



Goodyear, AZ

Technical Appendices

2018



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The National Citizen Survey™
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Appendix A: Complete Survey Responses

Responses excluding “don’t know”

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=”).

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	47%	N=347	48%	N=357	5%	N=36	1%	N=7	100%	N=747
Your neighborhood as a place to live	51%	N=380	40%	N=299	8%	N=57	1%	N=9	100%	N=745
Goodyear as a place to raise children	47%	N=272	41%	N=240	10%	N=56	3%	N=15	100%	N=583
Goodyear as a place to work	31%	N=152	35%	N=171	22%	N=107	12%	N=57	100%	N=487
Goodyear as a place to visit	26%	N=186	37%	N=265	27%	N=191	9%	N=67	100%	N=709
Goodyear as a place to retire	46%	N=304	41%	N=272	11%	N=70	2%	N=15	100%	N=661
The overall quality of life in Goodyear	35%	N=258	56%	N=414	9%	N=65	1%	N=7	100%	N=744

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	36%	N=266	53%	N=396	9%	N=71	2%	N=14	100%	N=747
Overall ease of getting to the places you usually have to visit	38%	N=286	47%	N=349	12%	N=88	3%	N=25	100%	N=749
Quality of overall natural environment in Goodyear	28%	N=209	53%	N=395	17%	N=123	2%	N=12	100%	N=739
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	24%	N=176	47%	N=349	25%	N=184	4%	N=30	100%	N=740
Health and wellness opportunities in Goodyear	28%	N=197	46%	N=325	23%	N=159	3%	N=20	100%	N=701
Overall opportunities for education and enrichment	20%	N=127	42%	N=269	28%	N=178	10%	N=65	100%	N=639
Overall economic health of Goodyear	22%	N=150	54%	N=367	21%	N=139	3%	N=20	100%	N=677
Sense of community	21%	N=149	47%	N=341	24%	N=169	8%	N=59	100%	N=719
Overall image or reputation of Goodyear	27%	N=198	54%	N=391	15%	N=109	5%	N=33	100%	N=731

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=433	34%	N=253	5%	N=35	3%	N=22	100%	N=743
Remain in Goodyear for the next five years	69%	N=483	21%	N=147	5%	N=37	5%	N=36	100%	N=702

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	75%	N=557	22%	N=161	2%	N=16	1%	N=10	0%	N=3	100%	N=746
In Goodyear's downtown/commercial area during the day	54%	N=348	35%	N=224	7%	N=46	3%	N=23	1%	N=7	100%	N=647

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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	16%	N=123	58%	N=433	21%	N=155	5%	N=36	100%	N=747
Ease of travel by car in Goodyear	26%	N=190	59%	N=439	13%	N=98	2%	N=16	100%	N=742
Ease of travel by public transportation in Goodyear	8%	N=25	28%	N=91	31%	N=102	33%	N=109	100%	N=328
Ease of travel by bicycle in Goodyear	20%	N=96	37%	N=180	29%	N=142	13%	N=64	100%	N=482
Ease of walking in Goodyear	26%	N=176	44%	N=295	20%	N=131	10%	N=65	100%	N=666
Availability of paths and walking trails	27%	N=179	40%	N=263	24%	N=156	9%	N=59	100%	N=656
Air quality	14%	N=101	42%	N=302	34%	N=244	11%	N=79	100%	N=726
Cleanliness of Goodyear	29%	N=214	50%	N=373	18%	N=137	3%	N=20	100%	N=744
Overall appearance of Goodyear	28%	N=207	56%	N=416	14%	N=102	2%	N=14	100%	N=739
Public places where people want to spend time	19%	N=135	45%	N=317	28%	N=197	9%	N=61	100%	N=711
Variety of housing options	27%	N=190	48%	N=331	21%	N=143	4%	N=29	100%	N=694
Availability of affordable quality housing	21%	N=136	45%	N=290	23%	N=149	10%	N=67	100%	N=641
Fitness opportunities (including exercise classes and paths or trails, etc.)	28%	N=196	47%	N=327	19%	N=135	6%	N=41	100%	N=699
Recreational opportunities	23%	N=157	43%	N=301	25%	N=174	9%	N=65	100%	N=697
Availability of affordable quality food	19%	N=144	48%	N=355	26%	N=189	7%	N=50	100%	N=737
Availability of affordable quality health care	18%	N=125	49%	N=335	29%	N=202	4%	N=26	100%	N=688
Availability of preventive health services	17%	N=109	53%	N=336	27%	N=170	4%	N=23	100%	N=638
Availability of affordable quality mental health care	18%	N=64	33%	N=119	33%	N=116	16%	N=57	100%	N=356

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	15%	N=47	49%	N=153	23%	N=72	13%	N=41	100%	N=314
K-12 education	17%	N=83	54%	N=254	19%	N=90	10%	N=46	100%	N=473
Adult educational opportunities	13%	N=58	42%	N=192	33%	N=150	12%	N=53	100%	N=453
Opportunities to attend cultural/arts/music activities	13%	N=82	37%	N=236	37%	N=240	13%	N=84	100%	N=641
Opportunities to participate in religious or spiritual events and activities	25%	N=139	49%	N=271	22%	N=122	5%	N=26	100%	N=558
Employment opportunities	11%	N=53	27%	N=136	45%	N=223	18%	N=89	100%	N=500
Shopping opportunities	14%	N=100	36%	N=265	36%	N=263	14%	N=102	100%	N=730
Cost of living in Goodyear	13%	N=92	45%	N=327	38%	N=275	5%	N=35	100%	N=729
Overall quality of business and service establishments in Goodyear	13%	N=95	50%	N=352	28%	N=202	8%	N=60	100%	N=709
Vibrant downtown/commercial area	5%	N=30	26%	N=165	40%	N=250	29%	N=182	100%	N=627
Overall quality of new development in Goodyear	16%	N=110	43%	N=294	30%	N=205	10%	N=67	100%	N=676
Opportunities to participate in social events and activities	12%	N=80	45%	N=288	34%	N=218	9%	N=57	100%	N=643
Opportunities to volunteer	17%	N=86	48%	N=243	29%	N=147	7%	N=34	100%	N=510
Opportunities to participate in community matters	15%	N=81	47%	N=255	33%	N=177	6%	N=32	100%	N=544
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=111	51%	N=312	24%	N=147	7%	N=45	100%	N=615
Neighborliness of residents in Goodyear	16%	N=113	52%	N=367	25%	N=178	8%	N=54	100%	N=712

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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=67	91%	N=676	100%	N=743
Made efforts to make your home more energy efficient	22%	N=166	78%	N=572	100%	N=737
Observed a code violation or other hazard in Goodyear (weeds, abandoned buildings, etc.)	55%	N=403	45%	N=327	100%	N=730
Household member was a victim of a crime in Goodyear	93%	N=687	7%	N=53	100%	N=740
Reported a crime to the police in Goodyear	83%	N=611	17%	N=127	100%	N=738
Stocked supplies in preparation for an emergency	72%	N=531	28%	N=207	100%	N=738
Campaigned or advocated for an issue, cause or candidate	82%	N=606	18%	N=134	100%	N=740
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	63%	N=464	37%	N=276	100%	N=740
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	91%	N=672	9%	N=68	100%	N=740

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	6%	N=46	14%	N=106	32%	N=238	47%	N=343	100%	N=734
Visited a neighborhood park or City park	18%	N=131	24%	N=180	38%	N=283	19%	N=143	100%	N=737
Used Goodyear public libraries or their services	7%	N=52	18%	N=133	28%	N=204	47%	N=347	100%	N=736
Participated in religious or spiritual activities in Goodyear	16%	N=115	16%	N=121	11%	N=85	57%	N=417	100%	N=738
Attended a City-sponsored event	2%	N=18	9%	N=65	36%	N=263	53%	N=388	100%	N=734
Used bus, rail, subway or other public transportation instead of driving	1%	N=7	1%	N=8	2%	N=16	96%	N=707	100%	N=738
Carpooled with other adults or children instead of driving alone	17%	N=123	13%	N=97	15%	N=109	55%	N=406	100%	N=736
Walked or biked instead of driving	14%	N=100	13%	N=94	23%	N=171	50%	N=367	100%	N=733
Volunteered your time to some group/activity in Goodyear	6%	N=45	7%	N=51	15%	N=112	72%	N=527	100%	N=736
Participated in a club	7%	N=53	8%	N=56	10%	N=72	75%	N=552	100%	N=733
Talked to or visited with your immediate neighbors	37%	N=269	31%	N=227	24%	N=173	9%	N=67	100%	N=736
Done a favor for a neighbor	20%	N=150	23%	N=170	37%	N=272	20%	N=146	100%	N=738

