



Goodyear, AZ

Comparisons by Geographic Subgroups

2018



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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 geographic area (North, Central or South/Sonoran).

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 geographic areas 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) 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. Three geographic subareas were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 1: Geographic Areas

Geographic Area	Number of Completed Surveys
North	383
Central	204
South/Sonoran	164

Notable differences between geographic areas included the following:

- While some ratings of Community Characteristics did differ by geographic areas, it was difficult to discern a clear pattern. Residents living in the South/Sonoran area of Goodyear tended to give lower ratings to some facets of Mobility, Economy and Recreation and Wellness than residents in the North or Central areas. Survey respondents from the Central area tended to give lower ratings to aspects of Built Environment than those in the North or South/Sonoran areas.
- Broadly, when differences emerged, aspects of Governance tended to be rated most favorably by residents in the North. Where differences were significant, residents who lived in the Central area of Goodyear tended to be less positive in their ratings.
- Residents living in the North and South/Sonoran areas of Goodyear sometimes reported higher rates of Participation than rates reported by residents in the Central area.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
The overall quality of life in Goodyear	91%	90%	90%	90%
Overall image or reputation of Goodyear	81%	85%	73%	81%
Goodyear as a place to live	96%	95%	91%	94%
Your neighborhood as a place to live	96%	84%	96%	91%
Goodyear as a place to raise children	89%	88%	85%	88%
Goodyear as a place to retire	87%	87%	88%	87%
Overall appearance of Goodyear	86%	84%	81%	84%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Overall feeling of safety in Goodyear	90%	87%	89%	89%
In your neighborhood during the day	97%	95%	97%	96%
In Goodyear's downtown/commercial area during the day	88%	88%	90%	88%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Overall ease of getting to the places you usually have to visit	90%	83%	78%	85%
Traffic flow on major streets	80%	70%	71%	74%
Ease of travel by car in Goodyear	87%	82%	85%	85%
Ease of travel by public transportation in Goodyear	33%	41%	27%	35%
Ease of travel by bicycle in Goodyear	57%	59%	53%	57%
Ease of walking in Goodyear	73%	71%	65%	71%
Availability of paths and walking trails	69%	64%	70%	67%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Quality of overall natural environment in Goodyear	82%	80%	85%	82%
Air quality	53%	57%	57%	56%
Cleanliness of Goodyear	83%	80%	68%	79%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	70%	75%	65%	71%
Public places where people want to spend time	68%	57%	68%	64%
Variety of housing options	79%	70%	78%	75%
Availability of affordable quality housing	67%	59%	80%	66%
Overall quality of new development in Goodyear	61%	60%	58%	60%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Overall economic health of Goodyear	76%	80%	69%	76%
Goodyear as a place to work	70%	70%	54%	66%
Goodyear as a place to visit	67%	60%	65%	64%
Employment opportunities	43%	36%	33%	38%
Shopping opportunities	46%	60%	37%	50%
Cost of living in Goodyear	57%	59%	55%	58%
Overall quality of business and service establishments in Goodyear	61%	67%	59%	63%
Vibrant downtown/commercial area	24%	43%	21%	31%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Health and wellness opportunities in Goodyear	77%	78%	63%	74%
Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	72%	80%	75%
Recreational opportunities	68%	60%	72%	66%
Availability of affordable quality food	71%	68%	60%	68%
Availability of affordable quality health care	68%	70%	58%	67%
Availability of preventive health services	70%	73%	62%	70%
Availability of affordable quality mental health care	53%	59%	30%	51%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Overall opportunities for education and enrichment	66%	61%	55%	62%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Availability of affordable quality child care/preschool	66%	68%	40%	64%
K-12 education	73%	75%	57%	71%
Adult educational opportunities	62%	49%	54%	55%
Opportunities to attend cultural/arts/music activities	50%	45%	58%	50%
Opportunities to participate in religious or spiritual events and activities	78%	67%	78%	74%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Area			Overall
	North	Central	South/Sonoran	
Opportunities to participate in social events and activities	57%	54%	63%	57%
Opportunities to volunteer	68%	57%	73%	65%
Opportunities to participate in community matters	65%	56%	66%	62%
Openness and acceptance of the community toward people of diverse backgrounds	66%	69%	75%	69%
Neighborliness of residents in Goodyear	71%	61%	75%	67%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
The City of Goodyear	83%	76%	89%	81%
The value of services for the taxes paid to Goodyear	60%	64%	63%	62%
The overall direction that Goodyear is taking	72%	74%	69%	72%
The job Goodyear government does at welcoming citizen involvement	71%	72%	64%	70%
Overall confidence in Goodyear government	71%	68%	64%	69%
Generally acting in the best interest of the community	70%	70%	69%	70%
Being honest	69%	72%	63%	69%
Treating all residents fairly	70%	72%	72%	71%
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	86%	83%	81%	84%
The Federal Government	48%	43%	45%	45%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Police services	93%	88%	88%	90%
Fire services	97%	97%	94%	96%
Ambulance or emergency medical services	94%	91%	93%	93%

