



## Goodyear, AZ

Supplemental Online Survey Results

2018



**NRC**

National Research Center Inc

2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863

**ICMA**

*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# Contents

About this Report..... 1

Complete Survey Responses..... 2



The National Citizen Survey™  
© 2001-2018 National Research Center, Inc.

The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

## About this Report

As part of its participation in The National Citizen Survey™, the City of Goodyear conducted a mailed survey of 3,200 residents. Surveys were mailed to randomly selected households on March 28, 2018 and data were collected through May 16, 2018. After the official data collection period was underway (see the report, *The National Citizen Survey: Community Livability Report, Goodyear, AZ, 2018*), the City made available a web-based survey to its residents through a link on the City's website. Visitors to the site were able to complete the survey from May 2, 2018 to May 16, 2018 and 456 surveys were received. Of the 456 opt-in survey responses received; 252 respondents indicated they lived in North Goodyear, 150 indicated Central Goodyear, 49 from South/Sonoran Goodyear and 5 respondents indicated other or not applicable.

This report contains the results of this administration of the web-based survey that have not been weighted to current population estimates of Goodyear.

# Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

## Responses excluding “don’t know”

Table 1: Question 1

Please rate each of the following aspects of quality of life in Goodyear:	Excellent		Good		Fair		Poor		Total	
Goodyear as a place to live	40%	N=179	50%	N=227	10%	N=44	1%	N=3	100%	N=453
Your neighborhood as a place to live	52%	N=217	41%	N=171	7%	N=28	1%	N=4	100%	N=420
Goodyear as a place to raise children	37%	N=111	46%	N=138	14%	N=43	2%	N=5	100%	N=297
Goodyear as a place to work	21%	N=52	30%	N=74	27%	N=65	22%	N=54	100%	N=245
Goodyear as a place to visit	16%	N=65	37%	N=151	33%	N=135	13%	N=52	100%	N=403
Goodyear as a place to retire	39%	N=150	46%	N=173	13%	N=50	2%	N=7	100%	N=380
The overall quality of life in Goodyear	29%	N=122	58%	N=242	12%	N=49	1%	N=4	100%	N=417

Table 2: Question 2

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Goodyear	32%	N=139	57%	N=249	11%	N=48	1%	N=4	100%	N=440
Overall ease of getting to the places you usually have to visit	35%	N=146	47%	N=194	14%	N=59	3%	N=13	100%	N=412
Quality of overall natural environment in Goodyear	24%	N=99	56%	N=229	17%	N=68	3%	N=11	100%	N=407
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	12%	N=48	49%	N=200	31%	N=126	9%	N=35	100%	N=409
Health and wellness opportunities in Goodyear	17%	N=69	51%	N=202	25%	N=100	7%	N=26	100%	N=397
Overall opportunities for education and enrichment	12%	N=43	45%	N=164	32%	N=117	10%	N=38	100%	N=362
Overall economic health of Goodyear	13%	N=51	54%	N=207	26%	N=98	7%	N=25	100%	N=381
Sense of community	16%	N=67	43%	N=175	30%	N=124	10%	N=41	100%	N=407
Overall image or reputation of Goodyear	22%	N=87	52%	N=211	21%	N=86	5%	N=20	100%	N=404

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Goodyear to someone who asks	58%	N=249	33%	N=141	7%	N=30	3%	N=11	100%	N=431
Remain in Goodyear for the next five years	67%	N=272	22%	N=89	7%	N=29	4%	N=18	100%	N=408

# The National Citizen Survey™

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	72%	N=297	24%	N=101	3%	N=11	1%	N=4	0%	N=2	100%	N=415
In Goodyear's downtown/commercial area during the day	51%	N=185	33%	N=120	12%	N=45	4%	N=14	0%	N=1	100%	N=365

Table 5: Question 5

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	17%	N=70	54%	N=225	23%	N=95	7%	N=29	100%	N=419
Ease of travel by car in Goodyear	24%	N=94	57%	N=228	16%	N=65	3%	N=12	100%	N=399
Ease of travel by public transportation in Goodyear	5%	N=8	7%	N=10	23%	N=35	65%	N=97	100%	N=150
Ease of travel by bicycle in Goodyear	10%	N=22	36%	N=82	40%	N=91	14%	N=32	100%	N=227
Ease of walking in Goodyear	19%	N=65	44%	N=149	26%	N=88	11%	N=36	100%	N=338
Availability of paths and walking trails	21%	N=70	38%	N=129	28%	N=95	14%	N=46	100%	N=340
Air quality	9%	N=35	48%	N=188	35%	N=135	8%	N=30	100%	N=388
Cleanliness of Goodyear	27%	N=107	55%	N=217	15%	N=60	3%	N=10	100%	N=394
Overall appearance of Goodyear	29%	N=116	55%	N=217	14%	N=56	2%	N=8	100%	N=397
Public places where people want to spend time	14%	N=52	43%	N=162	30%	N=114	14%	N=53	100%	N=381
Variety of housing options	26%	N=96	54%	N=200	16%	N=60	4%	N=15	100%	N=371
Availability of affordable quality housing	17%	N=56	53%	N=172	21%	N=70	9%	N=29	100%	N=327
Fitness opportunities (including exercise classes and paths or trails, etc.)	26%	N=92	48%	N=174	19%	N=68	7%	N=25	100%	N=359
Recreational opportunities	19%	N=68	44%	N=161	27%	N=99	11%	N=39	100%	N=367
Availability of affordable quality food	15%	N=61	44%	N=173	27%	N=107	14%	N=55	100%	N=396
Availability of affordable quality health care	15%	N=56	52%	N=191	25%	N=92	8%	N=30	100%	N=369
Availability of preventive health services	14%	N=48	53%	N=177	26%	N=87	7%	N=25	100%	N=337
Availability of affordable quality mental health care	10%	N=15	29%	N=44	33%	N=51	29%	N=44	100%	N=154

