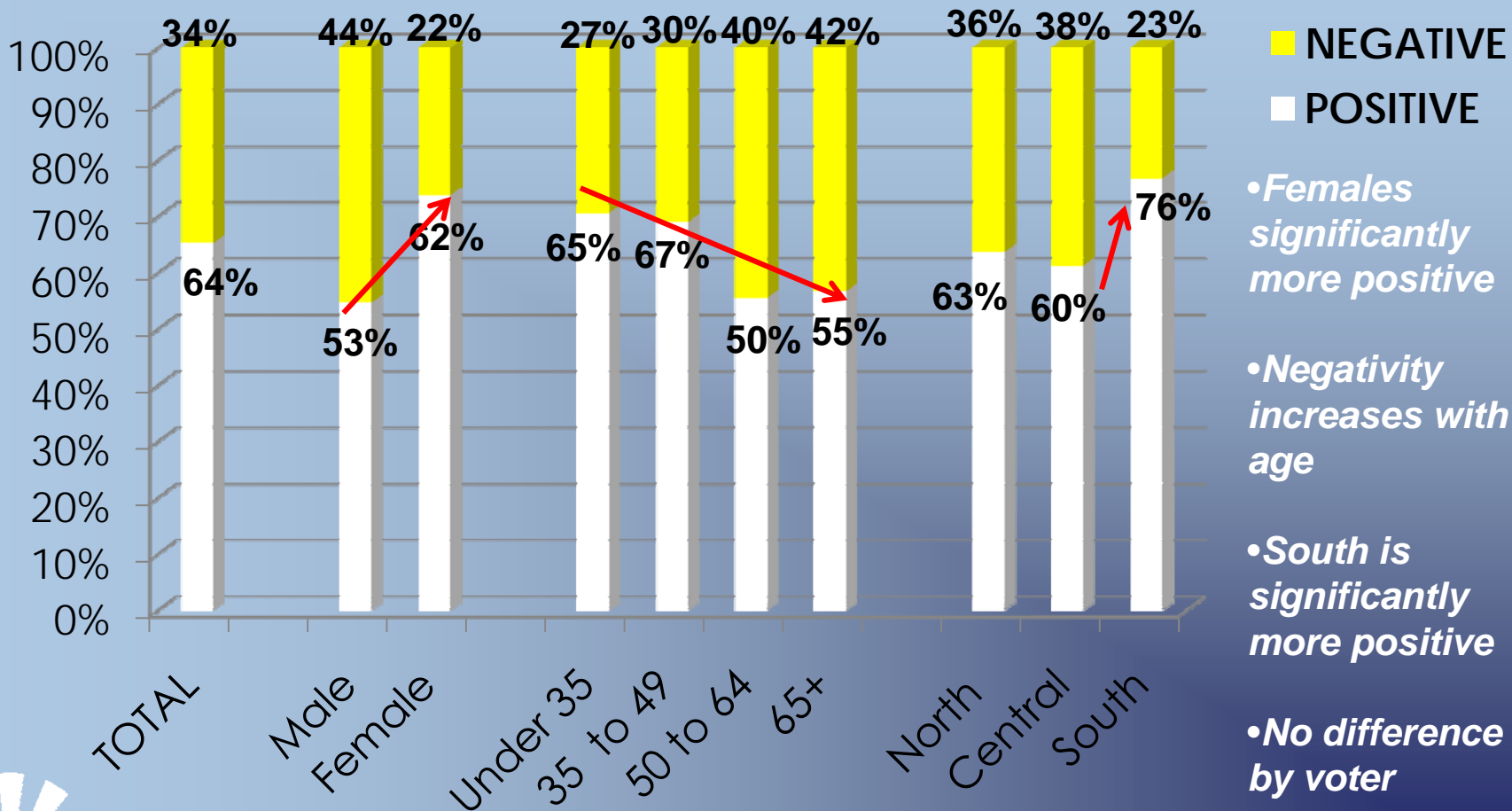
ATTITUDE ABOUT CONTINUATION OF INCREASED 1/2 CENT SALES TAX 2010





ATTITUDE TOWARD TAX – 2010

by Age, Gender, Location



• *Females significantly more positive*

• *Negativity increases with age*

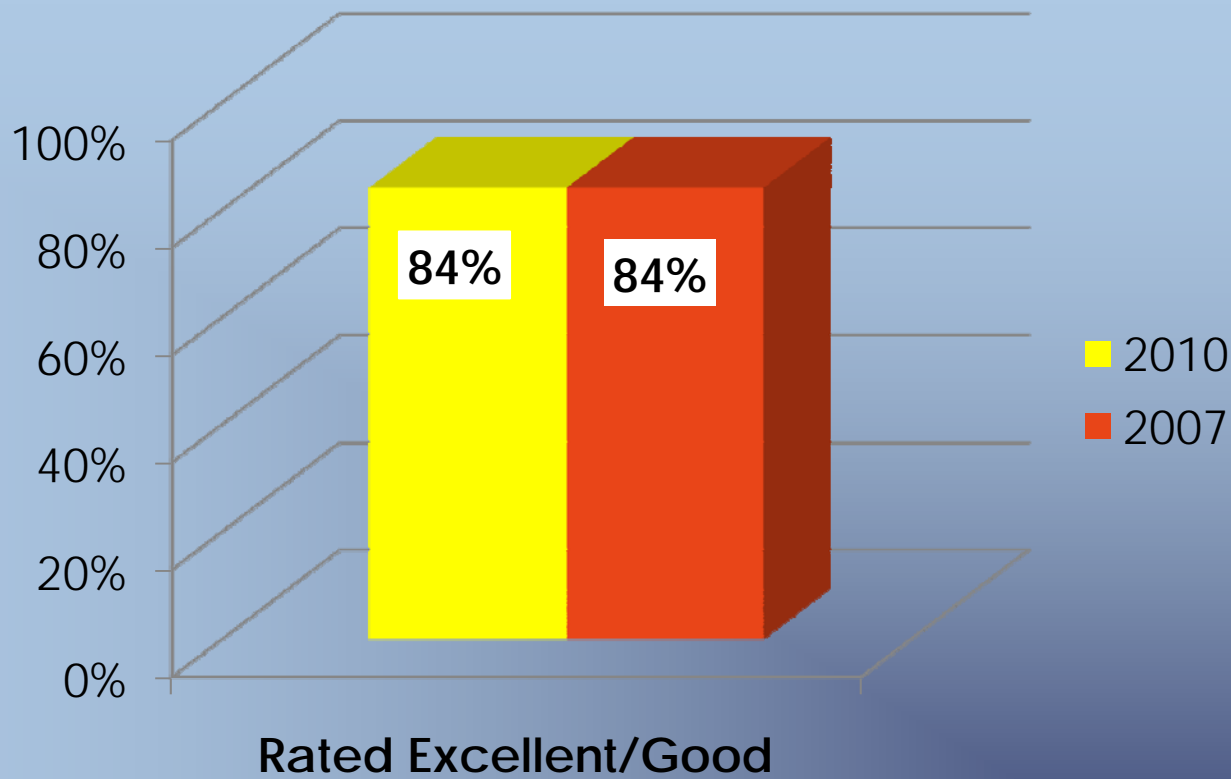
• *South is significantly more positive*

• *No difference by voter*





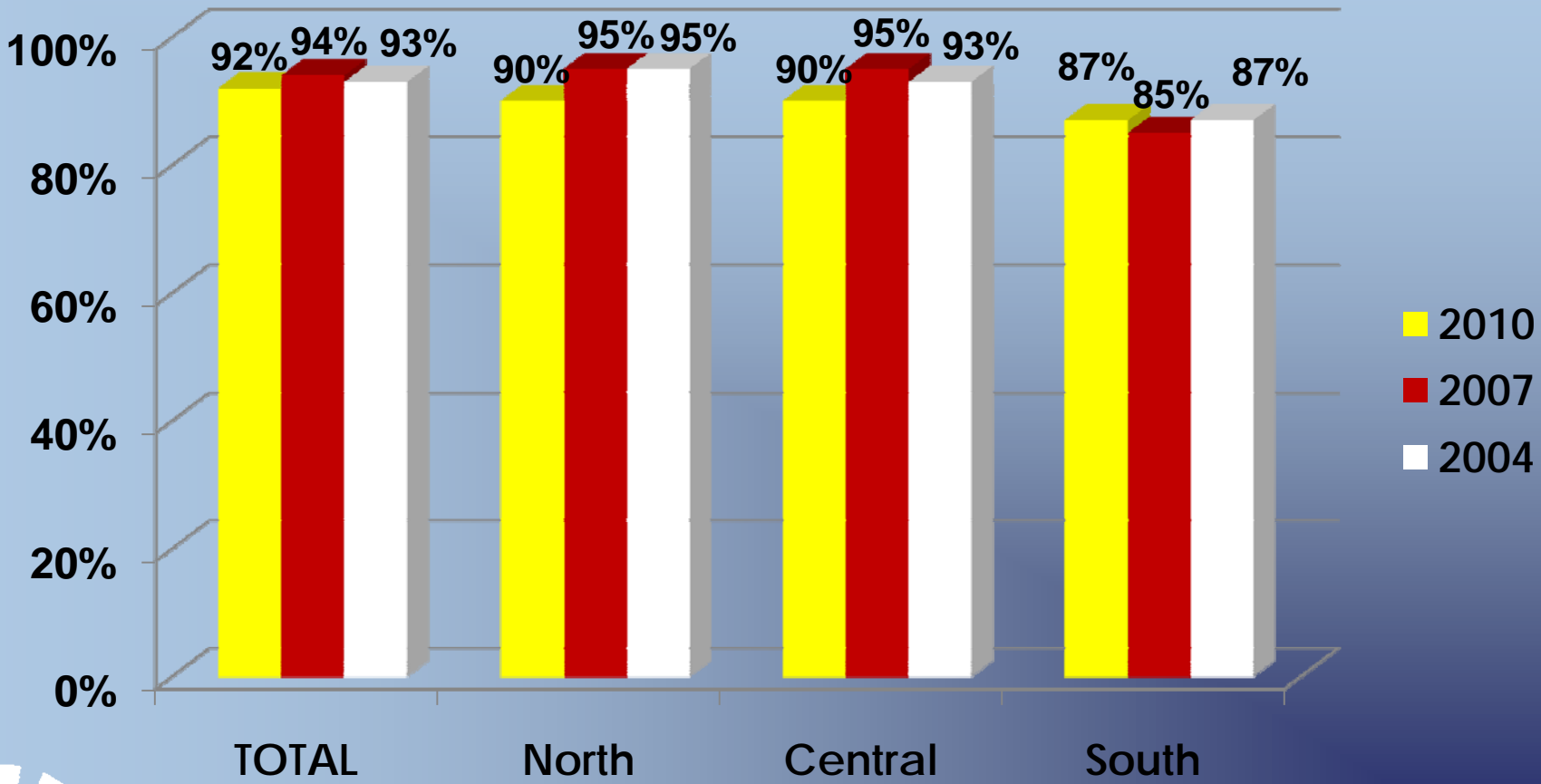
RATING OF DESIGN, LOOK AND QUALITY OF COMMERCIAL DEVELOPMENT 2010 vs. 2007





OVERALL SATISFACTION WITH SERVICES

2010 vs. 2007 vs. 2004

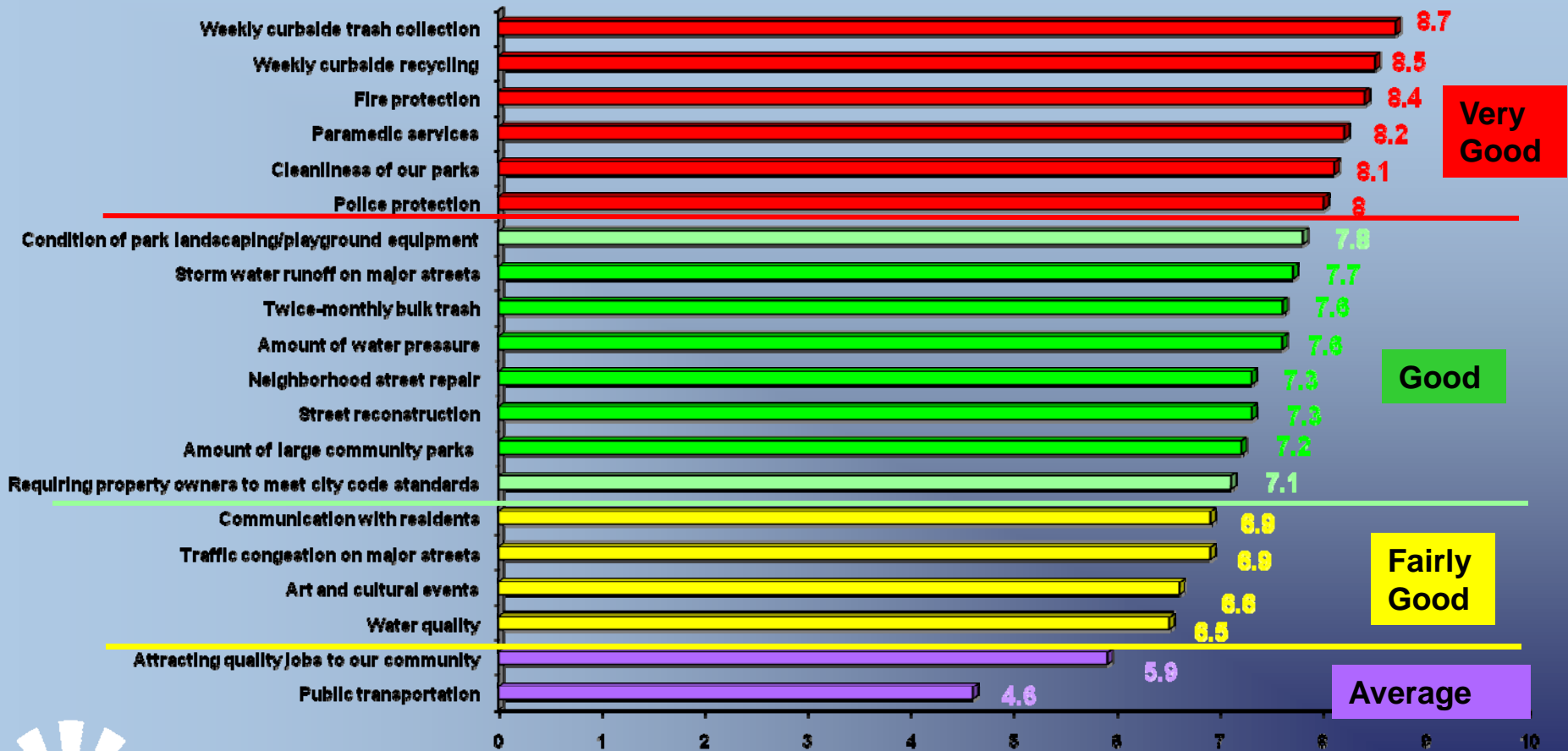




HOW WELL CITY PROVIDING CURRENT SERVICES

Mean Rating - 2010
(10 = Excellent Job/1= poor job)