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Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Crime prevention	88%	80%	81%	83%
Fire prevention and education	88%	80%	86%	84%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61%	63%	56%	61%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Traffic enforcement	80%	77%	65%	75%
Street repair	75%	65%	68%	69%
Street cleaning	80%	74%	80%	78%
Street lighting	80%	66%	81%	75%
Sidewalk maintenance	83%	72%	77%	78%
Traffic signal timing	57%	62%	61%	60%
Bus or transit services	42%	46%	36%	43%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Garbage collection	89%	87%	87%	88%
Recycling	89%	85%	85%	87%
Yard waste pick-up	88%	85%	89%	87%
Drinking water	64%	50%	46%	55%
Preservation of natural areas such as open space, farmlands and greenbelts	62%	64%	69%	64%
Goodyear open space	62%	69%	72%	67%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Storm drainage	78%	82%	79%	80%
Sewer services	86%	77%	84%	82%
Utility billing	72%	53%	67%	63%
Land use, planning and zoning	62%	60%	61%	61%
Code enforcement (weeds, abandoned buildings, etc.)	66%	63%	70%	66%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Economic development	59%	67%	61%	63%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
City parks	81%	76%	80%	79%
Recreation programs or classes	75%	70%	81%	74%
Recreation centers or facilities	72%	59%	78%	67%
Health services	75%	71%	68%	72%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Public library services	83%	83%	81%	82%
City-sponsored special events	69%	63%	80%	69%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Geographic Area			Overall
	North	Central	South/Sonoran	
Public information services	75%	73%	62%	72%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Sense of community	68%	66%	72%	68%
Recommend living in Goodyear to someone who asks	93%	95%	86%	92%
Remain in Goodyear for the next five years	93%	86%	90%	90%
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	28%	42%	47%	37%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Was NOT the victim of a crime	95%	90%	93%	93%
Did NOT report a crime	87%	77%	86%	83%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Stocked supplies in preparation for an emergency	27%	35%	17%	28%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Walked or biked instead of driving	46%	56%	45%	50%
Carpooled with other adults or children instead of driving alone	41%	50%	43%	45%
Used bus, rail, subway or other public transportation instead of driving	3%	7%	2%	4%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Recycle at home	97%	92%	99%	95%
Made efforts to make your home more energy efficient	80%	72%	83%	78%
Made efforts to conserve water	91%	88%	96%	91%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
NOT under housing cost stress	71%	67%	72%	69%
Did NOT observe a code violation	65%	43%	61%	55%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Purchase goods or services from a business located in Goodyear	99%	98%	99%	98%
Economy will have positive impact on income	41%	50%	44%	45%
Work in Goodyear	22%	27%	30%	25%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Used Goodyear recreation centers or their services	49%	57%	54%	53%
Visited a neighborhood park or City park	75%	85%	83%	81%
Eat at least 5 portions of fruits and vegetables a day	84%	85%	82%	84%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Participate in moderate or vigorous physical activity	85%	85%	94%	87%
Reported being in "very good" or "excellent" health	70%	58%	72%	66%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Used Goodyear public libraries or their services	47%	64%	42%	53%
Participated in religious or spiritual activities in Goodyear	46%	42%	42%	43%
Attended a City-sponsored event	42%	45%	61%	47%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Area			Overall
	North	Central	South/Sonoran	
Campaigned or advocated for an issue, cause or candidate	19%	16%	19%	18%
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	10%	8%	10%	9%
Volunteered your time to some group/activity in Goodyear	31%	25%	30%	28%
Participated in a club	31%	16%	29%	25%
Talked to or visited with your immediate neighbors	94%	85%	97%	91%
Done a favor for a neighbor	82%	75%	87%	80%
Attended a local public meeting	17%	22%	34%	22%
Watched (online) a local public meeting	11%	12%	18%	13%
Read or watch local news (via television, paper, computer, etc.)	90%	81%	79%	84%
Vote in local elections	88%	77%	77%	81%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Geographic Area			Overall
	North	Central	South/Sonoran	
Overall feeling of safety in Goodyear	95%	94%	91%	94%
Overall ease of getting to the places you usually have to visit	82%	77%	86%	81%
Quality of overall natural environment in Goodyear	84%	81%	87%	83%
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	86%	85%	82%	85%
Health and wellness opportunities in Goodyear	84%	72%	74%	77%
Overall opportunities for education and enrichment	80%	82%	76%	80%
Overall economic health of Goodyear	95%	90%	92%	92%
Sense of community	82%	79%	78%	80%