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=6	4%	N=26	18%	N=131	78%	N=574	100%	N=737
Watched (online) a local public meeting	1%	N=6	1%	N=6	11%	N=82	87%	N=643	100%	N=736

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	49%	N=311	41%	N=263	7%	N=48	2%	N=16	0%	N=0	100%	N=637
Fire services	57%	N=321	39%	N=223	3%	N=18	1%	N=4	0%	N=0	100%	N=566
Ambulance or emergency medical services	52%	N=270	40%	N=207	7%	N=34	1%	N=4	0%	N=0	100%	N=515
Crime prevention	34%	N=185	49%	N=268	13%	N=73	3%	N=18	0%	N=0	100%	N=543
Fire prevention and education	37%	N=167	48%	N=217	14%	N=64	2%	N=7	0%	N=0	100%	N=455

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Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic enforcement	29%	N=182	47%	N=300	19%	N=120	6%	N=37	0%	N=0	100%	N=640
Street repair	23%	N=163	46%	N=321	25%	N=178	5%	N=36	0%	N=0	100%	N=697
Street cleaning	28%	N=194	50%	N=351	18%	N=129	4%	N=28	0%	N=0	100%	N=702
Street lighting	25%	N=177	50%	N=355	18%	N=131	7%	N=51	0%	N=0	100%	N=714
Sidewalk maintenance	27%	N=188	50%	N=344	18%	N=125	4%	N=28	0%	N=0	100%	N=684
Traffic signal timing	19%	N=133	41%	N=286	28%	N=195	13%	N=88	0%	N=0	100%	N=703
Bus or transit services	18%	N=47	25%	N=68	23%	N=62	34%	N=92	0%	N=0	100%	N=270
Garbage collection	42%	N=293	46%	N=323	10%	N=74	2%	N=13	0%	N=0	100%	N=703
Recycling	42%	N=294	45%	N=316	12%	N=81	2%	N=13	0%	N=0	100%	N=704
Yard waste pick-up	40%	N=253	47%	N=300	11%	N=70	2%	N=13	0%	N=0	100%	N=636
Storm drainage	26%	N=158	54%	N=321	15%	N=91	5%	N=30	0%	N=0	100%	N=600
Drinking water	17%	N=117	38%	N=263	25%	N=173	20%	N=139	0%	N=0	100%	N=692
Sewer services	27%	N=181	55%	N=367	15%	N=101	2%	N=16	0%	N=0	100%	N=666
Utility billing	19%	N=135	44%	N=309	27%	N=191	10%	N=69	0%	N=0	100%	N=704
City parks	26%	N=163	53%	N=339	18%	N=117	3%	N=18	0%	N=0	100%	N=636
Recreation programs or classes	22%	N=97	52%	N=223	23%	N=98	3%	N=15	0%	N=0	100%	N=434
Recreation centers or facilities	20%	N=88	48%	N=210	26%	N=116	6%	N=28	0%	N=0	100%	N=442
Land use, planning and zoning	15%	N=73	47%	N=232	29%	N=144	10%	N=49	0%	N=0	100%	N=498
Code enforcement (weeds, abandoned buildings, etc.)	17%	N=92	49%	N=261	25%	N=136	9%	N=50	0%	N=0	100%	N=538
Economic development	18%	N=104	45%	N=263	27%	N=160	10%	N=59	0%	N=0	100%	N=586
Health services	19%	N=114	53%	N=321	24%	N=146	4%	N=23	0%	N=0	100%	N=604
Public library services	31%	N=162	51%	N=269	14%	N=75	3%	N=17	0%	N=0	100%	N=524
Public information services	14%	N=103	35%	N=252	17%	N=124	2%	N=16	31%	N=222	100%	N=716
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	19%	N=69	42%	N=152	31%	N=113	7%	N=27	0%	N=0	100%	N=361
Preservation of natural areas such as open space, farmlands and greenbelts	18%	N=102	46%	N=255	26%	N=144	10%	N=57	0%	N=0	100%	N=558
Goodyear open space	21%	N=119	46%	N=269	28%	N=165	5%	N=28	0%	N=0	100%	N=581
City-sponsored special events	18%	N=97	51%	N=270	28%	N=151	3%	N=14	0%	N=0	100%	N=533
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	31%	N=184	53%	N=316	14%	N=85	2%	N=13	0%	N=0	100%	N=598

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	25%	N=172	56%	N=383	15%	N=102	4%	N=25	100%	N=683
The Federal Government	11%	N=70	34%	N=207	38%	N=235	16%	N=99	100%	N=611

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	16%	N=104	46%	N=302	30%	N=197	7%	N=49	100%	N=651
The overall direction that Goodyear is taking	22%	N=142	50%	N=330	23%	N=149	5%	N=35	100%	N=657
The job Goodyear government does at welcoming citizen involvement	19%	N=108	51%	N=282	20%	N=114	9%	N=53	100%	N=557
Overall confidence in Goodyear government	20%	N=132	48%	N=312	24%	N=155	7%	N=48	100%	N=646
Generally acting in the best interest of the community	21%	N=132	49%	N=312	23%	N=146	7%	N=45	100%	N=634

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Please rate the following categories of Goodyear government performance:	Excellent		Good		Fair		Poor		Total	
Being honest	20%	N=114	49%	N=278	23%	N=132	8%	N=43	100%	N=567
Treating all residents fairly	23%	N=128	48%	N=266	20%	N=111	9%	N=47	100%	N=552

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	65%	N=478	29%	N=215	5%	N=37	1%	N=8	100%	N=738
Overall ease of getting to the places you usually have to visit	35%	N=255	46%	N=339	18%	N=130	2%	N=13	100%	N=736
Quality of overall natural environment in Goodyear	37%	N=272	46%	N=339	16%	N=114	1%	N=7	100%	N=732
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	36%	N=268	49%	N=357	14%	N=100	1%	N=10	100%	N=734
Health and wellness opportunities in Goodyear	35%	N=257	42%	N=306	20%	N=145	3%	N=24	100%	N=731
Overall opportunities for education and enrichment	41%	N=299	39%	N=288	16%	N=121	3%	N=25	100%	N=733
Overall economic health of Goodyear	54%	N=399	38%	N=280	7%	N=48	1%	N=9	100%	N=736
Sense of community	37%	N=274	43%	N=315	19%	N=137	1%	N=9	100%	N=735

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	12%	N=79	35%	N=240	44%	N=303	10%	N=66	100%	N=687
Maintaining and improving parks	29%	N=212	55%	N=399	15%	N=105	1%	N=7	100%	N=723
Providing recreational opportunities	24%	N=173	52%	N=374	21%	N=147	3%	N=22	100%	N=717
Building a City Center/City Hall	14%	N=99	25%	N=176	38%	N=263	23%	N=159	100%	N=697
Bringing higher education to Goodyear	30%	N=210	38%	N=271	25%	N=175	7%	N=48	100%	N=704
Building a performing arts center	14%	N=95	25%	N=177	41%	N=284	21%	N=145	100%	N=702
Building a community center	18%	N=128	34%	N=238	36%	N=253	12%	N=87	100%	N=706
Investing in transit	22%	N=156	30%	N=208	31%	N=215	17%	N=115	100%	N=694
Providing child care/after school programs	22%	N=143	36%	N=229	30%	N=192	12%	N=77	100%	N=641
Providing senior services	25%	N=171	36%	N=251	34%	N=232	5%	N=36	100%	N=691
Nothing, we should not be investing in any additional amenities at this time	7%	N=24	11%	N=38	18%	N=62	64%	N=220	100%	N=345

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	38%	N=270	42%	N=292	16%	N=111	4%	N=30	100%	N=703
Aerospace	18%	N=113	32%	N=206	35%	N=223	16%	N=102	100%	N=644
High tech manufacturing	26%	N=179	38%	N=258	26%	N=176	10%	N=66	100%	N=678
Office/Professional services	25%	N=170	38%	N=262	33%	N=231	4%	N=26	100%	N=688
Retail	28%	N=195	39%	N=272	28%	N=199	5%	N=34	100%	N=700
Service industry	22%	N=154	39%	N=274	34%	N=240	4%	N=28	100%	N=696

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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	24%	N=179	44%	N=321	27%	N=199	5%	N=38	100%	N=737
Attending a concert or live performance	7%	N=51	13%	N=96	53%	N=385	27%	N=196	100%	N=728
Seeing a movie	5%	N=36	8%	N=58	37%	N=270	50%	N=367	100%	N=731
Attending a sporting event	6%	N=42	16%	N=116	49%	N=353	29%	N=211	100%	N=722
Shopping	23%	N=173	42%	N=309	26%	N=189	9%	N=66	100%	N=736
Bowling	3%	N=22	8%	N=59	24%	N=176	65%	N=472	100%	N=730
Hiking	6%	N=44	16%	N=114	33%	N=242	45%	N=332	100%	N=732
Nightlife	12%	N=87	17%	N=127	32%	N=232	39%	N=289	100%	N=735