2010



PERCEPTION

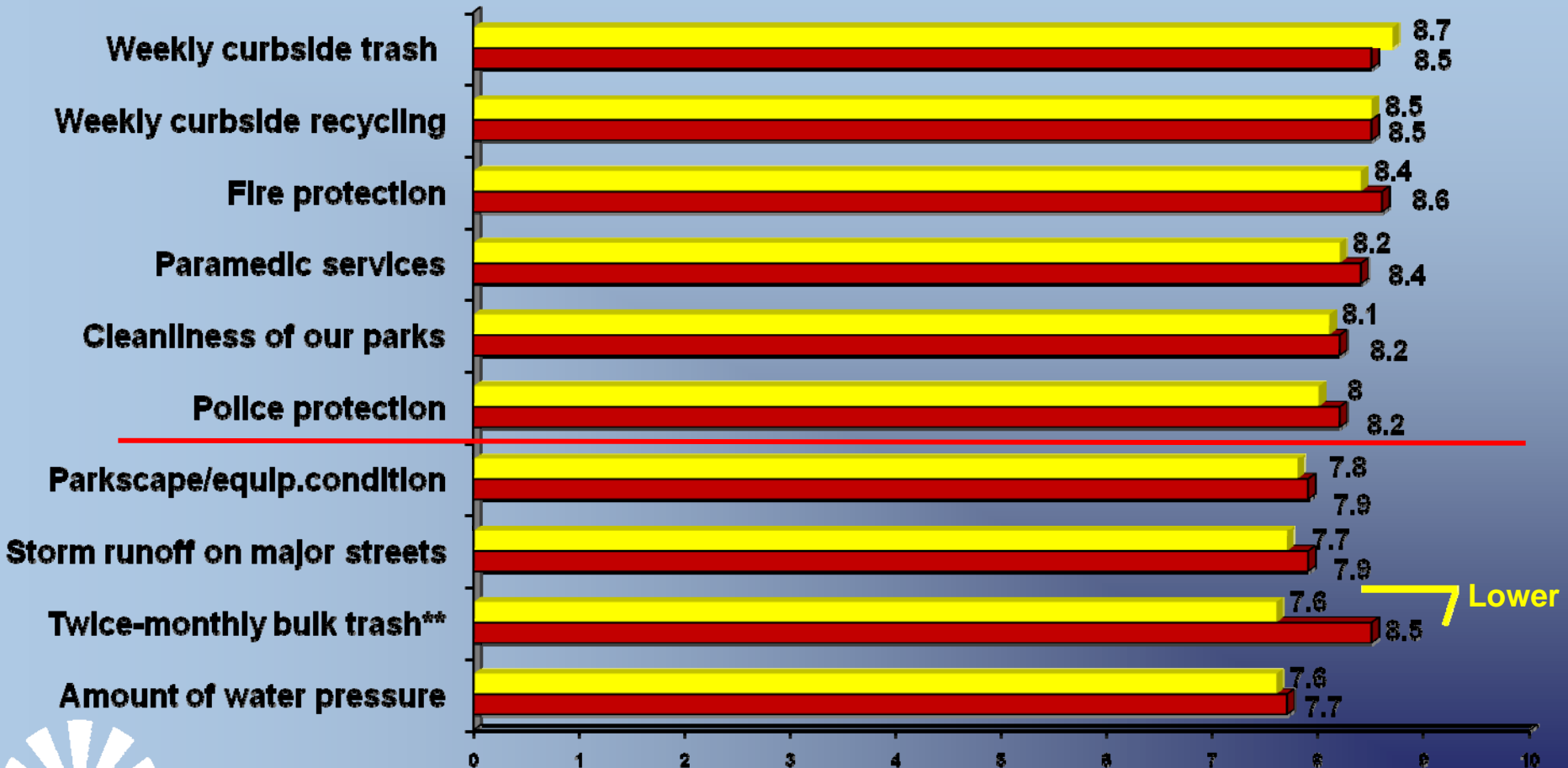


HOW WELL CITY PROVIDING CURRENT SERVICES

Mean Rating over 7.5 in 2010 vs. 2007

(10 = Excellent Job/1 = poor job)

2010 2007



** Changed from Weekly service

PERCEPTION

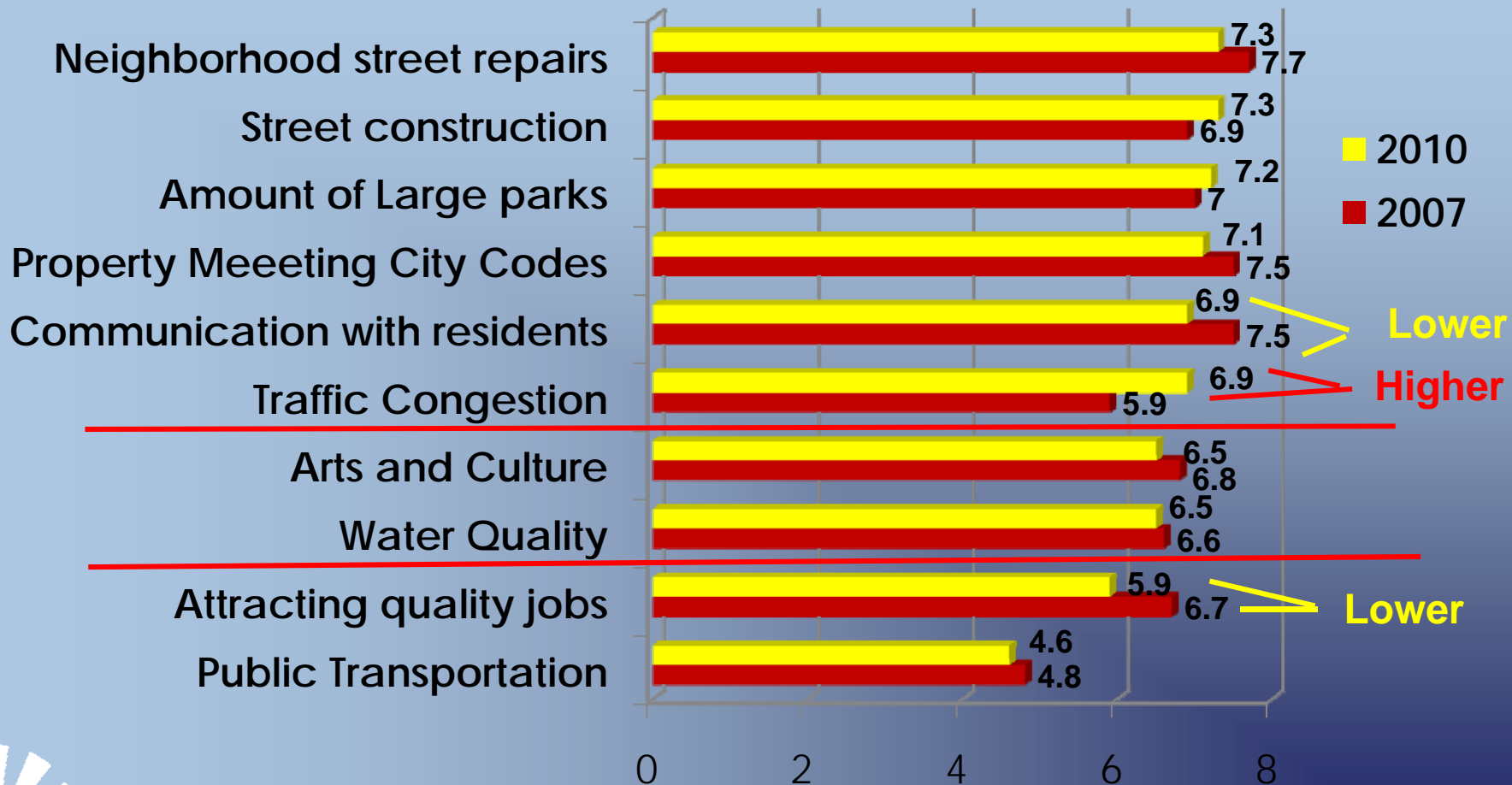




HOW WELL CITY PROVIDING CURRENT SERVICES

Mean Rating under 7.5 in 2010 vs.2007

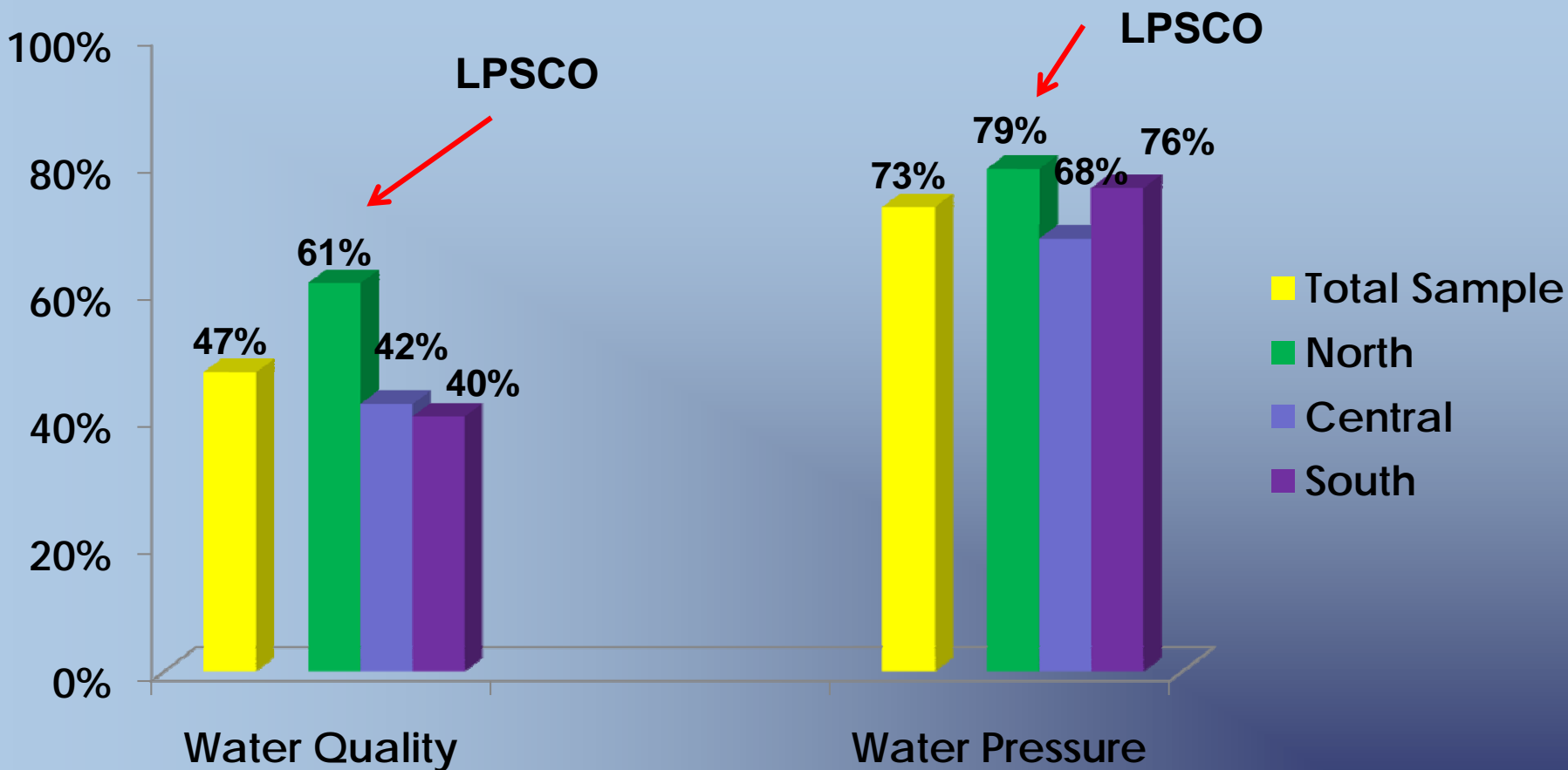
(10 = Excellent Job/1= poor job)



