



# GOODYEAR 2012 CITIZEN SURVEY RESULTS

Conducted by Behavior Research, Inc.

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



# PERCEPTION



# BRIEF HISTORY - CITIZEN SURVEYS

**Behavior Research Center, Inc. – conducted  
2004, 2007, 2010 & 2012 surveys**

- **2012 conducted in late October 2011 for FY11/12**
- **2010 conducted in Dec 09/Jan 10 for FY9/10**
- **Next survey– due in early 2014**



# 2012 SURVEY METHODOLOGY

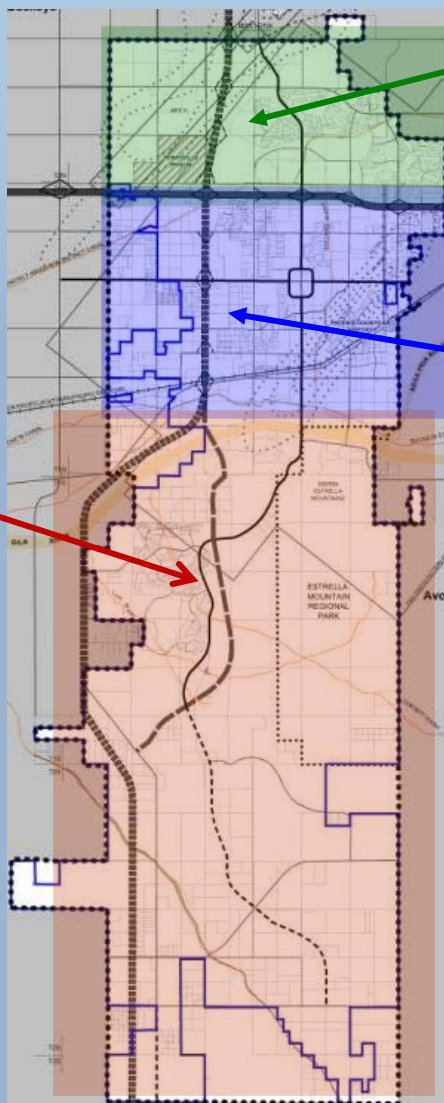
- 400 Random computer-generated telephone sample
- 95% Confidence level means 5% sampling error with 400 interviews;
  - **Only 6%** difference is significant for total sample
  - **Only 10%** is significant among subsamples such as AREA which may have less than 100 respondents



# 2012 SURVEY SAMPLE (401) by Area of City

## South of Gila River - 15% of HH

- Southern (River) to Patterson
- Sample - 19% (73)



## I-10 North - 40% of HH

- Camelback to I-10
- Sample - 33% (132)

## Central - 45% of HH

- I-10 to Southern (River)
- Sample - 49% (196)

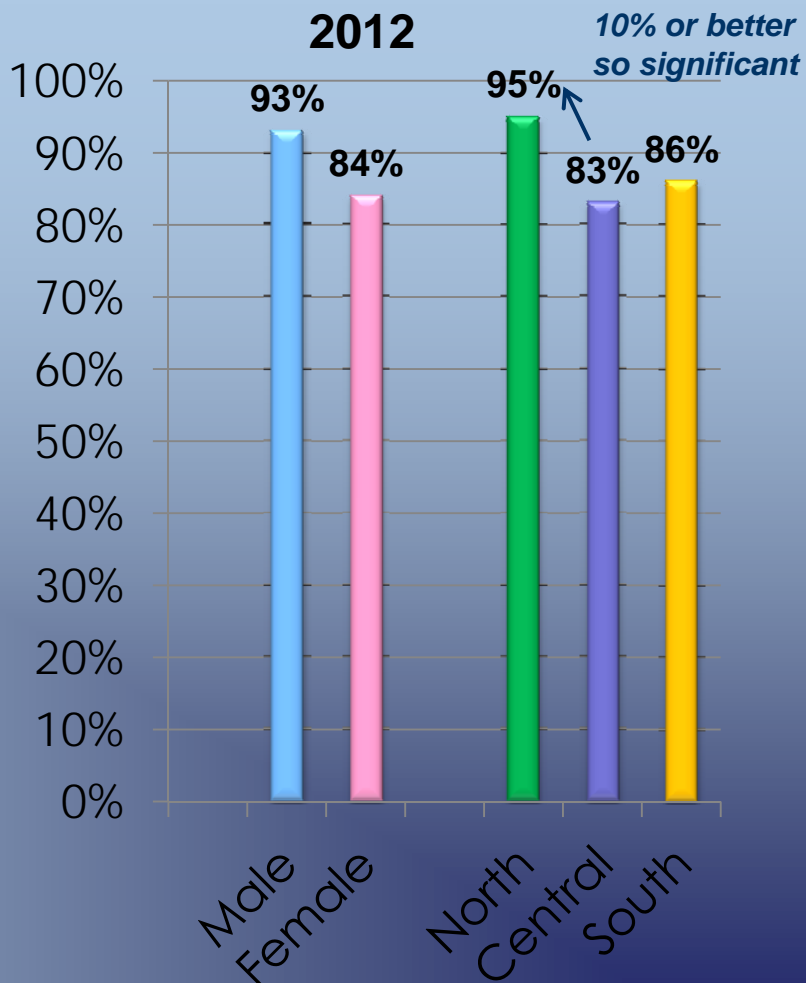
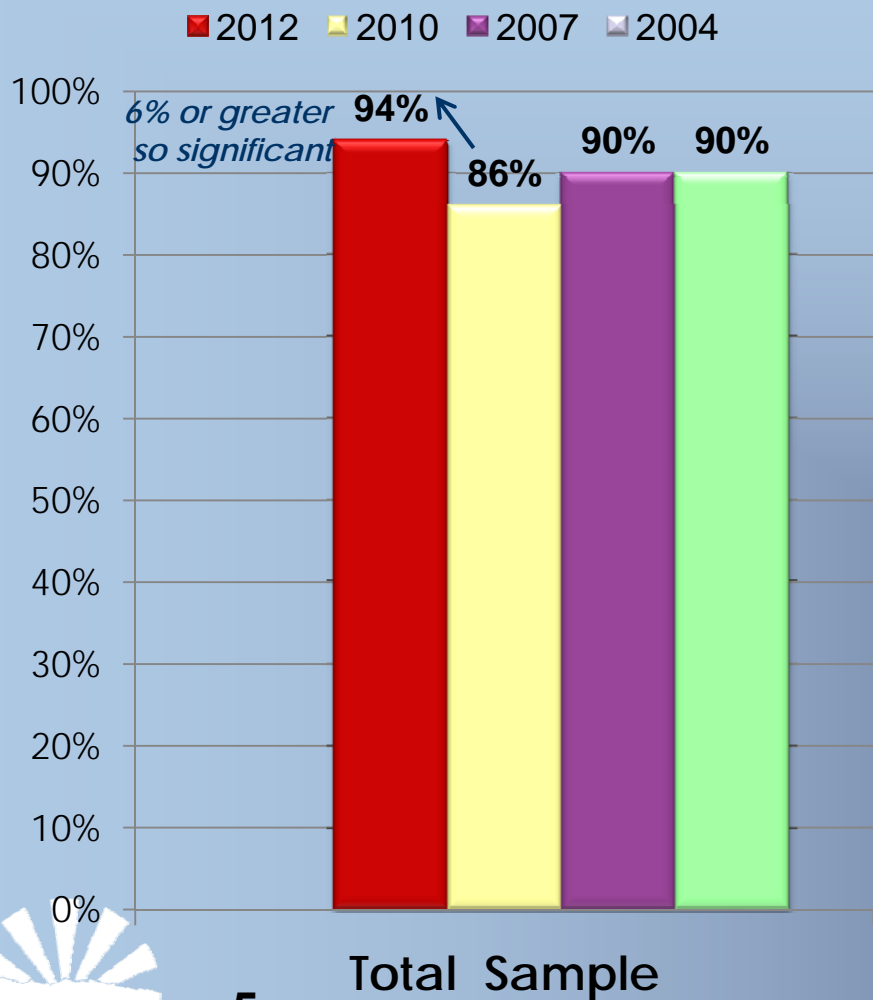
## Total Sample - 401

- Females 57%
- Males 43%
- Across all age groups



# Sample Tables

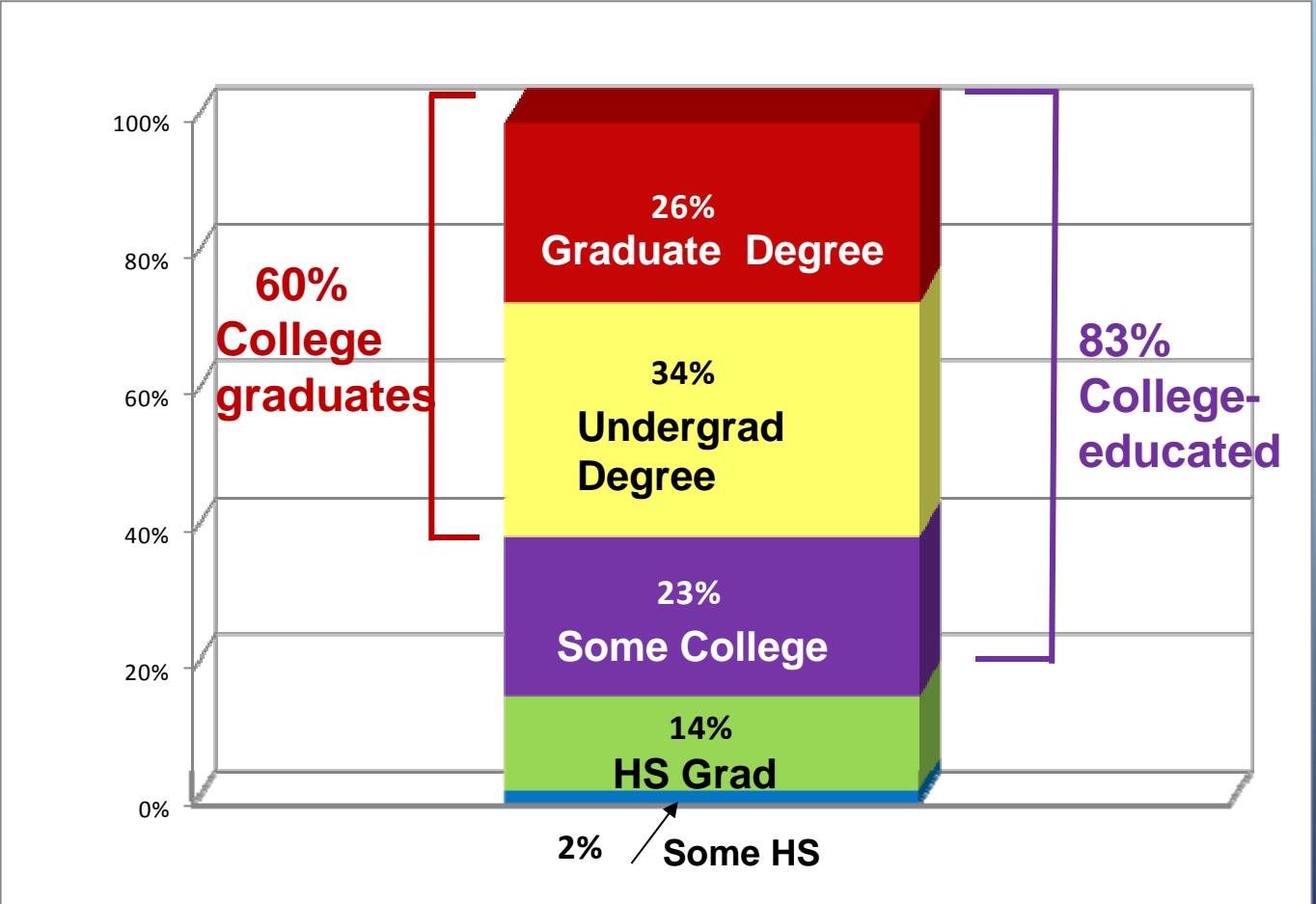
## Illustrating Significant Differences – 6%> Total Sample / 10%> Sub-samples