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)	62%	N=449	29%	N=212	9%	N=67	100%	N=727
Local media outlets (newspapers, radio, local television stations)	39%	N=281	48%	N=353	13%	N=95	100%	N=730
The City's INFOCUS newsletter mailed directly to your home	55%	N=401	35%	N=259	10%	N=73	100%	N=733
City Council meetings and other public meetings	17%	N=126	42%	N=305	41%	N=295	100%	N=726
Talking with City officials	13%	N=92	38%	N=280	49%	N=357	100%	N=729
eNotify City email communications	18%	N=134	39%	N=283	43%	N=309	100%	N=726
The City on social media (Facebook, Twitter or YouTube)	27%	N=199	29%	N=211	43%	N=316	100%	N=726
Word-of-mouth	30%	N=219	48%	N=347	22%	N=162	100%	N=728

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	2%	N=16	2%	N=17	5%	N=36	18%	N=135	72%	N=536	100%	N=740
Purchase goods or services from a business located in Goodyear	1%	N=5	1%	N=7	21%	N=153	57%	N=419	21%	N=157	100%	N=740
Eat at least 5 portions of fruits and vegetables a day	2%	N=11	14%	N=104	33%	N=243	34%	N=251	16%	N=120	100%	N=729
Participate in moderate or vigorous physical activity	1%	N=5	13%	N=93	33%	N=241	35%	N=255	19%	N=139	100%	N=732
Read or watch local news (via television, paper, computer, etc.)	6%	N=45	10%	N=73	20%	N=146	30%	N=222	34%	N=251	100%	N=737
Vote in local elections	11%	N=78	8%	N=60	9%	N=67	23%	N=172	49%	N=360	100%	N=738

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	17%	N=127
Very good	48%	N=354
Good	31%	N=227
Fair	3%	N=24
Poor	0%	N=2
Total	100%	N=735

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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	15%	N=110
Somewhat positive	31%	N=225
Neutral	45%	N=328
Somewhat negative	9%	N=68
Very negative	1%	N=6
Total	100%	N=737

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	60%	N=445
Working part time for pay	6%	N=43
Unemployed, looking for paid work	2%	N=16
Unemployed, not looking for paid work	4%	N=29
Fully retired	28%	N=205
Total	100%	N=738

Table 22: Question D5

Do you work inside the boundaries of Goodyear?	Percent	Number
Yes, outside the home	18%	N=129
Yes, from home	7%	N=53
No	75%	N=532
Total	100%	N=714

Table 23: Question D6

How many years have you lived in Goodyear?	Percent	Number
Less than 2 years	17%	N=124
2 to 5 years	28%	N=209
6 to 10 years	24%	N=178
11 to 20 years	26%	N=196
More than 20 years	5%	N=36
Total	100%	N=743

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	90%	N=667
Building with two or more homes (duplex, townhome, apartment or condominium)	8%	N=61
Mobile home	1%	N=10
Other	0%	N=3
Total	100%	N=740

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Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	19%	N=143
Owned	81%	N=592
Total	100%	N=735

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	2%	N=16
\$300 to \$599 per month	6%	N=47
\$600 to \$999 per month	16%	N=115
\$1,000 to \$1,499 per month	30%	N=218
\$1,500 to \$2,499 per month	37%	N=267
\$2,500 or more per month	8%	N=58
Total	100%	N=721

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	58%	N=424
Yes	42%	N=309
Total	100%	N=733

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	69%	N=504
Yes	31%	N=230
Total	100%	N=733

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	4%	N=25
\$25,000 to \$49,999	14%	N=103
\$50,000 to \$99,999	43%	N=307
\$100,000 to \$149,999	25%	N=176
\$150,000 or more	14%	N=100
Total	100%	N=710

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Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	83%	N=606
Yes, I consider myself to be Spanish, Hispanic or Latino	17%	N=121
Total	100%	N=727

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=5
Asian, Asian Indian or Pacific Islander	7%	N=52
Black or African American	8%	N=59
White	79%	N=572
Other	10%	N=73

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	1%	N=7
25 to 34 years	19%	N=138
35 to 44 years	16%	N=116
45 to 54 years	28%	N=201
55 to 64 years	12%	N=89
65 to 74 years	16%	N=117
75 years or older	9%	N=63
Total	100%	N=731

Table 33: Question D16

What is your sex?	Percent	Number
Female	56%	N=403
Male	44%	N=323
Total	100%	N=727

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	79%	N=583
Land line	10%	N=74
Both	11%	N=77
Total	100%	N=734

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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	46%	N=347	48%	N=357	5%	N=36	1%	N=7	0%	N=1	100%	N=748
Your neighborhood as a place to live	51%	N=380	40%	N=299	8%	N=57	1%	N=9	0%	N=2	100%	N=748
Goodyear as a place to raise children	37%	N=272	33%	N=240	8%	N=56	2%	N=15	21%	N=154	100%	N=737
Goodyear as a place to work	21%	N=152	23%	N=171	15%	N=107	8%	N=57	34%	N=245	100%	N=732
Goodyear as a place to visit	25%	N=186	36%	N=265	26%	N=191	9%	N=67	4%	N=29	100%	N=737
Goodyear as a place to retire	41%	N=304	37%	N=272	10%	N=70	2%	N=15	10%	N=77	100%	N=739
The overall quality of life in Goodyear	35%	N=258	55%	N=414	9%	N=65	1%	N=7	0%	N=2	100%	N=746

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	35%	N=266	53%	N=396	9%	N=71	2%	N=14	0%	N=3	100%	N=751
Overall ease of getting to the places you usually have to visit	38%	N=286	47%	N=349	12%	N=88	3%	N=25	0%	N=1	100%	N=750
Quality of overall natural environment in Goodyear	28%	N=209	53%	N=395	17%	N=123	2%	N=12	0%	N=3	100%	N=742
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	24%	N=176	47%	N=349	25%	N=184	4%	N=30	1%	N=7	100%	N=747
Health and wellness opportunities in Goodyear	27%	N=197	44%	N=325	22%	N=159	3%	N=20	5%	N=40	100%	N=741
Overall opportunities for education and enrichment	17%	N=127	36%	N=269	24%	N=178	9%	N=65	14%	N=108	100%	N=747
Overall economic health of Goodyear	20%	N=150	49%	N=367	19%	N=139	3%	N=20	9%	N=66	100%	N=743
Sense of community	20%	N=149	46%	N=341	23%	N=169	8%	N=59	3%	N=23	100%	N=742
Overall image or reputation of Goodyear	27%	N=198	53%	N=391	15%	N=109	4%	N=33	2%	N=13	100%	N=744

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	58%	N=433	34%	N=253	5%	N=35	3%	N=22	0%	N=3	100%	N=747
Remain in Goodyear for the next five years	65%	N=483	20%	N=147	5%	N=37	5%	N=36	6%	N=42	100%	N=744

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	74%	N=557	21%	N=161	2%	N=16	1%	N=10	0%	N=3	0%	N=3	100%	N=750
In Goodyear's downtown/commercial area during the day	47%	N=348	30%	N=224	6%	N=46	3%	N=23	1%	N=7	13%	N=98	100%	N=745

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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	16%	N=123	58%	N=433	21%	N=155	5%	N=36	0%	N=2	100%	N=749
Ease of travel by car in Goodyear	25%	N=190	59%	N=439	13%	N=98	2%	N=16	1%	N=6	100%	N=748
Ease of travel by public transportation in Goodyear	3%	N=25	12%	N=91	14%	N=102	15%	N=109	56%	N=412	100%	N=739
Ease of travel by bicycle in Goodyear	13%	N=96	24%	N=180	19%	N=142	9%	N=64	35%	N=254	100%	N=737
Ease of walking in Goodyear	24%	N=176	40%	N=295	18%	N=131	9%	N=65	10%	N=75	100%	N=741
Availability of paths and walking trails	24%	N=179	36%	N=263	21%	N=156	8%	N=59	11%	N=84	100%	N=739
Air quality	13%	N=101	40%	N=302	33%	N=244	11%	N=79	3%	N=22	100%	N=747
Cleanliness of Goodyear	29%	N=214	50%	N=373	18%	N=137	3%	N=20	0%	N=2	100%	N=747
Overall appearance of Goodyear	28%	N=207	56%	N=416	14%	N=102	2%	N=14	0%	N=2	100%	N=742
Public places where people want to spend time	18%	N=135	43%	N=317	27%	N=197	8%	N=61	4%	N=33	100%	N=744
Variety of housing options	25%	N=190	44%	N=331	19%	N=143	4%	N=29	7%	N=53	100%	N=746
Availability of affordable quality housing	18%	N=136	39%	N=290	20%	N=149	9%	N=67	14%	N=101	100%	N=742
Fitness opportunities (including exercise classes and paths or trails, etc.)	26%	N=196	44%	N=327	18%	N=135	6%	N=41	6%	N=44	100%	N=743
Recreational opportunities	21%	N=157	40%	N=301	23%	N=174	9%	N=65	6%	N=47	100%	N=744
Availability of affordable quality food	19%	N=144	48%	N=355	25%	N=189	7%	N=50	1%	N=7	100%	N=744
Availability of affordable quality health care	17%	N=125	45%	N=335	27%	N=202	3%	N=26	8%	N=56	100%	N=744
Availability of preventive health services	15%	N=109	45%	N=336	23%	N=170	3%	N=23	14%	N=104	100%	N=743
Availability of affordable quality mental health care	9%	N=64	16%	N=119	16%	N=116	8%	N=57	52%	N=387	100%	N=742

