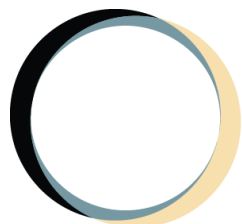




Goodyear, AZ

Comparisons by Demographic Subgroups

2018



NRC

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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by questions D5 (respondent work location), D12 (annual household income), D15 (respondent age) and D16 (respondent sex).

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for all respondents (751 completed surveys) is generally no greater than plus or minus four percentage points around any given percent. The margin of error for subgroups is less precise. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Residents who worked inside of Goodyear tended to give more positive ratings than those who worked outside of Goodyear to aspects within the pillar of Community Characteristics. Where differences were significant, female respondents tended to rate aspects of Community Characteristics more highly than male respondents and older respondents (those aged 55 and over) tended to give more positive ratings than their counterparts. No clear pattern emerged among residents with different annual household incomes.
- Within the pillar of Governance, residents who worked inside Goodyear also tended to give more positive ratings than those who worked outside of Goodyear (when differences were significant). Females also gave higher ratings than males while directional differences among income levels and age groups were more mixed.
- Reported rates of Participation varied among the demographic subgroups. Residents who had annual household incomes of \$49,999 or less tended to report lower rates of Participation than those with higher annual household incomes.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
The overall quality of life in Goodyear	92%	90%	91%	90%	91%	94%	89%	90%	90%	90%
Overall image or reputation of Goodyear	81%	81%	80%	81%	81%	83%	81%	80%	81%	80%
Goodyear as a place to live	95%	94%	94%	94%	95%	97%	93%	95%	93%	96%
Your neighborhood as a place to live	93%	90%	88%	90%	93%	93%	89%	93%	90%	93%
Goodyear as a place to raise children	91%	87%	83%	88%	89%	88%	89%	86%	88%	87%
Goodyear as a place to retire	90%	86%	89%	89%	84%	84%	87%	89%	87%	87%
Overall appearance of Goodyear	87%	83%	85%	85%	84%	87%	84%	85%	87%	82%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Overall feeling of safety in Goodyear	89%	88%	91%	85%	92%	87%	88%	91%	89%	88%
In your neighborhood during the day	96%	97%	96%	95%	98%	97%	97%	96%	95%	97%
In Goodyear's downtown/commercial area during the day	90%	88%	89%	87%	88%	92%	86%	90%	88%	89%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Overall ease of getting to the places you usually have to visit	89%	84%	88%	84%	84%	86%	83%	88%	85%	85%
Traffic flow on major streets	81%	72%	74%	72%	77%	71%	74%	77%	72%	77%
Ease of travel by car in Goodyear	92%	82%	84%	81%	90%	86%	83%	87%	83%	86%
Ease of travel by public transportation in Goodyear	37%	35%	47%	35%	28%	38%	39%	27%	33%	36%
Ease of travel by bicycle in Goodyear	66%	55%	64%	56%	55%	49%	60%	60%	55%	58%
Ease of walking in Goodyear	70%	71%	74%	71%	68%	73%	67%	74%	75%	64%
Availability of paths and walking trails	71%	66%	59%	69%	68%	55%	69%	73%	70%	62%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Quality of overall natural environment in Goodyear	91%	78%	87%	75%	86%	75%	84%	83%	82%	81%
Air quality	60%	55%	48%	54%	59%	52%	56%	57%	55%	57%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Cleanliness of Goodyear	78%	79%	78%	79%	79%	75%	78%	83%	81%	76%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	78%	69%	68%	74%	69%	78%	68%	71%	73%	69%
Public places where people want to spend time	63%	64%	60%	64%	65%	59%	65%	66%	65%	63%
Variety of housing options	80%	73%	68%	75%	78%	71%	73%	82%	74%	76%
Availability of affordable quality housing	72%	65%	53%	68%	69%	67%	65%	69%	65%	68%
Overall quality of new development in Goodyear	60%	60%	61%	61%	57%	58%	57%	64%	58%	62%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Overall economic health of Goodyear	84%	74%	73%	81%	73%	78%	76%	77%	78%	73%
Goodyear as a place to work	85%	57%	67%	68%	61%	67%	63%	71%	69%	62%
Goodyear as a place to visit	74%	60%	65%	61%	65%	54%	63%	72%	66%	61%
Employment opportunities	42%	35%	37%	39%	36%	33%	35%	50%	37%	37%
Shopping opportunities	52%	49%	55%	56%	40%	57%	47%	50%	50%	50%
Cost of living in Goodyear	63%	56%	48%	55%	66%	54%	58%	59%	55%	60%
Overall quality of business and service establishments in Goodyear	59%	64%	70%	65%	59%	71%	60%	64%	65%	61%
Vibrant downtown/commercial area	37%	29%	45%	34%	23%	44%	26%	29%	31%	31%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Health and wellness opportunities in Goodyear	80%	73%	76%	74%	75%	67%	72%	82%	76%	72%
Fitness opportunities (including exercise classes and paths or trails, etc.)	81%	73%	65%	79%	74%	70%	74%	79%	76%	73%
Recreational opportunities	70%	64%	67%	63%	66%	64%	62%	72%	66%	64%
Availability of affordable quality food	71%	67%	62%	74%	62%	64%	68%	69%	68%	67%
Availability of affordable quality health care	67%	67%	64%	69%	65%	54%	67%	74%	66%	68%
Availability of preventive health services	72%	69%	69%	70%	69%	68%	69%	72%	69%	70%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Availability of affordable quality mental health care	63%	47%	57%	52%	44%	46%	55%	49%	54%	46%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Overall opportunities for education and enrichment	72%	59%	68%	58%	62%	64%	56%	69%	66%	55%
Availability of affordable quality child care/preschool	76%	58%	58%	63%	69%	64%	65%	62%	60%	70%
K-12 education	78%	68%	67%	72%	72%	72%	71%	70%	72%	68%
Adult educational opportunities	65%	51%	45%	57%	56%	46%	54%	61%	59%	50%
Opportunities to attend cultural/arts/music activities	54%	48%	45%	51%	49%	49%	47%	53%	50%	48%
Opportunities to participate in religious or spiritual events and activities	75%	73%	74%	72%	73%	71%	72%	77%	74%	72%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Opportunities to participate in social events and activities	59%	57%	57%	56%	58%	58%	56%	58%	57%	57%
Opportunities to volunteer	71%	62%	64%	62%	66%	61%	60%	71%	61%	68%
Opportunities to participate in community matters	71%	58%	62%	56%	66%	60%	59%	66%	62%	60%
Openness and acceptance of the community toward people of diverse backgrounds	74%	67%	67%	67%	69%	71%	65%	71%	70%	67%
Neighborliness of residents in Goodyear	72%	65%	65%	67%	66%	71%	61%	74%	66%	68%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
The City of Goodyear	83%	81%	84%	80%	82%	75%	83%	84%	81%	82%
The value of services for the taxes paid to Goodyear	67%	61%	65%	60%	65%	67%	60%	63%	60%	65%
The overall direction that Goodyear is taking	71%	72%	72%	70%	74%	85%	67%	71%	72%	71%
The job Goodyear government does at welcoming citizen involvement	74%	68%	65%	73%	69%	82%	66%	69%	74%	65%
Overall confidence in Goodyear government	67%	70%	67%	68%	70%	76%	67%	68%	71%	66%
Generally acting in the best interest of the community	69%	70%	73%	71%	68%	80%	65%	71%	72%	67%
Being honest	76%	67%	65%	72%	68%	76%	65%	71%	71%	68%
Treating all residents fairly	75%	70%	70%	73%	70%	78%	67%	73%	74%	68%