# PERCEPTION

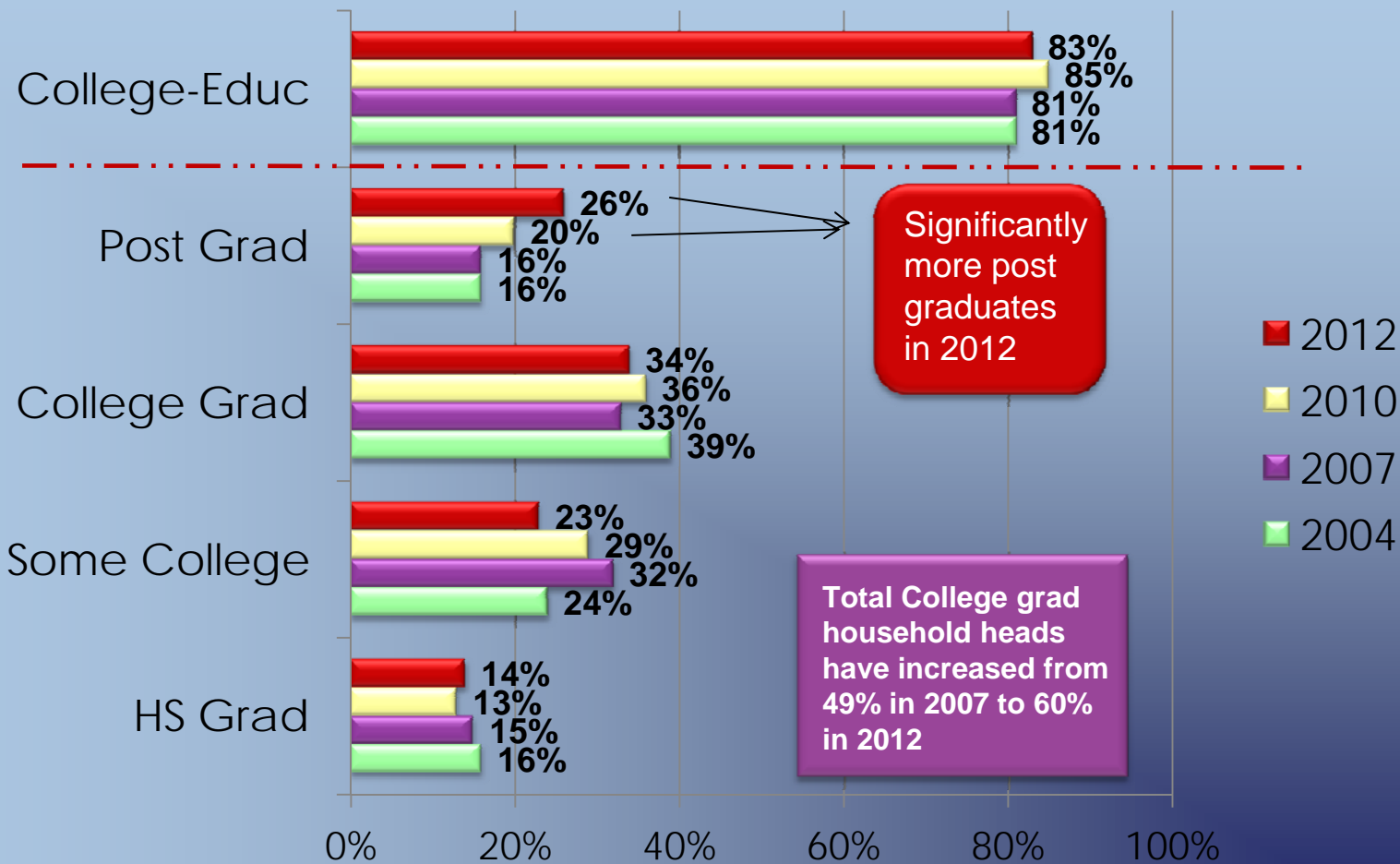


# HIGHEST EDUCATION LEVEL OF HOUSEHOLD HEADS PER HOUSEHOLD - 2012



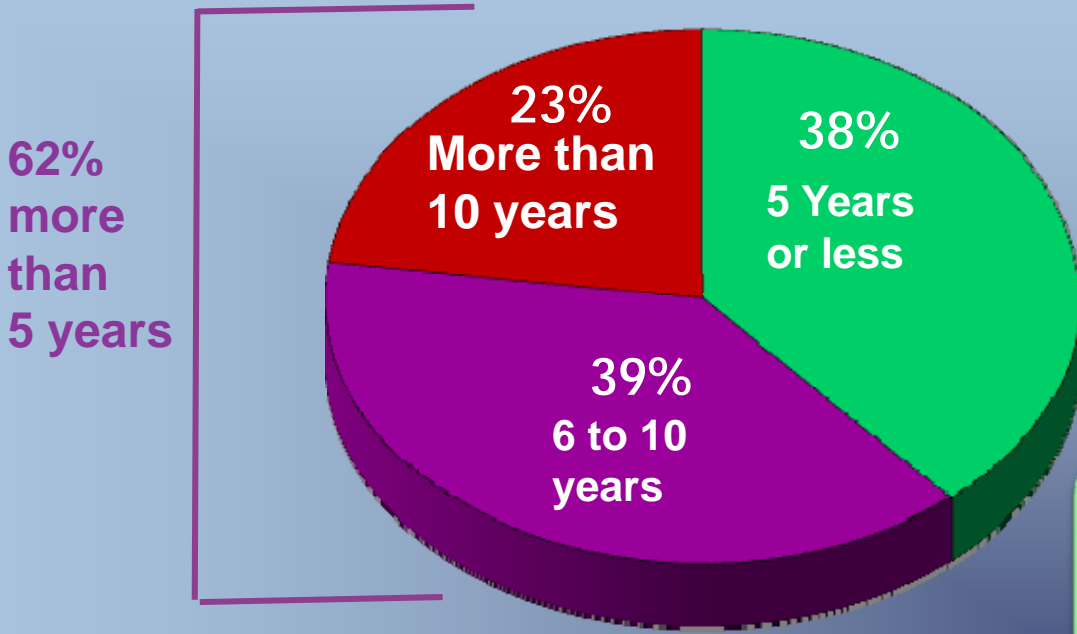


# Highest Education Level of Household Heads in HH – 2012 vs. Other Years





# LENGTH OF RESIDENCY IN GOODYEAR 2012



In 2004 survey,  
69% were here  
5 years or less



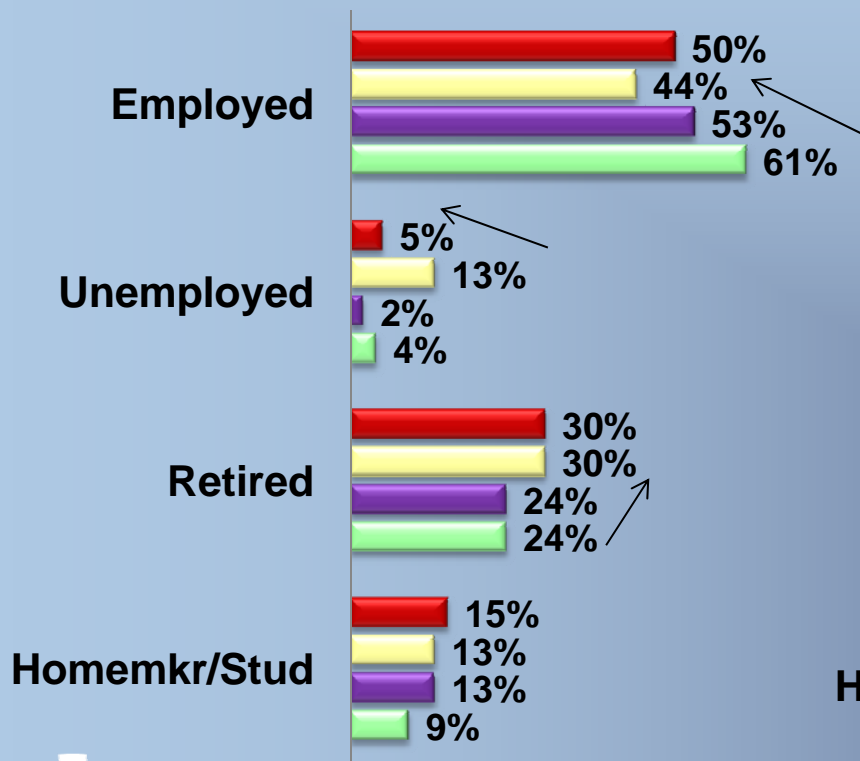




# EMPLOYMENT STATUS OF RESPONDENTS & SPOUSES – 2012 vs. Other Years

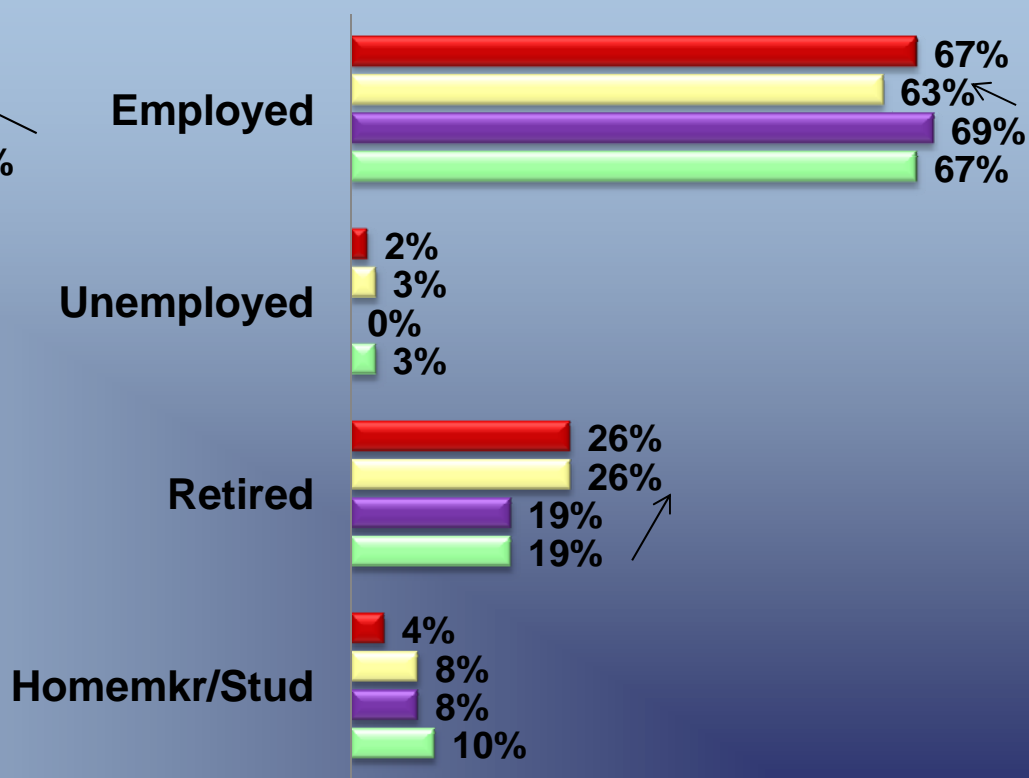
## Respondents

2012 2010 2007 2004



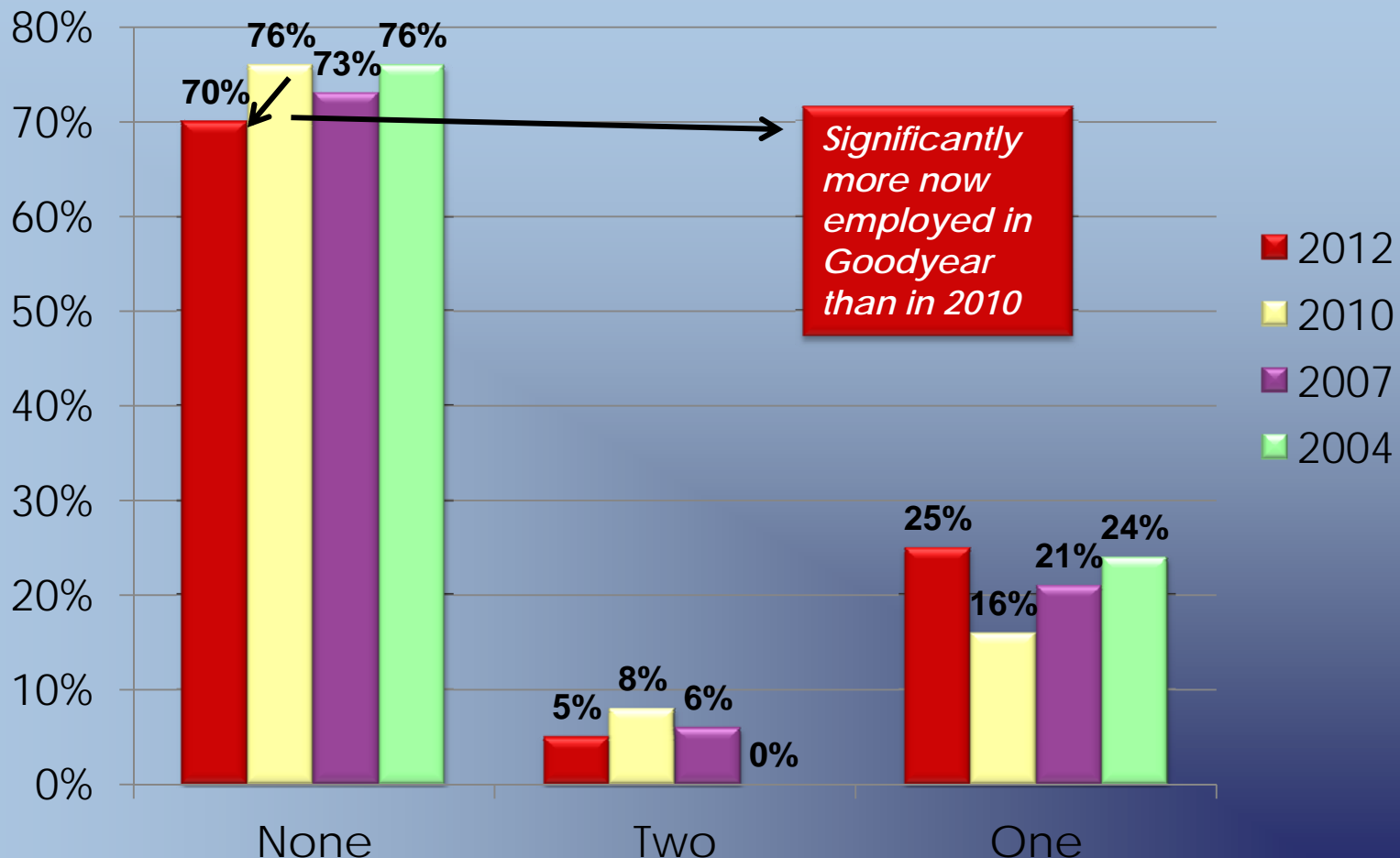
## Spouses

2012 2010 2007 2004





# WORKING HOUSEHOLD HEADS EMPLOYED IN GOODYEAR - 2012 vs. Other Years



*Significantly more now employed in Goodyear than in 2010*

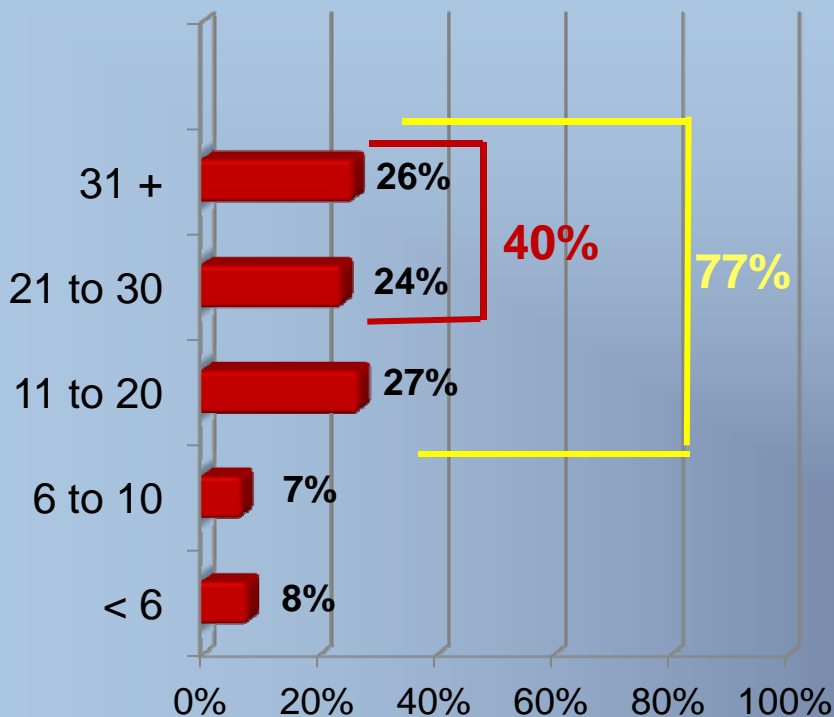




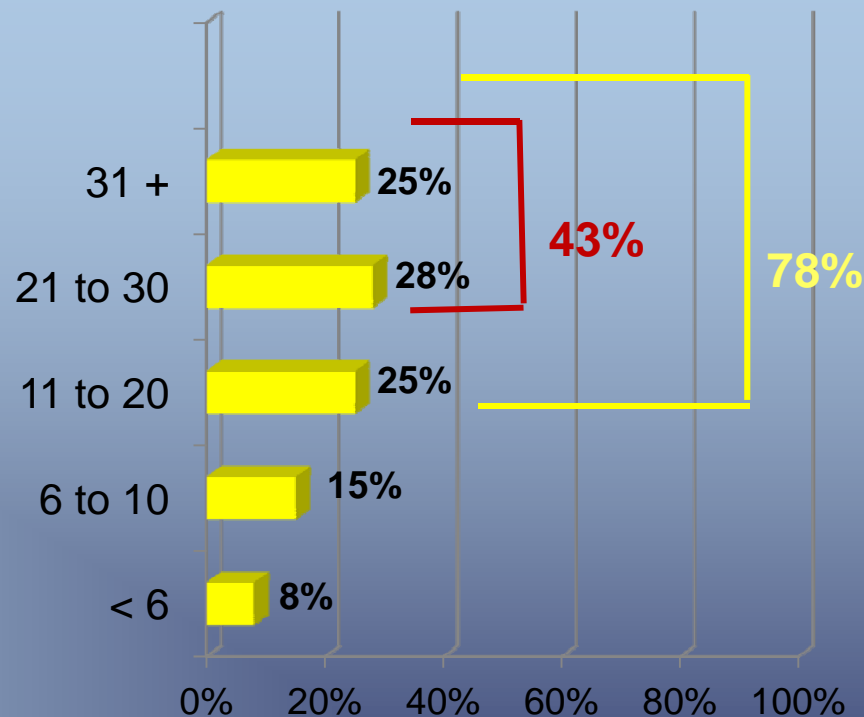
# MILES COMMUTING ONE-WAY FOR RESPONDENTS AND SPOUSES 2012

## Respondents

Miles Driven One-Way



## Spouse



• About 77% commute more than 20 miles roundtrip (has ranged between 73% and 80% since 2004)

• About 40% commute more than 40 miles roundtrip (same in 2010 / down from 50% in both 2007 and 2004)

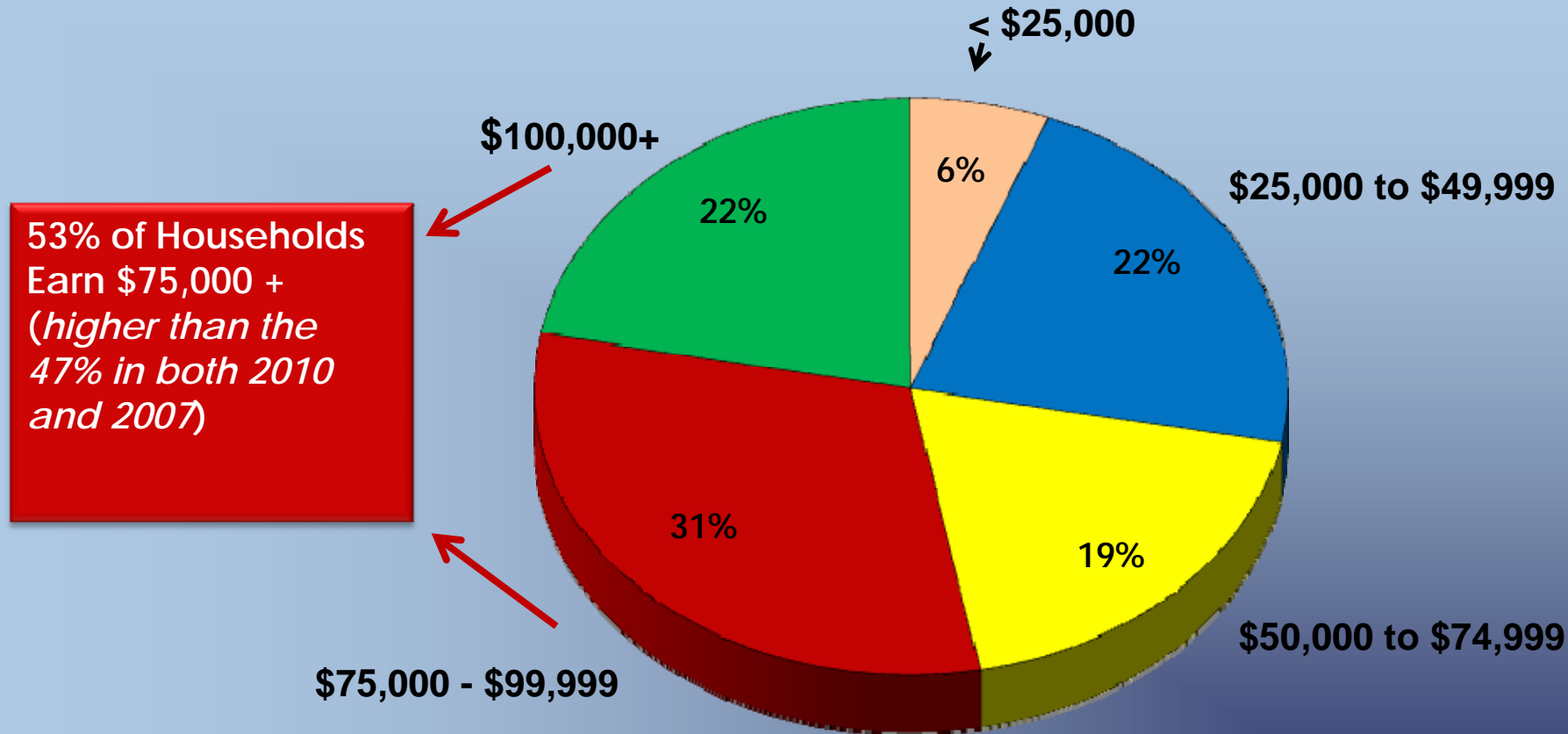




# TOTAL ANNUAL INCOME

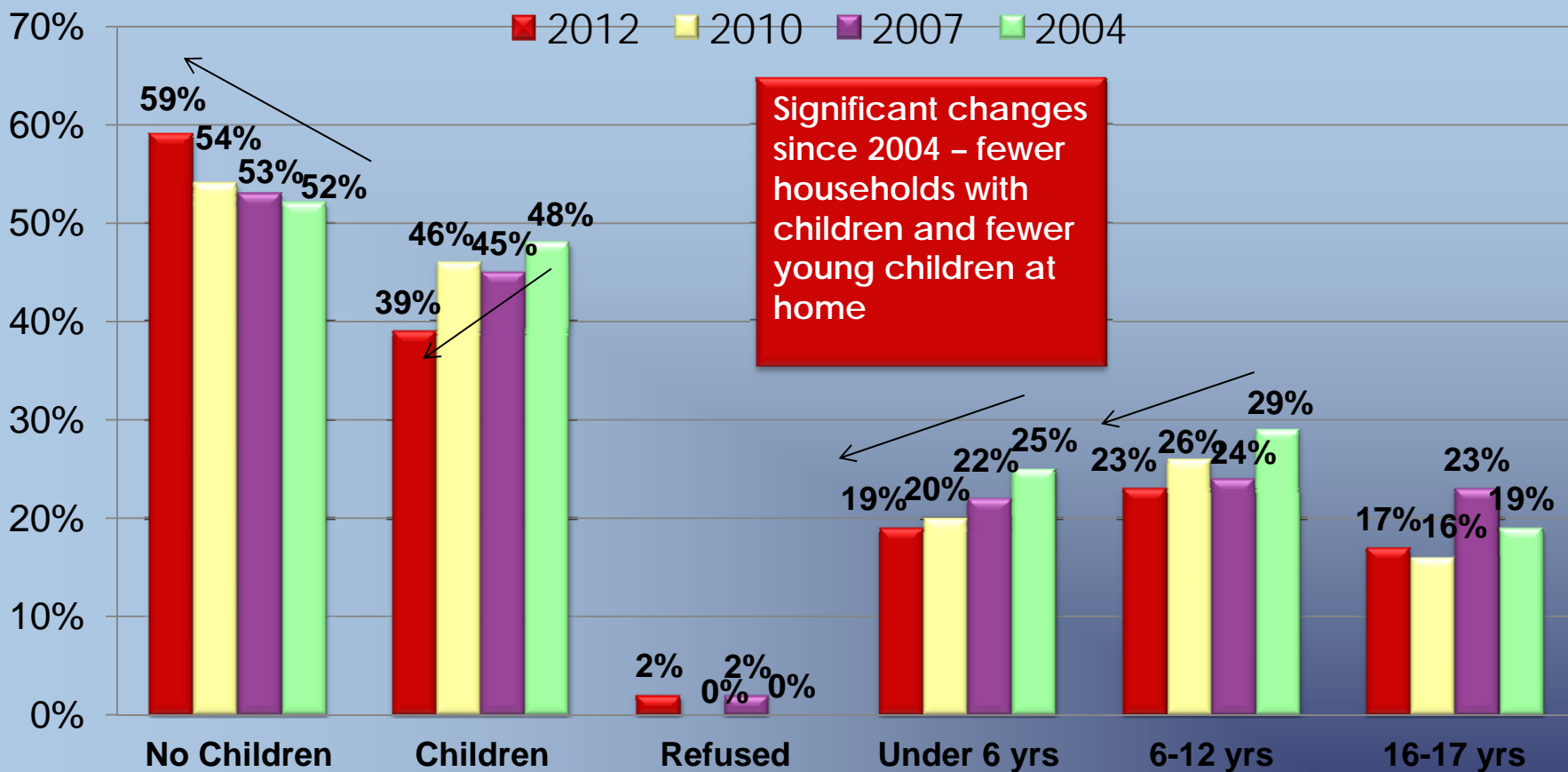
(of those who answered - 31% refused)