Table 6: Question 6

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	13%	N=17	45%	N=59	30%	N=40	12%	N=16	100%	N=132
K-12 education	21%	N=47	47%	N=106	20%	N=46	12%	N=28	100%	N=227
Adult educational opportunities	14%	N=32	40%	N=94	31%	N=74	16%	N=37	100%	N=237
Opportunities to attend cultural/arts/music activities	14%	N=50	33%	N=116	32%	N=114	21%	N=73	100%	N=353
Opportunities to participate in religious or spiritual events and activities	28%	N=76	52%	N=140	17%	N=47	3%	N=8	100%	N=271
Employment opportunities	9%	N=20	31%	N=73	35%	N=83	25%	N=59	100%	N=235
Shopping opportunities	6%	N=24	33%	N=128	36%	N=138	25%	N=97	100%	N=387

The National Citizen Survey™

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Total	
Cost of living in Goodyear	12%	N=46	49%	N=189	35%	N=135	5%	N=18	100%	N=388
Overall quality of business and service establishments in Goodyear	9%	N=35	50%	N=191	27%	N=102	15%	N=56	100%	N=384
Vibrant downtown/commercial area	2%	N=7	17%	N=57	37%	N=128	44%	N=150	100%	N=342
Overall quality of new development in Goodyear	9%	N=34	42%	N=156	30%	N=111	19%	N=69	100%	N=370
Opportunities to participate in social events and activities	13%	N=46	41%	N=142	33%	N=114	13%	N=46	100%	N=348
Opportunities to volunteer	26%	N=74	46%	N=131	23%	N=65	6%	N=17	100%	N=287
Opportunities to participate in community matters	21%	N=63	46%	N=139	25%	N=77	9%	N=26	100%	N=305
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=67	54%	N=167	15%	N=47	10%	N=31	100%	N=312
Neighborliness of residents in Goodyear	18%	N=70	44%	N=169	29%	N=112	8%	N=30	100%	N=381

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	9%	N=34	91%	N=363	100%	N=397
Made efforts to make your home more energy efficient	17%	N=68	83%	N=328	100%	N=396
Observed a code violation or other hazard in Goodyear (weeds, abandoned buildings, etc.)	49%	N=196	51%	N=200	100%	N=396
Household member was a victim of a crime in Goodyear	92%	N=365	8%	N=31	100%	N=396
Reported a crime to the police in Goodyear	81%	N=320	19%	N=75	100%	N=395
Stocked supplies in preparation for an emergency	78%	N=310	22%	N=85	100%	N=395
Campaigned or advocated for an issue, cause or candidate	73%	N=289	27%	N=106	100%	N=395
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	55%	N=217	45%	N=178	100%	N=395
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	82%	N=326	18%	N=70	100%	N=396

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Goodyear?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Goodyear recreation centers or their services	5%	N=19	8%	N=31	29%	N=114	58%	N=228	100%	N=392
Visited a neighborhood park or City park	16%	N=63	22%	N=86	37%	N=146	24%	N=95	100%	N=390
Used Goodyear public libraries or their services	3%	N=12	15%	N=57	35%	N=137	47%	N=183	100%	N=389
Participated in religious or spiritual activities in Goodyear	10%	N=40	19%	N=75	14%	N=54	56%	N=219	100%	N=388
Attended a City-sponsored event	1%	N=4	5%	N=18	53%	N=206	42%	N=163	100%	N=391
Used bus, rail, subway or other public transportation instead of driving	1%	N=2	0%	N=0	1%	N=3	99%	N=386	100%	N=391
Carpooled with other adults or children instead of driving alone	14%	N=56	17%	N=67	18%	N=71	50%	N=196	100%	N=390
Walked or biked instead of driving	10%	N=40	13%	N=51	17%	N=68	59%	N=231	100%	N=390
Volunteered your time to some group/activity in Goodyear	7%	N=26	15%	N=59	21%	N=80	58%	N=224	100%	N=389
Participated in a club	11%	N=42	14%	N=53	10%	N=37	66%	N=257	100%	N=389
Talked to or visited with your immediate neighbors	48%	N=187	30%	N=117	17%	N=65	5%	N=21	100%	N=390
Done a favor for a neighbor	23%	N=89	26%	N=99	36%	N=140	15%	N=60	100%	N=388

# The National Citizen Survey™

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=4	5%	N=20	29%	N=110	65%	N=248	100%	N=382
Watched (online) a local public meeting	1%	N=4	3%	N=11	16%	N=59	81%	N=306	100%	N=380

Table 10: Question 10

Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	48%	N=160	42%	N=139	8%	N=27	2%	N=6	0%	N=0	100%	N=332
Fire services	62%	N=169	35%	N=96	3%	N=9	0%	N=0	0%	N=0	100%	N=274
Ambulance or emergency medical services	54%	N=120	38%	N=85	7%	N=15	2%	N=4	0%	N=0	100%	N=224
Crime prevention	27%	N=74	51%	N=141	18%	N=50	5%	N=13	0%	N=0	100%	N=278
Fire prevention and education	33%	N=69	49%	N=101	14%	N=29	3%	N=7	0%	N=0	100%	N=206
Traffic enforcement	23%	N=73	46%	N=142	20%	N=62	11%	N=35	0%	N=0	100%	N=312
Street repair	23%	N=80	51%	N=179	19%	N=67	7%	N=26	0%	N=0	100%	N=352
Street cleaning	30%	N=105	49%	N=174	16%	N=55	5%	N=19	0%	N=0	100%	N=353
Street lighting	29%	N=104	52%	N=184	15%	N=54	4%	N=15	0%	N=0	100%	N=357
Sidewalk maintenance	26%	N=90	55%	N=188	16%	N=53	3%	N=9	0%	N=0	100%	N=340
Traffic signal timing	12%	N=44	38%	N=138	28%	N=102	21%	N=76	0%	N=0	100%	N=360
Bus or transit services	8%	N=8	13%	N=13	16%	N=16	63%	N=62	0%	N=0	100%	N=99
Garbage collection	48%	N=174	45%	N=163	6%	N=23	1%	N=4	0%	N=0	100%	N=364
Recycling	47%	N=169	45%	N=162	6%	N=23	1%	N=4	0%	N=0	100%	N=358
Yard waste pick-up	47%	N=152	41%	N=132	8%	N=26	4%	N=12	0%	N=0	100%	N=322
Storm drainage	29%	N=82	55%	N=154	12%	N=34	3%	N=8	0%	N=0	100%	N=278
Drinking water	16%	N=55	44%	N=151	25%	N=86	15%	N=52	0%	N=0	100%	N=344
Sewer services	30%	N=98	55%	N=181	12%	N=40	3%	N=9	0%	N=0	100%	N=328
Utility billing	21%	N=74	41%	N=143	25%	N=87	13%	N=47	0%	N=0	100%	N=351
City parks	26%	N=75	51%	N=146	20%	N=56	3%	N=10	0%	N=0	100%	N=287
Recreation programs or classes	20%	N=40	43%	N=86	25%	N=50	11%	N=22	0%	N=0	100%	N=198
Recreation centers or facilities	14%	N=28	44%	N=85	28%	N=55	14%	N=27	0%	N=0	100%	N=195
Land use, planning and zoning	10%	N=25	43%	N=111	28%	N=72	20%	N=52	0%	N=0	100%	N=260
Code enforcement (weeds, abandoned buildings, etc.)	14%	N=39	45%	N=121	31%	N=85	9%	N=25	0%	N=0	100%	N=270
Economic development	15%	N=48	36%	N=115	25%	N=80	23%	N=73	0%	N=0	100%	N=316
Health services	15%	N=44	54%	N=159	25%	N=75	6%	N=19	0%	N=0	100%	N=297
Public library services	24%	N=58	55%	N=134	17%	N=41	5%	N=12	0%	N=0	100%	N=245
Public information services	11%	N=39	36%	N=130	17%	N=62	6%	N=22	30%	N=108	100%	N=361