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").	Geographic Area			Overall
	North	Central	South/Sonoran	
Supporting the arts	46%	48%	43%	46%
Maintaining and improving parks	82%	85%	88%	84%
Providing recreational opportunities	75%	80%	71%	76%
Building a City Center/City Hall	35%	43%	42%	39%
Bringing higher education to Goodyear	61%	76%	65%	68%
Building a performing arts center	39%	46%	24%	39%
Building a community center	47%	65%	35%	52%
Investing in transit	56%	51%	49%	52%
Providing child care/after school programs	56%	61%	55%	58%
Providing senior services	66%	59%	56%	61%
Nothing, we should not be investing in any additional amenities at this time	16%	22%	16%	18%

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").	Geographic Area			Overall
	North	Central	South/Sonoran	
Medical/Healthcare	85%	73%	85%	80%
Aerospace	53%	45%	53%	50%
High tech manufacturing	68%	57%	73%	64%
Office/Professional services	65%	58%	68%	63%
Retail	70%	64%	66%	67%
Service industry	67%	55%	64%	61%

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").	Geographic Area			Overall
	North	Central	South/Sonoran	
Dining	94%	95%	96%	95%
Attending a concert or live performance	72%	72%	77%	73%
Seeing a movie	48%	50%	54%	50%
Attending a sporting event	67%	69%	81%	71%
Shopping	92%	88%	95%	91%
Bowling	25%	45%	35%	35%
Hiking	53%	60%	47%	55%
Nightlife	57%	66%	58%	61%

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").	Geographic Area			Overall
	North	Central	South/Sonoran	
City web site (www.goodyearaz.gov)	89%	92%	92%	91%
Local media outlets (newspapers, radio, local television stations)	87%	91%	80%	87%
The City's INFOCUS newsletter mailed directly to your home	84%	95%	91%	90%
City Council meetings and other public meetings	58%	63%	55%	59%
Talking with City officials	53%	53%	44%	51%
eNotify City email communications	50%	65%	57%	57%
The City on social media (Facebook, Twitter or YouTube)	46%	67%	56%	57%
Word-of-mouth	75%	75%	88%	78%