## 2012



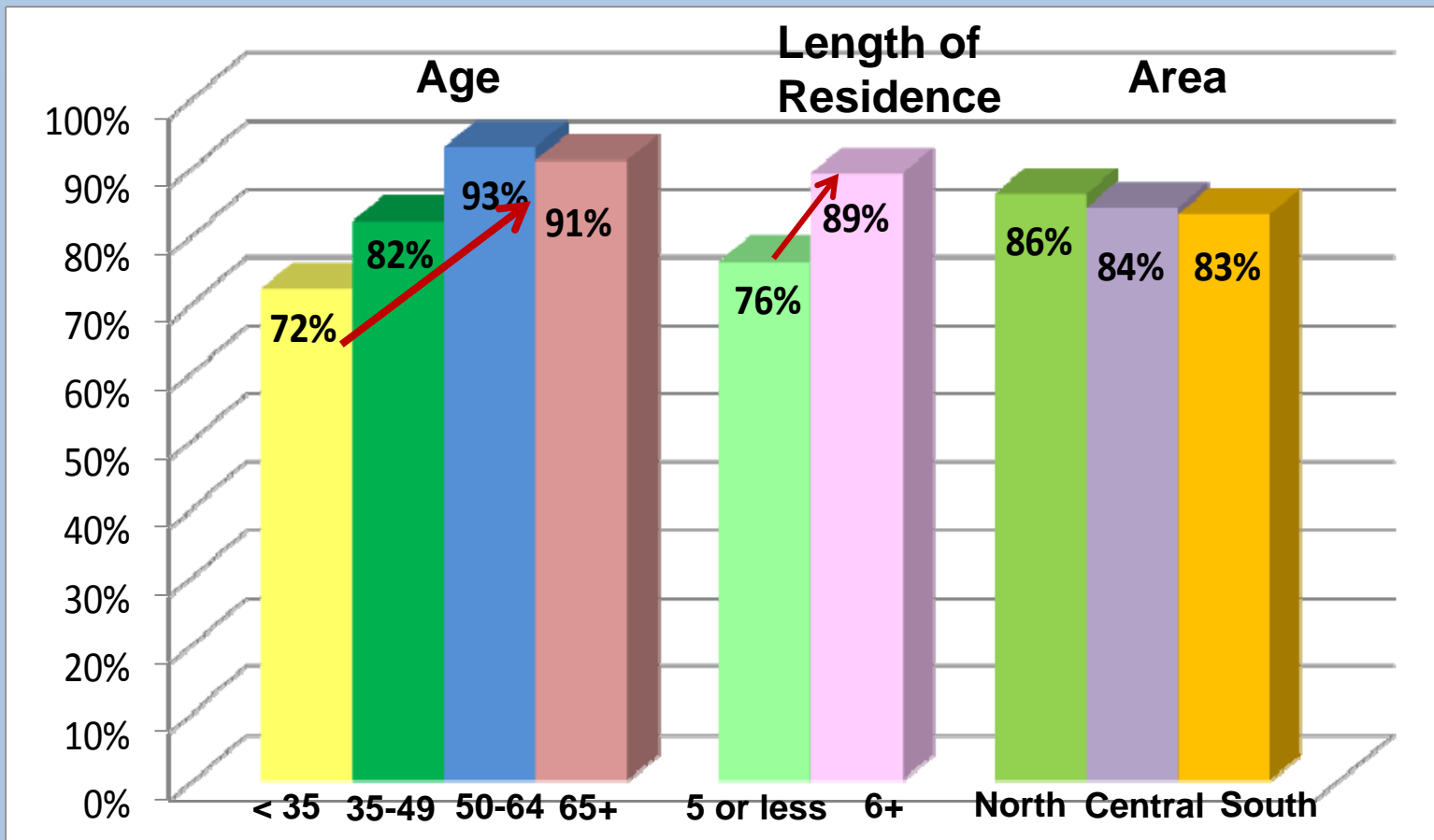


# STATUS OF CHILDREN IN HOUSEHOLD – 2012 vs. other years





# PROFILE OF REGISTERED VOTER RESPONDENTS – 2011

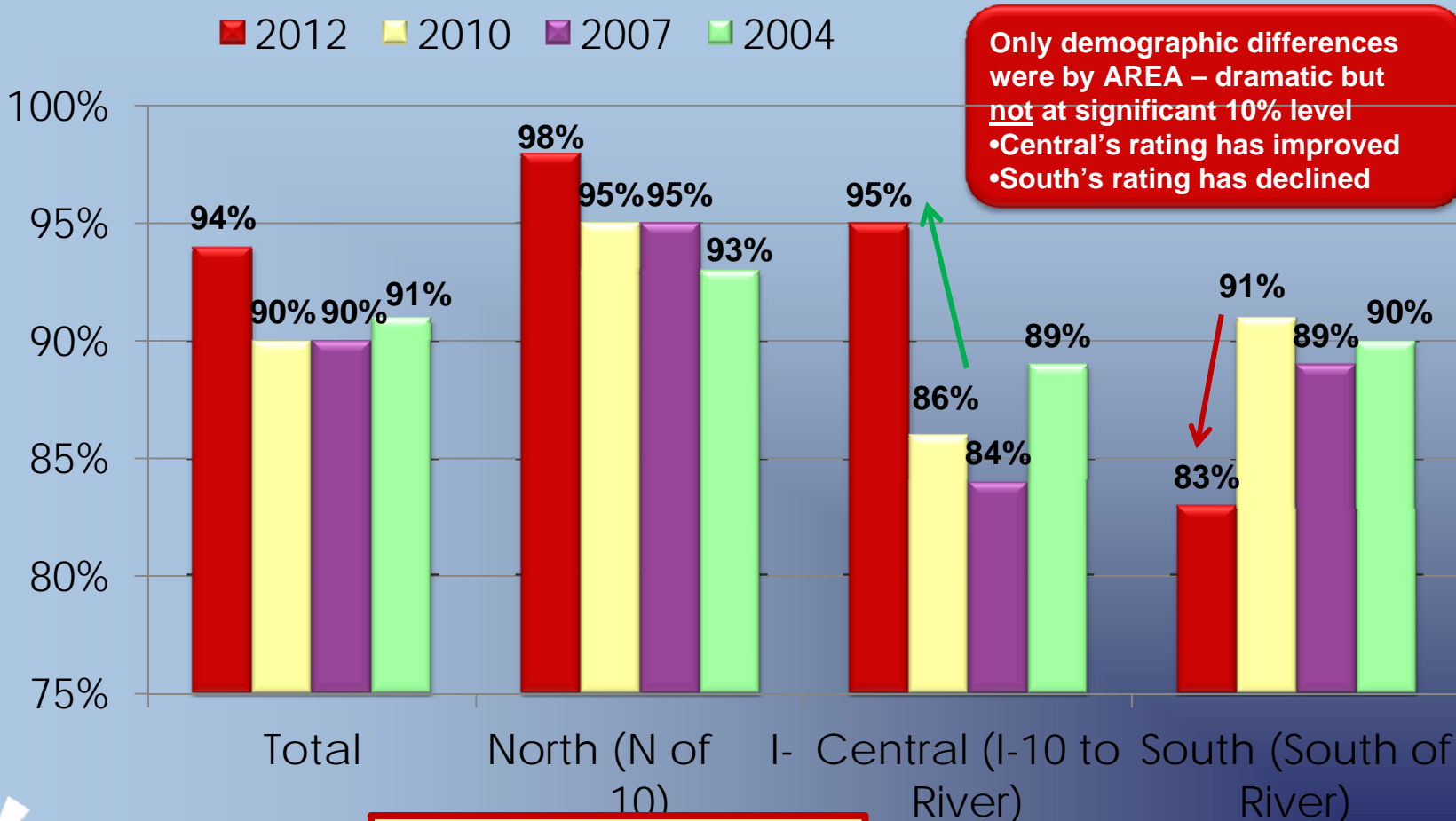


Note: 84% of survey respondents and 88% of their spouses are registered voters



# GOODYEAR AS A PLACE TO LIVE - Combined Excellent/Good Ratings 2012 vs Other Years

“Overall, how do you rate Goodyear as a place to live – excellent, good, fair or poor?”



Percent is combined  
“excellent/good” ratings

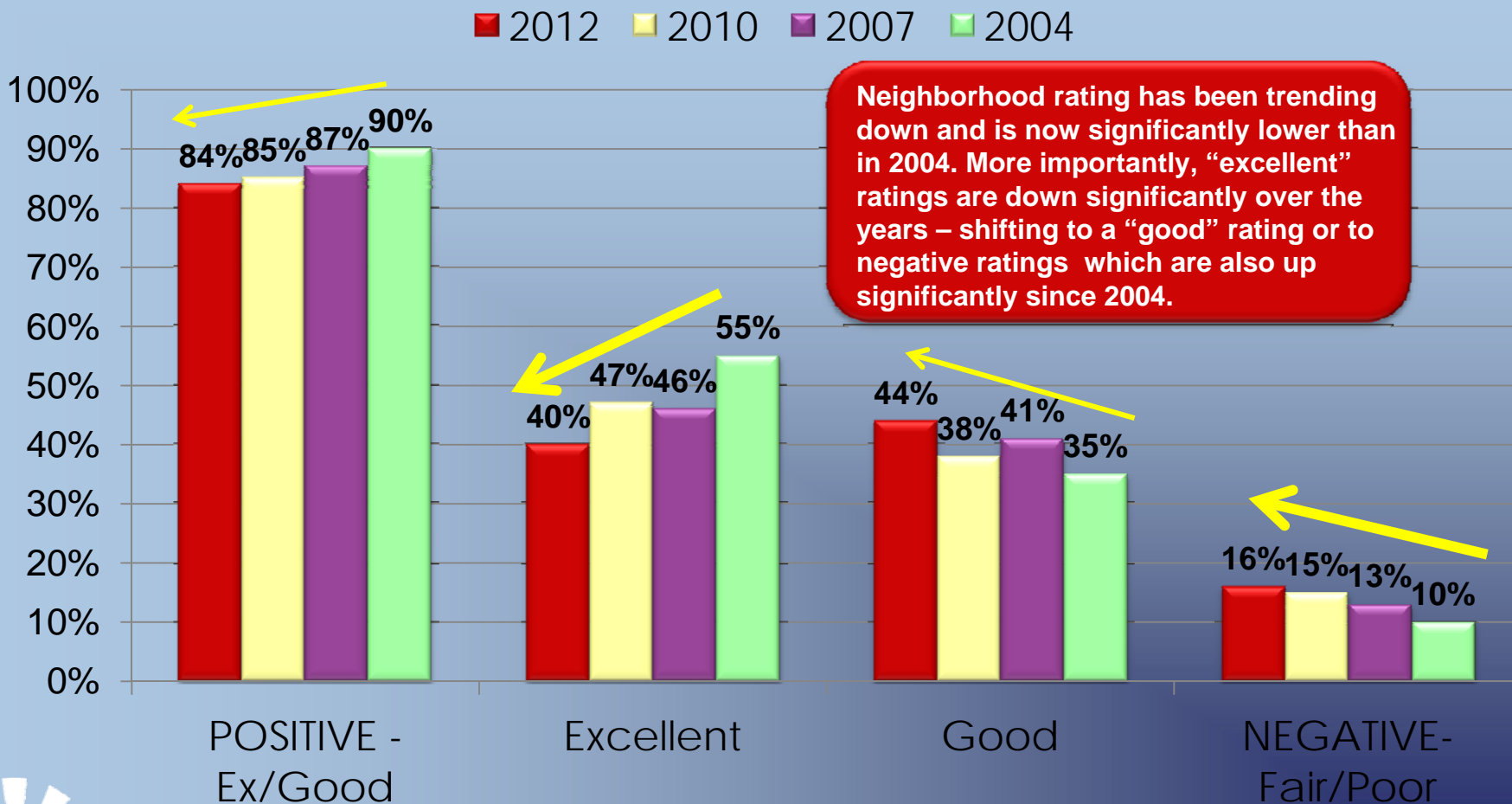
# PERCEPTION





# NEIGHBORHOOD QUALITY OF LIFE 2012 vs. Other Years

*“Would you say the quality of life in your neighborhood is excellent, good, fair or poor?”*







# NEIGHBORHOOD QUALITY OF LIFE

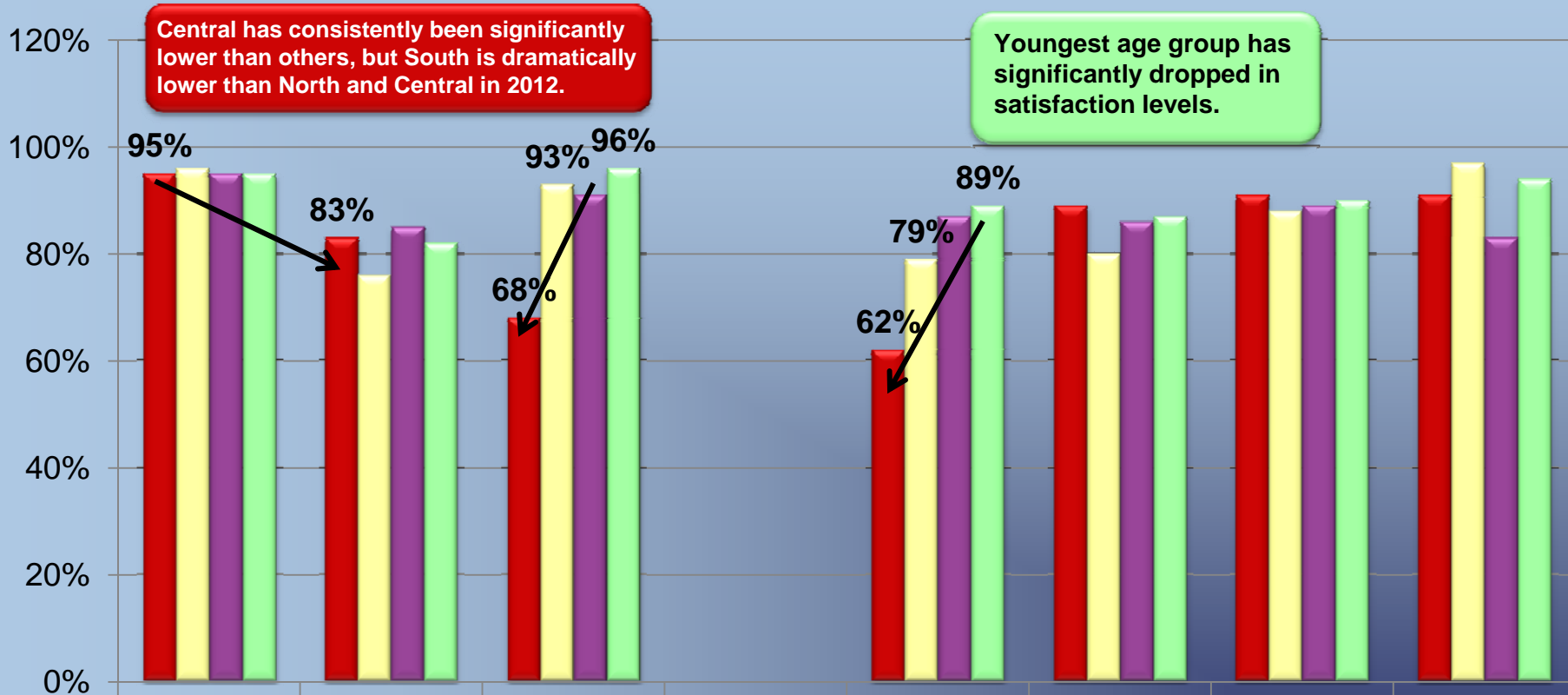
## By Area and Age

### 2012 vs. Other Years

2012 2010 2007 2004

Central has consistently been significantly lower than others, but South is dramatically lower than North and Central in 2012.

Youngest age group has significantly dropped in satisfaction levels.



North (N of I-10)  
Central (I-10 to River)  
South (South of River)

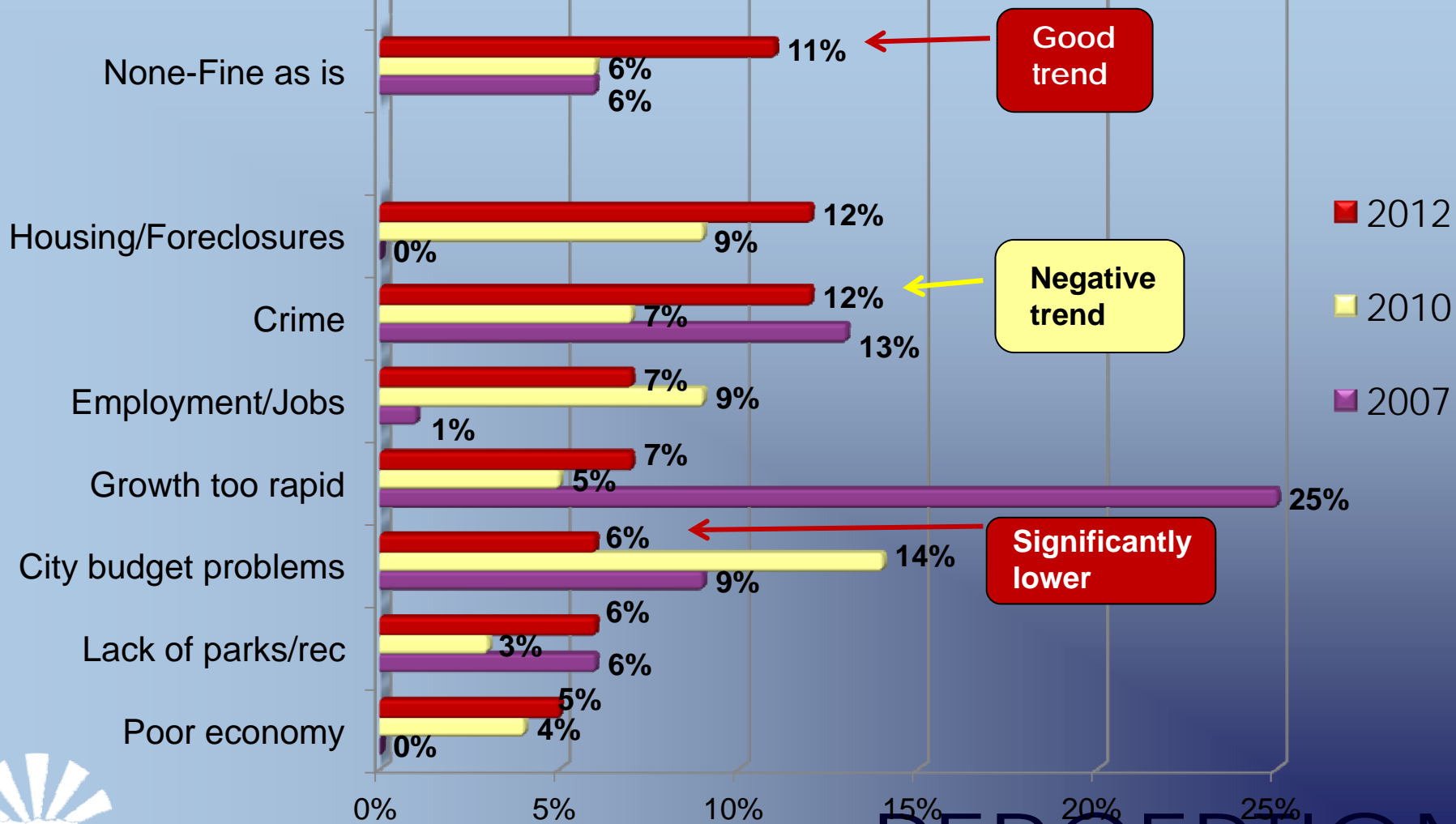
Under 35 35-49 50-64 65+



# MOST IMPORTANT PROBLEM – 2012 vs 2010 vs 2007



*“What do you feel is the single most important problem facing the City of Goodyear today?” ( Open-ended )*