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	6%	N=47	21%	N=153	10%	N=72	6%	N=41	57%	N=417	100%	N=731
K-12 education	11%	N=83	35%	N=254	12%	N=90	6%	N=46	35%	N=254	100%	N=727
Adult educational opportunities	8%	N=58	27%	N=192	21%	N=150	7%	N=53	37%	N=267	100%	N=720
Opportunities to attend cultural/arts/music activities	11%	N=82	33%	N=236	33%	N=240	12%	N=84	11%	N=80	100%	N=721
Opportunities to participate in religious or spiritual events and activities	19%	N=139	37%	N=271	17%	N=122	4%	N=26	24%	N=176	100%	N=734
Employment opportunities	7%	N=53	19%	N=136	30%	N=223	12%	N=89	32%	N=232	100%	N=732
Shopping opportunities	14%	N=100	36%	N=265	36%	N=263	14%	N=102	1%	N=8	100%	N=738
Cost of living in Goodyear	12%	N=92	44%	N=327	37%	N=275	5%	N=35	1%	N=9	100%	N=739
Overall quality of business and service establishments in Goodyear	13%	N=95	48%	N=352	27%	N=202	8%	N=60	4%	N=28	100%	N=737
Vibrant downtown/commercial area	4%	N=30	23%	N=165	34%	N=250	25%	N=182	14%	N=106	100%	N=733
Overall quality of new development in Goodyear	15%	N=110	40%	N=294	28%	N=205	9%	N=67	8%	N=58	100%	N=734
Opportunities to participate in social events and activities	11%	N=80	39%	N=288	30%	N=218	8%	N=57	12%	N=88	100%	N=732
Opportunities to volunteer	12%	N=86	33%	N=243	20%	N=147	5%	N=34	31%	N=225	100%	N=735
Opportunities to participate in community matters	11%	N=81	35%	N=255	24%	N=177	4%	N=32	25%	N=180	100%	N=724
Openness and acceptance of the community toward people of diverse backgrounds	15%	N=111	43%	N=312	20%	N=147	6%	N=45	16%	N=115	100%	N=729
Neighborliness of residents in Goodyear	15%	N=113	50%	N=367	24%	N=178	7%	N=54	3%	N=23	100%	N=735

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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=67	91%	N=676	100%	N=743
Made efforts to make your home more energy efficient	22%	N=166	78%	N=572	100%	N=737
Observed a code violation or other hazard in Goodyear (weeds, abandoned buildings, etc.)	55%	N=403	45%	N=327	100%	N=730
Household member was a victim of a crime in Goodyear	93%	N=687	7%	N=53	100%	N=740
Reported a crime to the police in Goodyear	83%	N=611	17%	N=127	100%	N=738
Stocked supplies in preparation for an emergency	72%	N=531	28%	N=207	100%	N=738
Campaigned or advocated for an issue, cause or candidate	82%	N=606	18%	N=134	100%	N=740
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	63%	N=464	37%	N=276	100%	N=740
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	91%	N=672	9%	N=68	100%	N=740

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	6%	N=46	14%	N=106	32%	N=238	47%	N=343	100%	N=734
Visited a neighborhood park or City park	18%	N=131	24%	N=180	38%	N=283	19%	N=143	100%	N=737
Used Goodyear public libraries or their services	7%	N=52	18%	N=133	28%	N=204	47%	N=347	100%	N=736
Participated in religious or spiritual activities in Goodyear	16%	N=115	16%	N=121	11%	N=85	57%	N=417	100%	N=738
Attended a City-sponsored event	2%	N=18	9%	N=65	36%	N=263	53%	N=388	100%	N=734
Used bus, rail, subway or other public transportation instead of driving	1%	N=7	1%	N=8	2%	N=16	96%	N=707	100%	N=738
Carpooled with other adults or children instead of driving alone	17%	N=123	13%	N=97	15%	N=109	55%	N=406	100%	N=736
Walked or biked instead of driving	14%	N=100	13%	N=94	23%	N=171	50%	N=367	100%	N=733
Volunteered your time to some group/activity in Goodyear	6%	N=45	7%	N=51	15%	N=112	72%	N=527	100%	N=736
Participated in a club	7%	N=53	8%	N=56	10%	N=72	75%	N=552	100%	N=733
Talked to or visited with your immediate neighbors	37%	N=269	31%	N=227	24%	N=173	9%	N=67	100%	N=736
Done a favor for a neighbor	20%	N=150	23%	N=170	37%	N=272	20%	N=146	100%	N=738

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=6	4%	N=26	18%	N=131	78%	N=574	100%	N=737
Watched (online) a local public meeting	1%	N=6	1%	N=6	11%	N=82	87%	N=643	100%	N=736

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=311	36%	N=263	7%	N=48	2%	N=16	13%	N=91	100%	N=728
Fire services	44%	N=321	31%	N=223	2%	N=18	0%	N=4	22%	N=163	100%	N=729
Ambulance or emergency medical services	37%	N=270	28%	N=207	5%	N=34	1%	N=4	29%	N=213	100%	N=728
Crime prevention	26%	N=185	37%	N=268	10%	N=73	2%	N=18	25%	N=181	100%	N=724
Fire prevention and education	23%	N=167	30%	N=217	9%	N=64	1%	N=7	37%	N=263	100%	N=718
Traffic enforcement	25%	N=182	42%	N=300	17%	N=120	5%	N=37	12%	N=83	100%	N=723

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Please rate the quality of each of the following services in Goodyear:	Excellent		Good		Fair		Poor		Don't know		Total	
Street repair	22%	N=163	44%	N=321	24%	N=178	5%	N=36	4%	N=33	100%	N=730
Street cleaning	27%	N=194	48%	N=351	18%	N=129	4%	N=28	4%	N=27	100%	N=729
Street lighting	24%	N=177	49%	N=355	18%	N=131	7%	N=51	1%	N=10	100%	N=724
Sidewalk maintenance	26%	N=188	47%	N=344	17%	N=125	4%	N=28	5%	N=40	100%	N=724
Traffic signal timing	18%	N=133	39%	N=286	27%	N=195	12%	N=88	4%	N=26	100%	N=728
Bus or transit services	7%	N=47	10%	N=68	9%	N=62	13%	N=92	62%	N=445	100%	N=715
Garbage collection	41%	N=293	45%	N=323	10%	N=74	2%	N=13	2%	N=16	100%	N=719
Recycling	40%	N=294	43%	N=316	11%	N=81	2%	N=13	3%	N=24	100%	N=728
Yard waste pick-up	35%	N=253	41%	N=300	10%	N=70	2%	N=13	13%	N=92	100%	N=728
Storm drainage	22%	N=158	45%	N=321	13%	N=91	4%	N=30	17%	N=120	100%	N=720
Drinking water	16%	N=117	36%	N=263	24%	N=173	19%	N=139	5%	N=34	100%	N=726
Sewer services	25%	N=181	51%	N=367	14%	N=101	2%	N=16	8%	N=57	100%	N=724
Utility billing	19%	N=135	43%	N=309	27%	N=191	10%	N=69	2%	N=16	100%	N=720
City parks	23%	N=163	47%	N=339	16%	N=117	2%	N=18	12%	N=86	100%	N=722
Recreation programs or classes	13%	N=97	31%	N=223	14%	N=98	2%	N=15	40%	N=288	100%	N=722
Recreation centers or facilities	12%	N=88	29%	N=210	16%	N=116	4%	N=28	38%	N=276	100%	N=718
Land use, planning and zoning	10%	N=73	32%	N=232	20%	N=144	7%	N=49	31%	N=223	100%	N=721
Code enforcement (weeds, abandoned buildings, etc.)	13%	N=92	36%	N=261	19%	N=136	7%	N=50	25%	N=178	100%	N=716
Economic development	14%	N=104	36%	N=263	22%	N=160	8%	N=59	19%	N=135	100%	N=721
Health services	16%	N=114	44%	N=321	20%	N=146	3%	N=23	16%	N=118	100%	N=722
Public library services	23%	N=162	37%	N=269	10%	N=75	2%	N=17	27%	N=195	100%	N=718
Public information services	14%	N=103	35%	N=252	17%	N=124	2%	N=16	31%	N=222	100%	N=716
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	N=69	21%	N=152	16%	N=113	4%	N=27	50%	N=357	100%	N=718
Preservation of natural areas such as open space, farmlands and greenbelts	14%	N=102	36%	N=255	20%	N=144	8%	N=57	22%	N=159	100%	N=717
Goodyear open space	17%	N=119	37%	N=269	23%	N=165	4%	N=28	19%	N=136	100%	N=716
City-sponsored special events	14%	N=97	38%	N=270	21%	N=151	2%	N=14	25%	N=178	100%	N=710
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	26%	N=184	45%	N=316	12%	N=85	2%	N=13	15%	N=107	100%	N=705