The National Citizen Survey™

Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	N=29	49%	N=83	21%	N=35	14%	N=23	0%	N=0	100%	N=170
Preservation of natural areas such as open space, farmlands and greenbelts	13%	N=36	49%	N=135	29%	N=80	10%	N=27	0%	N=0	100%	N=278
Goodyear open space	15%	N=47	51%	N=156	27%	N=84	7%	N=20	0%	N=0	100%	N=307
City-sponsored special events	17%	N=45	54%	N=145	22%	N=60	7%	N=19	0%	N=0	100%	N=269
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	31%	N=97	50%	N=155	16%	N=51	3%	N=8	0%	N=0	100%	N=311

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Goodyear	22%	N=75	56%	N=193	17%	N=59	4%	N=15	100%	N=342
The Federal Government	3%	N=10	41%	N=122	36%	N=106	20%	N=59	100%	N=297

Table 12: Question 12

Please rate the following categories of Goodyear government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Goodyear	13%	N=44	42%	N=141	32%	N=107	13%	N=43	100%	N=335
The overall direction that Goodyear is taking	18%	N=61	43%	N=148	26%	N=88	13%	N=44	100%	N=341
The job Goodyear government does at welcoming citizen involvement	20%	N=55	41%	N=113	25%	N=69	15%	N=42	100%	N=279
Overall confidence in Goodyear government	16%	N=55	42%	N=140	28%	N=96	14%	N=46	100%	N=337
Generally acting in the best interest of the community	18%	N=60	43%	N=142	25%	N=83	13%	N=44	100%	N=329
Being honest	19%	N=53	48%	N=135	18%	N=50	16%	N=44	100%	N=282
Treating all residents fairly	21%	N=55	49%	N=129	17%	N=45	14%	N=36	100%	N=265

Table 13: Question 13

Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Goodyear	70%	N=244	27%	N=94	3%	N=12	0%	N=1	100%	N=351
Overall ease of getting to the places you usually have to visit	35%	N=121	48%	N=166	16%	N=57	1%	N=4	100%	N=348
Quality of overall natural environment in Goodyear	34%	N=120	45%	N=158	19%	N=66	1%	N=4	100%	N=348
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	34%	N=118	50%	N=173	15%	N=53	1%	N=2	100%	N=346
Health and wellness opportunities in Goodyear	32%	N=113	46%	N=160	21%	N=72	1%	N=4	100%	N=349
Overall opportunities for education and enrichment	31%	N=109	43%	N=151	22%	N=76	4%	N=14	100%	N=350
Overall economic health of Goodyear	61%	N=210	36%	N=123	4%	N=13	0%	N=0	100%	N=346
Sense of community	32%	N=113	52%	N=180	15%	N=53	1%	N=3	100%	N=349



# The National Citizen Survey™

Table 14: Question 14

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:	Essential		Very important		Somewhat important		Not at all important		Total	
Supporting the arts	16%	N=54	32%	N=108	39%	N=134	13%	N=46	100%	N=342
Maintaining and improving parks	31%	N=107	54%	N=185	14%	N=49	1%	N=3	100%	N=344
Providing recreational opportunities	24%	N=83	49%	N=167	25%	N=84	2%	N=8	100%	N=342
Building a City Center/City Hall	11%	N=39	21%	N=73	41%	N=140	26%	N=88	100%	N=340
Bringing higher education to Goodyear	29%	N=97	32%	N=109	29%	N=98	10%	N=34	100%	N=338
Building a performing arts center	14%	N=47	20%	N=69	43%	N=147	23%	N=77	100%	N=340
Building a community center	18%	N=61	31%	N=106	34%	N=116	16%	N=54	100%	N=337
Investing in transit	21%	N=70	34%	N=112	32%	N=107	13%	N=44	100%	N=333
Providing child care/after school programs	14%	N=43	35%	N=104	34%	N=101	17%	N=50	100%	N=298
Providing senior services	21%	N=68	46%	N=149	28%	N=91	6%	N=18	100%	N=326
Nothing, we should not be investing in any additional amenities at this time	6%	N=12	5%	N=10	17%	N=32	71%	N=131	100%	N=185

Table 15: Question 15

Please rate how important, if at all, it is for the City to add these types of employers:	Essential		Very important		Somewhat important		Not at all important		Total	
Medical/Healthcare	34%	N=113	44%	N=146	18%	N=59	4%	N=14	100%	N=332
Aerospace	20%	N=60	31%	N=95	33%	N=101	16%	N=50	100%	N=306
High tech manufacturing	30%	N=96	38%	N=119	24%	N=77	8%	N=25	100%	N=317
Office/Professional services	25%	N=83	37%	N=122	33%	N=107	4%	N=14	100%	N=326
Retail	45%	N=150	31%	N=104	20%	N=66	4%	N=14	100%	N=334
Service industry	24%	N=77	42%	N=135	30%	N=96	5%	N=16	100%	N=324