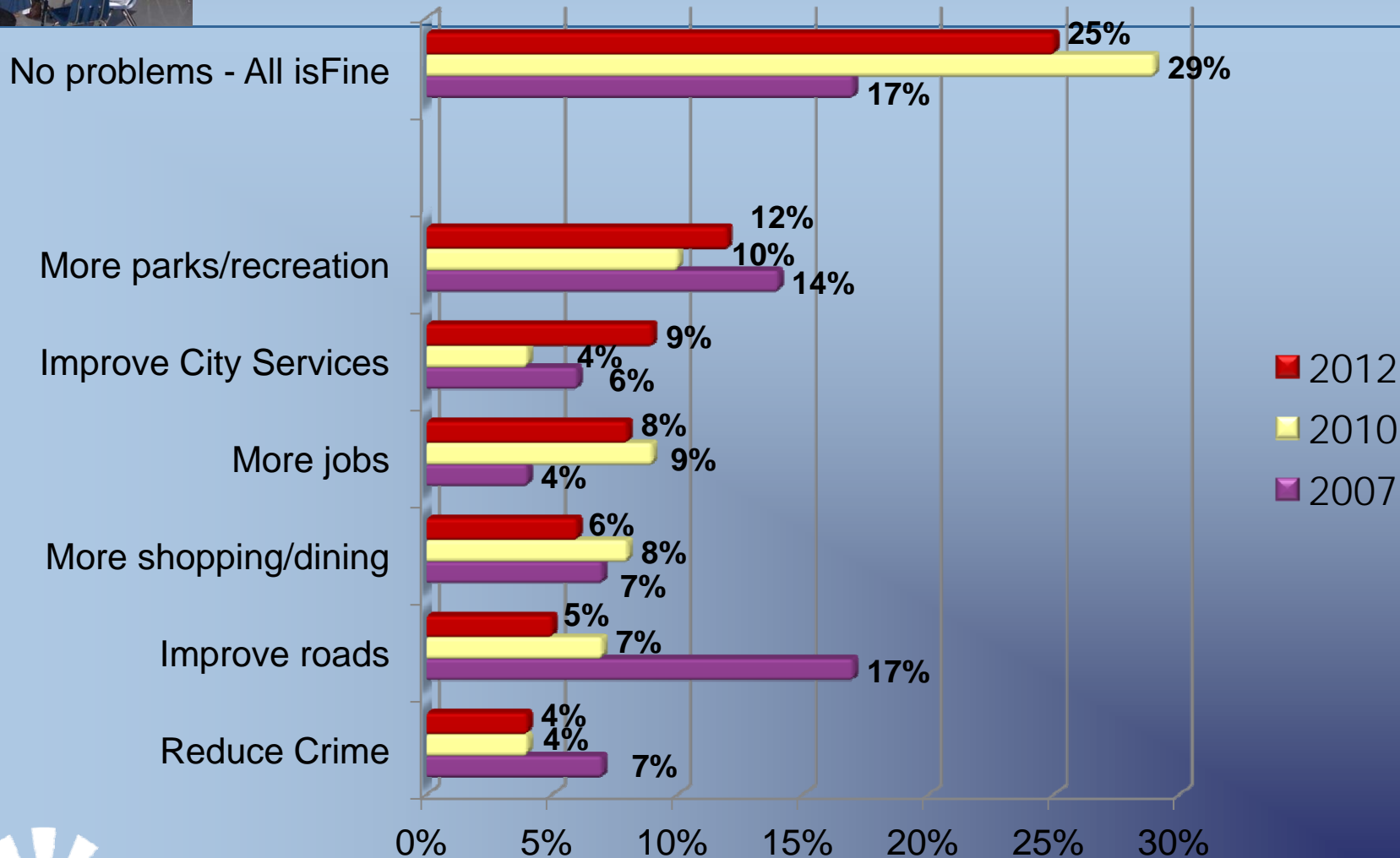
PERCEPTION



# HOW TO MAKE CITY MORE LIVABLE

## 2012 vs. 2010 vs. 2007

*“What could the City of Goodyear do to make it a more livable city?”  
(Open-ended)*

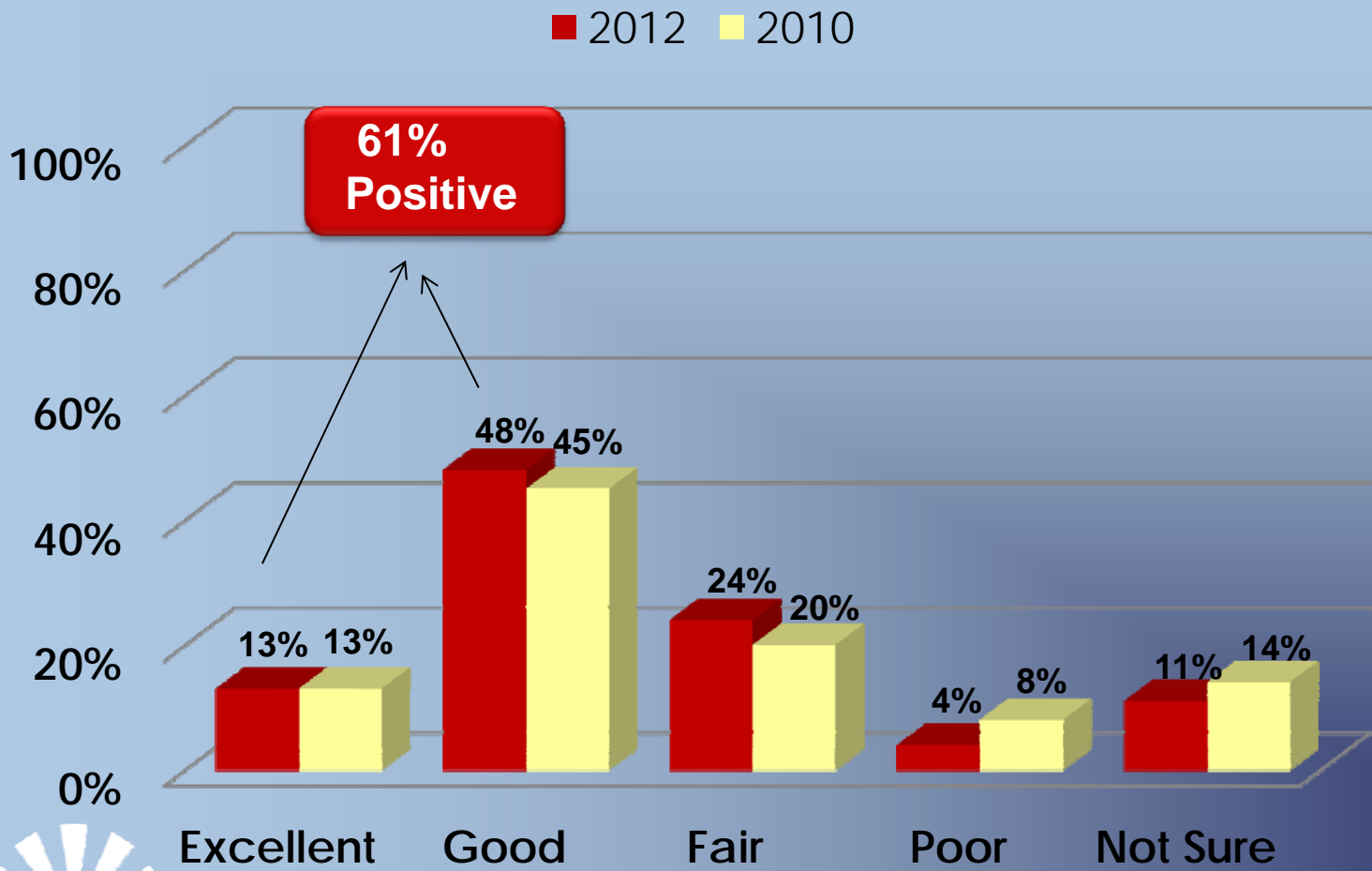


# PERCEPTION



# JOB CITY HAS DONE BALANCING OPERATING BUDGET

*“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?”*



**61%  
Positive**

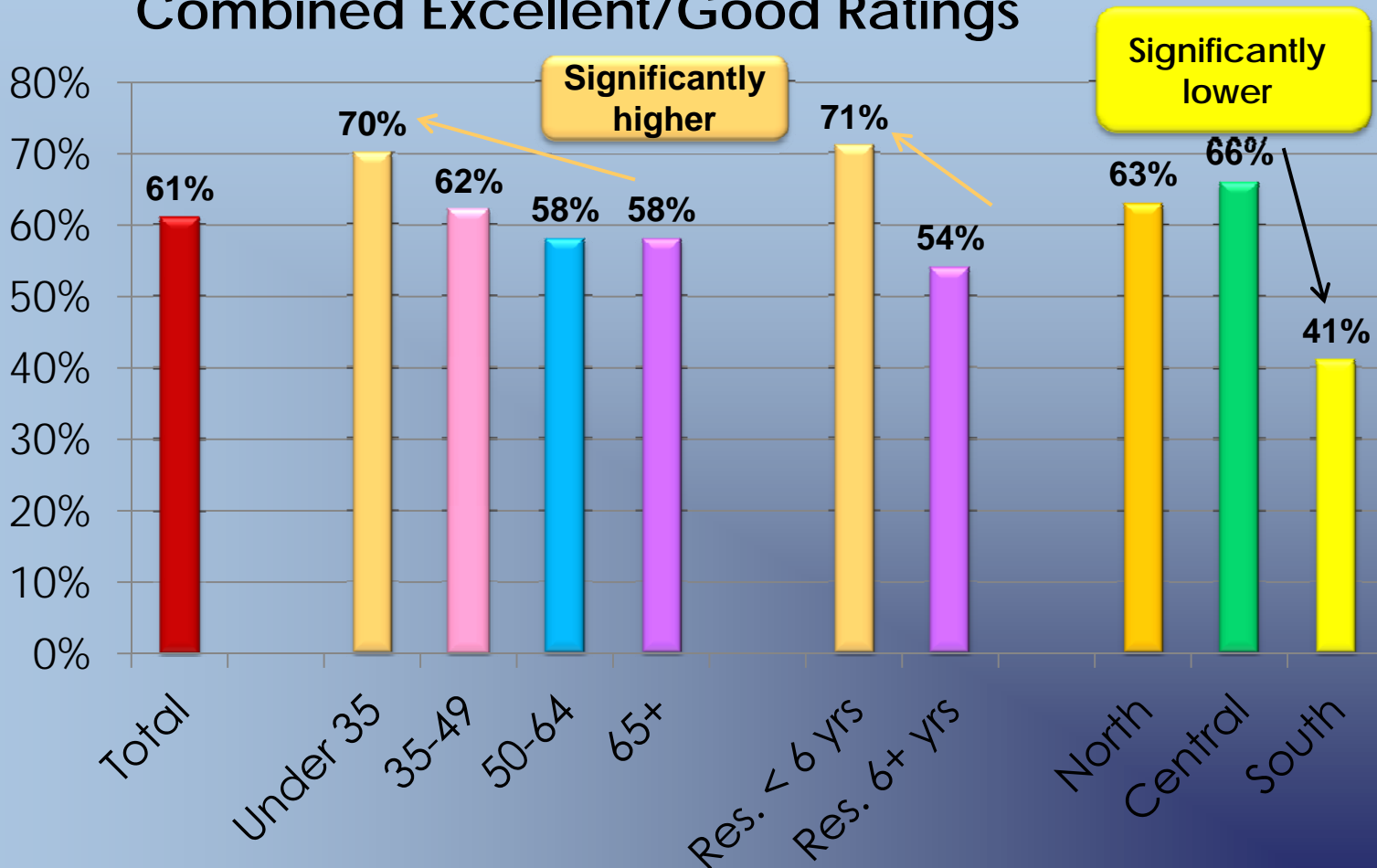




# CITY RATED “EXCELLENT/GOOD” AT BALANCING OPERATING BUDGET – 2012

## by Demographics

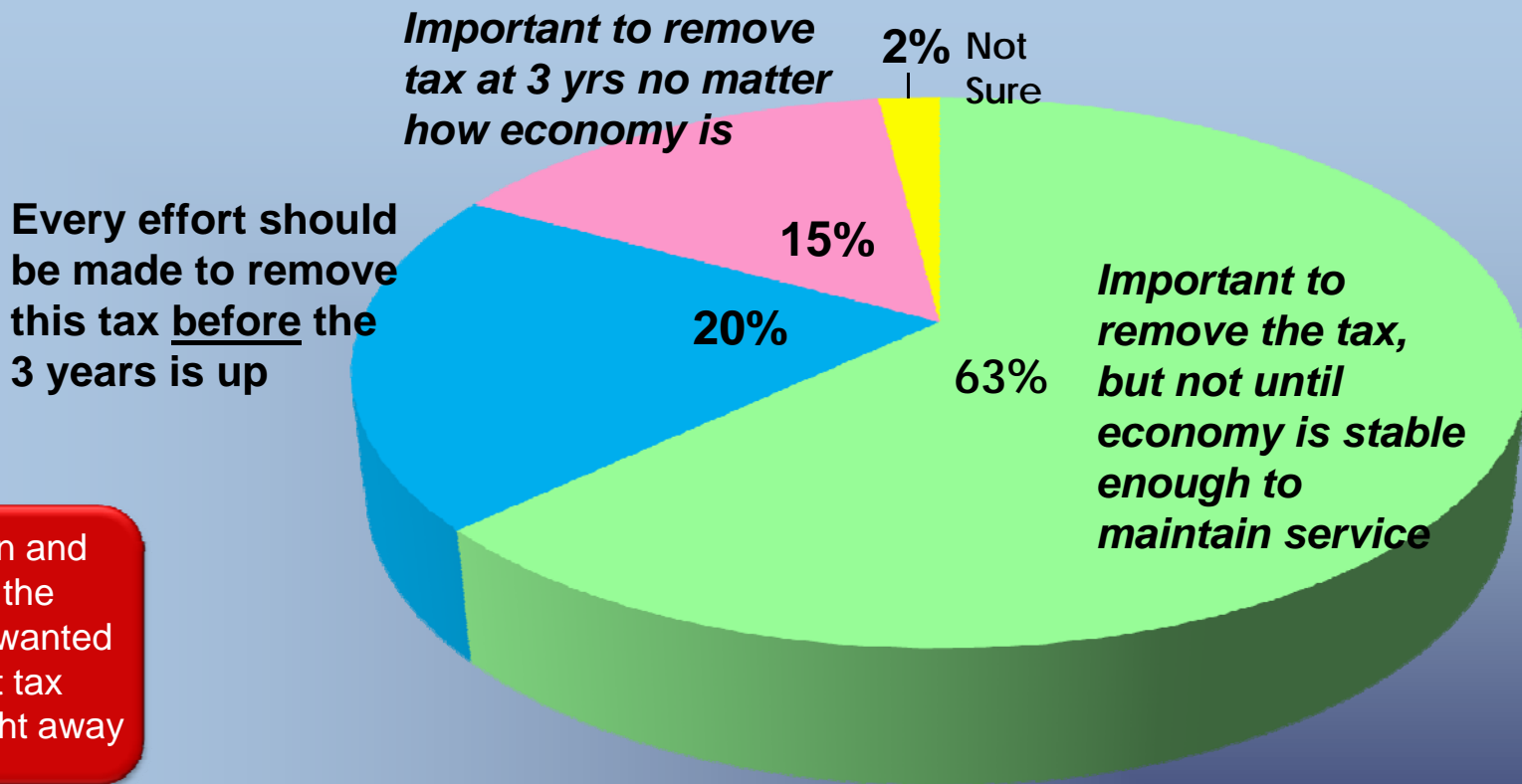
### Combined Excellent/Good Ratings





# ATTITUDE TOWARDS 1/2 CENT SALES TAX – 2012

*“In Sept. 2009, City Council voted to temporarily increase the city’s sales tax by a half cent to help maintain our level of services due to expected shortfalls in the City’s operating revenues. This is equivalent to adding a nickel to every \$10 spent in the City. The City Council also voted to consider removing this tax after 3 years. Which of the following statements best reflects your feelings about removing the tax increase?”*



More women and residents of the South area wanted the half cent tax removed right away

*Note: Order in which statements were read was rotated among respondents.*

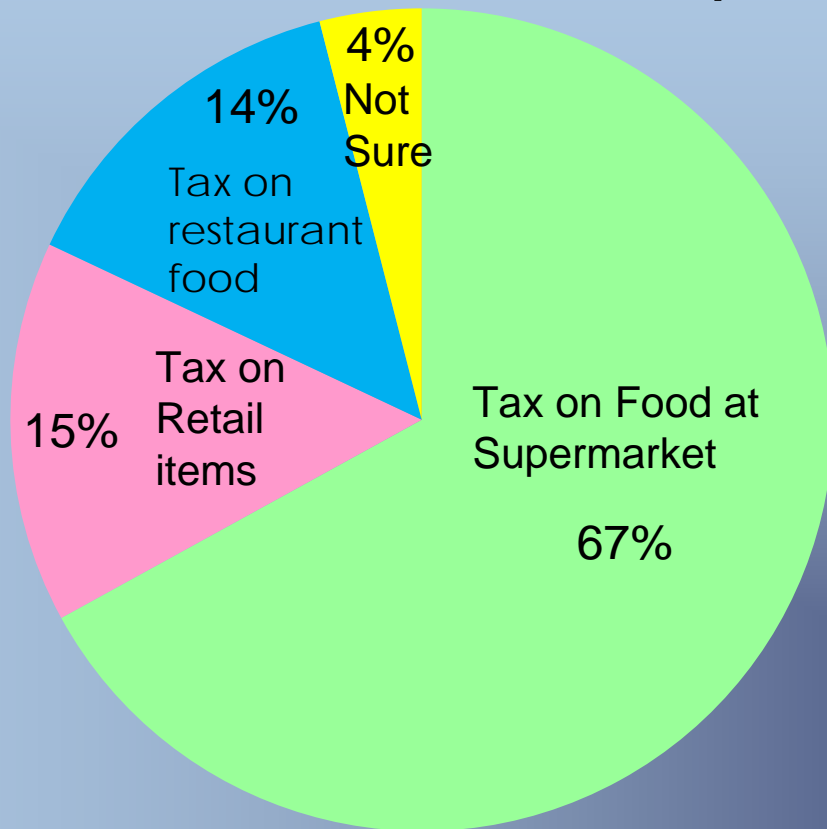
# PERCEPTION



# PREFERRED TAX TO BE LOWERED - 2012

*“If the City Council felt revenues were still too low to take the entire half cent sales tax off after three years, but could consider lowering a portion of various sales taxes which one of the following taxes would be the most beneficial to you if it were lowered?”*