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	24%	N=172	53%	N=383	14%	N=102	4%	N=25	6%	N=40	100%	N=723
The Federal Government	10%	N=70	29%	N=207	33%	N=235	14%	N=99	15%	N=107	100%	N=718

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	14%	N=104	42%	N=302	27%	N=197	7%	N=49	10%	N=70	100%	N=721
The overall direction that Goodyear is taking	20%	N=142	46%	N=330	21%	N=149	5%	N=35	9%	N=65	100%	N=721
The job Goodyear government does at welcoming citizen involvement	15%	N=108	39%	N=282	16%	N=114	7%	N=53	23%	N=163	100%	N=720
Overall confidence in Goodyear government	18%	N=132	43%	N=312	21%	N=155	7%	N=48	11%	N=76	100%	N=722
Generally acting in the best interest of the community	18%	N=132	43%	N=312	20%	N=146	6%	N=45	12%	N=88	100%	N=723

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Please rate the following categories of Goodyear government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
Being honest	16%	N=114	39%	N=278	18%	N=132	6%	N=43	21%	N=152	100%	N=720
Treating all residents fairly	18%	N=128	37%	N=266	15%	N=111	7%	N=47	24%	N=171	100%	N=722

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	65%	N=478	29%	N=215	5%	N=37	1%	N=8	100%	N=738
Overall ease of getting to the places you usually have to visit	35%	N=255	46%	N=339	18%	N=130	2%	N=13	100%	N=736
Quality of overall natural environment in Goodyear	37%	N=272	46%	N=339	16%	N=114	1%	N=7	100%	N=732
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	36%	N=268	49%	N=357	14%	N=100	1%	N=10	100%	N=734
Health and wellness opportunities in Goodyear	35%	N=257	42%	N=306	20%	N=145	3%	N=24	100%	N=731
Overall opportunities for education and enrichment	41%	N=299	39%	N=288	16%	N=121	3%	N=25	100%	N=733
Overall economic health of Goodyear	54%	N=399	38%	N=280	7%	N=48	1%	N=9	100%	N=736
Sense of community	37%	N=274	43%	N=315	19%	N=137	1%	N=9	100%	N=735

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	11%	N=79	33%	N=240	41%	N=303	9%	N=66	6%	N=46	100%	N=733
Maintaining and improving parks	29%	N=212	54%	N=399	14%	N=105	1%	N=7	2%	N=11	100%	N=734
Providing recreational opportunities	24%	N=173	51%	N=374	20%	N=147	3%	N=22	2%	N=14	100%	N=731
Building a City Center/City Hall	14%	N=99	24%	N=176	36%	N=263	22%	N=159	5%	N=35	100%	N=731
Bringing higher education to Goodyear	29%	N=210	37%	N=271	24%	N=175	7%	N=48	4%	N=27	100%	N=731
Building a performing arts center	13%	N=95	24%	N=177	39%	N=284	20%	N=145	4%	N=30	100%	N=732
Building a community center	18%	N=128	33%	N=238	35%	N=253	12%	N=87	3%	N=24	100%	N=730
Investing in transit	21%	N=156	28%	N=208	29%	N=215	16%	N=115	5%	N=38	100%	N=732
Providing child care/after school programs	20%	N=143	31%	N=229	26%	N=192	11%	N=77	12%	N=88	100%	N=730
Providing senior services	24%	N=171	35%	N=251	32%	N=232	5%	N=36	5%	N=35	100%	N=726
Nothing, we should not be investing in any additional amenities at this time	4%	N=24	7%	N=38	11%	N=62	38%	N=220	40%	N=233	100%	N=578

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	37%	N=270	40%	N=292	15%	N=111	4%	N=30	4%	N=28	100%	N=732
Aerospace	16%	N=113	28%	N=206	31%	N=223	14%	N=102	12%	N=85	100%	N=728
High tech manufacturing	24%	N=179	35%	N=258	24%	N=176	9%	N=66	7%	N=52	100%	N=730
Office/Professional services	23%	N=170	36%	N=262	32%	N=231	4%	N=26	5%	N=38	100%	N=727
Retail	27%	N=195	37%	N=272	27%	N=199	5%	N=34	4%	N=28	100%	N=728
Service industry	21%	N=154	38%	N=274	33%	N=240	4%	N=28	5%	N=33	100%	N=730

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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	24%	N=179	44%	N=321	27%	N=199	5%	N=38	100%	N=737
Attending a concert or live performance	7%	N=51	13%	N=96	53%	N=385	27%	N=196	100%	N=728
Seeing a movie	5%	N=36	8%	N=58	37%	N=270	50%	N=367	100%	N=731
Attending a sporting event	6%	N=42	16%	N=116	49%	N=353	29%	N=211	100%	N=722
Shopping	23%	N=173	42%	N=309	26%	N=189	9%	N=66	100%	N=736
Bowling	3%	N=22	8%	N=59	24%	N=176	65%	N=472	100%	N=730
Hiking	6%	N=44	16%	N=114	33%	N=242	45%	N=332	100%	N=732
Nightlife	12%	N=87	17%	N=127	32%	N=232	39%	N=289	100%	N=735

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)	62%	N=449	29%	N=212	9%	N=67	100%	N=727
Local media outlets (newspapers, radio, local television stations)	39%	N=281	48%	N=353	13%	N=95	100%	N=730
The City's INFOCUS newsletter mailed directly to your home	55%	N=401	35%	N=259	10%	N=73	100%	N=733
City Council meetings and other public meetings	17%	N=126	42%	N=305	41%	N=295	100%	N=726
Talking with City officials	13%	N=92	38%	N=280	49%	N=357	100%	N=729
eNotify City email communications	18%	N=134	39%	N=283	43%	N=309	100%	N=726
The City on social media (Facebook, Twitter or YouTube)	27%	N=199	29%	N=211	43%	N=316	100%	N=726
Word-of-mouth	30%	N=219	48%	N=347	22%	N=162	100%	N=728

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	2%	N=16	2%	N=17	5%	N=36	18%	N=135	72%	N=536	100%	N=740
Purchase goods or services from a business located in Goodyear	1%	N=5	1%	N=7	21%	N=153	57%	N=419	21%	N=157	100%	N=740
Eat at least 5 portions of fruits and vegetables a day	2%	N=11	14%	N=104	33%	N=243	34%	N=251	16%	N=120	100%	N=729
Participate in moderate or vigorous physical activity	1%	N=5	13%	N=93	33%	N=241	35%	N=255	19%	N=139	100%	N=732
Read or watch local news (via television, paper, computer, etc.)	6%	N=45	10%	N=73	20%	N=146	30%	N=222	34%	N=251	100%	N=737
Vote in local elections	11%	N=78	8%	N=60	9%	N=67	23%	N=172	49%	N=360	100%	N=738

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	17%	N=127
Very good	48%	N=354
Good	31%	N=227
Fair	3%	N=24
Poor	0%	N=2
Total	100%	N=735

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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	15%	N=110
Somewhat positive	31%	N=225
Neutral	45%	N=328
Somewhat negative	9%	N=68
Very negative	1%	N=6
Total	100%	N=737

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	60%	N=445
Working part time for pay	6%	N=43
Unemployed, looking for paid work	2%	N=16
Unemployed, not looking for paid work	4%	N=29
Fully retired	28%	N=205
Total	100%	N=738

Table 56: Question D5

Do you work inside the boundaries of Goodyear?	Percent	Number
Yes, outside the home	18%	N=129
Yes, from home	7%	N=53
No	75%	N=532
Total	100%	N=714

Table 57: Question D6

How many years have you lived in Goodyear?	Percent	Number
Less than 2 years	17%	N=124
2 to 5 years	28%	N=209
6 to 10 years	24%	N=178
11 to 20 years	26%	N=196
More than 20 years	5%	N=36
Total	100%	N=743

Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	90%	N=667
Building with two or more homes (duplex, townhome, apartment or condominium)	8%	N=61
Mobile home	1%	N=10
Other	0%	N=3
Total	100%	N=740

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Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	19%	N=143
Owned	81%	N=592
Total	100%	N=735

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	2%	N=16
\$300 to \$599 per month	6%	N=47
\$600 to \$999 per month	16%	N=115
\$1,000 to \$1,499 per month	30%	N=218
\$1,500 to \$2,499 per month	37%	N=267
\$2,500 or more per month	8%	N=58
Total	100%	N=721

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	58%	N=424
Yes	42%	N=309
Total	100%	N=733

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	69%	N=504
Yes	31%	N=230
Total	100%	N=733

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	4%	N=25
\$25,000 to \$49,999	14%	N=103
\$50,000 to \$99,999	43%	N=307
\$100,000 to \$149,999	25%	N=176
\$150,000 or more	14%	N=100
Total	100%	N=710

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Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	83%	N=606
Yes, I consider myself to be Spanish, Hispanic or Latino	17%	N=121
Total	100%	N=727

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=5
Asian, Asian Indian or Pacific Islander	7%	N=52
Black or African American	8%	N=59
White	79%	N=572
Other	10%	N=73

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	1%	N=7
25 to 34 years	19%	N=138
35 to 44 years	16%	N=116
45 to 54 years	28%	N=201
55 to 64 years	12%	N=89
65 to 74 years	16%	N=117
75 years or older	9%	N=63
Total	100%	N=731

Table 67: Question D16

What is your sex?	Percent	Number
Female	56%	N=403
Male	44%	N=323
Total	100%	N=727

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	79%	N=583
Land line	10%	N=74
Both	11%	N=77
Total	100%	N=734

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Goodyear chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Goodyear's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Goodyear's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Goodyear's rating to the benchmark.

In that final column, Goodyear's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Goodyear residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 69: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Goodyear	90%	141	476	Similar
Overall image or reputation of Goodyear	81%	146	363	Similar
Goodyear as a place to live	94%	117	408	Similar
Your neighborhood as a place to live	91%	51	324	Similar
Goodyear as a place to raise children	88%	134	397	Similar
Goodyear as a place to retire	87%	23	371	Higher
Overall appearance of Goodyear	84%	111	372	Similar

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Goodyear	89%	143	346	Similar
	In your neighborhood during the day	96%	135	369	Similar
	In Goodyear's downtown/commercial area during the day	88%	191	323	Similar
Mobility	Overall ease of getting to the places you usually have to visit	85%	41	249	Similar
	Availability of paths and walking trails	67%	129	324	Similar
	Ease of walking in Goodyear	71%	121	312	Similar
	Ease of travel by bicycle in Goodyear	57%	109	314	Similar
	Ease of travel by public transportation in Goodyear	35%	124	211	Similar
	Ease of travel by car in Goodyear	85%	36	313	Higher
	Traffic flow on major streets	74%	22	357	Higher
	Quality of overall natural environment in Goodyear	82%	124	285	Similar
Natural Environment	Cleanliness of Goodyear	79%	126	292	Similar
	Air quality	56%	225	252	Lower
Built Environment	Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	71%	50	238	Similar
	Overall quality of new development in Goodyear	60%	102	297	Similar
	Availability of affordable quality housing	66%	23	310	Higher
	Variety of housing options	75%	19	288	Higher
	Public places where people want to spend time	64%	131	231	Similar
Economy	Overall economic health of Goodyear	76%	73	244	Similar
	Vibrant downtown/commercial area	31%	168	222	Lower
	Overall quality of business and service establishments in Goodyear	63%	157	279	Similar
	Cost of living in Goodyear	58%	30	241	Higher
	Shopping opportunities	50%	182	303	Similar
	Employment opportunities	38%	145	319	Similar
	Goodyear as a place to visit	64%	129	260	Similar
	Goodyear as a place to work	66%	132	374	Similar
	Health and wellness opportunities in Goodyear	74%	89	239	Similar
	Availability of affordable quality mental health care	51%	74	210	Similar
Recreation and Wellness	Availability of preventive health services	70%	97	240	Similar
	Availability of affordable quality health care	67%	103	267	Similar
	Availability of affordable quality food	68%	118	245	Similar
	Recreational opportunities	66%	166	308	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	87	229	Similar
Education and	Overall opportunities for education and enrichment	62%	161	241	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enrichment	Opportunities to participate in religious or spiritual events and activities	74%	148	207	Similar
	Opportunities to attend cultural/arts/music activities	50%	194	306	Similar
	Adult educational opportunities	55%	132	218	Similar
	K-12 education	71%	179	279	Similar
	Availability of affordable quality child care/preschool	64%	86	259	Similar
Community Engagement	Opportunities to participate in social events and activities	57%	168	268	Similar
	Neighborhoodness of Goodyear	67%	107	233	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	69%	87	301	Similar
	Opportunities to participate in community matters	62%	154	280	Similar
	Opportunities to volunteer	65%	187	272	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Goodyear	81%	142	449	Similar
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	84%	96	392	Similar
Value of services for the taxes paid to Goodyear	62%	90	418	Similar
Overall direction that Goodyear is taking	72%	38	329	Higher
Job Goodyear government does at welcoming citizen involvement	70%	31	328	Higher
Overall confidence in Goodyear government	69%	23	244	Higher
Generally acting in the best interest of the community	70%	33	244	Higher
Being honest	69%	45	236	Similar
Treating all residents fairly	71%	30	241	Higher
Services provided by the Federal Government	45%	38	254	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	90%	61	487	Higher
	Fire services	96%	70	407	Similar
	Ambulance or emergency medical services	93%	102	367	Similar
	Crime prevention	83%	78	376	Higher
	Fire prevention and education	84%	83	296	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61%	146	285	Similar
Mobility	Traffic enforcement	75%	52	389	Similar
	Street repair	69%	20	413	Higher
	Street cleaning	78%	41	333	Higher
	Street lighting	75%	36	344	Higher
	Sidewalk maintenance	78%	10	335	Higher
	Traffic signal timing	60%	47	270	Similar
Natural Environment	Bus or transit services	43%	160	234	Similar
	Garbage collection	88%	89	374	Similar
	Recycling	87%	66	375	Similar
	Yard waste pick-up	87%	39	284	Similar
	Drinking water	55%	273	332	Lower
	Preservation of natural areas such as open space, farmlands and greenbelts	64%	107	263	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Goodyear open space	67%	63	219	Similar
	Storm drainage	80%	39	370	Higher
	Sewer services	82%	112	337	Similar
	Utility billing	63%	147	214	Similar
	Land use, planning and zoning	61%	57	315	Similar
Built Environment	Code enforcement (weeds, abandoned buildings, etc.)	66%	61	404	Higher
Economy	Economic development	63%	88	295	Similar
	City parks	79%	209	340	Similar
	Recreation programs or classes	74%	139	340	Similar
Recreation and Wellness	Recreation centers or facilities	67%	164	285	Similar
	Health services	72%	93	221	Similar
Education and Enrichment	City-sponsored special events	69%	124	264	Similar
	Public library services	82%	241	358	Similar
Community Engagement	Public information services	72%	104	294	Similar

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	68%	133	321	Similar
Recommend living in Goodyear to someone who asks	92%	89	293	Similar
Remain in Goodyear for the next five years	90%	44	284	Similar
Contacted Goodyear (in-person, phone, email or web) for help or information	37%	275	331	Similar

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	28%	147	210	Similar
	Did NOT report a crime to the police	83%	83	236	Similar
Safety	Household member was NOT a victim of a crime	93%	60	281	Similar
	Used bus, rail, subway or other public transportation instead of driving	4%	180	191	Much lower
	Carpooled with other adults or children instead of driving alone	45%	89	223	Similar
Mobility	Walked or biked instead of driving	50%	157	232	Similar
	Made efforts to conserve water	91%	31	218	Similar
	Made efforts to make your home more energy efficient	78%	74	219	Similar
Natural Environment	Recycle at home	95%	78	265	Similar
	Did NOT observe a code violation or other hazard in Goodyear	55%	110	225	Similar
Built Environment	NOT experiencing housing costs stress	69%	127	261	Similar
	Purchase goods or services from a business located in Goodyear	98%	40	229	Similar
Economy	Economy will have positive impact on income	45%	17	262	Higher
	Work inside boundaries of Goodyear	25%	196	230	Lower
Recreation and Wellness	Used Goodyear recreation centers or their services	53%	163	242	Similar
	Visited a neighborhood park or City park	81%	201	276	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Eat at least 5 portions of fruits and vegetables a day	84%	99	221	Similar
	Participate in moderate or vigorous physical activity	87%	94	225	Similar
	In very good to excellent health	66%	94	225	Similar
Education and Enrichment	Used Goodyear public libraries or their services	53%	215	249	Lower
	Participated in religious or spiritual activities in Goodyear	43%	112	204	Similar
	Attended City-sponsored event	47%	172	232	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	18%	169	213	Similar
	Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	9%	226	228	Similar
	Volunteered your time to some group/activity in Goodyear	28%	221	270	Lower
	Participated in a club	25%	139	245	Similar
	Talked to or visited with your immediate neighbors	91%	116	226	Similar
	Done a favor for a neighbor	80%	139	222	Similar
	Attended a local public meeting	22%	116	270	Similar
	Watched (online) a local public meeting	13%	210	231	Lower
	Read or watch local news (via television, paper, computer, etc.)	84%	157	230	Similar
	Vote in local elections	81%	174	264	Similar