Table 16: Question 16

About how frequently, if ever, do you travel outside of Goodyear for the following purposes?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Dining	31%	N=104	46%	N=155	23%	N=76	0%	N=1	100%	N=336
Attending a concert or live performance	7%	N=22	18%	N=62	54%	N=183	21%	N=69	100%	N=336
Seeing a movie	4%	N=12	8%	N=28	36%	N=121	52%	N=174	100%	N=335
Attending a sporting event	5%	N=16	14%	N=48	52%	N=175	28%	N=95	100%	N=334
Shopping	36%	N=120	41%	N=137	21%	N=69	3%	N=10	100%	N=336
Bowling	2%	N=8	3%	N=11	18%	N=60	76%	N=257	100%	N=336
Hiking	7%	N=23	12%	N=39	30%	N=101	51%	N=171	100%	N=334
Nightlife	10%	N=32	21%	N=71	28%	N=93	41%	N=139	100%	N=335

## The National Citizen Survey™

Table 17: Question 17

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:	Major source		Minor source		Not a source		Total	
City web site (www.goodyearaz.gov)	70%	N=233	24%	N=78	6%	N=20	100%	N=331
Local media outlets (newspapers, radio, local television stations)	37%	N=122	47%	N=155	17%	N=55	100%	N=332
The City's INFOCUS newsletter mailed directly to your home	52%	N=172	33%	N=109	15%	N=51	100%	N=332
City Council meetings and other public meetings	15%	N=51	42%	N=141	42%	N=140	100%	N=332
Talking with City officials	15%	N=51	33%	N=110	51%	N=170	100%	N=331
eNotify City email communications	30%	N=99	32%	N=104	38%	N=125	100%	N=328
The City on social media (Facebook, Twitter or YouTube)	30%	N=99	26%	N=86	44%	N=144	100%	N=329
Word-of-mouth	25%	N=83	48%	N=160	27%	N=88	100%	N=331

Table 18: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	1%	N=2	2%	N=8	4%	N=14	17%	N=57	76%	N=261	100%	N=342
Purchase goods or services from a business located in Goodyear	0%	N=1	3%	N=10	29%	N=97	58%	N=197	10%	N=34	100%	N=339
Eat at least 5 portions of fruits and vegetables a day	1%	N=5	14%	N=49	34%	N=115	35%	N=118	16%	N=54	100%	N=341
Participate in moderate or vigorous physical activity	1%	N=2	11%	N=37	32%	N=108	36%	N=122	21%	N=72	100%	N=341
Read or watch local news (via television, paper, computer, etc.)	2%	N=8	10%	N=33	20%	N=67	27%	N=92	41%	N=141	100%	N=341
Vote in local elections	6%	N=19	2%	N=8	7%	N=24	17%	N=58	68%	N=231	100%	N=340

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	24%	N=81
Very good	48%	N=164
Good	25%	N=87
Fair	2%	N=8
Poor	1%	N=3
Total	100%	N=343

Table 20: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	14%	N=47
Somewhat positive	35%	N=118
Neutral	41%	N=138
Somewhat negative	10%	N=33
Very negative	1%	N=4
Total	100%	N=340

# The National Citizen Survey™

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	46%	N=159
Working part time for pay	7%	N=25
Unemployed, looking for paid work	1%	N=4
Unemployed, not looking for paid work	3%	N=10
Fully retired	42%	N=144
Total	100%	N=342

Table 22: Question D5

Do you work inside the boundaries of Goodyear?	Percent	Number
Yes, outside the home	16%	N=48
Yes, from home	11%	N=35
No	73%	N=223
Total	100%	N=306

Table 23: Question D6

How many years have you lived in Goodyear?	Percent	Number
Less than 2 years	12%	N=42
2 to 5 years	27%	N=92
6 to 10 years	26%	N=88
11 to 20 years	30%	N=103
More than 20 years	5%	N=18
Total	100%	N=343

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	98%	N=300
Building with two or more homes (duplex, townhome, apartment or condominium)	1%	N=4
Mobile home	0%	N=1
Other	0%	N=0
Total	100%	N=305

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	3%	N=10
Owned	97%	N=288
Total	100%	N=298

The National Citizen Survey™

Table 26: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	4%	N=13
\$300 to \$599 per month	9%	N=30
\$600 to \$999 per month	13%	N=44
\$1,000 to \$1,499 per month	29%	N=97
\$1,500 to \$2,499 per month	32%	N=105
\$2,500 or more per month	13%	N=42
Total	100%	N=331

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	67%	N=203
Yes	33%	N=100
Total	100%	N=303

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	55%	N=167
Yes	45%	N=134
Total	100%	N=301

Table 29: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	1%	N=4
\$25,000 to \$49,999	10%	N=31
\$50,000 to \$99,999	39%	N=124
\$100,000 to \$149,999	33%	N=107
\$150,000 or more	17%	N=55
Total	100%	N=321

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	90%	N=300
Yes, I consider myself to be Spanish, Hispanic or Latino	10%	N=34
Total	100%	N=334

# The National Citizen Survey™

Table 31: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=4
Asian, Asian Indian or Pacific Islander	3%	N=10
Black or African American	2%	N=8
White	91%	N=293
Other	7%	N=22

Total may exceed 100% as respondents could select more than one option.

Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	0%	N=0
25 to 34 years	13%	N=42
35 to 44 years	18%	N=59
45 to 54 years	16%	N=54
55 to 64 years	19%	N=63
65 to 74 years	29%	N=96
75 years or older	7%	N=22
Total	100%	N=336

Table 33: Question D16

What is your sex?	Percent	Number
Female	47%	N=114
Male	53%	N=128
Total	100%	N=242

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	57%	N=139
Land line	21%	N=52
Both	21%	N=51
Total	100%	N=242

## Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=“).