Total Sample



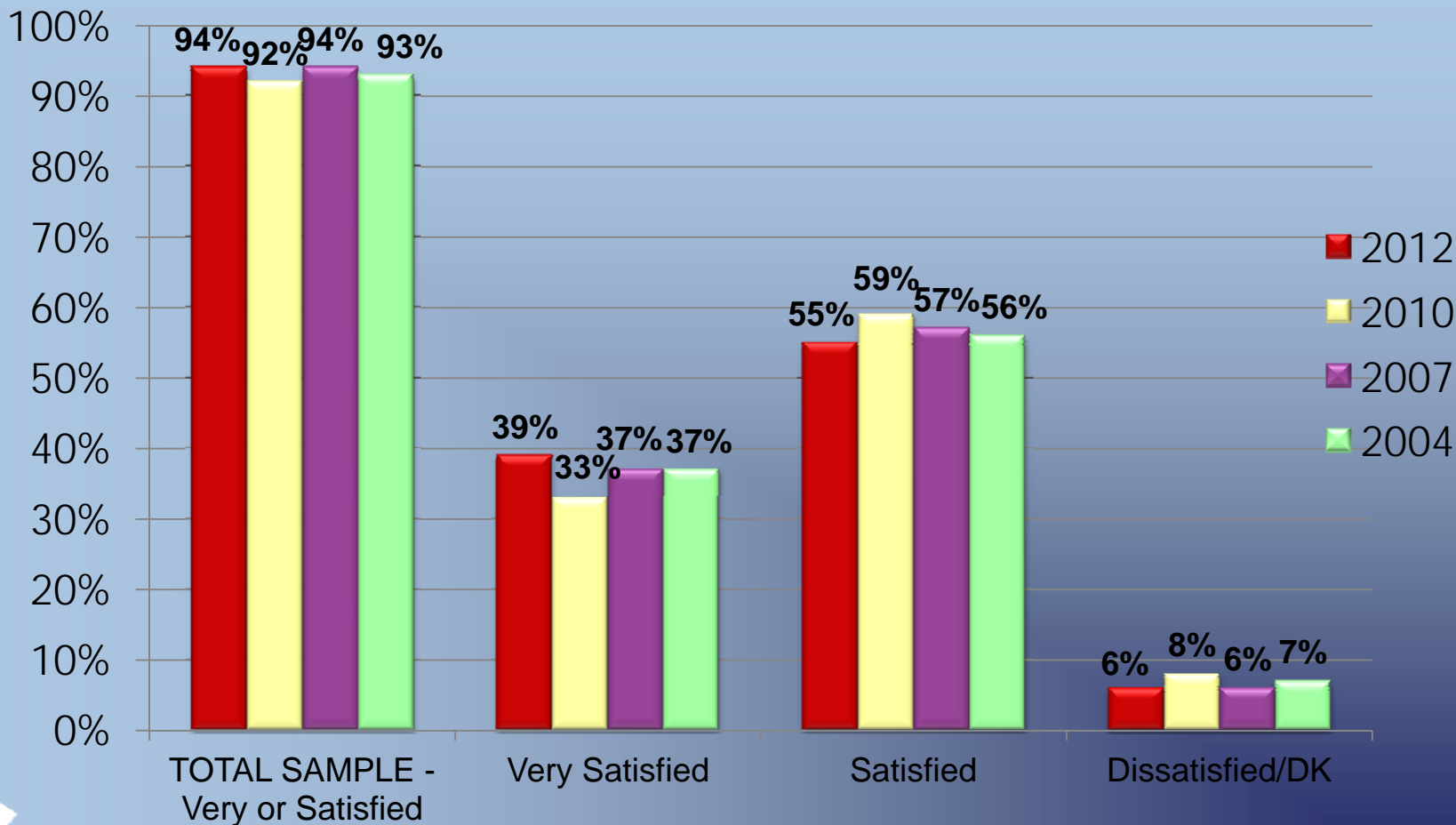
No differences by demographics

*Note: Order in which tax types were read was rotated among respondents.*



# OVERALL SATISFACTION WITH SERVICES 2012 vs. Other Years

*“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?”*





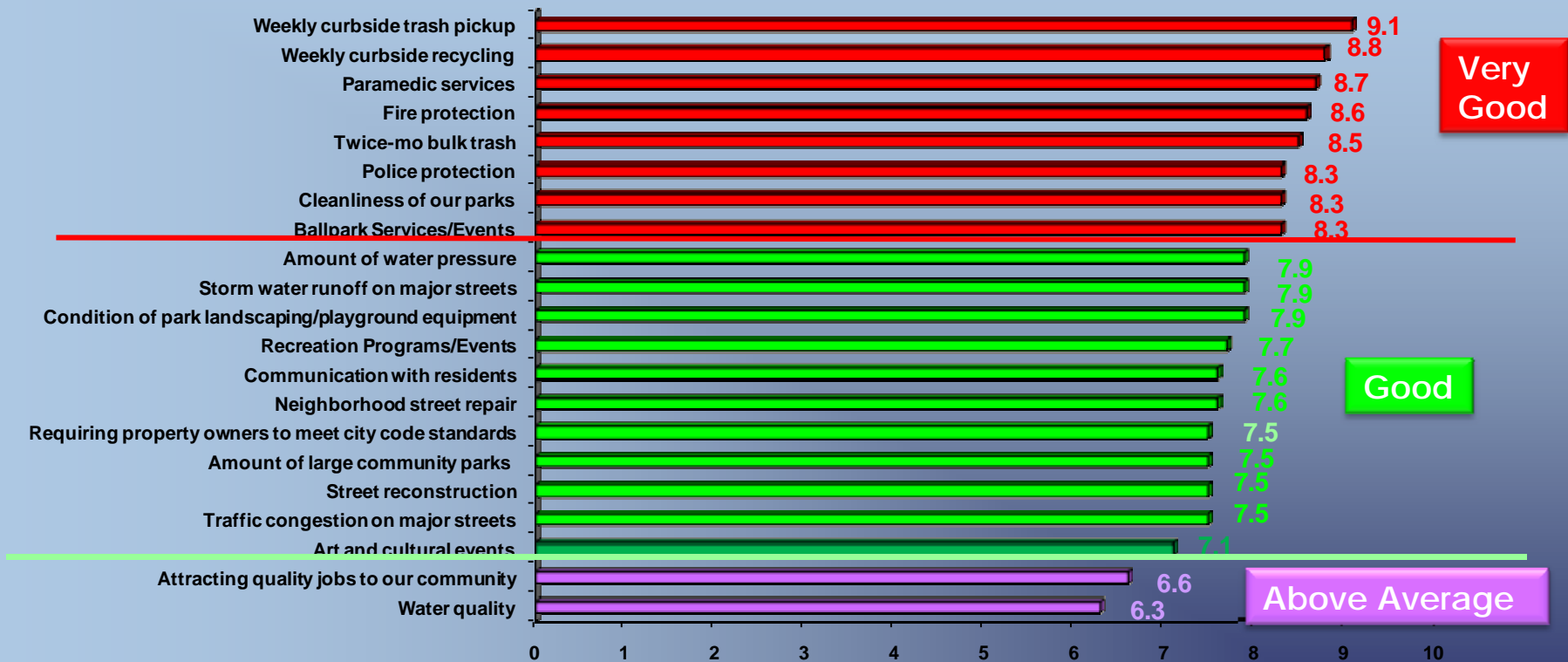


# HOW WELL CITY PROVIDING CURRENT SERVICES

## Mean Rating - 2012

(10 = Excellent Job/1= poor job)

2012





# Comparing Mean Ratings of Services Across Years – Page 1

Slowly Recovering

Deep Recession

Booming Economy

Good economy

Service	2012	2010	2007	2004
Once-a-week trash pickup	9.1 ←	8.7 ←	8.3 <sup>Changed</sup> ←	8.6
Once-a-week recycling pickup	8.8 ←	8.5 ←	8.5	NA
Paramedic services	8.7 ←	8.2 ←	8.4 ←	8.2
Fire protection	8.6 ←	8.4 ←	8.6 ←	8.4
Twice-monthly bulk trash pickup	8.5 ←	7.6 <sup>changed</sup> ←	8.5 ←	8.1
Police protection	8.3 ←	8.0 ←	8.2 ←	8.1
Cleanliness of our parks	8.3 ←	8.1 ←	8.2 ←	7.7
Ballpark services/events	8.3	NA	NA	NA
Water pressure (Liberty 8.3/COG 7.5)	7.9 ←	7.6 ←	7.7	NA
Storm water runoff on arterials	7.9 ←	7.7 ←	7.9 ←	7.4
Condition of parks/play equipment	7.9 ←	7.8 ←	7.9 ←	7.3



# Comparing Mean Ratings of Services Across Years – Page 2

Slowly Recovering	Deep Recession	Booming Economy	Good economy
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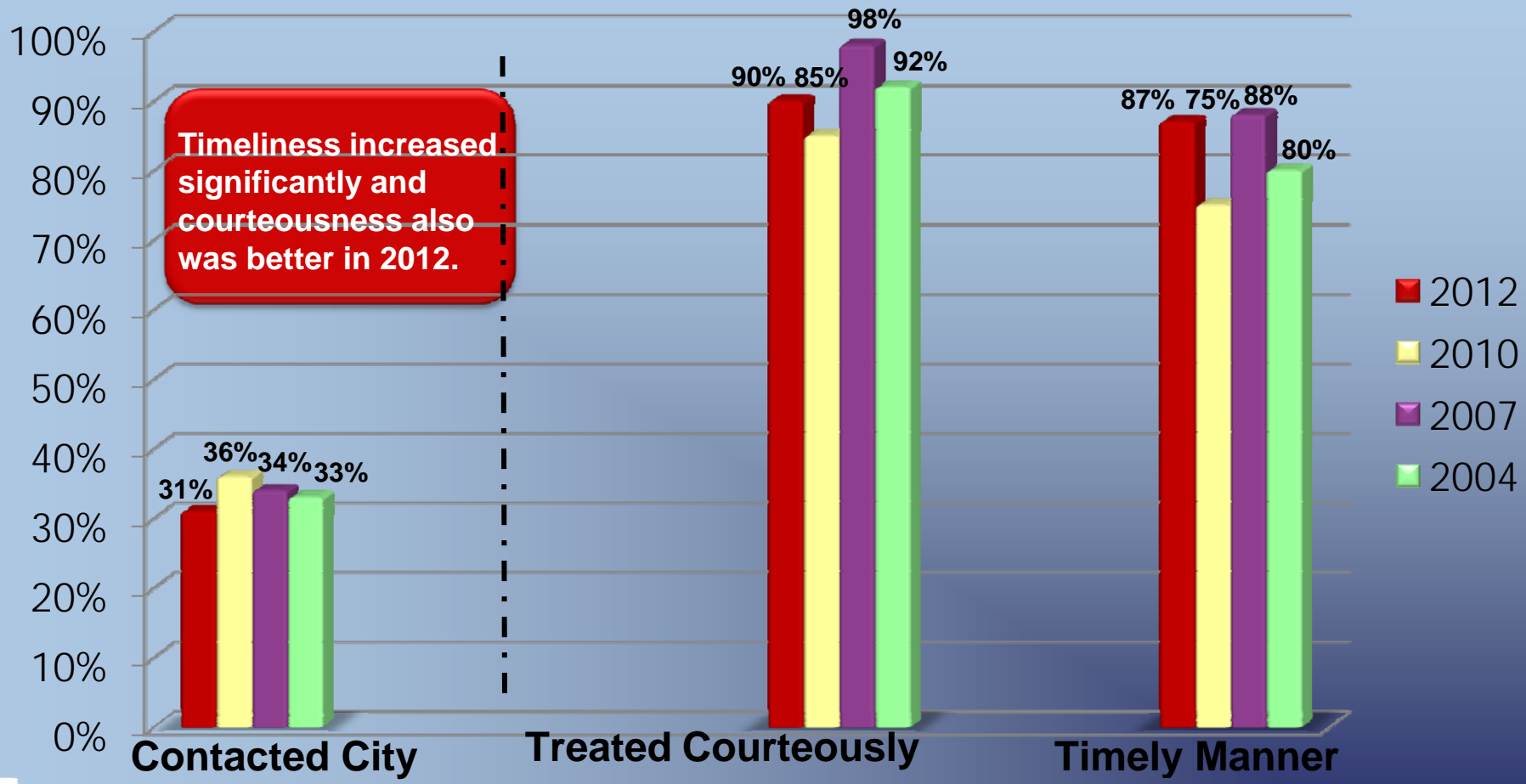
Service	2012	2010	2007	2004
Recreation programs & events	7.7	NA	NA	NA
Communication with residents	7.6 ←	6.9 ←	7.5 ←	7.0
Neighborhoods street repair/maint.	7.6 ←	7.3 ←	7.7 ←	6.9
Requiring property owners to meet codes	7.5 ←	7.1 ←	7.5 ←	7.5
Amount of large community parks	7.5 ←	7.2 ←	7.0 ←	6.6
Reconstructing/widening of major streets	7.5 ←	7.3 ←	I-10 done 6.9	NA
Traffic congestion on major streets	7.5 ←	6.9 ←	I-10 done 5.9 ←	5.9
Art and cultural events	7.1 ←	6.6 ←	6.8 ←	6.1
Attracting quality jobs	6.6 ←	5.9 ←	6.7 ←	5.8
Quality of water (Liberty 7.4/COG 5.3)	6.3 ←	6.5 ←	6.6	NA





# CITIZENS' CONTACT EXPERIENCE WITH CITY 2012 vs. Other Years

*“During the past 12 months, did you contact any City officials or department to seek service or information, or to make a complaint?” If so, “Were you treated in a professional and courteous manner and were your needs handled in a timely fashion during your last contact ?”*

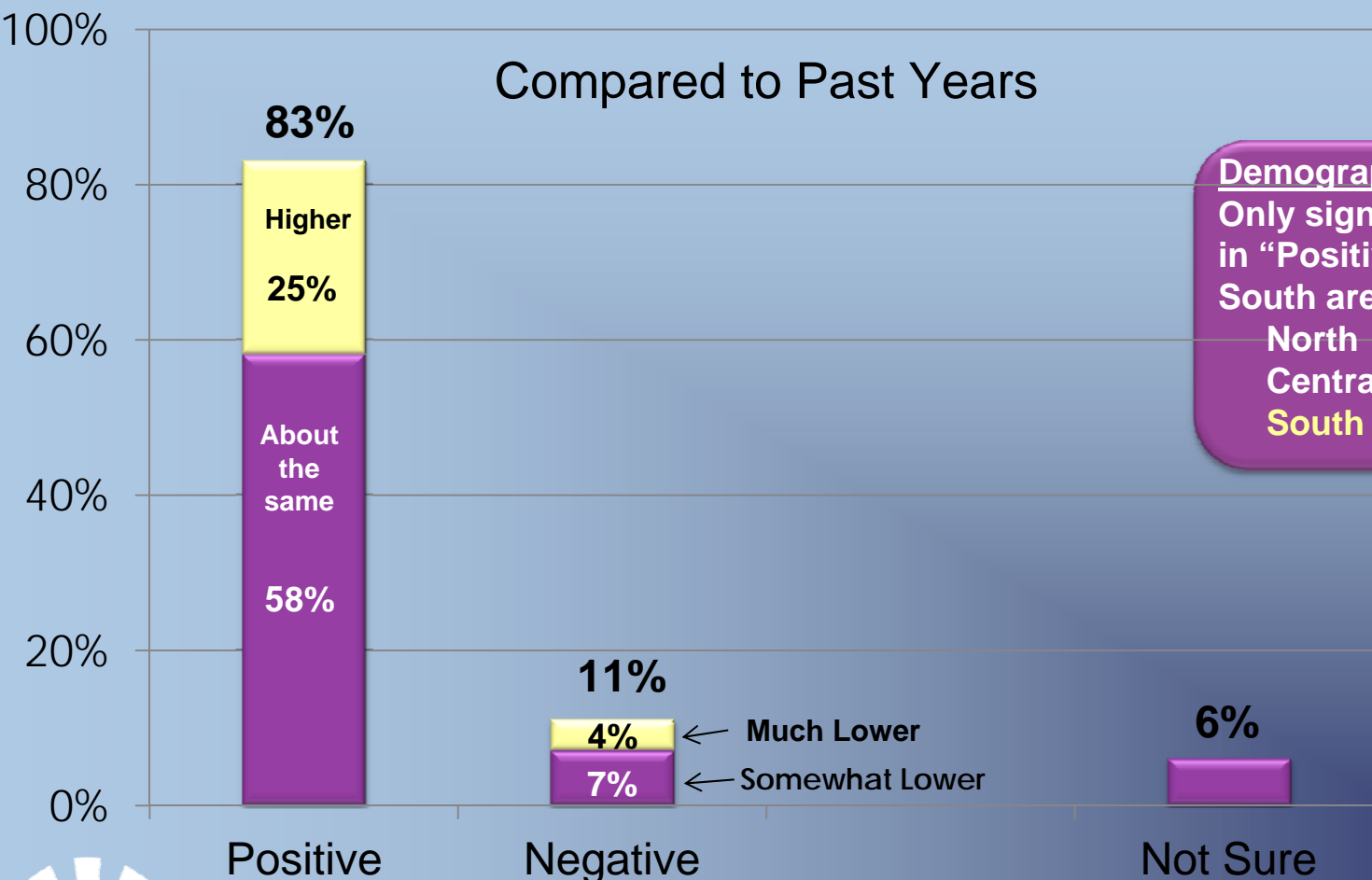




# Confidence in Police Dept. – 2012

*“Overall, how would you rate your confidence in the Goodyear Police Department at his time?”*

Compared to Past Years



**Demographic Difference**  
Only significant difference in “Positive” attitude is in South area:  
North – 88%  
Central – 87%  
South – 69%