Communities included in national comparisons

The communities included in Goodyear's comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO441,603
 Airway Heights city, WA 6,114
 Albany city, OR 50,158
 Albemarle County, VA..... 98,970
 Albert Lea city, MN..... 18,016
 Alexandria city, VA139,966
 Algonquin village, IL..... 30,046
 Aliso Viejo city, CA 47,823
 Altoona city, IA 14,541
 American Canyon city, CA..... 19,454
 Ames city, IA 58,965
 Andover CDP, MA..... 8,762
 Ankeny city, IA 45,582
 Ann Arbor city, MI.....113,934
 Annapolis city, MD 38,394
 Apache Junction city, AZ..... 35,840
 Arapahoe County, CO572,003
 Arkansas City city, AR..... 366
 Arlington city, TX365,438
 Arvada city, CO106,433
 Asheville city, NC 83,393
 Ashland city, OR 20,078
 Ashland town, MA 16,593
 Ashland town, VA..... 7,225
 Aspen city, CO 6,658
 Athens-Clarke County, GA115,452
 Auburn city, AL 53,380
 Augusta CCD, GA134,777

Aurora city, CO325,078
 Austin city, TX790,390
 Avon town, CO 6,447
 Avon town, IN 12,446
 Avondale city, AZ 76,238
 Azusa city, CA..... 46,361
 Bainbridge Island city, WA..... 23,025
 Baltimore city, MD.....620,961
 Bartonville town, TX..... 1,469
 Battle Creek city, MI..... 52,347
 Bay City city, MI..... 34,932
 Bay Village city, OH..... 15,651
 Baytown city, TX..... 71,802
 Bedford city, TX..... 46,979
 Bedford town, MA 13,320
 Bellevue city, WA122,363
 Bellingham city, WA 80,885
 Benbrook city, TX..... 21,234
 Bend city, OR..... 76,639
 Bethlehem township, PA..... 23,730
 Bettendorf city, IA..... 33,217
 Billings city, MT.....104,170
 Blaine city, MN..... 57,186
 Bloomfield Hills city, MI 3,869
 Bloomington city, IN 80,405
 Bloomington city, MN 82,893
 Blue Springs city, MO 52,575
 Boise City city, ID205,671

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Bonner Springs city, KS	7,314	Conshohocken borough, PA	7,833
Boone County, KY	118,811	Coolidge city, AZ	11,825
Boulder city, CO	97,385	Coon Rapids city, MN	61,476
Bowling Green city, KY	58,067	Copperas Cove city, TX	32,032
Bozeman city, MT	37,280	Coral Springs city, FL	121,096
Brentwood city, MO	8,055	Coronado city, CA	18,912
Brentwood city, TN	37,060	Corvallis city, OR	54,462
Brighton city, CO	33,352	Cottonwood Heights city, UT	33,433
Brighton city, MI	7,444	Creve Coeur city, MO	17,833
Bristol city, TN	26,702	Cross Roads town, TX	1,563
Broken Arrow city, OK	98,850	Cupertino city, CA	58,302
Brookfield city, WI	37,920	Dacono city, CO	4,152
Brookline CDP, MA	58,732	Dade City city, FL	6,437
Brooklyn Center city, MN	30,104	Dakota County, MN	398,552
Brooklyn city, OH	11,169	Dallas city, OR	14,583
Broomfield city, CO	55,889	Dallas city, TX	1,197,816
Brownsburg town, IN	21,285	Danville city, KY	16,218
Buffalo Grove village, IL	41,496	Dardenne Prairie city, MO	11,494
Burien city, WA	33,313	Darien city, IL	22,086
Burleson city, TX	36,690	Davenport city, FL	2,888
Burlingame city, CA	28,806	Davenport city, IA	99,685
Cabarrus County, NC	178,011	Davidson town, NC	10,944
Cambridge city, MA	105,162	Dayton city, OH	141,527
Cannon Beach city, OR	1,690	Dayton town, WY	757
Cañon City city, CO	16,400	Dearborn city, MI	98,153
Canton city, SD	3,057	Decatur city, GA	19,335
Cape Coral city, FL	154,305	Del Mar city, CA	4,161
Cape Girardeau city, MO	37,941	DeLand city, FL	27,031
Carlisle borough, PA	18,682	Delaware city, OH	34,753
Carlsbad city, CA	105,328	Delray Beach city, FL	60,522
Carroll city, IA	10,103	Denison city, TX	22,682
Cartersville city, GA	19,731	Denton city, TX	113,383
Cary town, NC	135,234	Denver city, CO	600,158
Castine town, ME	1,366	Derby city, KS	22,158
Castle Pines North city, CO	10,360	Des Moines city, IA	203,433
Castle Rock town, CO	48,231	Des Peres city, MO	8,373
Cedar Hill city, TX	45,028	Destin city, FL	12,305
Cedar Rapids city, IA	126,326	Dothan city, AL	65,496
Celina city, TX	6,028	Douglas County, CO	285,465
Centennial city, CO	100,377	Dover city, NH	29,987
Chandler city, AZ	236,123	Dublin city, CA	46,036
Chandler city, TX	2,734	Dublin city, OH	41,751
Chanhassen city, MN	22,952	Duluth city, MN	86,265
Chapel Hill town, NC	57,233	Durham city, NC	228,330
Chardon city, OH	5,148	Durham County, NC	267,587
Charles County, MD	146,551	Dyer town, IN	16,390
Charlotte city, NC	731,424	Eagan city, MN	64,206
Charlotte County, FL	159,978	Eagle Mountain city, UT	21,415
Charlottesville city, VA	43,475	Eagle town, CO	6,508
Chattanooga city, TN	167,674	East Grand Forks city, MN	8,601
Chautauqua town, NY	4,464	East Lansing city, MI	48,579
Chesterfield County, VA	316,236	Eau Claire city, WI	65,883
Citrus Heights city, CA	83,301	Eden Prairie city, MN	60,797
Clackamas County, OR	375,992	Eden town, VT	1,323
Clarendon Hills village, IL	8,427	Edgerton city, KS	1,671
Clayton city, MO	15,939	Edgewater city, CO	5,170
Clearwater city, FL	107,685	Edina city, MN	47,941
Cleveland Heights city, OH	46,121	Edmond city, OK	81,405
Clinton city, SC	8,490	Edmonds city, WA	39,709
Clive city, IA	15,447	El Cerrito city, CA	23,549
Clovis city, CA	95,631	El Dorado County, CA	181,058
College Park city, MD	30,413	El Paso de Robles (Paso Robles) city, CA	29,793
College Station city, TX	93,857	Elk Grove city, CA	153,015
Colleyville city, TX	22,807	Elko New Market city, MN	4,110
Columbia city, MO	108,500	Elmhurst city, IL	44,121
Columbia city, SC	129,272	Encinitas city, CA	59,518
Columbia Falls city, MT	4,688	Englewood city, CO	30,255
Commerce City city, CO	45,913	Erie town, CO	18,135
Concord city, CA	122,067	Escambia County, FL	297,619
Concord town, MA	17,668	Estes Park town, CO	5,858