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Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	86%	83%	88%	85%	81%	81%	83%	86%	82%	85%
The Federal Government	51%	43%	51%	43%	46%	44%	45%	48%	43%	48%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Police services	91%	90%	94%	88%	90%	88%	88%	94%	91%	89%
Fire services	97%	96%	98%	96%	96%	97%	95%	98%	96%	96%
Ambulance or emergency medical services	95%	92%	95%	91%	93%	91%	91%	96%	92%	93%
Crime prevention	88%	82%	86%	85%	80%	92%	78%	85%	87%	79%
Fire prevention and education	89%	82%	85%	85%	81%	86%	82%	86%	87%	81%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	76%	57%	68%	60%	60%	61%	64%	60%	64%	59%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Traffic enforcement	79%	74%	81%	76%	73%	78%	74%	76%	78%	73%
Street repair	80%	66%	72%	70%	68%	67%	69%	73%	70%	68%
Street cleaning	81%	76%	77%	81%	75%	78%	77%	79%	80%	75%
Street lighting	81%	72%	71%	72%	78%	65%	72%	83%	74%	74%
Sidewalk maintenance	80%	77%	77%	78%	77%	71%	77%	83%	80%	75%
Traffic signal timing	58%	60%	70%	60%	54%	65%	57%	60%	61%	58%
Bus or transit services	62%	36%	45%	40%	42%	45%	40%	46%	47%	36%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Garbage collection	89%	87%	85%	89%	87%	87%	84%	93%	90%	84%
Recycling	87%	86%	82%	88%	87%	83%	86%	91%	86%	86%
Yard waste pick-up	88%	86%	88%	86%	87%	83%	86%	90%	88%	85%
Drinking water	55%	54%	54%	54%	55%	40%	58%	60%	54%	54%
Preservation of natural areas such as open space, farmlands and greenbelts	70%	62%	72%	63%	61%	64%	64%	64%	63%	65%