Table 35: Question 1

Please rate each of the following aspects of quality of life in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
Goodyear as a place to live	39%	N=179	50%	N=227	10%	N=44	1%	N=3	0%	N=1	100%	N=454
Your neighborhood as a place to live	52%	N=217	41%	N=171	7%	N=28	1%	N=4	0%	N=1	100%	N=421
Goodyear as a place to raise children	26%	N=111	33%	N=138	10%	N=43	1%	N=5	29%	N=122	100%	N=419
Goodyear as a place to work	12%	N=52	18%	N=74	16%	N=65	13%	N=54	41%	N=173	100%	N=418
Goodyear as a place to visit	16%	N=65	36%	N=151	32%	N=135	12%	N=52	4%	N=15	100%	N=418
Goodyear as a place to retire	36%	N=150	41%	N=173	12%	N=50	2%	N=7	9%	N=38	100%	N=418
The overall quality of life in Goodyear	29%	N=122	58%	N=242	12%	N=49	1%	N=4	0%	N=1	100%	N=418

Table 36: Question 2

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Goodyear	32%	N=139	57%	N=249	11%	N=48	1%	N=4	0%	N=0	100%	N=440
Overall ease of getting to the places you usually have to visit	35%	N=146	47%	N=194	14%	N=59	3%	N=13	0%	N=0	100%	N=412
Quality of overall natural environment in Goodyear	24%	N=99	56%	N=229	17%	N=68	3%	N=11	1%	N=4	100%	N=411
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	12%	N=48	49%	N=200	31%	N=126	9%	N=35	0%	N=2	100%	N=411
Health and wellness opportunities in Goodyear	17%	N=69	49%	N=202	24%	N=100	6%	N=26	3%	N=14	100%	N=411
Overall opportunities for education and enrichment	10%	N=43	40%	N=164	28%	N=117	9%	N=38	12%	N=51	100%	N=413
Overall economic health of Goodyear	12%	N=51	50%	N=207	24%	N=98	6%	N=25	8%	N=31	100%	N=412
Sense of community	16%	N=67	43%	N=175	30%	N=124	10%	N=41	1%	N=4	100%	N=411
Overall image or reputation of Goodyear	21%	N=87	51%	N=211	21%	N=86	5%	N=20	2%	N=9	100%	N=413

Table 37: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Goodyear to someone who asks	57%	N=249	32%	N=141	7%	N=30	3%	N=11	1%	N=3	100%	N=434
Remain in Goodyear for the next five years	66%	N=272	22%	N=89	7%	N=29	4%	N=18	1%	N=4	100%	N=412

The National Citizen Survey™

Table 38: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	72%	N=297	24%	N=101	3%	N=11	1%	N=4	0%	N=2	0%	N=0	100%	N=415
In Goodyear's downtown/commercial area during the day	45%	N=185	29%	N=120	11%	N=45	3%	N=14	0%	N=1	12%	N=50	100%	N=415

Table 39: Question 5

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	17%	N=70	54%	N=225	23%	N=95	7%	N=29	0%	N=0	100%	N=419
Ease of travel by car in Goodyear	24%	N=94	57%	N=228	16%	N=65	3%	N=12	0%	N=0	100%	N=399
Ease of travel by public transportation in Goodyear	2%	N=8	3%	N=10	9%	N=35	24%	N=97	62%	N=248	100%	N=398
Ease of travel by bicycle in Goodyear	6%	N=22	21%	N=82	23%	N=91	8%	N=32	43%	N=172	100%	N=399
Ease of walking in Goodyear	16%	N=65	37%	N=149	22%	N=88	9%	N=36	15%	N=60	100%	N=398
Availability of paths and walking trails	18%	N=70	32%	N=129	24%	N=95	12%	N=46	15%	N=58	100%	N=398
Air quality	9%	N=35	47%	N=188	34%	N=135	8%	N=30	2%	N=8	100%	N=396
Cleanliness of Goodyear	27%	N=107	55%	N=217	15%	N=60	3%	N=10	0%	N=1	100%	N=395
Overall appearance of Goodyear	29%	N=116	55%	N=217	14%	N=56	2%	N=8	0%	N=1	100%	N=398
Public places where people want to spend time	13%	N=52	41%	N=162	29%	N=114	13%	N=53	4%	N=15	100%	N=396
Variety of housing options	24%	N=96	51%	N=200	15%	N=60	4%	N=15	6%	N=25	100%	N=396
Availability of affordable quality housing	14%	N=56	43%	N=172	18%	N=70	7%	N=29	18%	N=71	100%	N=398
Fitness opportunities (including exercise classes and paths or trails, etc.)	23%	N=92	44%	N=174	17%	N=68	6%	N=25	10%	N=38	100%	N=397
Recreational opportunities	17%	N=68	41%	N=161	25%	N=99	10%	N=39	7%	N=29	100%	N=396
Availability of affordable quality food	15%	N=61	44%	N=173	27%	N=107	14%	N=55	0%	N=1	100%	N=397
Availability of affordable quality health care	14%	N=56	48%	N=191	23%	N=92	8%	N=30	6%	N=25	100%	N=394
Availability of preventive health services	12%	N=48	45%	N=177	22%	N=87	6%	N=25	15%	N=60	100%	N=397
Availability of affordable quality mental health care	4%	N=15	11%	N=44	13%	N=51	11%	N=44	61%	N=243	100%	N=397

Table 40: Question 6

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	4%	N=17	15%	N=59	10%	N=40	4%	N=16	67%	N=272	100%	N=404
K-12 education	12%	N=47	27%	N=106	12%	N=46	7%	N=28	42%	N=163	100%	N=390
Adult educational opportunities	8%	N=32	24%	N=94	19%	N=74	9%	N=37	39%	N=154	100%	N=391
Opportunities to attend cultural/arts/music activities	13%	N=50	30%	N=116	29%	N=114	19%	N=73	10%	N=38	100%	N=391
Opportunities to participate in religious or spiritual events and activities	19%	N=76	36%	N=140	12%	N=47	2%	N=8	31%	N=120	100%	N=391