PERCEPTION



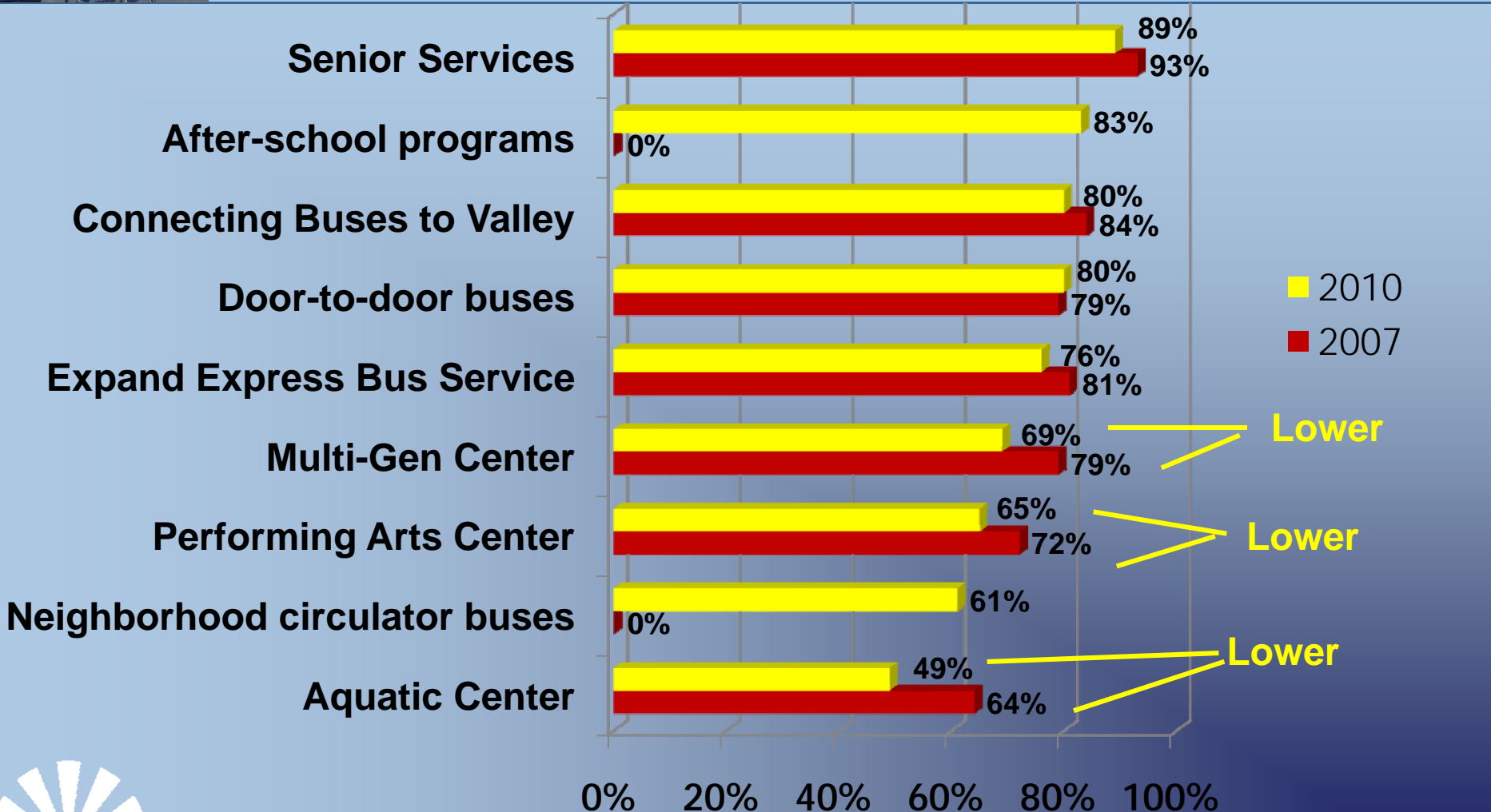
WATER QUALITY AND PRESSURE RATED EXCELLENT/GOOD - *by Area* 2010





IMPORTANCE OF CITY PROVIDING NEW CITY SERVICES

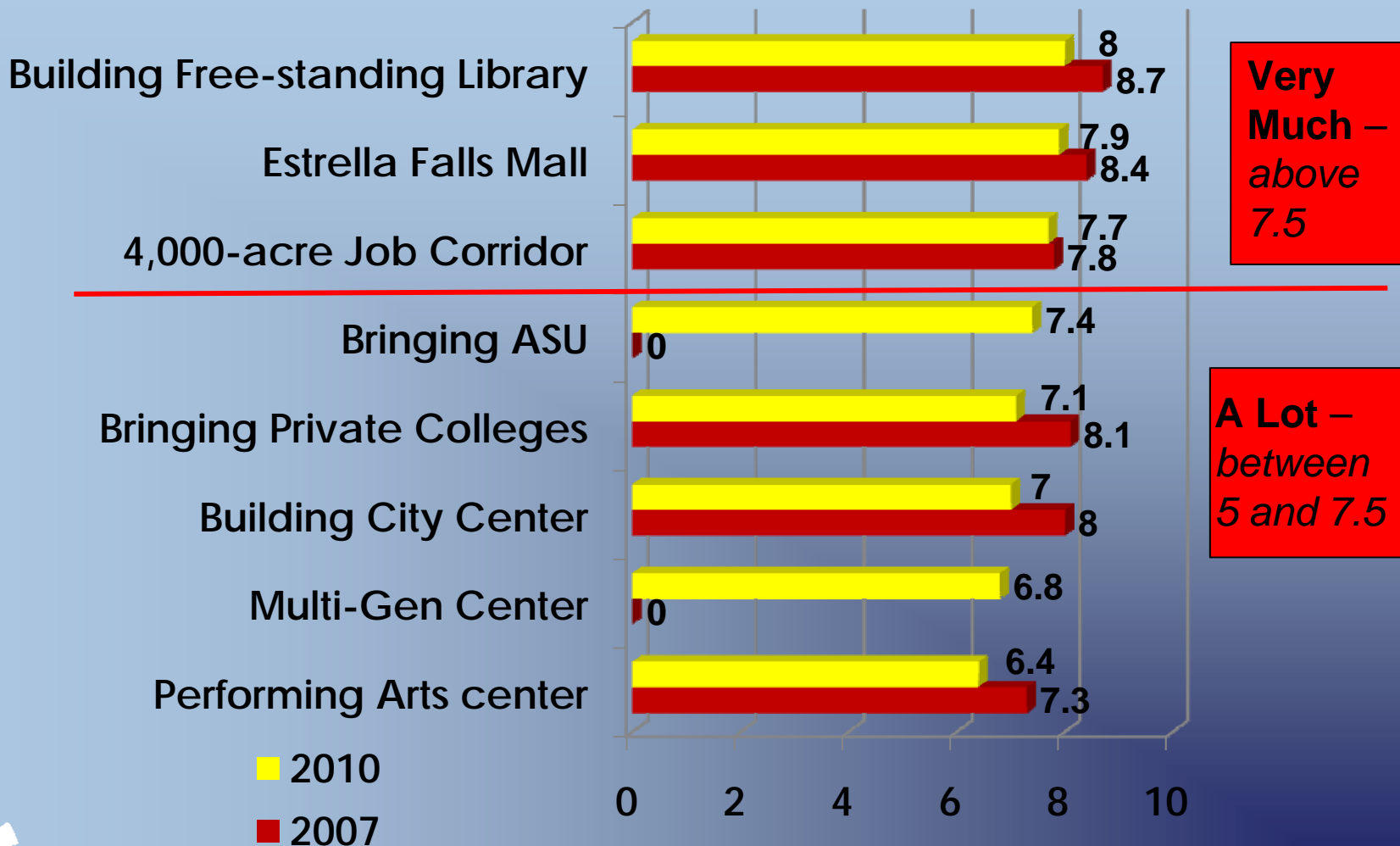
2010 vs. 2007





HOW NEW AMENITIES WILL IMPROVE GOODYEAR QUALITY OF LIFE – 2010 vs. 2007

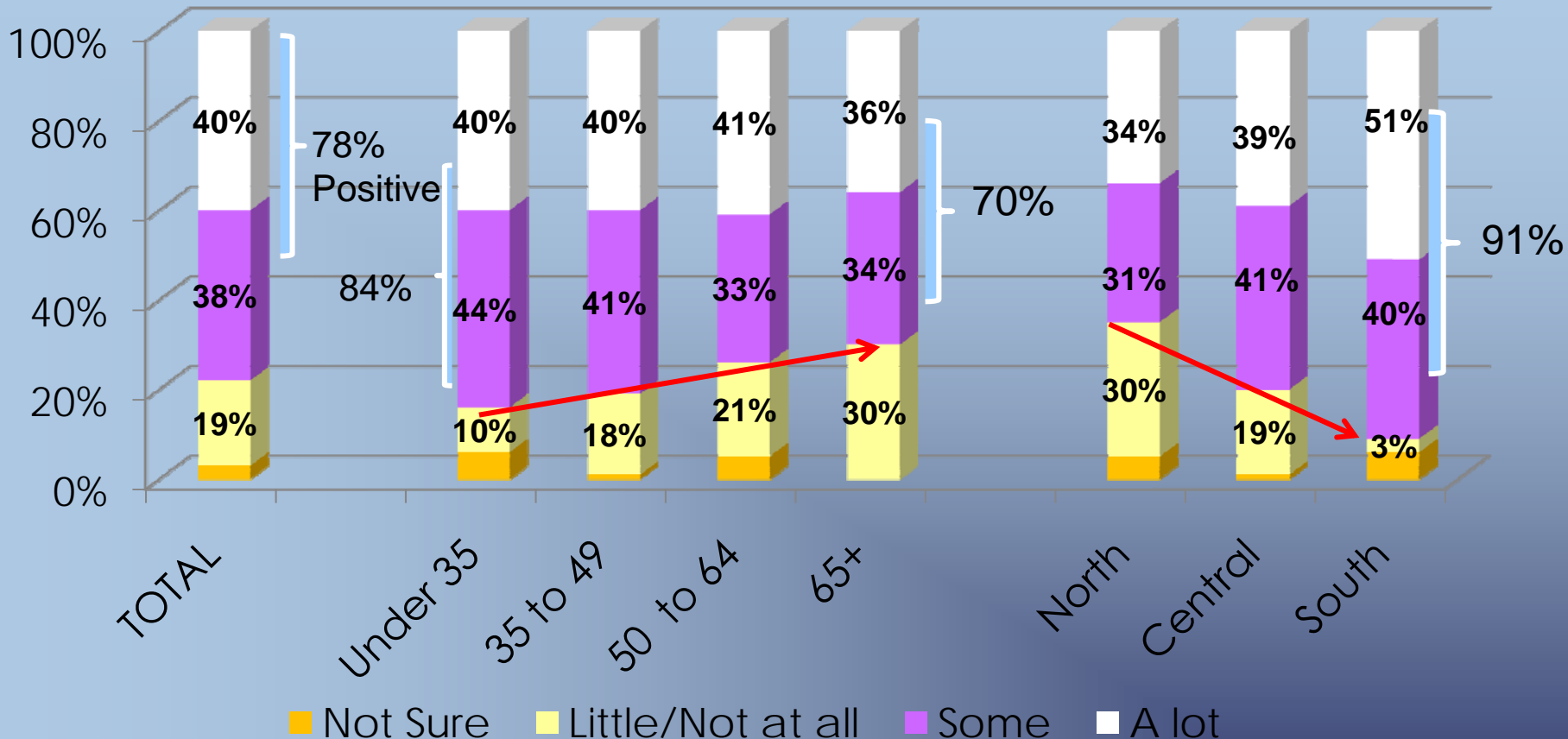
Mean Rating (10 = a great deal)