The National Citizen Survey™

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Goodyear open space	72%	66%	69%	68%	64%	67%	66%	67%	65%	70%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Storm drainage	87%	77%	75%	79%	82%	74%	82%	81%	78%	82%
Sewer services	84%	81%	70%	83%	86%	75%	84%	84%	82%	82%
Utility billing	64%	62%	57%	64%	63%	50%	63%	71%	64%	61%
Land use, planning and zoning	58%	62%	63%	66%	55%	67%	59%	60%	64%	57%
Code enforcement (weeds, abandoned buildings, etc.)	60%	68%	72%	66%	64%	66%	65%	67%	65%	66%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Economic development	60%	63%	66%	69%	55%	74%	58%	63%	64%	60%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
City parks	79%	79%	79%	71%	87%	74%	78%	84%	78%	79%
Recreation programs or classes	82%	71%	75%	74%	72%	70%	72%	80%	78%	67%
Recreation centers or facilities	77%	64%	65%	65%	70%	63%	66%	73%	72%	60%
Health services	79%	70%	80%	72%	69%	73%	68%	78%	72%	72%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Public library services	88%	80%	86%	85%	77%	85%	82%	82%	87%	74%
City-sponsored special events	73%	68%	71%	65%	72%	61%	72%	71%	72%	64%

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Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Public information services	80%	69%	70%	73%	71%	78%	71%	72%	76%	65%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Sense of community	73%	67%	68%	68%	68%	71%	67%	70%	70%	64%
Recommend living in Goodyear to someone who asks	93%	93%	90%	93%	93%	93%	92%	93%	94%	91%
Remain in Goodyear for the next five years	92%	89%	95%	87%	91%	85%	89%	94%	90%	90%
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	34%	38%	43%	32%	41%	42%	34%	39%	36%	39%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Was NOT the victim of a crime	88%	94%	95%	95%	88%	92%	91%	95%	94%	91%
Did NOT report a crime	71%	86%	86%	84%	79%	81%	79%	88%	85%	80%
Stocked supplies in preparation for an emergency	25%	29%	28%	29%	28%	29%	27%	28%	25%	32%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Walked or biked instead of driving	55%	49%	48%	54%	47%	60%	53%	42%	47%	55%
Carpooled with other adults or children instead of driving alone	49%	43%	35%	46%	48%	52%	47%	38%	47%	41%
Used bus, rail, subway or other public transportation instead of driving	6%	4%	8%	4%	3%	8%	4%	2%	6%	3%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Recycle at home	93%	96%	98%	93%	96%	92%	95%	97%	95%	96%
Made efforts to make your home more energy efficient	80%	76%	84%	74%	76%	68%	76%	83%	76%	78%
Made efforts to conserve water	83%	94%	97%	89%	91%	85%	92%	93%	91%	92%