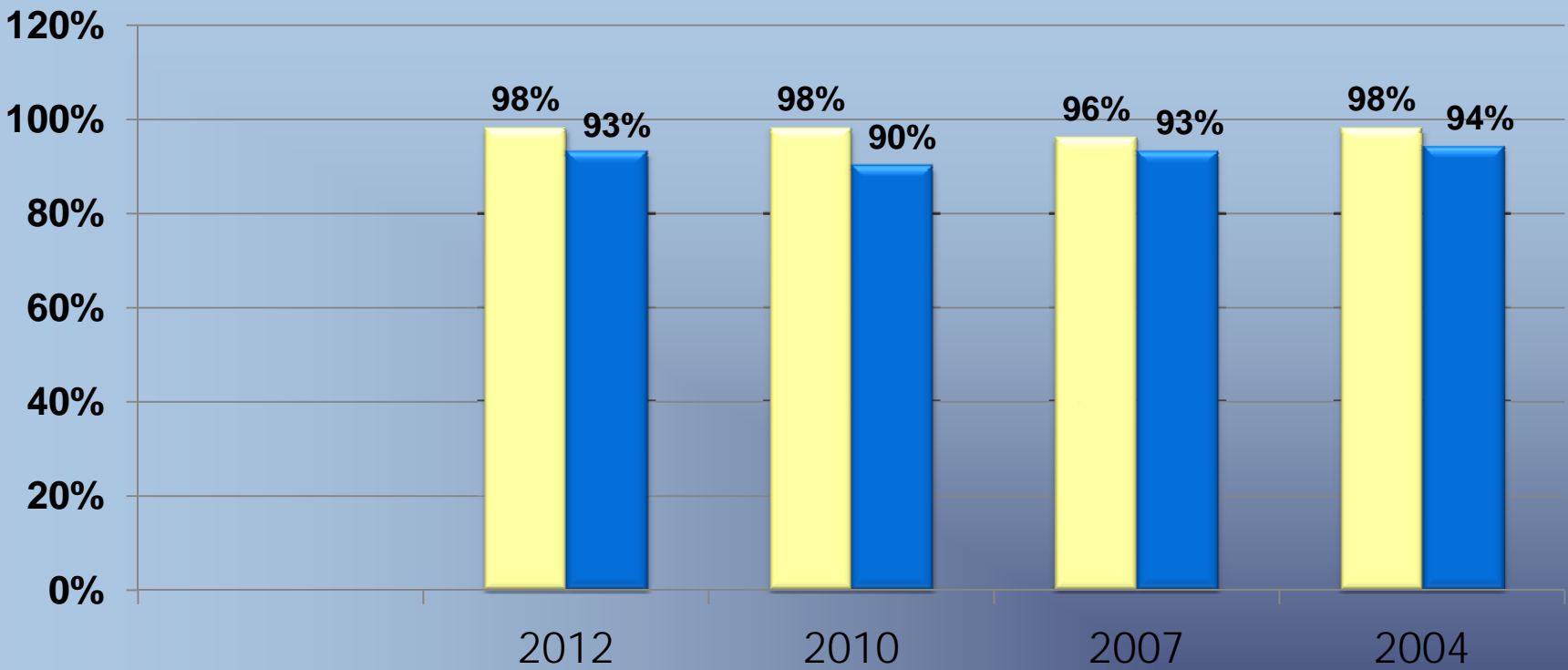


# NEIGHBORHOOD SAFETY

## 2012 vs. Other Years

*“How safe do you feel in your neighborhood during the day – very safe, safe, not safe or not safe at all?” Then asked same question for “your neighborhood at night.”*

■ Day ■ Night



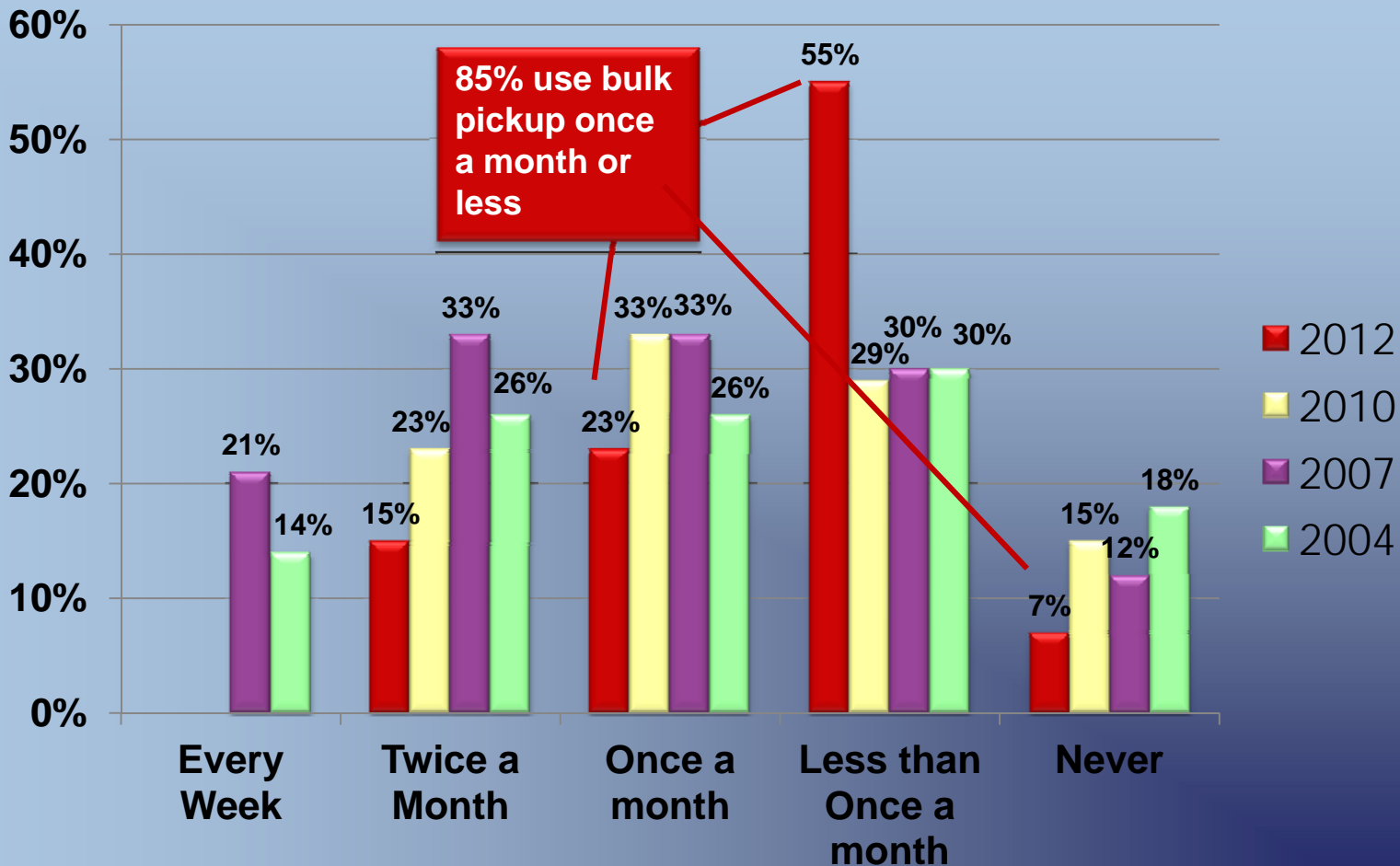
**Virtually no change even though population has nearly doubled since 2004**





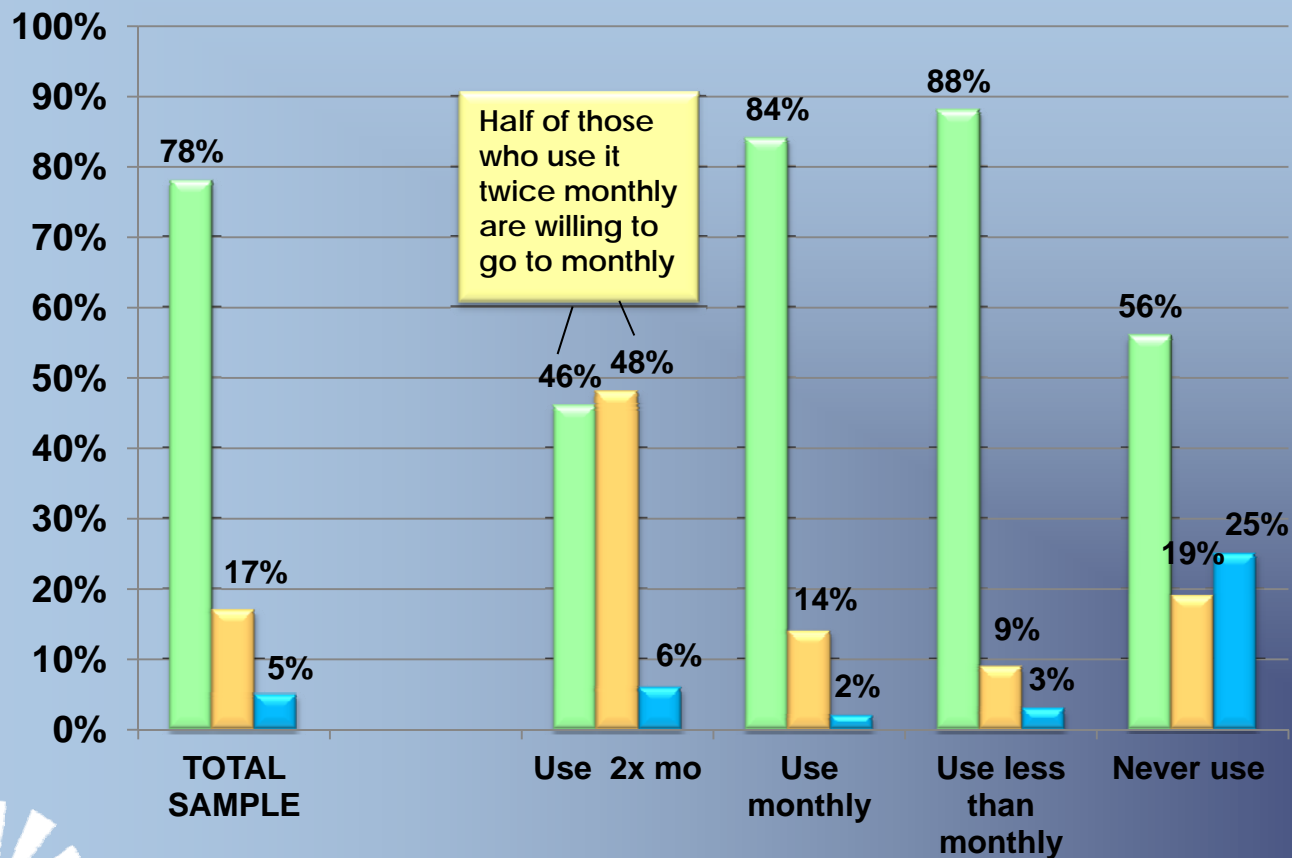
# FREQUENCY OF BULK TRASH USAGE 2012 vs. Other Years

*“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?”*



# REACTION TO BULK TRASH OPTIONS- 2012

*"Fee based services in Goodyear must cover all of their costs in order to be self-sustaining. It appears that it will be necessary to add \$1.36 to each household's monthly trash bill to cover the increasing costs of picking up bulk trash twice a month. If the bulk trash services were reduced to only once a month pickup there would be no need for a price increase. Based on this information, which of the following would be your preference?" (Go to once-a-month with no immediate price increase vs. maintain 2x/mo with \$1.36 per month increase.)*



- "Go to once-a-month bulk trash pickup so there would be no price increase in the next year or so."
- "Maintain 2x/Mo even though I understand that my bill will soon go up \$1.36 per month"
- Not sure

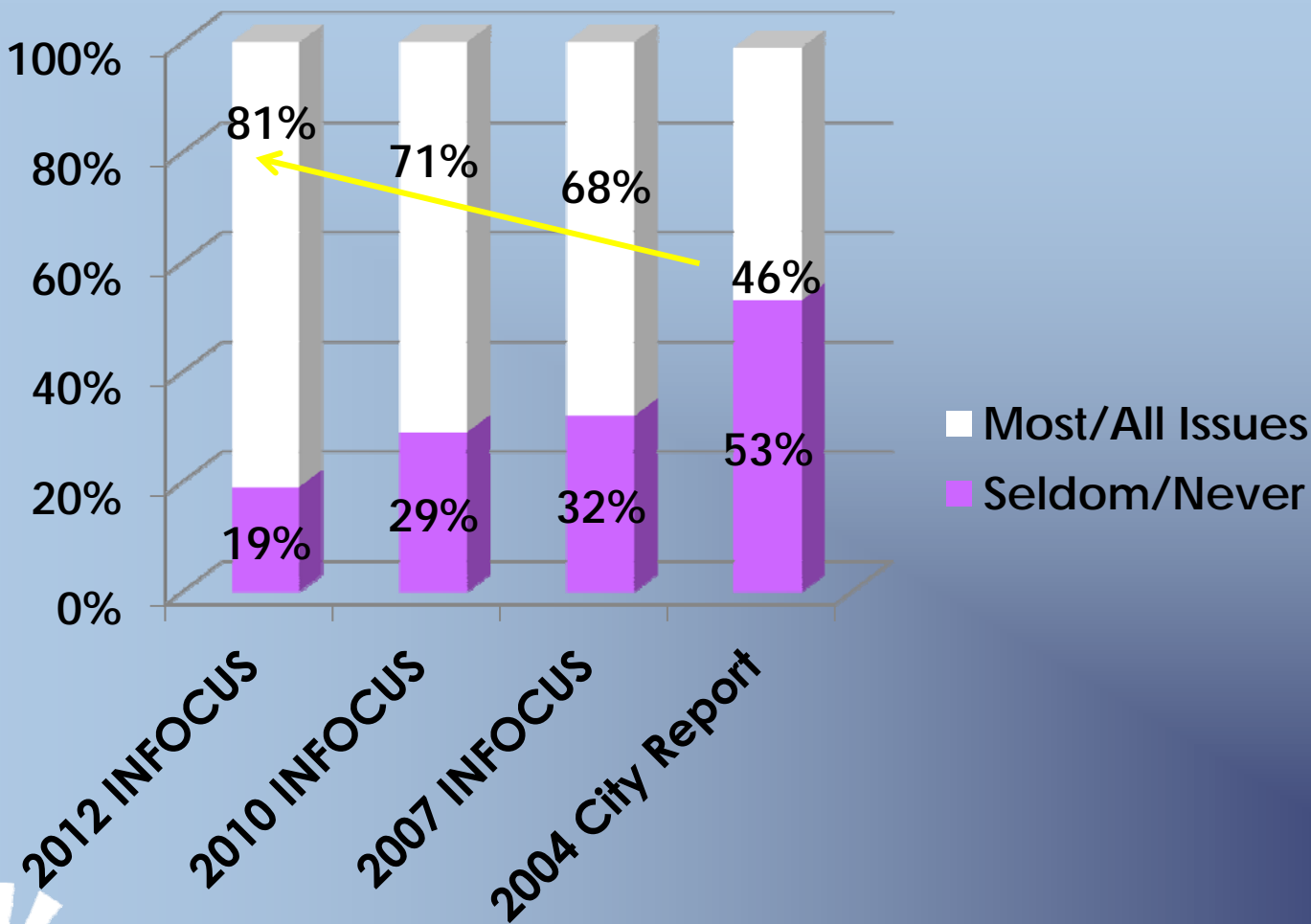






# READERSHIP OF CITIZEN NEWSLETTER 2012 vs. Other Years

*“How frequently, if ever, do you read the City’s INFOCUS newsletter that is mailed directly to your home - every Issue, most issues, seldom read it or never read it?”*



**•Readership has increased significantly since 2010**

**•59% read every issue**

**•Significantly fewer readers:**  
- in South  
- non-voters  
- males

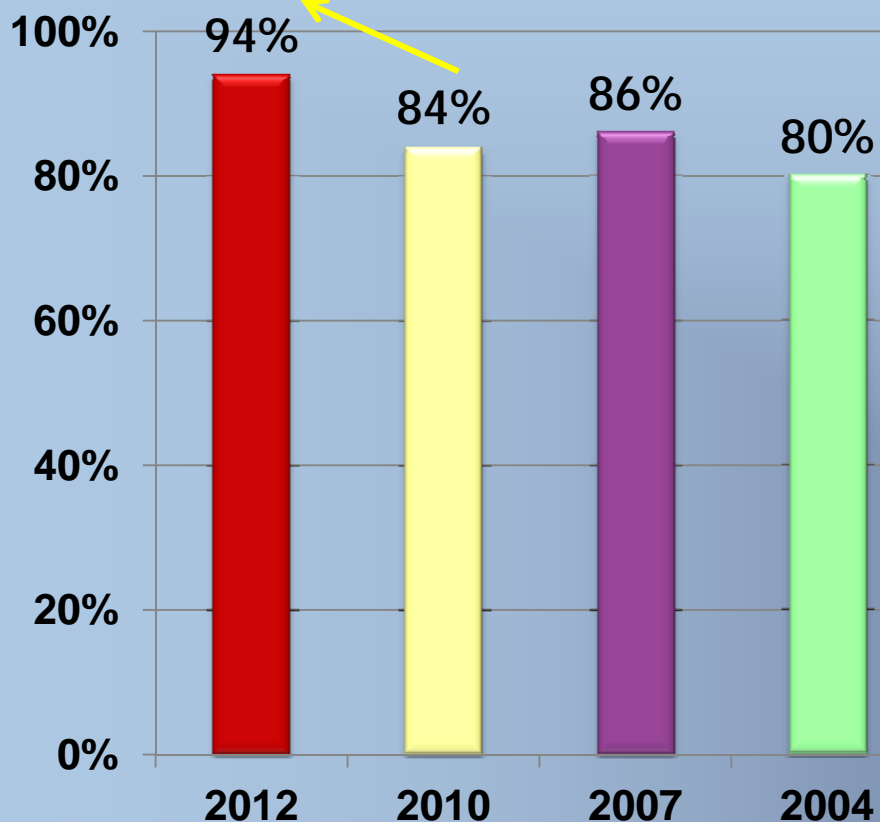




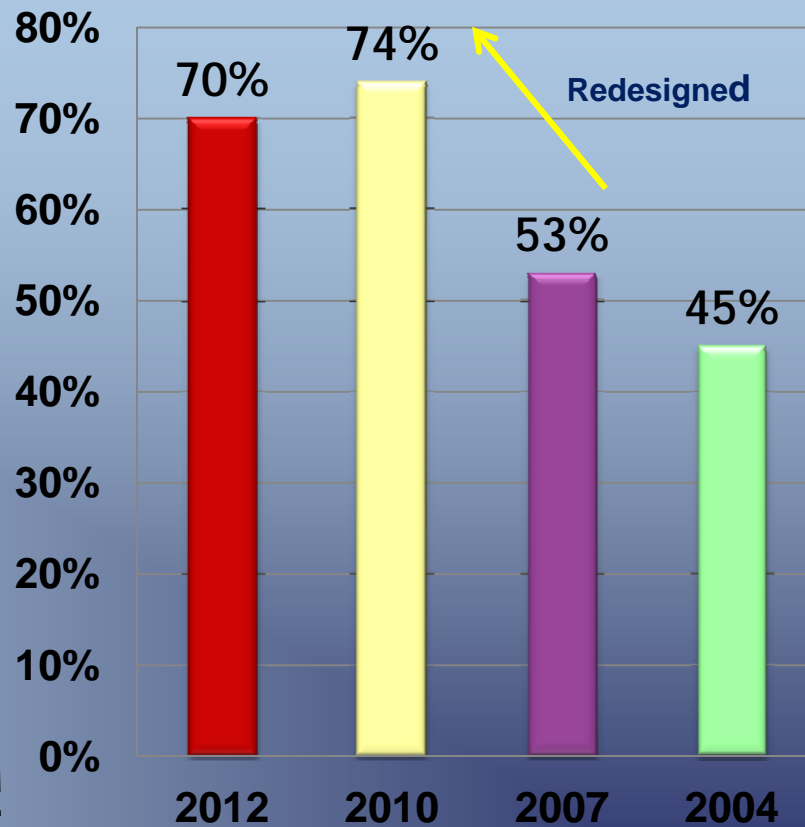
# HOME INTERNET ACCESS AND USE OF GOODYEAR WEBSITE - 2010 vs. Other Years