The National Citizen Survey™

Please rate each of the following characteristics as they relate to Goodyear as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Employment opportunities	5%	N=20	19%	N=73	21%	N=83	15%	N=59	40%	N=157	100%	N=392
Shopping opportunities	6%	N=24	33%	N=128	35%	N=138	25%	N=97	1%	N=3	100%	N=390
Cost of living in Goodyear	12%	N=46	48%	N=189	35%	N=135	5%	N=18	1%	N=3	100%	N=391
Overall quality of business and service establishments in Goodyear	9%	N=35	49%	N=191	26%	N=102	14%	N=56	2%	N=6	100%	N=390
Vibrant downtown/commercial area	2%	N=7	15%	N=57	33%	N=128	39%	N=150	12%	N=47	100%	N=389
Overall quality of new development in Goodyear	9%	N=34	40%	N=156	29%	N=111	18%	N=69	5%	N=18	100%	N=388
Opportunities to participate in social events and activities	12%	N=46	36%	N=142	29%	N=114	12%	N=46	11%	N=43	100%	N=391
Opportunities to volunteer	19%	N=74	34%	N=131	17%	N=65	4%	N=17	27%	N=104	100%	N=391
Opportunities to participate in community matters	16%	N=63	36%	N=139	20%	N=77	7%	N=26	22%	N=84	100%	N=389
Openness and acceptance of the community toward people of diverse backgrounds	17%	N=67	43%	N=167	12%	N=47	8%	N=31	20%	N=77	100%	N=389
Neighborliness of residents in Goodyear	18%	N=70	43%	N=169	29%	N=112	8%	N=30	3%	N=10	100%	N=391

Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	9%	N=34	91%	N=363	100%	N=397
Made efforts to make your home more energy efficient	17%	N=68	83%	N=328	100%	N=396
Observed a code violation or other hazard in Goodyear (weeds, abandoned buildings, etc.)	49%	N=196	51%	N=200	100%	N=396
Household member was a victim of a crime in Goodyear	92%	N=365	8%	N=31	100%	N=396
Reported a crime to the police in Goodyear	81%	N=320	19%	N=75	100%	N=395
Stocked supplies in preparation for an emergency	78%	N=310	22%	N=85	100%	N=395
Campaigned or advocated for an issue, cause or candidate	73%	N=289	27%	N=106	100%	N=395
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	55%	N=217	45%	N=178	100%	N=395
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	82%	N=326	18%	N=70	100%	N=396

Table 42: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Goodyear?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Goodyear recreation centers or their services	5%	N=19	8%	N=31	29%	N=114	58%	N=228	100%	N=392
Visited a neighborhood park or City park	16%	N=63	22%	N=86	37%	N=146	24%	N=95	100%	N=390
Used Goodyear public libraries or their services	3%	N=12	15%	N=57	35%	N=137	47%	N=183	100%	N=389
Participated in religious or spiritual activities in Goodyear	10%	N=40	19%	N=75	14%	N=54	56%	N=219	100%	N=388
Attended a City-sponsored event	1%	N=4	5%	N=18	53%	N=206	42%	N=163	100%	N=391
Used bus, rail, subway or other public transportation instead of driving	1%	N=2	0%	N=0	1%	N=3	99%	N=386	100%	N=391
Carpooled with other adults or children instead of driving alone	14%	N=56	17%	N=67	18%	N=71	50%	N=196	100%	N=390
Walked or biked instead of driving	10%	N=40	13%	N=51	17%	N=68	59%	N=231	100%	N=390
Volunteered your time to some group/activity in Goodyear	7%	N=26	15%	N=59	21%	N=80	58%	N=224	100%	N=389



The National Citizen Survey™

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Goodyear?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Participated in a club	11%	N=42	14%	N=53	10%	N=37	66%	N=257	100%	N=389
Talked to or visited with your immediate neighbors	48%	N=187	30%	N=117	17%	N=65	5%	N=21	100%	N=390
Done a favor for a neighbor	23%	N=89	26%	N=99	36%	N=140	15%	N=60	100%	N=388

Table 43: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=4	5%	N=20	29%	N=110	65%	N=248	100%	N=382
Watched (online) a local public meeting	1%	N=4	3%	N=11	16%	N=59	81%	N=306	100%	N=380

Table 44: Question 10

Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	43%	N=160	38%	N=139	7%	N=27	2%	N=6	10%	N=36	100%	N=368
Fire services	46%	N=169	26%	N=96	2%	N=9	0%	N=0	25%	N=92	100%	N=366
Ambulance or emergency medical services	33%	N=120	23%	N=85	4%	N=15	1%	N=4	39%	N=143	100%	N=367
Crime prevention	20%	N=74	38%	N=141	14%	N=50	4%	N=13	24%	N=89	100%	N=367
Fire prevention and education	19%	N=69	28%	N=101	8%	N=29	2%	N=7	44%	N=159	100%	N=365
Traffic enforcement	20%	N=73	39%	N=142	17%	N=62	10%	N=35	15%	N=53	100%	N=365
Street repair	22%	N=80	49%	N=179	18%	N=67	7%	N=26	4%	N=14	100%	N=366
Street cleaning	29%	N=105	48%	N=174	15%	N=55	5%	N=19	3%	N=12	100%	N=365
Street lighting	29%	N=104	51%	N=184	15%	N=54	4%	N=15	1%	N=5	100%	N=362
Sidewalk maintenance	25%	N=90	51%	N=188	14%	N=53	2%	N=9	7%	N=27	100%	N=367
Traffic signal timing	12%	N=44	38%	N=138	28%	N=102	21%	N=76	2%	N=6	100%	N=366
Bus or transit services	2%	N=8	4%	N=13	4%	N=16	17%	N=62	73%	N=267	100%	N=366
Garbage collection	48%	N=174	45%	N=163	6%	N=23	1%	N=4	1%	N=2	100%	N=366
Recycling	46%	N=169	44%	N=162	6%	N=23	1%	N=4	2%	N=7	100%	N=365
Yard waste pick-up	42%	N=152	36%	N=132	7%	N=26	3%	N=12	12%	N=42	100%	N=364
Storm drainage	22%	N=82	42%	N=154	9%	N=34	2%	N=8	24%	N=88	100%	N=366
Drinking water	15%	N=55	41%	N=151	24%	N=86	14%	N=52	6%	N=21	100%	N=365
Sewer services	27%	N=98	50%	N=181	11%	N=40	2%	N=9	10%	N=35	100%	N=363
Utility billing	20%	N=74	39%	N=143	24%	N=87	13%	N=47	3%	N=12	100%	N=363
City parks	21%	N=75	40%	N=146	15%	N=56	3%	N=10	21%	N=77	100%	N=364
Recreation programs or classes	11%	N=40	23%	N=86	14%	N=50	6%	N=22	46%	N=169	100%	N=367
Recreation centers or facilities	8%	N=28	23%	N=85	15%	N=55	7%	N=27	47%	N=171	100%	N=366
Land use, planning and zoning	7%	N=25	30%	N=111	20%	N=72	14%	N=52	29%	N=105	100%	N=365