The National Citizen Survey™

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Location of workplace		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
NOT under housing cost stress	75%	68%	40%	61%	93%	64%	75%	65%	67%	74%
Did NOT observe a code violation	59%	54%	55%	53%	59%	55%	56%	56%	56%	53%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Work in Goodyear		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Purchase goods or services from a business located in Goodyear	97%	99%	97%	99%	99%	100%	98%	98%	99%	98%
Economy will have positive impact on income	58%	42%	32%	43%	54%	48%	51%	39%	42%	50%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Work in Goodyear		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Used Goodyear recreation centers or their services	59%	53%	45%	57%	56%	80%	54%	39%	54%	54%
Visited a neighborhood park or City park	92%	78%	74%	81%	85%	95%	90%	61%	81%	80%
Eat at least 5 portions of fruits and vegetables a day	83%	85%	80%	85%	85%	84%	86%	84%	88%	80%
Participate in moderate or vigorous physical activity	89%	86%	79%	84%	93%	82%	90%	86%	87%	86%
Reported being in "very good" or "excellent" health	63%	67%	59%	63%	73%	65%	69%	62%	62%	70%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Work in Goodyear		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Used Goodyear public libraries or their services	58%	52%	54%	58%	48%	85%	49%	40%	58%	48%
Participated in religious or spiritual activities in Goodyear	45%	42%	46%	42%	42%	34%	43%	48%	41%	46%
Attended a City-sponsored event	54%	46%	32%	50%	52%	54%	53%	37%	52%	42%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Work in Goodyear		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Campaigned or advocated for an issue, cause or candidate	13%	20%	13%	16%	23%	16%	18%	19%	18%	18%
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	12%	8%	11%	7%	10%	4%	10%	11%	8%	10%
Volunteered your time to some group/activity in Goodyear	38%	25%	16%	30%	33%	30%	28%	29%	27%	30%

The National Citizen Survey™

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Work in Goodyear		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Participated in a club	25%	24%	21%	27%	21%	26%	12%	38%	25%	23%
Talked to or visited with your immediate neighbors	92%	90%	87%	88%	95%	81%	92%	95%	89%	93%
Done a favor for a neighbor	78%	80%	79%	75%	86%	77%	75%	88%	76%	85%
Attended a local public meeting	24%	21%	19%	20%	25%	23%	21%	22%	18%	27%
Watched (online) a local public meeting	18%	11%	16%	14%	9%	12%	13%	14%	10%	16%
Read or watch local news (via television, paper, computer, etc.)	81%	84%	91%	79%	85%	74%	80%	93%	86%	81%
Vote in local elections	84%	80%	71%	79%	89%	63%	85%	87%	82%	80%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Work in Goodyear		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Overall feeling of safety in Goodyear	98%	93%	88%	92%	98%	87%	96%	96%	94%	93%
Overall ease of getting to the places you usually have to visit	83%	80%	85%	80%	79%	74%	79%	86%	83%	79%
Quality of overall natural environment in Goodyear	84%	83%	83%	85%	82%	85%	81%	86%	86%	81%
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	86%	85%	82%	85%	86%	88%	84%	85%	90%	80%
Health and wellness opportunities in Goodyear	76%	77%	85%	76%	73%	64%	76%	86%	81%	72%
Overall opportunities for education and enrichment	80%	81%	78%	82%	79%	87%	80%	77%	87%	72%
Overall economic health of Goodyear	96%	91%	89%	89%	97%	86%	93%	95%	95%	89%
Sense of community	82%	79%	82%	75%	84%	76%	79%	85%	83%	77%