*“Do you have a computer at home with internet access?” If so, “Have you ever visited the City’s website?”*

## Have internet at home



## Visited City Website



34

**86% find City Website very easy/easy to use**

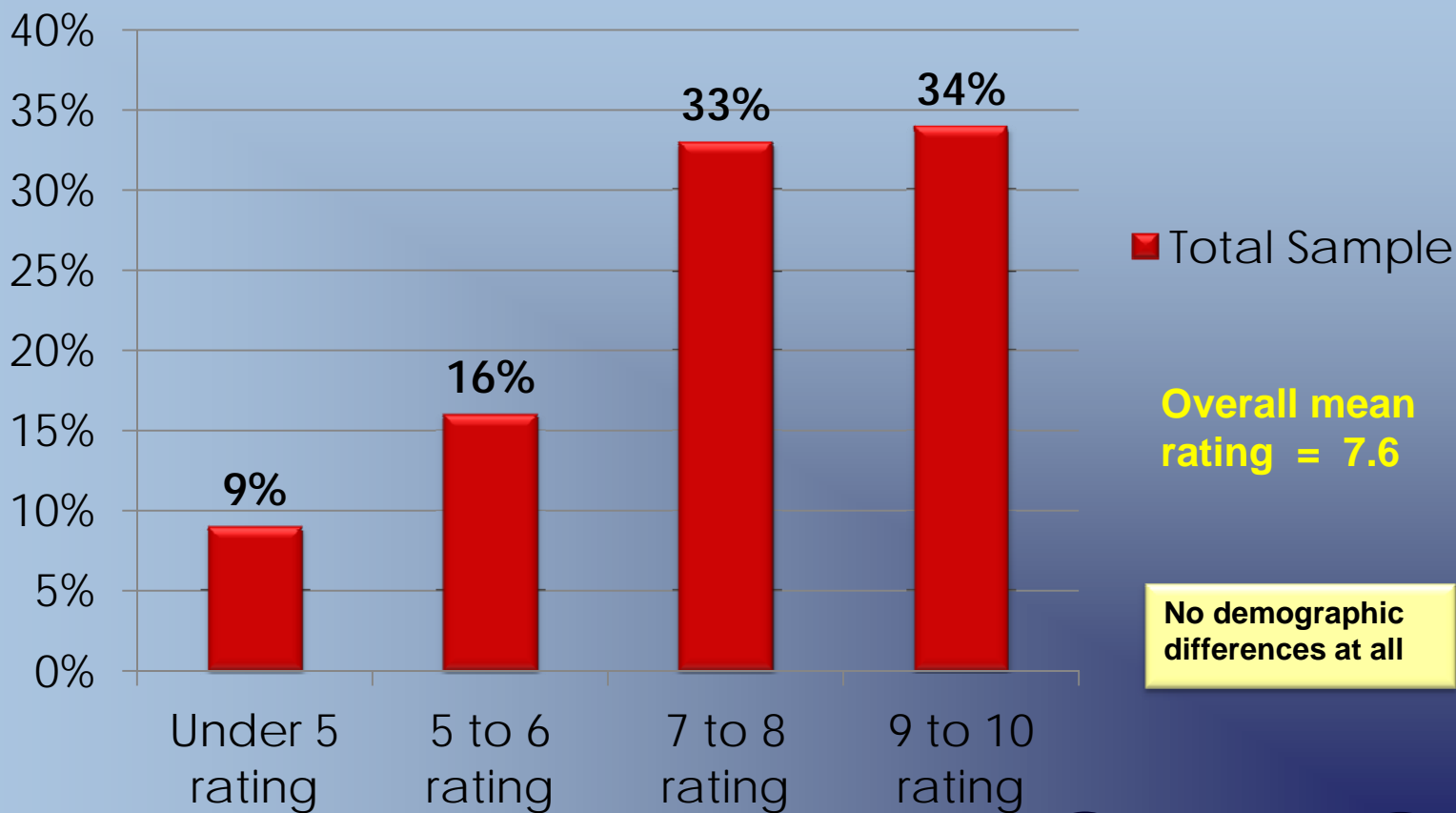
# PERCEPTION



# BALLPARK'S BENEFIT TO QUALITY OF LIFE

*“ On a scale of 1 to 10 where 1 means “no benefit” and 10 means “a great benefit” how much of a benefit do you feel the Goodyear Ballpark and its practice fields have been to the quality of life in Goodyear?”*

## Total Sample

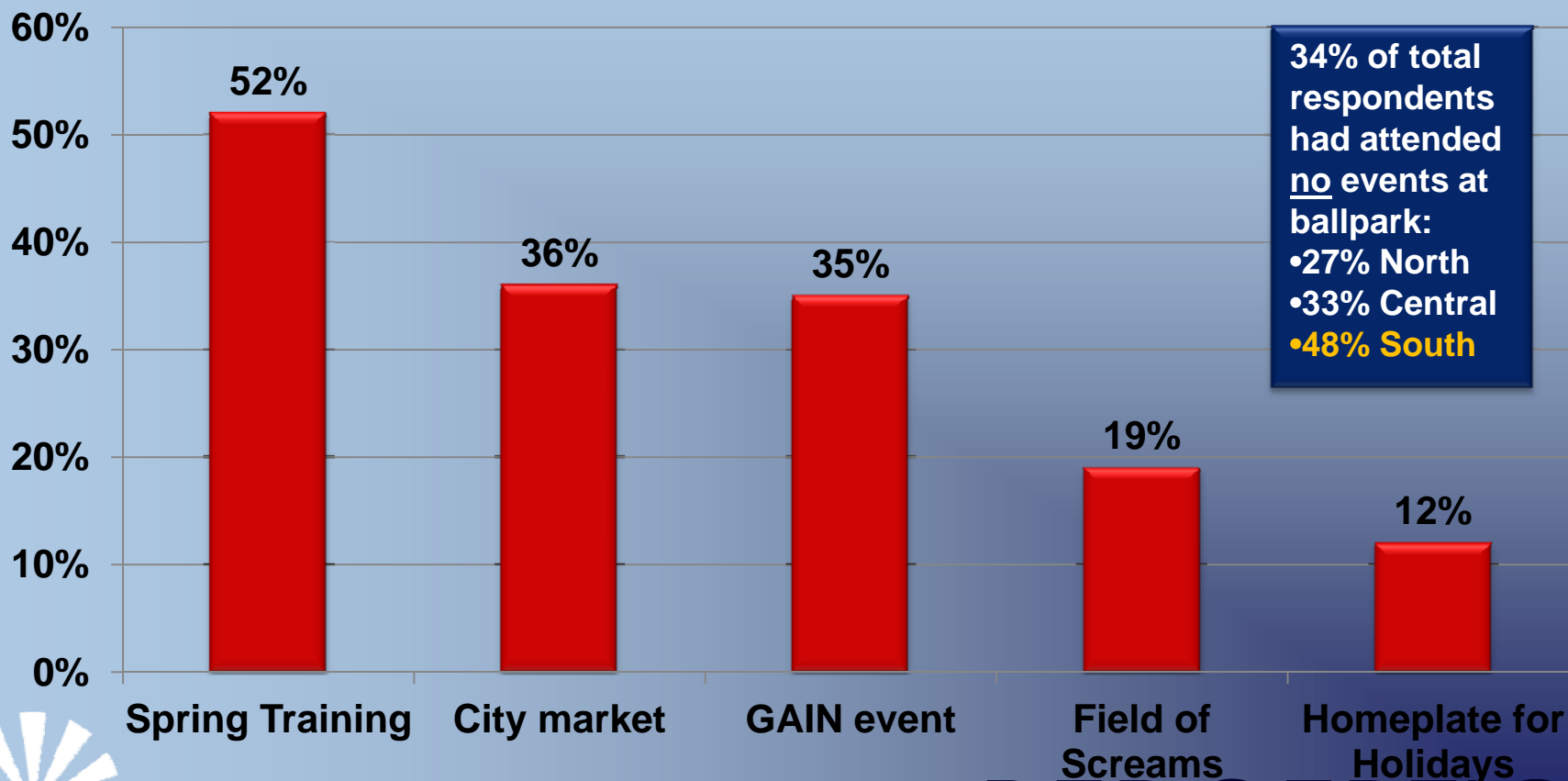




# BALLPARK ATTENDANCE - 2012

*“Have you or any members of your family ever attended any of the following City events at the Goodyear Ballpark?”*

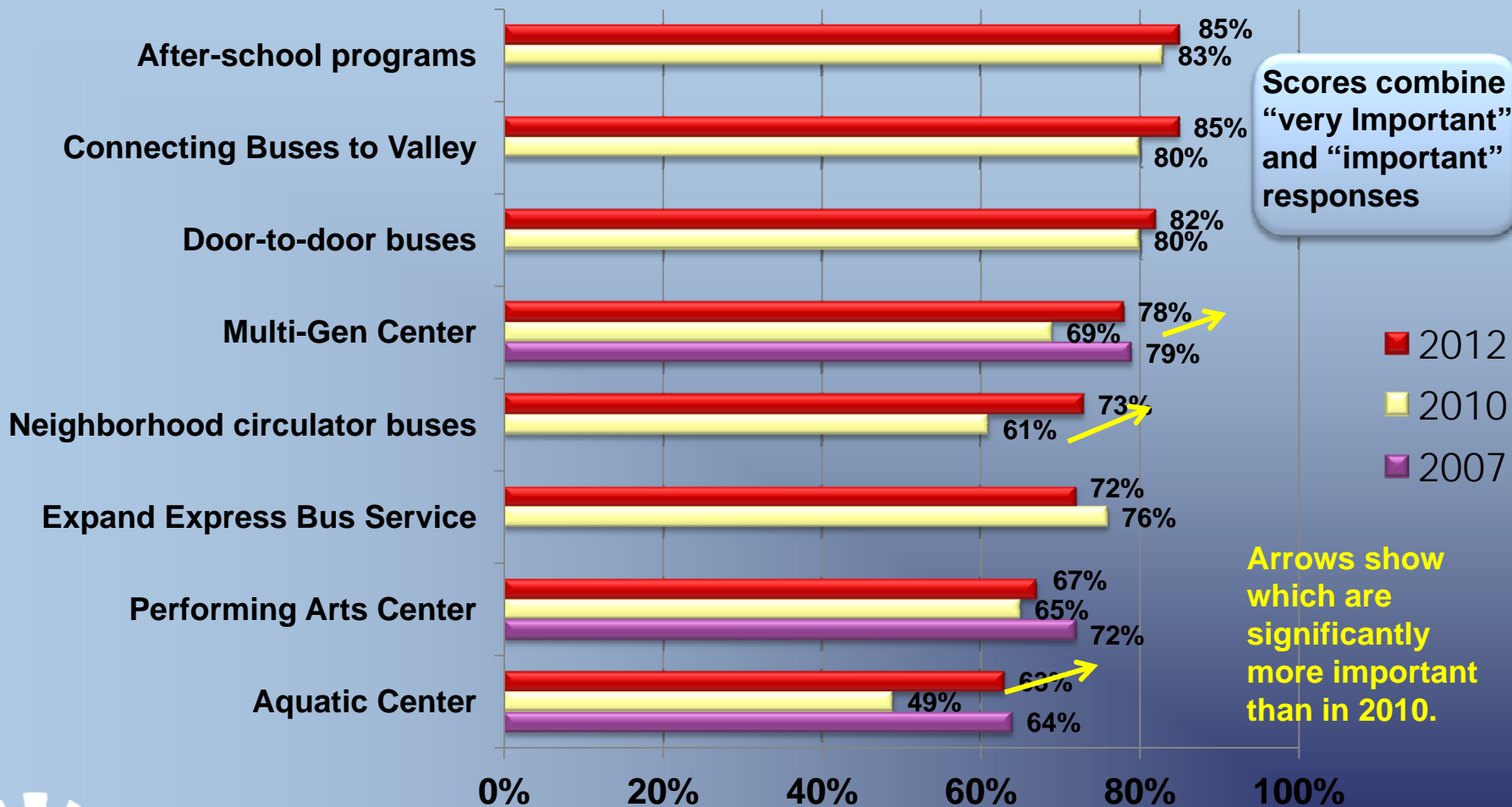
Responded “Yes” (265 sample)





# IMPORTANCE OF CITY PROVIDING NEW CITY SERVICES - 2012 vs. 2010 and 2007

*“The following are services that the City does not currently provide. Please tell us how important it is to you that the City provide these services in the future. Is the service very important, important, not very important, not important at all?”*

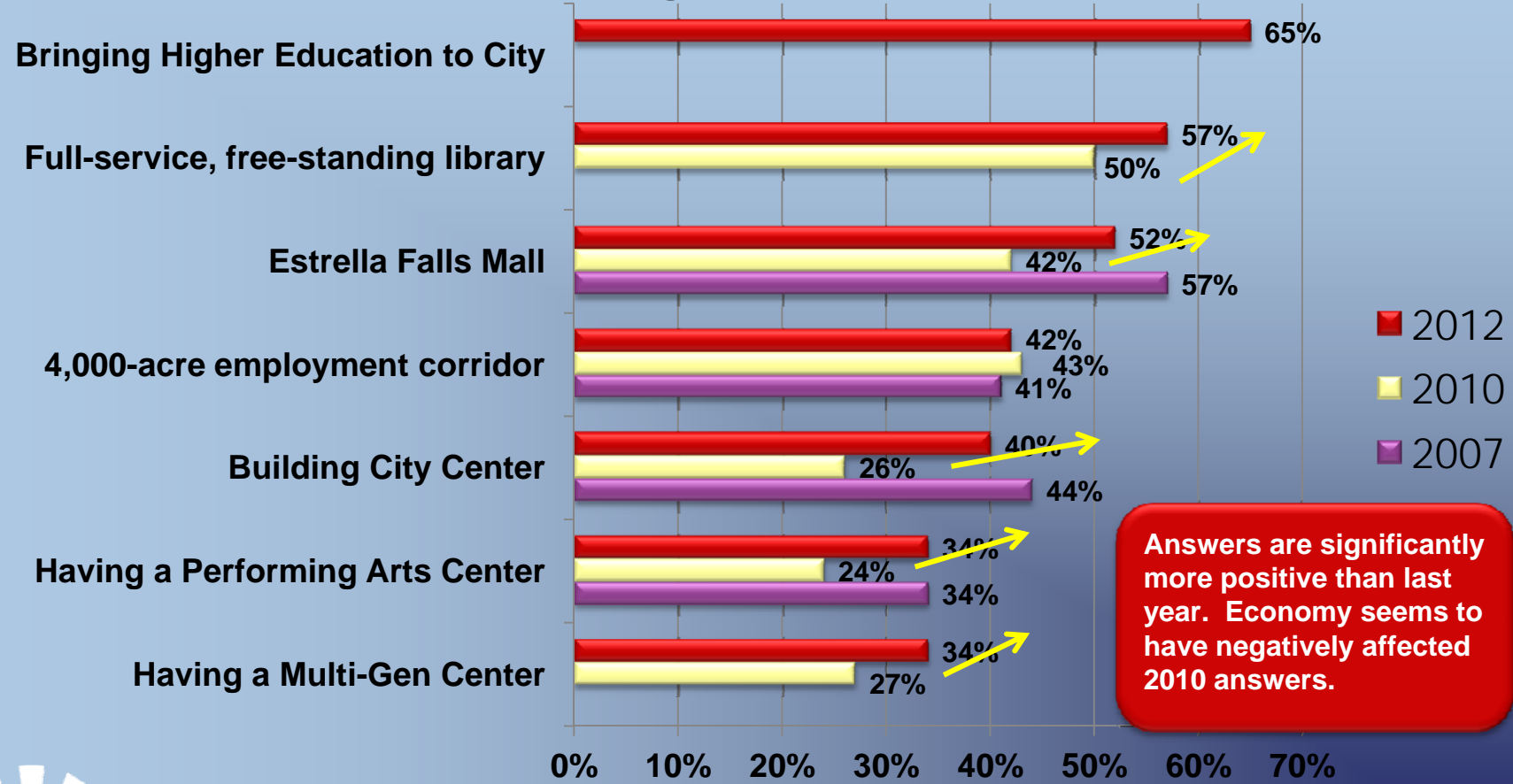




# HOW NEW AMENITIES WILL IMPROVE QUALITY OF LIFE – 2012 vs. 2010 and 2007

“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?”

## Responding “A Great Deal”



Answers are significantly more positive than last year. Economy seems to have negatively affected 2010 answers.