HOW MUCH ART IN PUBLIC PLACES HELPS DEFINE A COMMUNITY

2010

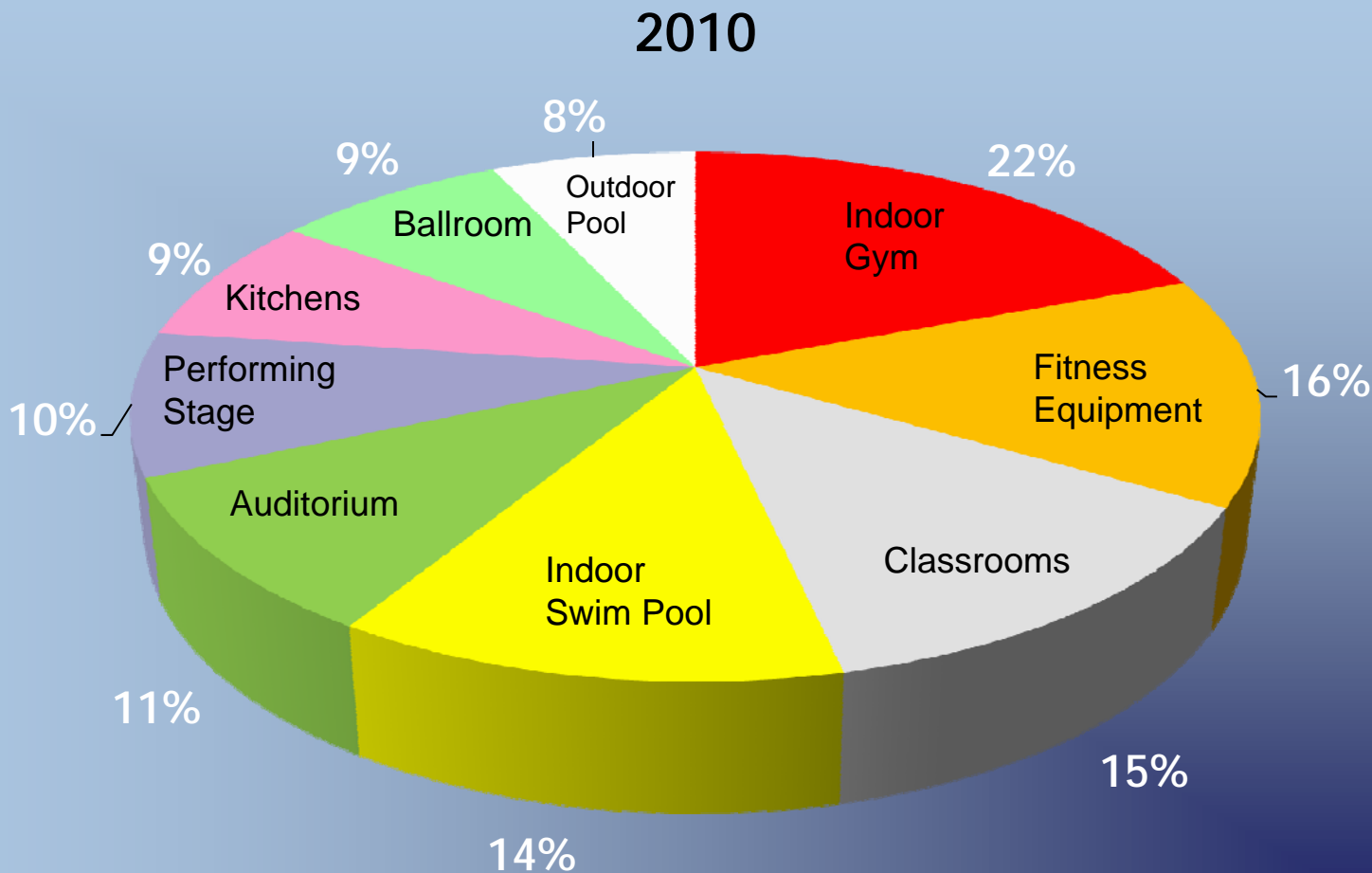


- *The younger the respondent, the more they feel art defines community.*
- *South area believes significantly more that art defines a community.*





MULTI-GENERATIONAL CENTER AMENITIES NEEDED - 2010

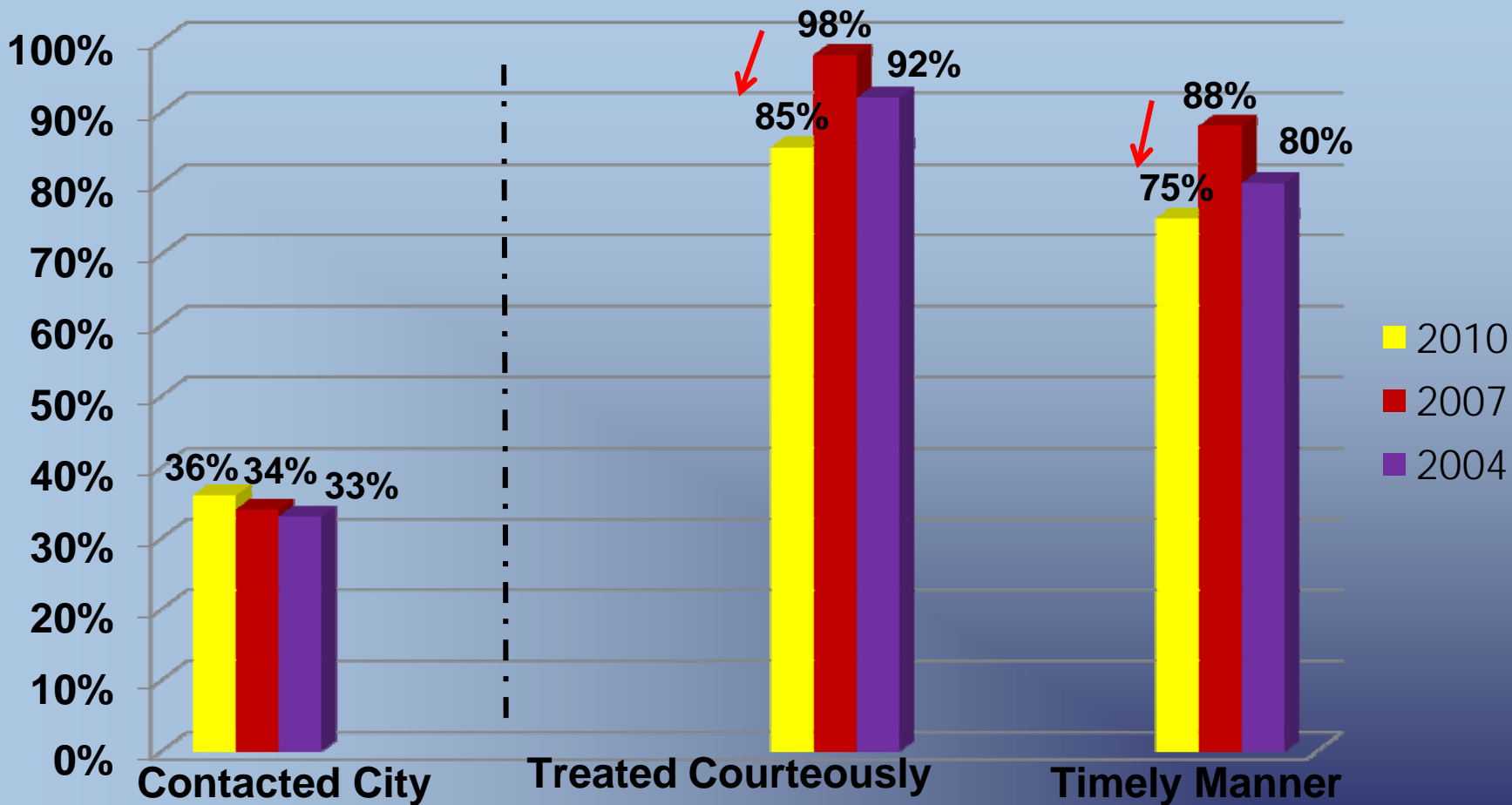


PERCEPTION



CITIZENS' CONTACT EXPERIENCE WITH CITY

2010 vs. 2007 vs. 2004



Treatment and manner decreased significantly in 2010

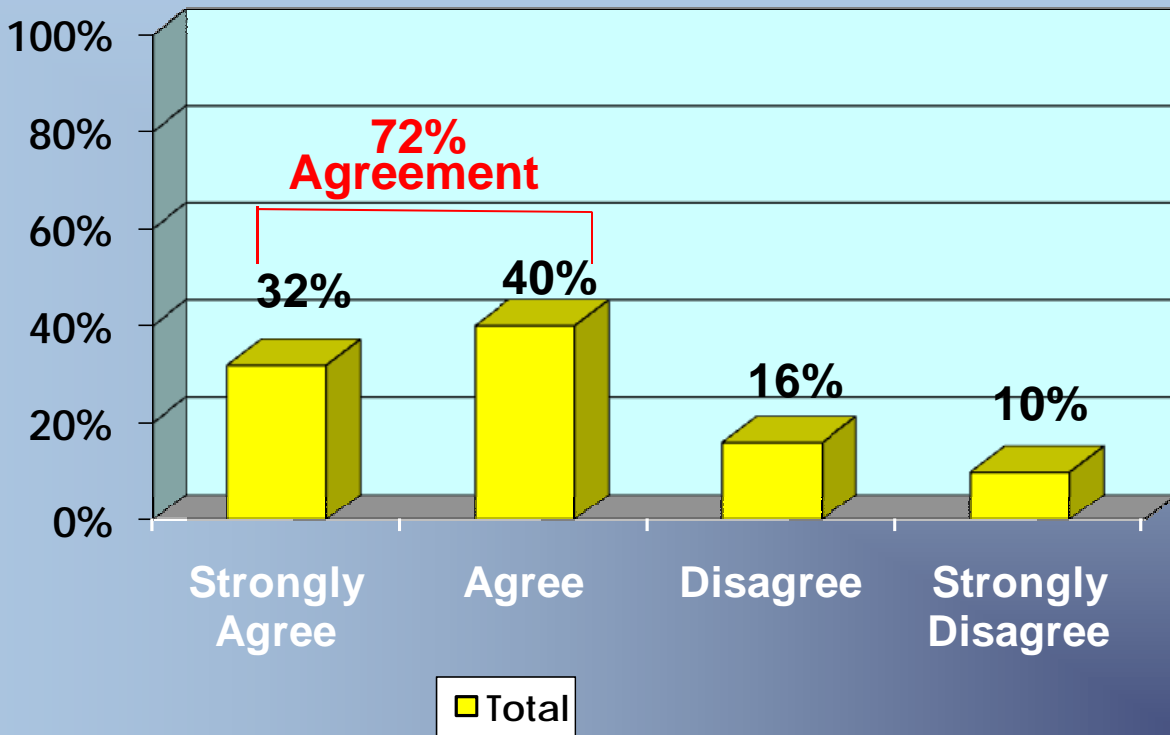
PERCEPTION





HOW PEOPLE FEEL ABOUT PSCAC'S* IDEA FOR FIRE SPRINKLER ORDINANCE FOR NEW CONSTRUCTION - 2010

2010



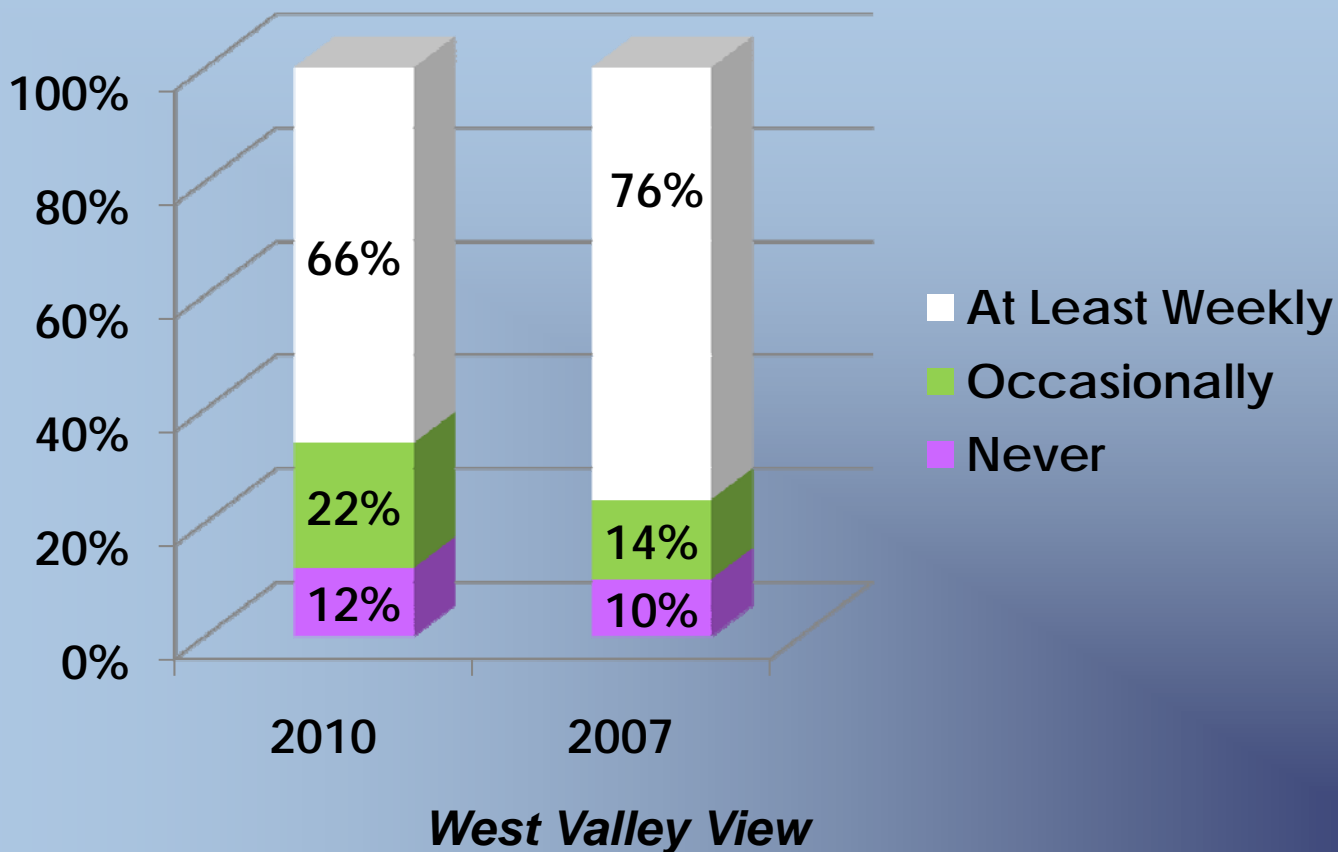
- Strongest among under 49 age group
- Significantly more popular in Estrella
- No difference among registered voters
- 68% were in agreement in 2004