Table 29: Importance of Program Funding

Please rate how important, if at all, it is for the City to fund each of the following programs or amenities in order to improve the quality of life for residents in Goodyear: : (Percent rating as "essential" or "very important").	Work in Goodyear		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Supporting the arts	59%	42%	52%	46%	46%	56%	42%	48%	50%	43%
Maintaining and improving parks	87%	84%	79%	83%	89%	88%	87%	80%	86%	83%
Providing recreational opportunities	79%	76%	75%	74%	81%	84%	78%	72%	76%	77%
Building a City Center/City Hall	45%	38%	45%	38%	39%	48%	39%	37%	42%	37%
Bringing higher education to Goodyear	68%	69%	66%	73%	66%	78%	72%	60%	73%	64%
Building a performing arts center	54%	34%	38%	41%	37%	49%	40%	33%	43%	34%
Building a community center	69%	46%	59%	54%	49%	63%	54%	44%	57%	46%
Investing in transit	52%	52%	66%	52%	49%	51%	53%	53%	59%	45%
Providing child care/after school programs	61%	57%	58%	61%	56%	63%	59%	54%	60%	56%
Providing senior services	63%	60%	66%	61%	60%	41%	62%	72%	62%	60%

The National Citizen Survey™

Please rate how important, if at all, it is for the City to fund each of the following programs or amenities in order to improve the quality of life for residents in Goodyear: : (Percent rating as "essential" or "very important").	Work in Goodyear		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Nothing, we should not be investing in any additional amenities at this time	14%	18%	30%	21%	10%	7%	20%	20%	18%	17%

Table 30: Types of Employers

Please rate how important, if at all, it is for the City to add these types of employers: (Percent rating as "essential" or "very important").	Work in Goodyear		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Medical/Healthcare	87%	77%	86%	78%	79%	72%	80%	86%	79%	82%
Aerospace	56%	47%	61%	39%	57%	35%	51%	57%	46%	54%
High tech manufacturing	73%	61%	61%	58%	73%	43%	68%	73%	60%	69%
Office/Professional services	67%	62%	68%	56%	68%	46%	68%	67%	61%	65%
Retail	67%	67%	69%	64%	68%	48%	70%	74%	65%	69%
Service industry	59%	62%	68%	60%	59%	43%	67%	67%	58%	65%

Table 31: Travel Outside of Goodyear

About how frequently, if ever, do you travel outside of Goodyear for the following purposes? (Percent rating as "At least once").	Work in Goodyear		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Dining	92%	96%	88%	95%	99%	96%	95%	94%	96%	94%
Attending a concert or live performance	73%	74%	52%	73%	83%	79%	78%	66%	71%	75%
Seeing a movie	49%	50%	54%	48%	50%	53%	50%	47%	46%	55%
Attending a sporting event	69%	73%	52%	69%	81%	70%	81%	60%	70%	73%
Shopping	88%	92%	87%	89%	95%	88%	92%	92%	91%	91%
Bowling	42%	33%	35%	36%	36%	50%	44%	16%	39%	32%
Hiking	58%	55%	44%	50%	67%	65%	65%	37%	52%	57%
Nightlife	56%	63%	40%	64%	69%	73%	68%	46%	59%	63%

Table 32: Sources of Information

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:: (Percent rating as "major source" or "minor source").	Work in Goodyear		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
City web site (www.goodyearaz.gov)	91%	91%	79%	94%	94%	96%	94%	87%	93%	88%
Local media outlets (newspapers, radio, local television stations)	82%	89%	88%	89%	84%	95%	85%	86%	90%	85%
The City's INFOCUS newsletter mailed directly to your home	88%	91%	89%	93%	89%	96%	90%	87%	92%	88%
City Council meetings and other public meetings	58%	61%	60%	60%	58%	59%	63%	56%	63%	56%
Talking with City officials	55%	50%	52%	53%	49%	49%	54%	48%	54%	48%
eNotify City email communications	59%	57%	54%	62%	57%	70%	57%	52%	62%	52%

The National Citizen Survey™

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:: (Percent rating as "major source" or "minor source").	Work in Goodyear		Annual household income			Age			Sex	
	Inside Goodyear	Outside Goodyear	\$49,999 or less	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
The City on social media (Facebook, Twitter or YouTube)	65%	54%	61%	60%	54%	80%	62%	39%	63%	50%
Word-of-mouth	83%	76%	83%	74%	79%	81%	75%	78%	78%	76%