The National Citizen Survey™

Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
Code enforcement (weeds, abandoned buildings, etc.)	11%	N=39	33%	N=121	23%	N=85	7%	N=25	26%	N=96	100%	N=366
Economic development	13%	N=48	32%	N=115	22%	N=80	20%	N=73	13%	N=48	100%	N=364
Health services	12%	N=44	44%	N=159	21%	N=75	5%	N=19	18%	N=66	100%	N=363
Public library services	16%	N=58	37%	N=134	11%	N=41	3%	N=12	33%	N=119	100%	N=364
Public information services	11%	N=39	36%	N=130	17%	N=62	6%	N=22	30%	N=108	100%	N=361
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	N=29	23%	N=83	10%	N=35	6%	N=23	53%	N=195	100%	N=365
Preservation of natural areas such as open space, farmlands and greenbelts	10%	N=36	37%	N=135	22%	N=80	7%	N=27	24%	N=87	100%	N=365
Goodyear open space	13%	N=47	43%	N=156	23%	N=84	5%	N=20	16%	N=57	100%	N=364
City-sponsored special events	12%	N=45	40%	N=145	17%	N=60	5%	N=19	26%	N=94	100%	N=363
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	27%	N=97	43%	N=155	14%	N=51	2%	N=8	14%	N=50	100%	N=361

Table 45: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Goodyear	21%	N=75	54%	N=193	17%	N=59	4%	N=15	4%	N=15	100%	N=357
The Federal Government	3%	N=10	34%	N=122	30%	N=106	17%	N=59	16%	N=57	100%	N=354

Table 46: Question 12

Please rate the following categories of Goodyear government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Goodyear	12%	N=44	39%	N=141	30%	N=107	12%	N=43	6%	N=22	100%	N=357
The overall direction that Goodyear is taking	17%	N=61	42%	N=148	25%	N=88	12%	N=44	4%	N=15	100%	N=356
The job Goodyear government does at welcoming citizen involvement	15%	N=55	32%	N=113	19%	N=69	12%	N=42	22%	N=77	100%	N=356
Overall confidence in Goodyear government	15%	N=55	39%	N=140	27%	N=96	13%	N=46	6%	N=20	100%	N=357
Generally acting in the best interest of the community	17%	N=60	40%	N=142	23%	N=83	12%	N=44	8%	N=28	100%	N=357
Being honest	15%	N=53	38%	N=135	14%	N=50	12%	N=44	21%	N=75	100%	N=357
Treating all residents fairly	15%	N=55	36%	N=129	13%	N=45	10%	N=36	26%	N=91	100%	N=356

Table 47: Question 13

Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Goodyear	70%	N=244	27%	N=94	3%	N=12	0%	N=1	100%	N=351
Overall ease of getting to the places you usually have to visit	35%	N=121	48%	N=166	16%	N=57	1%	N=4	100%	N=348
Quality of overall natural environment in Goodyear	34%	N=120	45%	N=158	19%	N=66	1%	N=4	100%	N=348
Overall "built environment" of Goodyear (including overall design, buildings,	34%	N=118	50%	N=173	15%	N=53	1%	N=2	100%	N=346

The National Citizen Survey™

Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
parks and transportation systems)										
Health and wellness opportunities in Goodyear	32%	N=113	46%	N=160	21%	N=72	1%	N=4	100%	N=349
Overall opportunities for education and enrichment	31%	N=109	43%	N=151	22%	N=76	4%	N=14	100%	N=350
Overall economic health of Goodyear	61%	N=210	36%	N=123	4%	N=13	0%	N=0	100%	N=346
Sense of community	32%	N=113	52%	N=180	15%	N=53	1%	N=3	100%	N=349

Table 48: Question 14

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:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Supporting the arts	16%	N=54	31%	N=108	39%	N=134	13%	N=46	1%	N=4	100%	N=346
Maintaining and improving parks	31%	N=107	54%	N=185	14%	N=49	1%	N=3	0%	N=1	100%	N=345
Providing recreational opportunities	24%	N=83	49%	N=167	24%	N=84	2%	N=8	1%	N=2	100%	N=344
Building a City Center/City Hall	11%	N=39	21%	N=73	41%	N=140	26%	N=88	1%	N=3	100%	N=343
Bringing higher education to Goodyear	28%	N=97	32%	N=109	29%	N=98	10%	N=34	1%	N=5	100%	N=343
Building a performing arts center	14%	N=47	20%	N=69	43%	N=147	22%	N=77	1%	N=3	100%	N=343
Building a community center	18%	N=61	31%	N=106	34%	N=116	16%	N=54	2%	N=6	100%	N=343
Investing in transit	20%	N=70	33%	N=112	31%	N=107	13%	N=44	3%	N=9	100%	N=342
Providing child care/after school programs	13%	N=43	30%	N=104	29%	N=101	15%	N=50	13%	N=46	100%	N=344
Providing senior services	20%	N=68	44%	N=149	27%	N=91	5%	N=18	4%	N=15	100%	N=341
Nothing, we should not be investing in any additional amenities at this time	4%	N=12	3%	N=10	10%	N=32	43%	N=131	40%	N=123	100%	N=308

Table 49: Question 15

Please rate how important, if at all, it is for the City to add these types of employers:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Medical/Healthcare	34%	N=113	43%	N=146	18%	N=59	4%	N=14	1%	N=5	100%	N=337
Aerospace	18%	N=60	28%	N=95	30%	N=101	15%	N=50	9%	N=29	100%	N=335
High tech manufacturing	29%	N=96	36%	N=119	23%	N=77	7%	N=25	5%	N=17	100%	N=334
Office/Professional services	25%	N=83	36%	N=122	32%	N=107	4%	N=14	3%	N=10	100%	N=336
Retail	45%	N=150	31%	N=104	20%	N=66	4%	N=14	1%	N=2	100%	N=336
Service industry	23%	N=77	41%	N=135	29%	N=96	5%	N=16	3%	N=9	100%	N=333