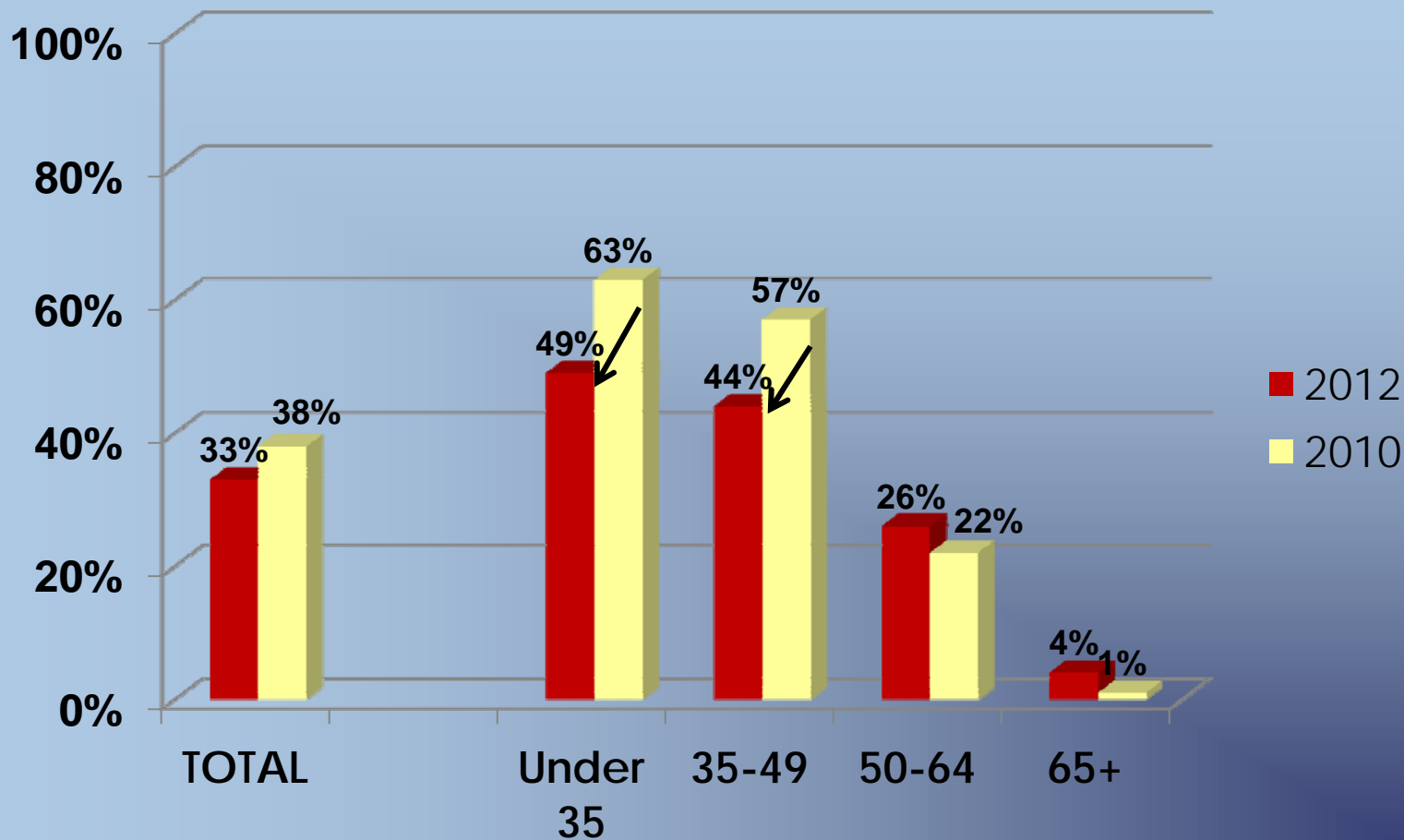




# INTEREST IN GETTING COLLEGE DEGREE

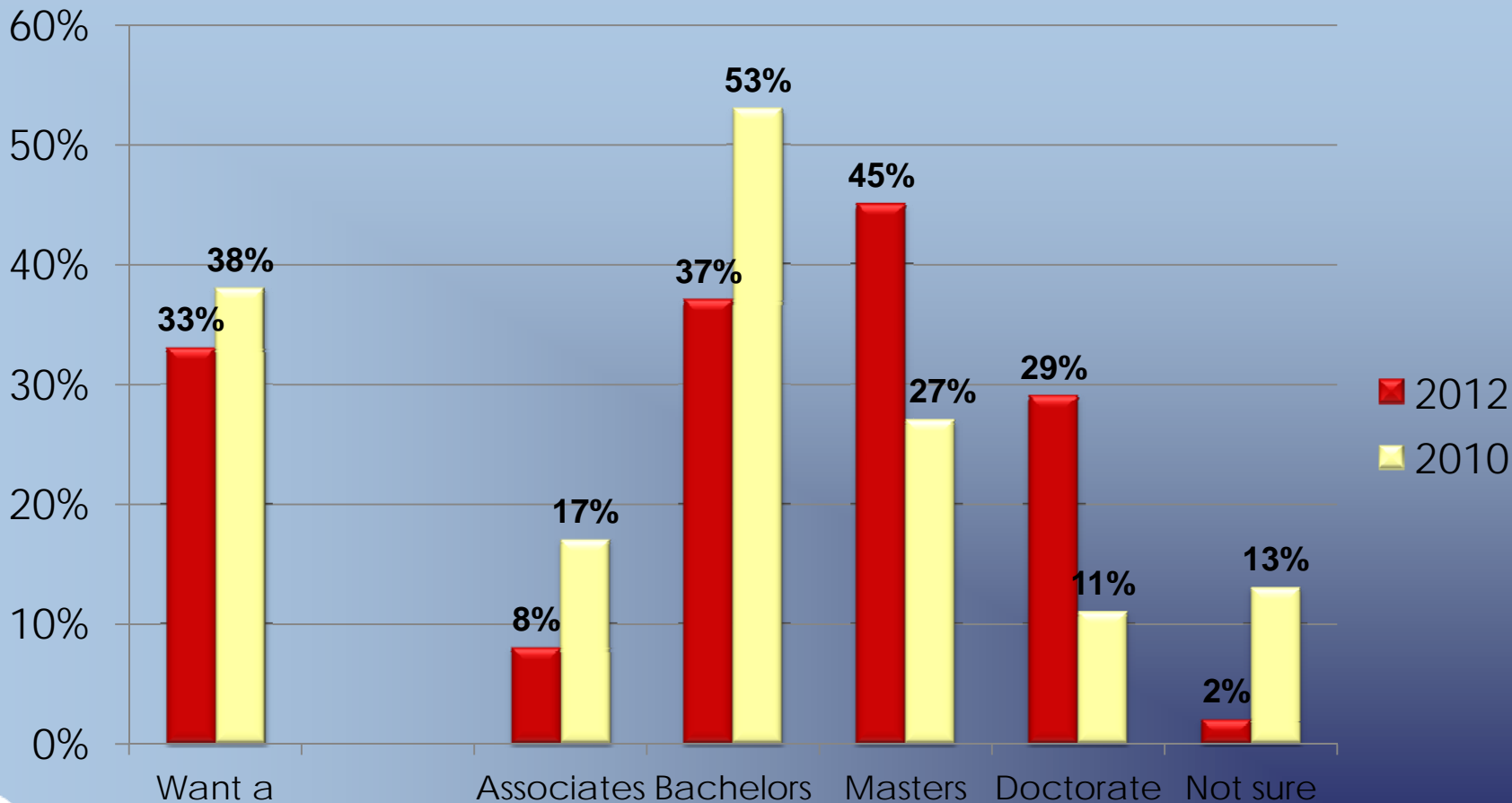
## 2012 vs 2010

*“Does anyone in your immediate household have an interest in getting a college degree? If, so, in what area of study and what degree?”*





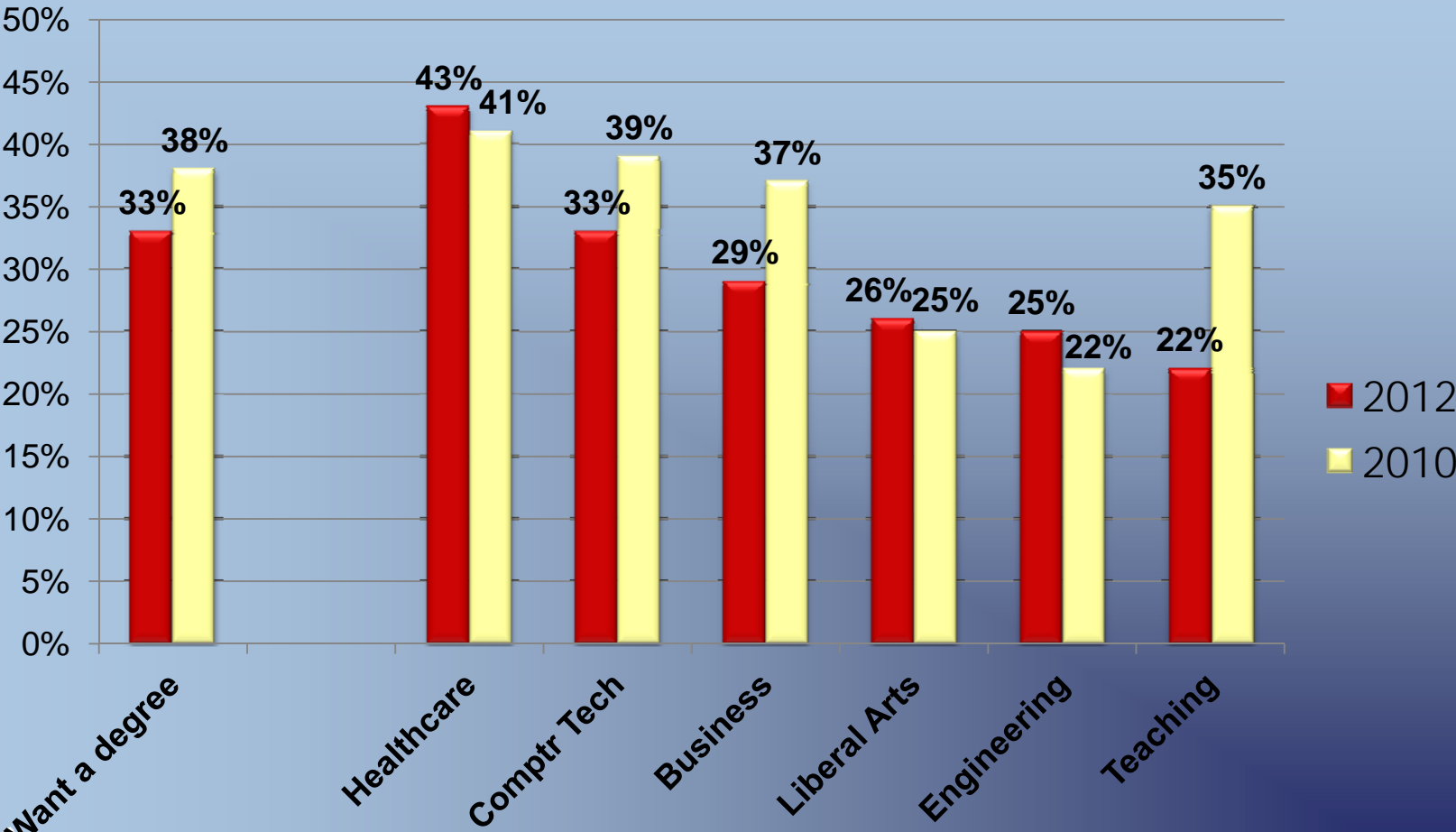
# DEGREES RESIDENTS ARE INTERESTED IN OBTAINING 2012 vs. 2010







# AREA OF COLLEGE STUDY RESIDENTS ARE INTERESTED IN 2012 vs. 2010



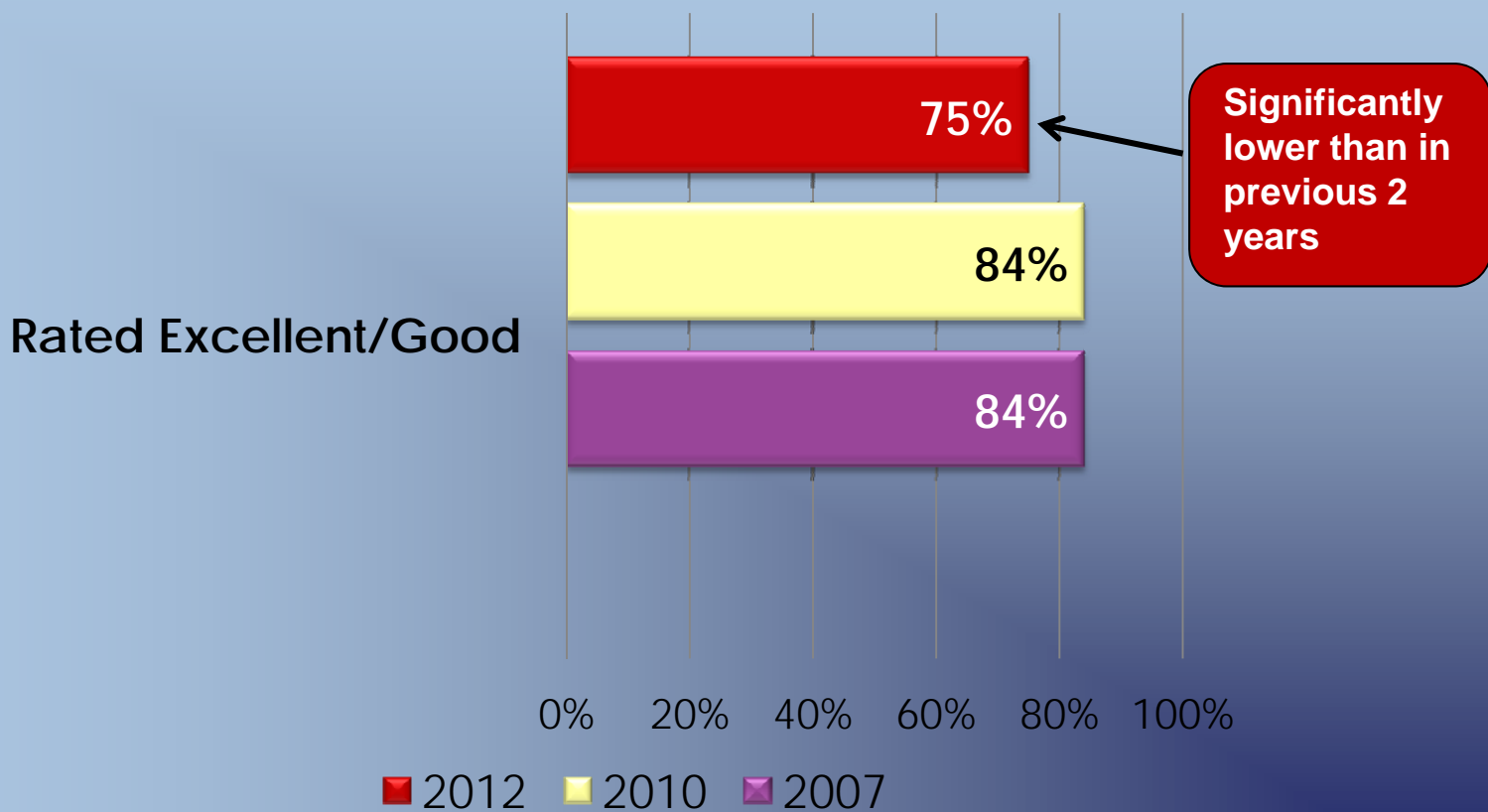


# COMMERCIAL DEVELOPMENT

## 2012 vs. 2010 vs. 2007

“Overall, would you rate the design, look and quality of the commercial centers in Goodyear as excellent, good, fair or poor compared to commercial centers you see in other areas of the Valley?”

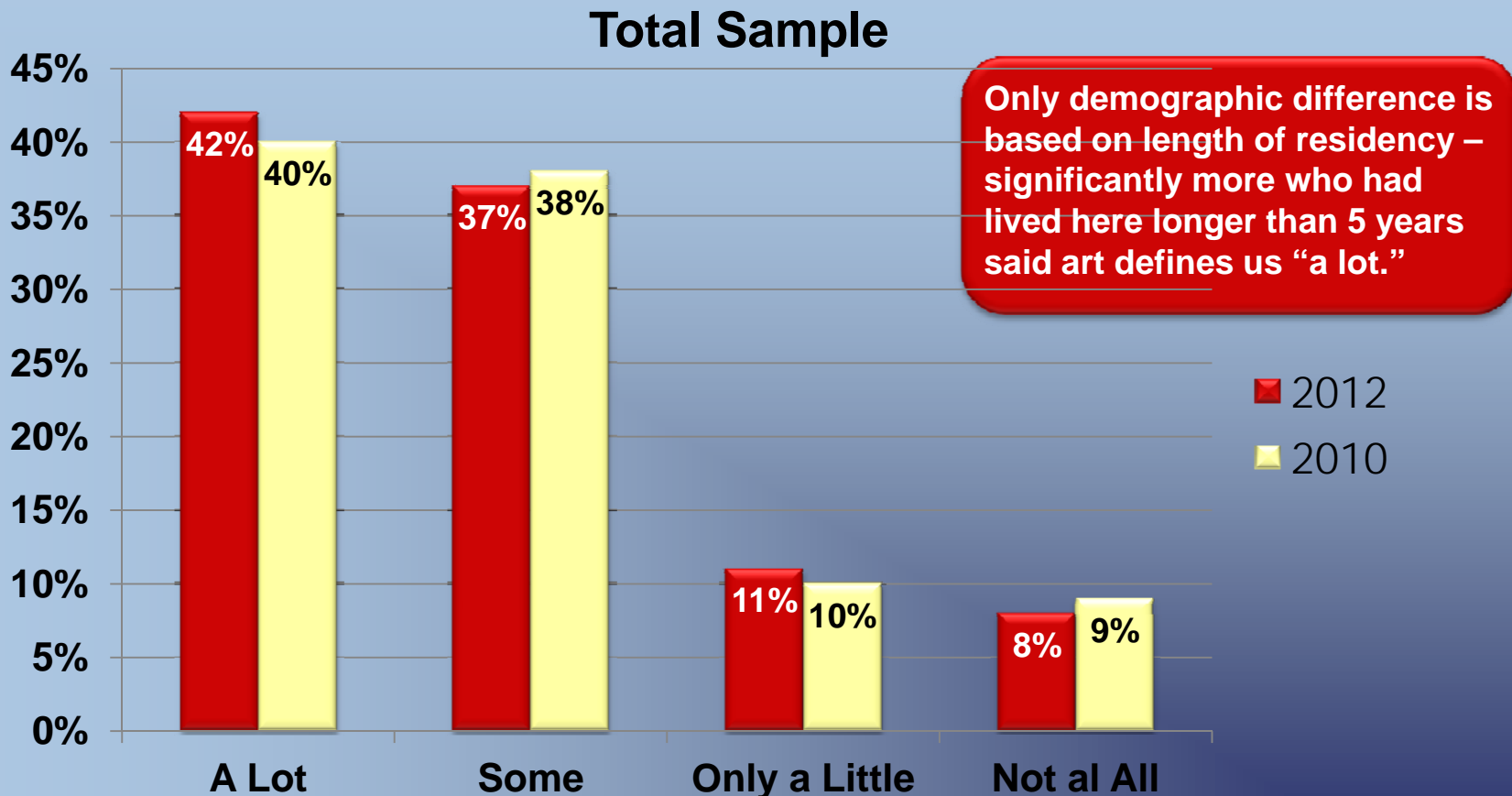
### Total Sample





# HOW MUCH ART IN PUBLIC PLACES HELPS DEFINE A COMMUNITY - 2012 vs. 2010

*“How much do you feel that art in public places helps define a community – a lot, some, only a little or not at all?”*





# IN SUMMARY

## – Quality of Life

- **Goodyear is a great place to live – 94%**
  - **Good quality of life in their neighborhoods (84%)**
    - **Central area has improved but South area showing signs of discontent with neighborhood quality of life**
  - **30% of households are now employed in Goodyear and for other 70% commutes are getting a little shorter**
  - **People still feel safe day and night - 98% and 93%**
  - **High confidence in Police – 83% are positive despite the past year's problems; South area shows lowest confidence level**
- **Biggest problems facing City are foreclosures and crime (both 12%)**
- **Bringing higher education, building a library, and the mall opening will do most to improve quality of life in Goodyear**



# IN SUMMARY

## – City Services

- Resident attitudes toward services have generally improved since 2010 when recession seems to have had negative effect on City survey answers
- One-third of citizens contacted city; courteousness and timeliness were dramatically improved over 2010
- More than half (61%) think City has done a good job balancing budget
- City will be more livable with more parks, recreation, jobs and shopping
- Residents are still very satisfied with City services (94%)
  - They are most satisfied with *Basic Services* (fire, trash, police)
  - Where we're only above average with current levels of service
    - Bringing jobs and water quality
- Services that are very important that we're not providing:
  - Still Senior services, after-school programs, circulator buses



# IN SUMMARY

## – Specific Issues

### ➤ On Tax issue

- Majority are willing to keep half-cent tax longer than 3 years until economy is better if it maintains levels of service, but it still must go
- Lowering food tax is the most popular option if sales tax has to remain in place longer

### ➤ On Bulk Trash Issues . . .

- 78% want city to go to once-a-month service with no immediate price increase; 85% use bulk pickup monthly or less already

### ➤ On Ballpark . . .

- Over half feel the Ballpark with its ballfields is a positive addition to their quality of life
- More than half have attended Spring Training; about a third attended the City Market and GAIN