*PSCAC – Public Safety
Citizen Advisory Committee





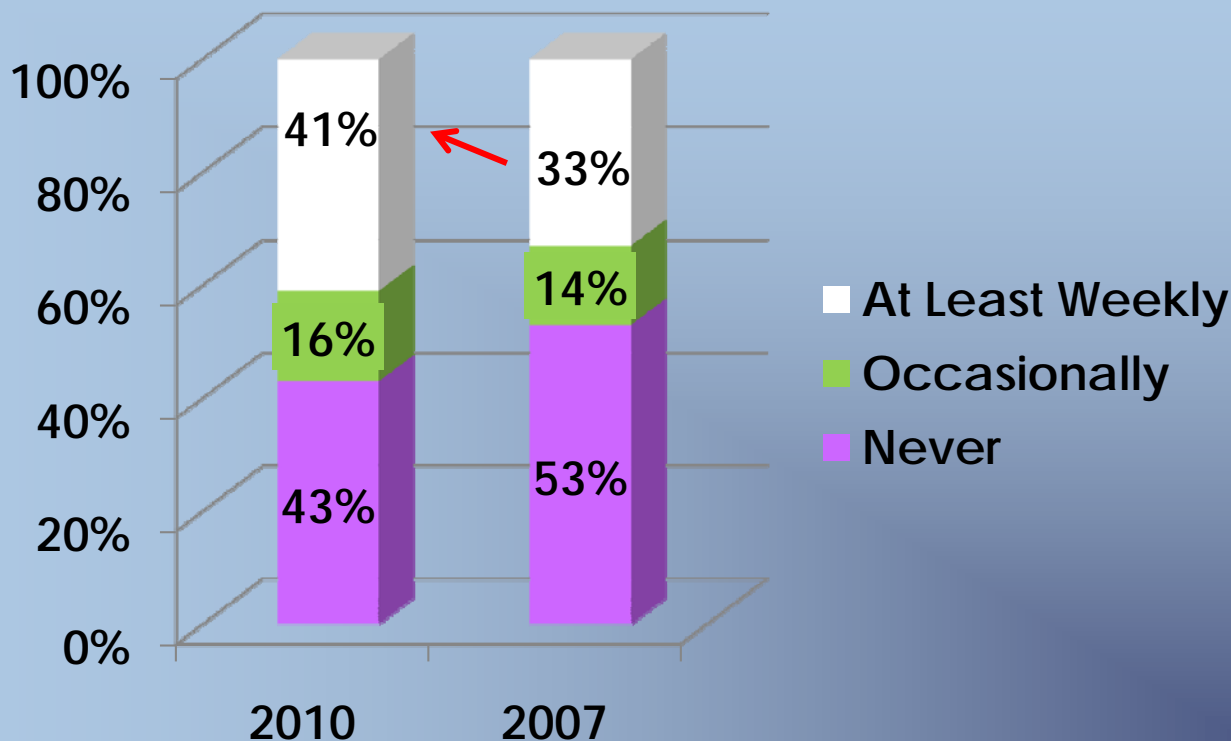
FREQUENCY OF READERSHIP OF *WEST VALLEY VIEW* 2010 vs. 2007



West Valley View is the most widely read local newspaper - 88% of homes



FREQUENCY OF READERSHIP OF *SOUTHWEST VALLEY REPUBLIC* 2010 vs. 2007



• *TOTAL* readership is going up - 57% vs. 47% in 2007

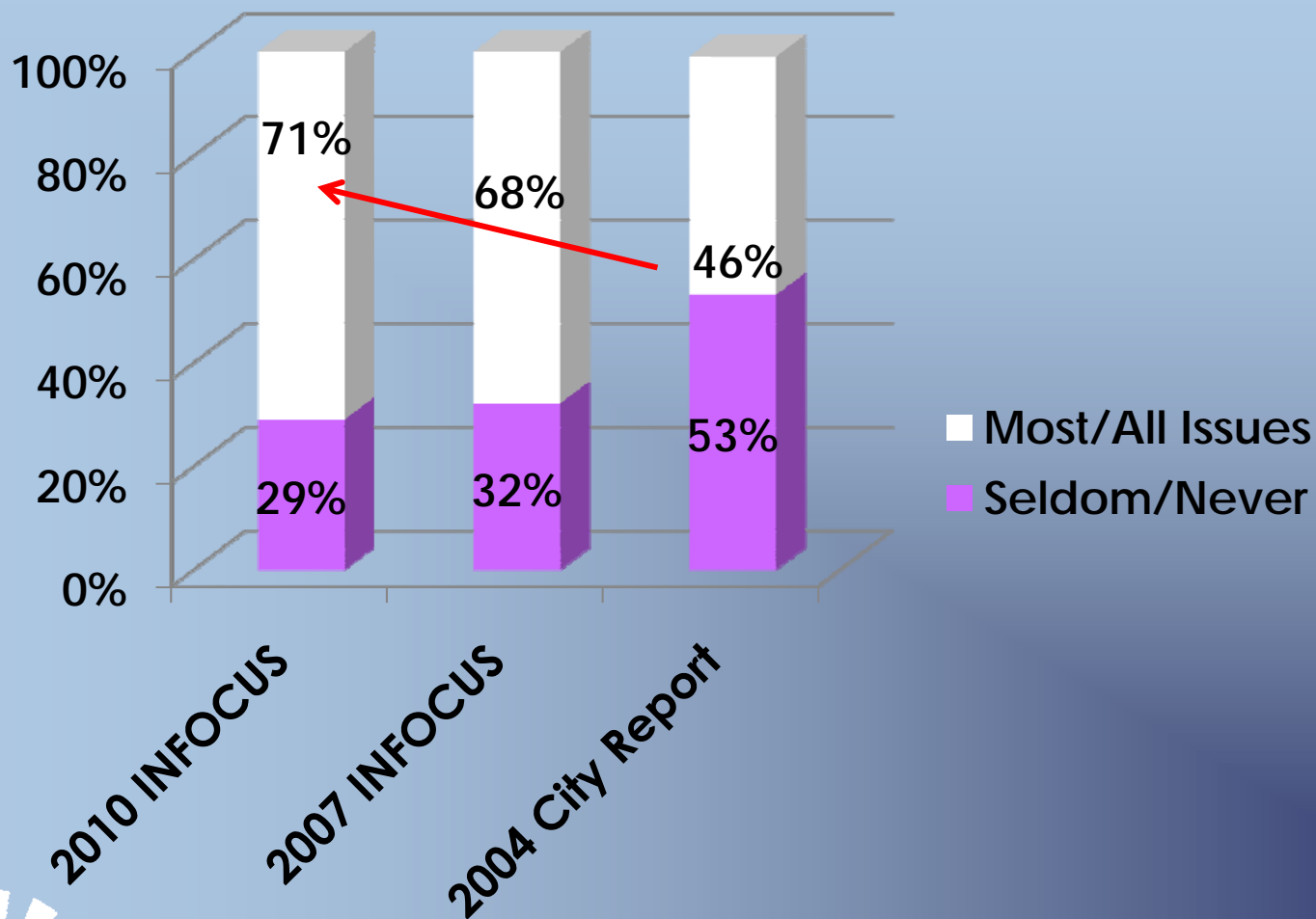
Southwest Valley Republic





FREQUENCY OF READERSHIP OF CITIZEN NEWSLETTER

2010 vs. 2007 vs. 2004



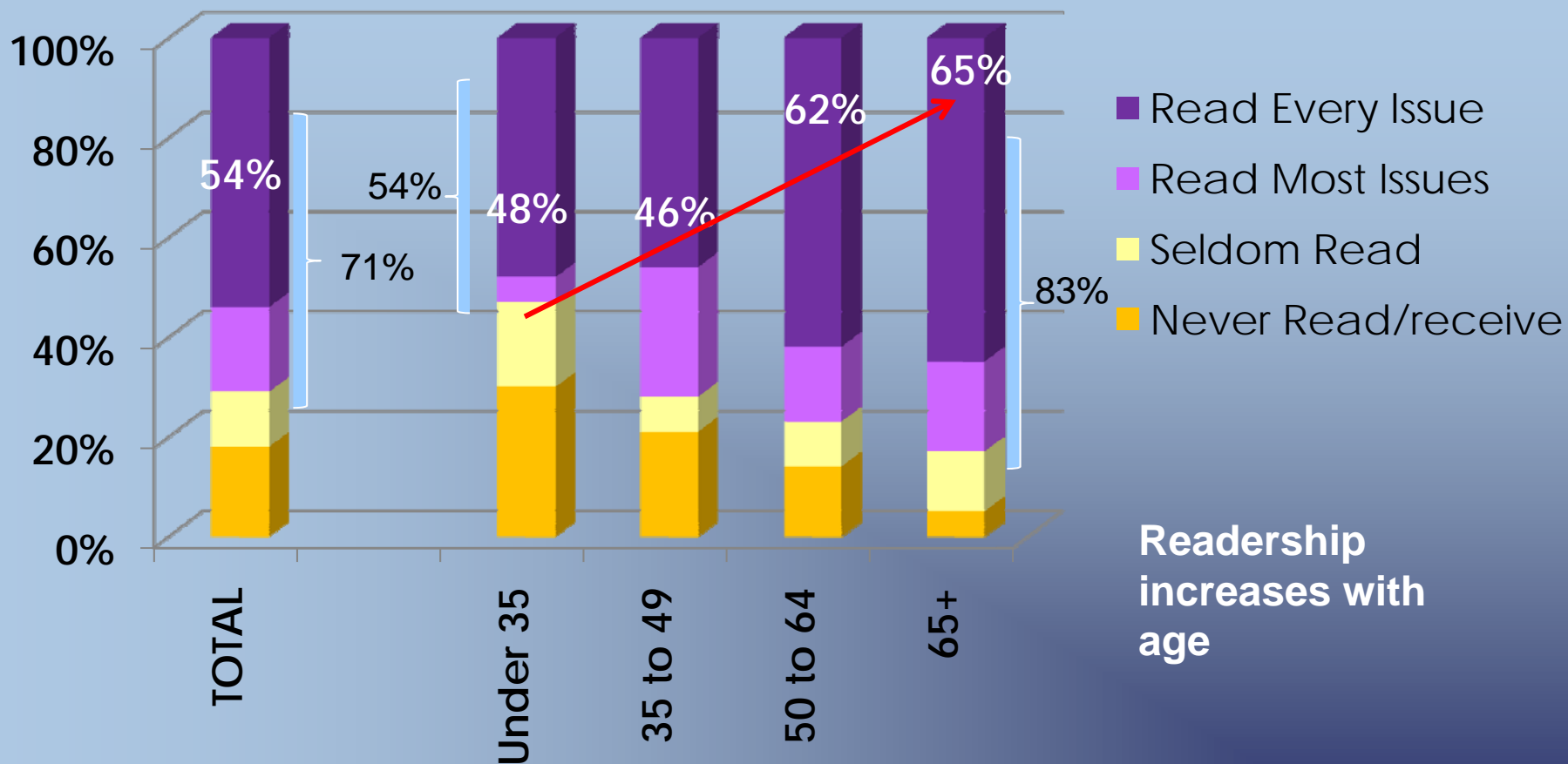
• *Readership has increased significantly since being mailed to homes in 2007 and 2010*