Table 50: Question 16

About how frequently, if ever, do you travel outside of Goodyear for the following purposes?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Dining	31%	N=104	46%	N=155	23%	N=76	0%	N=1	100%	N=336
Attending a concert or live performance	7%	N=22	18%	N=62	54%	N=183	21%	N=69	100%	N=336

The National Citizen Survey™

About how frequently, if ever, do you travel outside of Goodyear for the following purposes?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Seeing a movie	4%	N=12	8%	N=28	36%	N=121	52%	N=174	100%	N=335
Attending a sporting event	5%	N=16	14%	N=48	52%	N=175	28%	N=95	100%	N=334
Shopping	36%	N=120	41%	N=137	21%	N=69	3%	N=10	100%	N=336
Bowling	2%	N=8	3%	N=11	18%	N=60	76%	N=257	100%	N=336
Hiking	7%	N=23	12%	N=39	30%	N=101	51%	N=171	100%	N=334
Nightlife	10%	N=32	21%	N=71	28%	N=93	41%	N=139	100%	N=335

Table 51: Question 17

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:	Major source		Minor source		Not a source		Total	
City web site (www.goodyearaz.gov)	70%	N=233	24%	N=78	6%	N=20	100%	N=331
Local media outlets (newspapers, radio, local television stations)	37%	N=122	47%	N=155	17%	N=55	100%	N=332
The City's INFOCUS newsletter mailed directly to your home	52%	N=172	33%	N=109	15%	N=51	100%	N=332
City Council meetings and other public meetings	15%	N=51	42%	N=141	42%	N=140	100%	N=332
Talking with City officials	15%	N=51	33%	N=110	51%	N=170	100%	N=331
eNotify City email communications	30%	N=99	32%	N=104	38%	N=125	100%	N=328
The City on social media (Facebook, Twitter or YouTube)	30%	N=99	26%	N=86	44%	N=144	100%	N=329
Word-of-mouth	25%	N=83	48%	N=160	27%	N=88	100%	N=331

Table 52: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	1%	N=2	2%	N=8	4%	N=14	17%	N=57	76%	N=261	100%	N=342
Purchase goods or services from a business located in Goodyear	0%	N=1	3%	N=10	29%	N=97	58%	N=197	10%	N=34	100%	N=339
Eat at least 5 portions of fruits and vegetables a day	1%	N=5	14%	N=49	34%	N=115	35%	N=118	16%	N=54	100%	N=341
Participate in moderate or vigorous physical activity	1%	N=2	11%	N=37	32%	N=108	36%	N=122	21%	N=72	100%	N=341
Read or watch local news (via television, paper, computer, etc.)	2%	N=8	10%	N=33	20%	N=67	27%	N=92	41%	N=141	100%	N=341
Vote in local elections	6%	N=19	2%	N=8	7%	N=24	17%	N=58	68%	N=231	100%	N=340

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	24%	N=81
Very good	48%	N=164
Good	25%	N=87
Fair	2%	N=8
Poor	1%	N=3
Total	100%	N=343

# The National Citizen Survey™

Table 54: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	14%	N=47
Somewhat positive	35%	N=118
Neutral	41%	N=138
Somewhat negative	10%	N=33
Very negative	1%	N=4
Total	100%	N=340

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	46%	N=159
Working part time for pay	7%	N=25
Unemployed, looking for paid work	1%	N=4
Unemployed, not looking for paid work	3%	N=10
Fully retired	42%	N=144
Total	100%	N=342

Table 56: Question D5

Do you work inside the boundaries of Goodyear?	Percent	Number
Yes, outside the home	16%	N=48
Yes, from home	11%	N=35
No	73%	N=223
Total	100%	N=306

Table 57: Question D6

How many years have you lived in Goodyear?	Percent	Number
Less than 2 years	12%	N=42
2 to 5 years	27%	N=92
6 to 10 years	26%	N=88
11 to 20 years	30%	N=103
More than 20 years	5%	N=18
Total	100%	N=343

The National Citizen Survey™

Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	98%	N=300
Building with two or more homes (duplex, townhome, apartment or condominium)	1%	N=4
Mobile home	0%	N=1
Other	0%	N=0
Total	100%	N=305

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	3%	N=10
Owned	97%	N=288
Total	100%	N=298

Table 60: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	4%	N=13
\$300 to \$599 per month	9%	N=30
\$600 to \$999 per month	13%	N=44
\$1,000 to \$1,499 per month	29%	N=97
\$1,500 to \$2,499 per month	32%	N=105
\$2,500 or more per month	13%	N=42
Total	100%	N=331

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	67%	N=203
Yes	33%	N=100
Total	100%	N=303

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	55%	N=167
Yes	45%	N=134
Total	100%	N=301

# The National Citizen Survey™

Table 63: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	1%	N=4
\$25,000 to \$49,999	10%	N=31
\$50,000 to \$99,999	39%	N=124
\$100,000 to \$149,999	33%	N=107
\$150,000 or more	17%	N=55
Total	100%	N=321

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	90%	N=300
Yes, I consider myself to be Spanish, Hispanic or Latino	10%	N=34
Total	100%	N=334

Table 65: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=4
Asian, Asian Indian or Pacific Islander	3%	N=10
Black or African American	2%	N=8
White	91%	N=293
Other	7%	N=22

Total may exceed 100% as respondents could select more than one option.

Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	0%	N=0
25 to 34 years	13%	N=42
35 to 44 years	18%	N=59
45 to 54 years	16%	N=54
55 to 64 years	19%	N=63
65 to 74 years	29%	N=96
75 years or older	7%	N=22
Total	100%	N=336

The National Citizen Survey™

Table 67: Question D16

What is your sex?	Percent	Number
Female	47%	N=114
Male	53%	N=128
Total	100%	N=242

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	57%	N=139
Land line	21%	N=52
Both	21%	N=51
Total	100%	N=242