• *54% read every issue*

• *2004 City Report inserted into West Valley View*

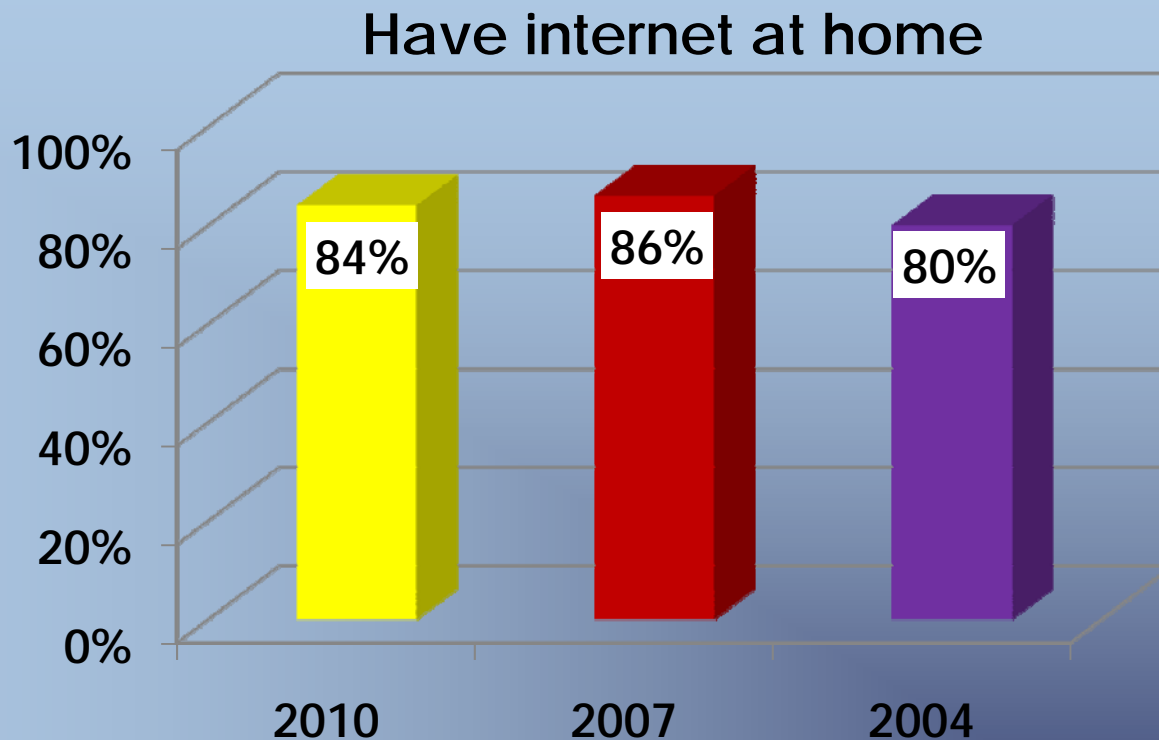


INFOCUS READERSHIP- by Age 2010



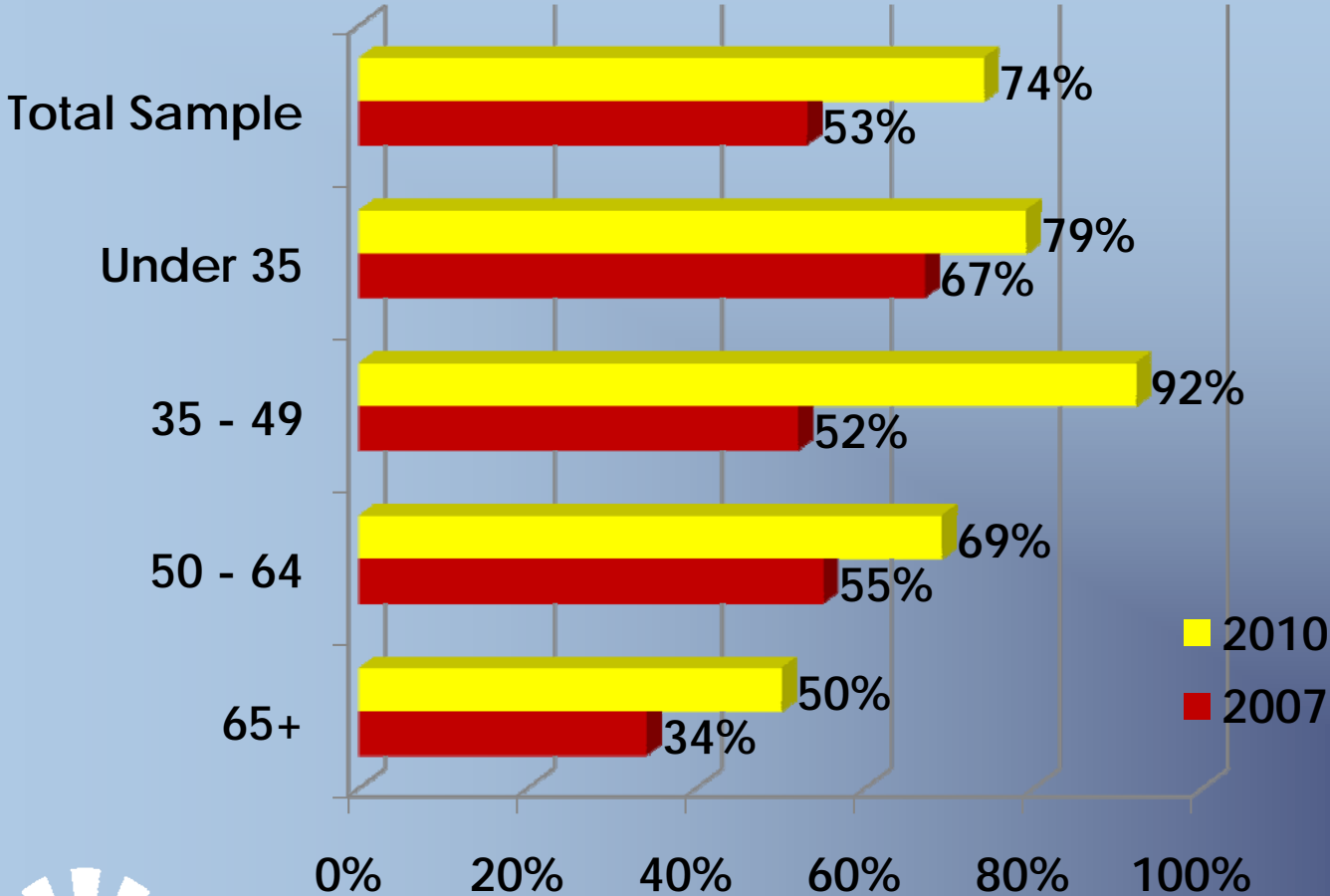


CITIZENS WITH HOME INTERNET ACCESS 2010 vs. 2007 vs. 2004





CITIZEN USAGE OF CITY'S WEBSITE - *By Age* 2010 vs. 2007



•The younger the respondent the higher the usage of our website vs. INFOCUS which older respondents read more

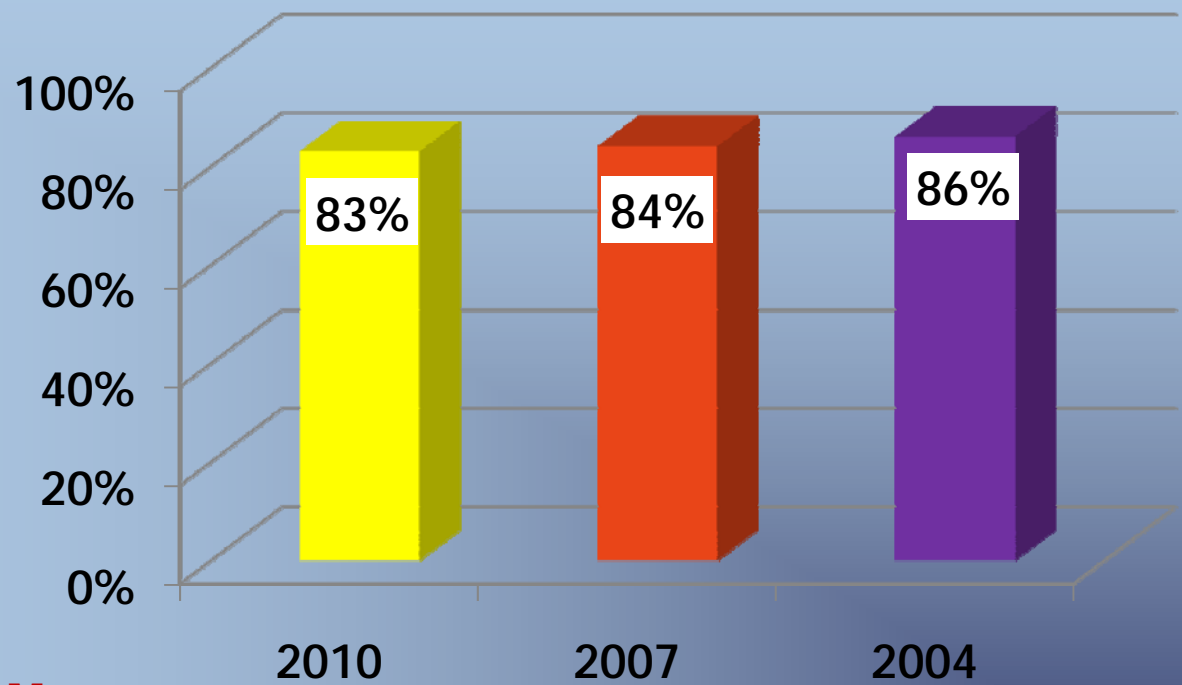
•Goodyear web usage increased significantly in every age category in 2010 after redesign in 2008





EASE OF USE AND OVERALL RATING OF CITY'S WEBSITE 2010 vs. 2007 vs. 2004

Very Easy/Easy to Use



Mean rating for Under 35 age is highest = 8.5

Overall Mean Rating on 10-point scale (10 is high)

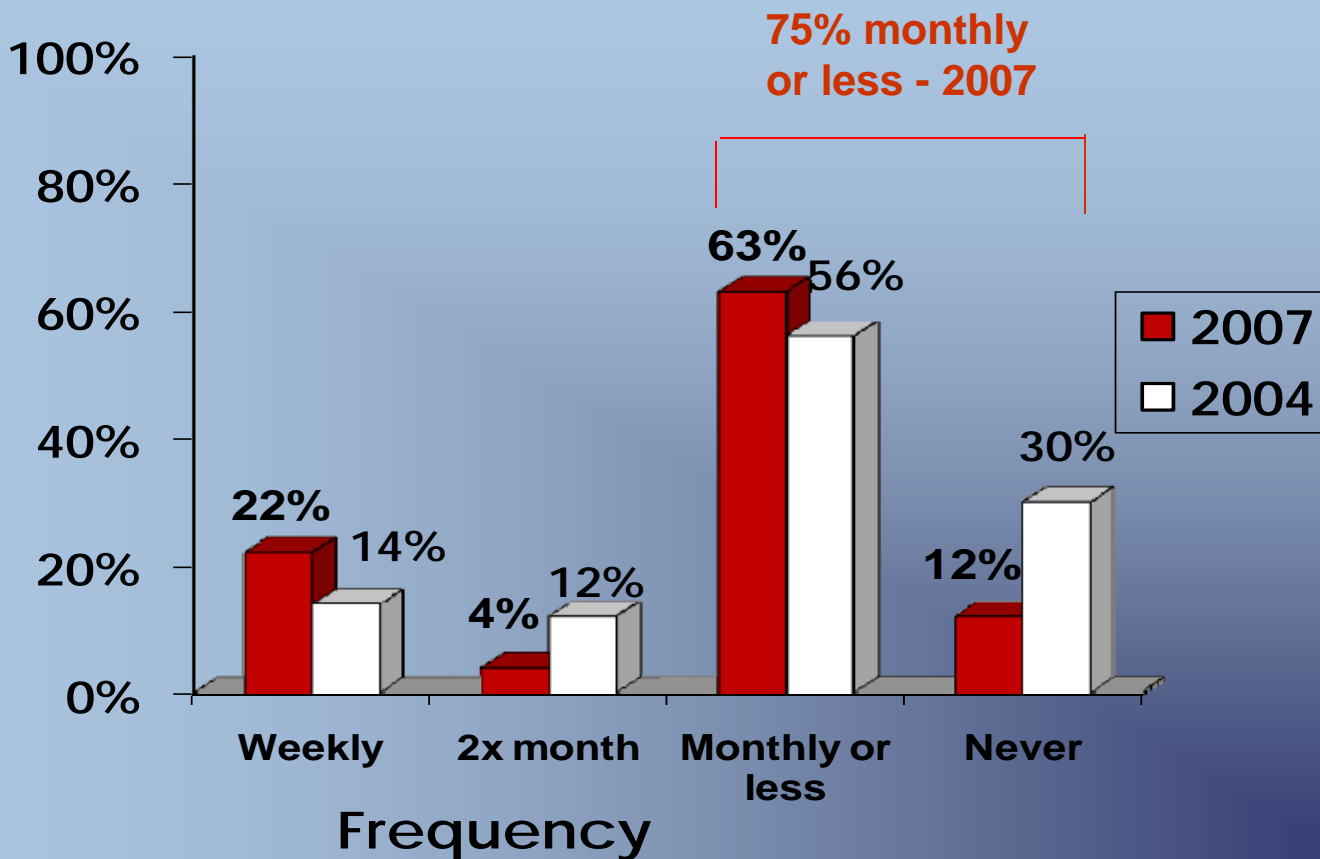
Year	Overall Mean Rating
2010	7.8
2007	7.2
2004	7.2





FREQUENCY* OF USING BULK UNCONTAINED TRASH

2007 vs. 2004



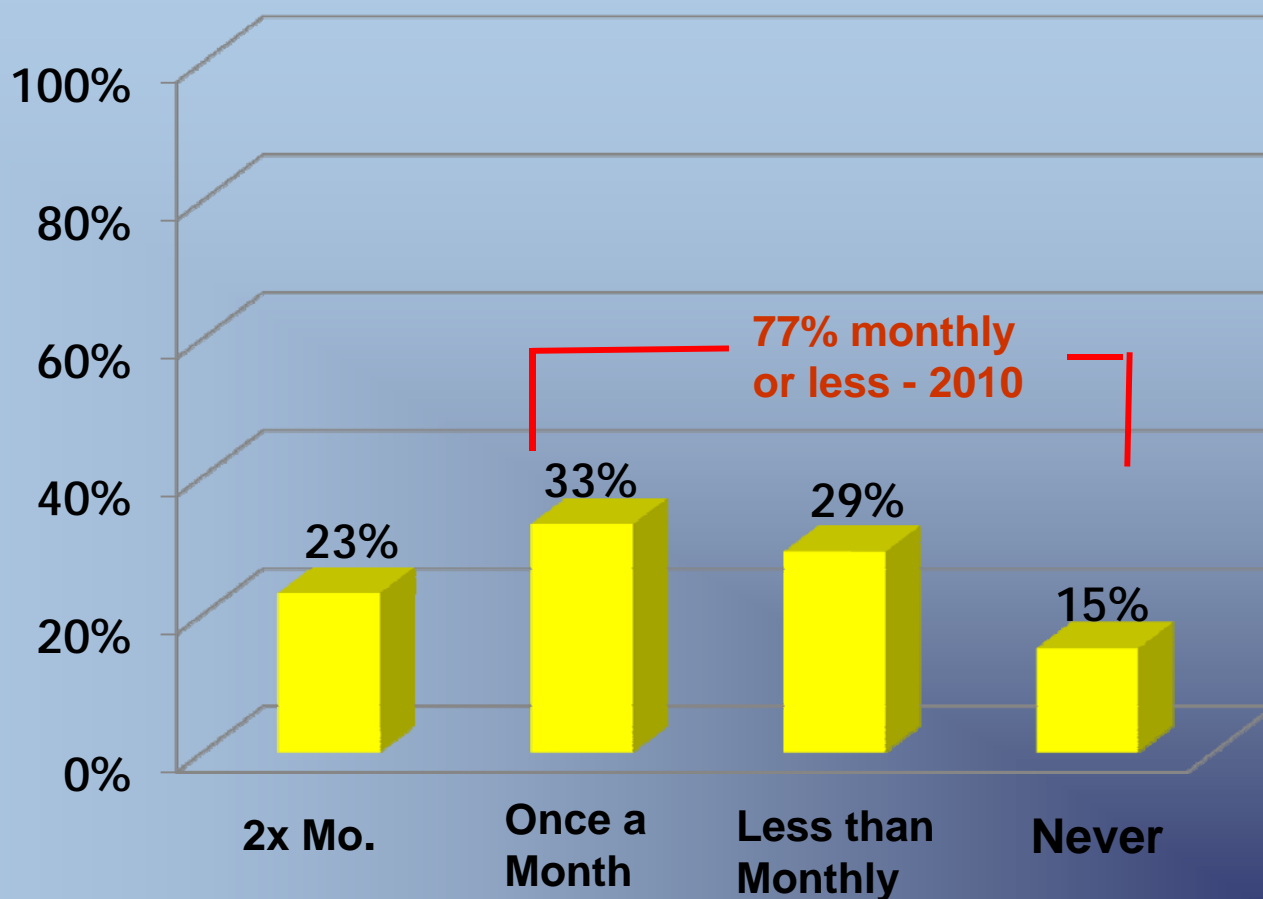
*Collected Weekly

PERCEPTION





FREQUENCY* OF USING BULK UNCONTAINED TRASH 2010

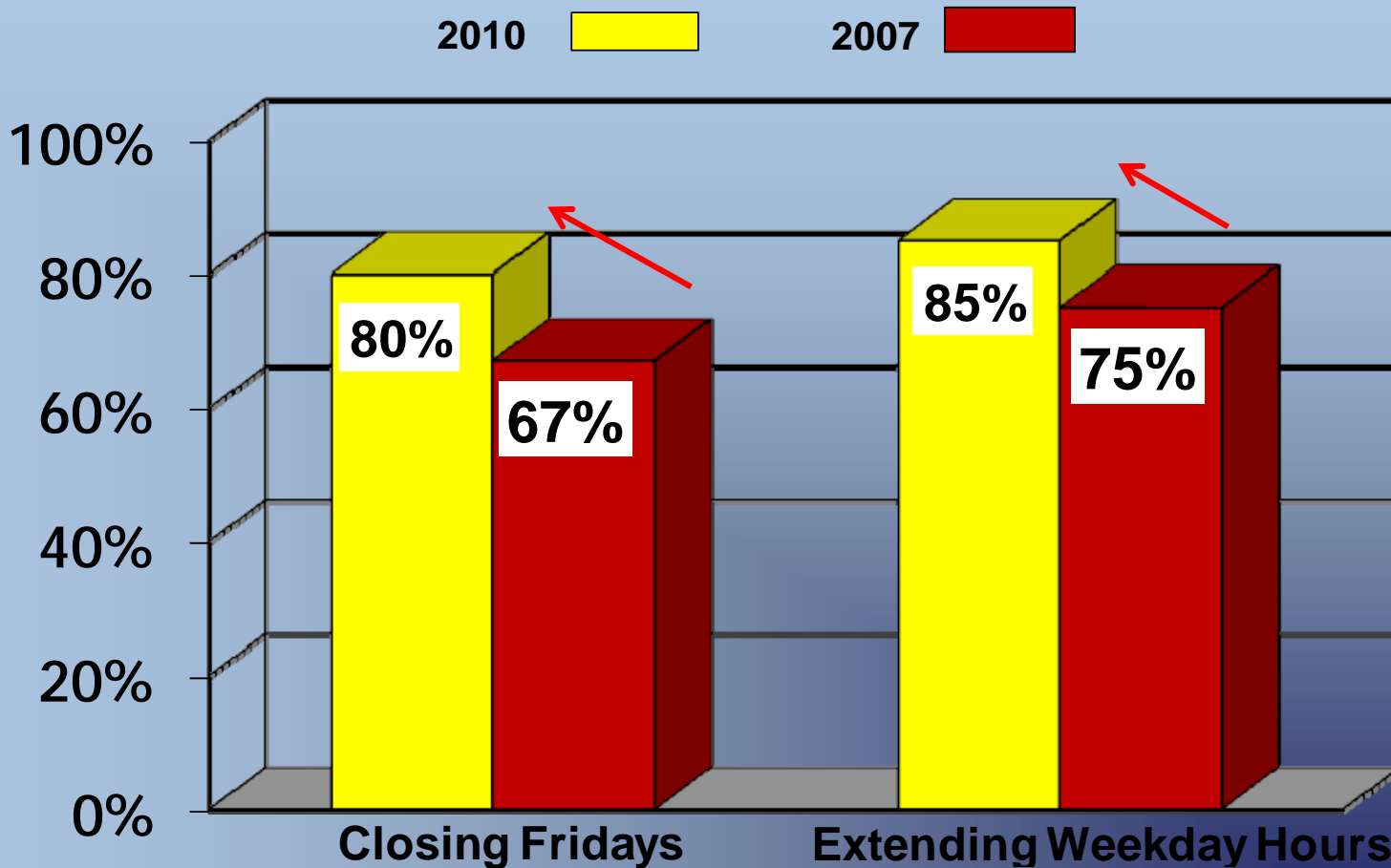


*Collected twice a month





HOW PEOPLE FEEL ABOUT POSSIBLE CHANGES TO CITY HALL HOURS 2010 vs. 2007

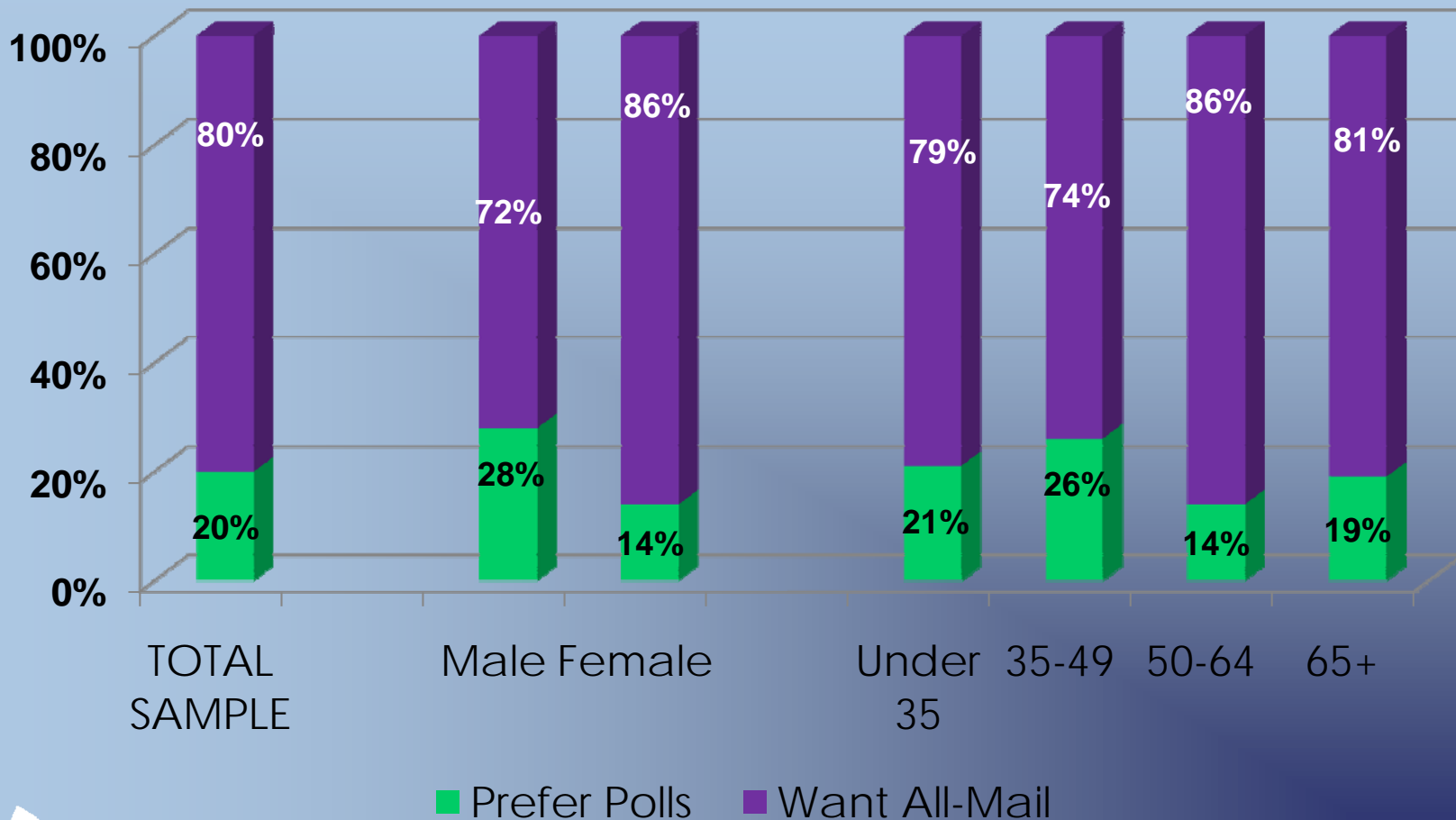


Both are significantly higher in 2010

PERCEPTION



HOW PEOPLE FEEL ABOUT ALL-MAIL BALLOT 2010





IN SUMMARY

– Demographics

- About 40% have only lived here 5 years or less
- Almost half have children at home; all age groups
- Well-educated households
 - Vast majority (85%) of HHs are headed by college-educated adult
 - More than half (56%) headed by resident with college degree
- High household income levels
 - Almost half of households make over \$75,000 annually
 - Three-quarters make over \$50,000 annually
- Most households (76%) commute out of Goodyear to work
 - 80% drive more than 20 miles round trip daily
 - 40% drive more than 40 miles round trip



IN SUMMARY

– Quality of Life

- Goodyear is a great place to live – 90%
- Excellent quality of life in their neighborhoods (85%)
 - Central area showing signs of discontent with neighborhood quality of life
- People still feel safe day and night - 98% and 90%
- One-third of citizens contacted city; however, while still rated high courteousness and timeliness were significantly *lower* than in 2007
- Biggest problem facing Goodyear is the budget problem (14%) and other economy related issues – foreclosures and jobs
- More than half (58%) think City has done a good job balancing budget
 - 79% said the tax can stay on at least 3 years, including 64% who said to keep it on as long as needed to maintain service levels
 - 20% said every effort should be made to remove it before 3 years



IN SUMMARY

– City Services

- City could be more livable with more parks, recreation, jobs and shopping
- Residents are still *very* satisfied with City services (92%)
 - Most satisfied with *Basic Services* (fire, trash, police)
 - Twice-monthly bulk trash still rated high – 7.6 out of 10
- Where we're not doing so well with current levels of service:
 - Public transit, bringing jobs, water quality, communications
- Services that are very important that we're not providing:
 - Still Senior services, after-school programs, transit services
- Building a library, the mall and developing a job corridor will do most to improve quality of life



IN SUMMARY

– Specific Issues

- On University issues . . .
 - Bringing ASU got a 7.4 rating and bringing private universities a 7.1
 - 38% are interested in college degree, primarily a bachelors in healthcare, computer technology and business
- On PSCAC Issues . . .
 - Over 70% agree with the idea of a fire sprinkler ordinance for new home construction
- On Sanitation Issues . . .
 - 75% of City still use bulk trash service monthly or less like in 2007 and 2004; only a quarter use this service twice weekly
- On Art issues . . .
 - More than three quarters think art helps define a community



IN SUMMARY

– Specific Issues

➤ On City Information Sources . . .

➤ Three quarters of those with home internet have used City's website; up significantly from only half in 2007

➤ young use web the most; oldest are improving

➤ Almost three quarters read most issues of *INFOCUS*; 54% read every issue; popularity increases with age of household

➤ On Elections . . .

➤ Vast majority (80%) prefer the all-mail ballot vs. going to the polls

➤ On City Hall Hours . . .

➤ Significantly more agree with a change in hours than in 2007, probably because it is more common today than it was 3 years ago

➤ 80% agree with closing City Hall every other Friday

➤ 85% agree with extending weekday hours



THAT'S ALL, FOLKS!

Questions?



Hello, my name is _____ and I'm with the Behavior Research Center of Arizona. We're conducting a survey among Goodyear residents on city services and I'd like to speak with you for a few minutes.

A. Is your residence located within the Goodyear city limits?

IF YES: CONTINUE

IF NO: THANK AND TERMINATE

B. And are you the (male/female) head of your household?

IF YES: CONTINUE

IF NO: ASK TO SPEAK WITH MALE/ FEMALE
HEAD, RE INTRODUCE YOURSELF
AND CONTINUE. IF NONE AVAILABLE,
ARRANGE CALLBACK.

Male...1
Female...2

1. To begin, overall, how do you rate Goodyear as a place to live – excellent, good, fair or poor.

Excellent...1
Good...2
Fair...3
Poor...4
Not sure...5

2. And on the whole, would you say the quality of life in your neighborhood is excellent, good, fair, or poor?

Excellent...1
Good...2
Fair...3
Poor...4
Not sure...5

3. On the whole, would you say that you are very satisfied, satisfied, dissatisfied, or very dissatisfied with the City of Goodyear's overall delivery of services to residents?

Very satisfied...1
Satisfied...2
Dissatisfied...3
Very dissatisfied...4
Not sure...5

4. Next, what do you feel is the single most important problem facing the City of Goodyear today?

5. What could the City of Goodyear do to make it a more liveable city? (PROBE:) What else?

6. Overall, do you feel Goodyear city officials have done an excellent, good, fair or poor job balancing the operating budget during these poor economic times?

Excellent...1
Good...2
Fair...3
Poor...4
Not sure...5

7. As you know, the City of Goodyear provides various services to the community ranging from fire protection to street maintenance. On scale of one to ten where one means you think the City is doing a poor job and ten means you think the city is doing an excellent job, how would you rate the City of Goodyear on each of the following? Remember, one means a poor job and ten means an excellent job. (ROTATE)

<u>City Service</u>	<u>RATING</u>
A. Police protection	_____
B. Fire protection	_____
C. Paramedic or medical emergency services	_____
D. Once-a- week regular trash pickup	_____
E. Twice-a-month uncontained bulk trash pickup	_____
F. Once-a-week curbside recycling pickup	_____
G. Requiring property owners to meet city code standards	_____
H. Attracting quality jobs to our community	_____
I. Neighborhood street repair and maintenance	_____
J. Storm water runoff on major streets	_____
K. Amount of large community parks in our city	_____
L. Cleanliness of our parks	_____
M. Art and cultural events	_____
N. Condition of park landscaping/playground equipment	_____
O. Traffic congestion on major streets	_____
P. Reconstruction/widening projects on major streets	_____
Q. Communication with residents	_____
R. Public transportation	_____
S. Quality of our water	_____
T. Amount of water pressure	_____

8. The Public Safety Committee made up of citizens suggested in 2007 that the City Council pass an ordinance to require fire sprinklers in all future new home construction to help fire protection keep up with growth in the most cost effective manner. Would you say you would strongly agree, agree, disagree or strongly disagree with the idea of such an ordinance for future new home construction?
- Strongly agree...1
 Agree...2
 Disagree...3
 Strongly disagree...4
 Not sure...5

9. The following are services that the City does not currently provide. Please tell us how important it is to you that the City provides these services in the future. Is the service: very important, important, not very important, not important at all. (ROTATE)

<u>Services Not Currently Provided</u>	<u>Very Important</u>	<u>Important</u>	<u>Not Very Important</u>	<u>Not At All Important</u>	<u>Not Sure</u>
A. Multi-generation center for youth to seniors	1	2	3	4	5
B. Performing arts center	1	2	3	4	5
C. Aquatics center with such things as a wave pool, water slides, zero depth, splash features	1	2	3	4	5
D. Providing services for seniors	1	2	3	4	5
E. Door-to-door bus service for seniors, persons with a disability, and low income individuals	1	2	3	4	5
F. Valley Metro bus service on major streets throughout Goodyear that connects to other valley cities	1	2	3	4	5
G. Expand current express bus service to downtown	1	2	3	4	5
H. Neighborhood circulator bus service that connects Goodyear destinations.	1	2	3	4	5
I. After school programs for youths	1	2	3	4	5

10. How safe do you feel in your neighborhood during the day – very safe, safe, not safe or not safe at all? Very safe...1
Safe...2
Not safe...3
Not safe at all...4
Not sure...5
- 10a. And how safe do you feel in your neighborhood at night – very safe, safe, not safe, or not safe at all? Very safe...1
Safe...2
Not safe...3
Not safe at all...4
Not sure...5
11. Overall, would you rate the design, look and quality of the commercial centers being built in Goodyear as excellent, good, fair or poor compared to commercial centers you see in other areas of the Valley? Excellent...1
Good...2
Fair...3
Poor...4
Not sure...5
12. Next, on a scale of 1 to 10 where 1 means very little and 10 means a great deal, how beneficial do you feel each of the following projects will be for improving the quality of life in Goodyear. (ROTATE)

	<u>RATING</u>
A. Estrella Falls Regional Shopping Mall and surrounding retail power centers	_____
B. Building City Center as Goodyear's downtown	_____
C. Bringing private colleges to Goodyear	_____
D. Bringing ASU's New College liberal arts concept to Goodyear	_____
E. Developing a 4,000-acre employment corridor	_____
F. Having a performing arts center	_____
G. Having a free-standing, full-service library building	_____
H. Having a multi-generational center	_____

13. During the past 12 months, did you contact any city officials or department to seek service or information, or to make a complaint? (GO TO Q13a) Yes...1
(GO TO Q14) No...2
Not Sure...3
- 13a. Were you treated in a professional and courteous manner during your last contact with the city? Yes...1
No...2
- 13b. And were your needs handled in a timely fashion? Yes...1
No...2
14. How much do you feel that art in public places helps define a community? (READ EACH) A lot...1
Some...2
Only a little...3
Not at all...4

 (DON'T READ) Not sure...5

15. The City Council recently voted to increase the city's sales tax by a half cent to help offset expected deficiencies in the city's operating costs. This is equivalent to adding a nickel to every \$10 spent in the City. The City Council has also voted to consider removing this tax in three years. Which of the following statements best reflects your feelings about removing the tax increase in three years. (READ EACH - ROTATE)
- A. I don't mind keeping this tax longer than 3 years if it helps maintain our level of city services... 1
 - B. It is important to remove the tax but not until the economy is stable enough maintain our level of city services even if that takes longer than 3 years... 2
 - C. It is important to remove the tax in 3 years, no matter what shape the economy is in... 3
 - D. Every effort should be made to remove this tax before the 3 years are up ... 4
- (DO NOT READ)Not sure ... 5

16. Does anyone in your immediate household have an interest in getting a college degree? (GO TO Q16a) Yes...1
(GO TO Q17) No...2

16a. In which of the following areas of study are they interested in getting a degree? (READ EACH - ROTATE)

	Yes	No	Not Sure
A. Liberal arts	1	2	3
B. Engineering	1	2	3
C. Healthcare	1	2	3
D. Computer technology	1	2	3
E. Electronics	1	2	3
F. Sustainable energy	1	2	3
G. Teaching	1	2	3
H. Business/economics	1	2	3
I. Criminal justice	1	2	3
J. Other	1	2	3

- 16b. (IF INTERESTED IN SEEKING A DEGREE IN ANY FIELD, ASK:) Which of the following degrees are you and/or them interested in getting? (READ EACH - RECORD ALL MENTIONED)
- An associate's degree...1
 - A bachelors...2
 - A masters...3
 - A doctorate...4

17. As a way to comply with Federal air quality standards and to help save some money, many Valley cities are closing city offices every Friday and extending service hours to the public from 7:30 a.m. to 6 p.m. Monday through Thursday. This applies to office workers only and not to public safety employees or employees who work outside all day such as those in parks, public works and water. Please tell me if you agree or disagree with each of the following statements about this issue. (READ EACH)

	Agree	Disagree	Not Sure
A. Closing offices every Friday is OK with me	1	2	3
B. Extending office hours Monday through Thursday is a good idea	1	2	3

18. The City recently had its first all-mail ballot election where everyone mailed in the ballot and no polls were open. Would you say you: (READ EACH)
- Very much prefer to vote by mail rather than having to go to the polls...1
 - Somewhat prefer to vote by mail...2
 - Somewhat prefer to vote at the polls...3
 - Very much prefer to go to the polls than vote by mail...4

19. How frequently, if ever, do you read the West Valley View - twice a week, at least weekly, occasionally or never?
- Twice a week...1
 - At least weekly...2
 - Occasionally...3
 - Never...4

20. How frequently, if ever, do you read the Southwest Valley tabloid section of the Arizona Republic – 2 to 3 times a week, at least weekly, occasionally or never? 2-3 week...1
At least weekly...2
Occasionally...3
Never...4
21. How frequently, if ever, do you read the City's INFOCUS newsletter that is mailed directly to your home? Do you read every issue, most issues, seldom read it or never read it? Every issue...1
Most issues...2
Seldom read it...3
Never read it...4
Never received...5
22. Do you have a computer at home with internet access? (GO TO Q22a) Yes...1
(GO TO Q23) No...2
- 22a. Have you ever visited the City's website? (GO TO Q22b) Yes...1
(GO TO Q23) No...2
- 22b. How easy was it for you to find the information you were seeking on the city's website – very easy, easy, not too easy or difficult? Very easy...1
Easy...2
Not too easy...3
Difficult...4
Not sure...5
- 22c. On a scale of one to ten where one means poor and ten means excellent, how would you rate the city's website overall? Rating _____
23. If the City were to build a multi-generational center, what amenities would you like to see included? (DON'T READ LIST) Classrooms...1
Kilns for firing pottery...2
Indoor gym...3
Indoor running track...4
Indoor swimming pool...5
Outdoor swimming pool...6
Performing stage...7
Kitchens...8
Large ballroom...9
Fitness equipment...10
Auditorium with seats...11
Basketball court...12
Volleyball court...13
Gymnasium...14
Climbing wall...15
Other (SPECIFY) _____
24. How frequently do you set out bulk items for uncontained trash pickup, twice a month, once a month, less than once a month or never? Twice a month...1
Once a month...2
Less than monthly...3
Never...4
25. Now before I finish, I need a few pieces of information about yourself for classification purposes only. First, which of the following categories comes closest to your age? (READ EACH EXCEPT REFUSED) Under 35...1
35 to 49...2
50 to 64...3
65 or over...4
(DON'T READ) Refused...5
26. How many years have you lived in Goodyear? Under 6...1
6 to 10...2
11 to 14...3
15 or more...4

27. Is your residence located north or south of I-10? (GO TO Q28) North...1
(GO TO Q27a) South...2
- 27a. And is it north or south of the Gila River? North...1
South...2
28. Do you have any children of the following ages living at home? (READ EACH) Yes No
- | | | | |
|-------------------|---|---|--|
| A. Under 6 | 1 | 2 | |
| B. 6 to 12 | 1 | 2 | |
| C. 13 to 17 | 1 | 2 | |
29. What is the highest level of formal education completed by a head of household in your family? Some high school or less...1
High school graduate...2
Some college...3
College graduate...4
Post graduate...5
30. Are you currently employed, a homemaker, a student, unemployed or retired? (GO TO Q30a) Employed...1
Homemaker...2
(GO TO Q31) Student...3
Unemployed...4
Retired...5
- 30a. Are you employed in Goodyear? (GO TO Q35) Yes...1
(GO TO Q34b) No...2
- 30b. How many miles do you travel one-way to work each day? Under 6...1
6 to 10...2
11 to 20...3
21 to 30...4
31 or more...5
31. Are you a registered voter in Goodyear? Yes...1
No...2
Not sure...3
Refused...4
32. Is there a (male/female) head of household in your household? (GO TO Q32a) Yes...1
(GO TO Q33) No...2
- 32a. Are they currently employed, a homemaker, a student, unemployed or retired? (GO TO Q32b) Employed...1
Homemaker...2
(GO TO Q32d) Student...3
Unemployed...4
Retired...5
- 32b. Are they employed in Goodyear? (GO TO Q32d) Yes...1
(GO TO Q32c) No...2

32c. How many miles do they travel one-way to work each day? Under 6...1
 6 to 10...2
 11 to 20...3
 21 to 30...4
 31 or more...5

32d. Is your spouse a registered voter in Goodyear? Yes...1
 No...2
 Not sure...3
 Refused...4

33. And finally, was your total family income for last year, I mean before taxes and including everyone in your household, under or over \$50,000?
 UNDER \$50,000
 Was it under \$25,000...1
 or over \$25,000...2
 Refused...3
 OVER \$50,000
 Was it under \$75,000...4
 \$75,000 to \$99,999...5
 or \$100,000 or over...6
 Refused...7
 REFUSED OVERALL...8

Thank you very much, that completes this interview. My supervisor may want to call you to verify that I conducted this interview so may I have your first name in order that he/she may do so? (VERIFY PHONE NUMBER)

NAME: _____ PHONE #: _____
 TIME END: _____ TOTAL TIME: _____

ADMINISTRATIVE DATA:

INTERVIEWER NAME: _____ #: _____
 VALIDATED BY: _____ #: _____
 CODED BY: _____ #: _____