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Euclid city, OH	48,920	Hudson city, OH.....	22,262
Fairview town, TX	7,248	Hudson town, CO.....	2,356
Farmers Branch city, TX	28,616	Huntley village, IL	24,291
Farmersville city, TX.....	3,301	Hurst city, TX.....	37,337
Farmington Hills city, MI.....	79,740	Hutchinson city, MN	14,178
Farmington town, CT	25,340	Hutto city, TX	14,698
Fayetteville city, NC.....	200,564	Independence city, MO.....	116,830
Fernandina Beach city, FL.....	11,487	Indianola city, IA	14,782
Fishers town, IN	76,794	Indio city, CA.....	76,036
Flagstaff city, AZ	65,870	Iowa City city, IA	67,862
Flower Mound town, TX.....	64,669	Irving city, TX.....	216,290
Forest Grove city, OR	21,083	Issaquah city, WA	30,434
Fort Collins city, CO.....	143,986	Jackson city, MO.....	13,758
Fort Lauderdale city, FL.....	165,521	Jackson County, MI.....	160,248
Fort Smith city, AR.....	86,209	James City County, VA	67,009
Franklin city, TN.....	62,487	Jefferson County, NY.....	116,229
Fremont city, CA	214,089	Jefferson Parish, LA	432,552
Friendswood city, TX.....	35,805	Johnson City city, TN.....	63,152
Fruita city, CO.....	12,646	Johnston city, IA	17,278
Gahanna city, OH.....	33,248	Jupiter town, FL.....	55,156
Gaithersburg city, MD.....	59,933	Kalamazoo city, MI.....	74,262
Galveston city, TX.....	47,743	Kansas City city, KS.....	145,786
Gardner city, KS.....	19,123	Kansas City city, MO.....	459,787
Georgetown city, TX.....	47,400	Keizer city, OR.....	36,478
Germantown city, TN	38,844	Kenmore city, WA	20,460
Gilbert town, AZ.....	208,453	Kennedale city, TX	6,763
Gillette city, WY	29,087	Kennett Square borough, PA.....	6,072
Glen Ellyn village, IL.....	27,450	Kent city, WA.....	92,411
Glendora city, CA	50,073	Kerrville city, TX.....	22,347
Glenview village, IL	44,692	Kettering city, OH	56,163
Globe city, AZ	7,532	Key West city, FL	24,649
Golden city, CO.....	18,867	King City city, CA	12,874
Golden Valley city, MN.....	20,371	King County, WA.....	1,931,249
Goodyear city, AZ	65,275	Kirkland city, WA.....	48,787
Grafton village, WI.....	11,459	Kirkwood city, MO.....	27,540
Grand Blanc city, MI.....	8,276	Knoxville city, IA	7,313
Grants Pass city, OR.....	34,533	La Plata town, MD.....	8,753
Grass Valley city, CA	12,860	La Porte city, TX	33,800
Greeley city, CO.....	92,889	La Vista city, NE.....	15,758
Greenville city, NC.....	84,554	Lafayette city, CO	24,453
Greenwich town, CT	61,171	Laguna Beach city, CA.....	22,723
Greenwood Village city, CO.....	13,925	Laguna Niguel city, CA	62,979
Greer city, SC	25,515	Lake Forest city, IL	19,375
Gunnison County, CO	15,324	Lake in the Hills village, IL.....	28,965
Hailey city, ID	7,960	Lake Stevens city, WA	28,069
Haines Borough, AK	2,508	Lake Worth city, FL	34,910
Haltom City city, TX	42,409	Lake Zurich village, IL	19,631
Hamilton city, OH.....	62,477	Lakeville city, MN	55,954
Hamilton town, MA	7,764	Lakewood city, CO	142,980
Hampton city, VA.....	137,436	Lakewood city, WA.....	58,163
Hanover County, VA.....	99,863	Lancaster County, SC	76,652
Harrisburg city, SD.....	4,089	Lane County, OR.....	351,715
Harrisonburg city, VA	48,914	Lansing city, MI	114,297
Harrisonville city, MO	10,019	Laramie city, WY.....	30,816
Hastings city, MN.....	22,172	Larimer County, CO.....	299,630
Hayward city, CA	144,186	Las Cruces city, NM.....	97,618
Henderson city, NV	257,729	Las Vegas city, NM.....	13,753
Herndon town, VA.....	23,292	Las Vegas city, NV	583,756
High Point city, NC.....	104,371	Lawrence city, KS.....	87,643
Highland Park city, IL	29,763	Lawrenceville city, GA	28,546
Highlands Ranch CDP, CO	96,713	Lee's Summit city, MO.....	91,364
Holland city, MI.....	33,051	Lehi city, UT	47,407
Homer Glen village, IL.....	24,220	Lenexa city, KS	48,190
Honolulu County, HI.....	953,207	Lewis County, NY	27,087
Hooksett town, NH.....	13,451	Lewiston city, ID.....	31,894
Hopkins city, MN.....	17,591	Lewisville city, TX.....	95,290
Hopkinton town, MA.....	14,925	Lewisville town, NC.....	12,639
Hoquiam city, WA	8,726	Libertyville village, IL.....	20,315
Horry County, SC	269,291	Lincoln city, NE	258,379
Howard village, WI.....	17,399	Lincolnwood village, IL	12,590

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Lindsborg city, KS	3,458	Nevada County, CA	98,764
Little Chute village, WI	10,449	New Braunfels city, TX	57,740
Littleton city, CO	41,737	New Brighton city, MN	21,456
Livermore city, CA	80,968	New Hanover County, NC	202,667
Lombard village, IL	43,165	New Hope city, MN	20,339
Lone Tree city, CO	10,218	New Orleans city, LA	343,829
Long Grove village, IL	8,043	New Port Richey city, FL	14,911
Longmont city, CO	86,270	New Smyrna Beach city, FL	22,464
Longview city, TX	80,455	New Ulm city, MN	13,522
Lonsdale city, MN	3,674	Newberg city, OR	22,068
Los Alamos County, NM	17,950	Newport city, RI	24,672
Los Altos Hills town, CA	7,922	Newport News city, VA	180,719
Louisville city, CO	18,376	Newton city, IA	15,254
Lower Merion township, PA	57,825	Noblesville city, IN	51,969
Lynchburg city, VA	75,568	Nogales city, AZ	20,837
Lynnwood city, WA	35,836	Norcross city, GA	9,116
Macomb County, MI	840,978	Norfolk city, VA	242,803
Manassas city, VA	37,821	North Mankato city, MN	13,394
Manhattan Beach city, CA	35,135	North Port city, FL	57,357
Manhattan city, KS	52,281	North Richland Hills city, TX	63,343
Mankato city, MN	39,309	North Yarmouth town, ME	3,565
Maple Grove city, MN	61,567	Novato city, CA	51,904
Maplewood city, MN	38,018	Novi city, MI	55,224
Maricopa County, AZ	3,817,117	O'Fallon city, IL	28,281
Marion city, IA	34,768	O'Fallon city, MO	79,329
Mariposa County, CA	18,251	Oak Park village, IL	51,878
Marshfield city, WI	19,118	Oakland city, CA	390,724
Martinez city, CA	35,824	Oakley city, CA	35,432
Marysville city, WA	60,020	Oklahoma City city, OK	579,999
Matthews town, NC	27,198	Olathe city, KS	125,872
McAllen city, TX	129,877	Old Town city, ME	7,840
McKinney city, TX	131,117	Olmsted County, MN	144,248
McMinnville city, OR	32,187	Olympia city, WA	46,478
Menlo Park city, CA	32,026	Orange village, OH	3,323
Menomonee Falls village, WI	35,626	Orland Park village, IL	56,767
Mercer Island city, WA	22,699	Orleans Parish, LA	343,829
Meridian charter township, MI	39,688	Oshkosh city, WI	66,083
Meridian city, ID	75,092	Oshkosh charter township, MI	21,705
Merriam city, KS	11,003	Oswego village, IL	30,355
Mesa city, AZ	439,041	Otsego County, MI	24,164
Mesa County, CO	146,723	Ottawa County, MI	263,801
Miami Beach city, FL	87,779	Overland Park city, KS	173,372
Miami city, FL	399,457	Paducah city, KY	25,024
Middleton city, WI	17,442	Palm Beach Gardens city, FL	48,452
Midland city, MI	41,863	Palm Coast city, FL	75,180
Milford city, DE	9,559	Palo Alto city, CA	64,403
Milton city, GA	32,661	Palos Verdes Estates city, CA	13,438
Minneapolis city, MN	382,578	Papillion city, NE	18,894
Minnetrista city, MN	6,384	Paradise Valley town, AZ	12,820
Missouri City city, TX	67,358	Park City city, UT	7,558
Modesto city, CA	201,165	Parker town, CO	45,297
Monterey city, CA	27,810	Parkland city, FL	23,962
Montgomery city, MN	2,956	Pasco city, WA	59,781
Montgomery County, MD	971,777	Pasco County, FL	464,697
Monticello city, UT	1,972	Payette city, ID	7,433
Montrose city, CO	19,132	Pearland city, TX	91,252
Monument town, CO	5,530	Peoria city, AZ	154,065
Mooreville town, NC	32,711	Peoria city, IL	115,007
Moraga town, CA	16,016	Pflugerville city, TX	46,936
Morristown city, TN	29,137	Phoenix city, AZ	1,445,632
Morrisville town, NC	18,576	Pinehurst village, NC	13,124
Morro Bay city, CA	10,234	Piqua city, OH	20,522
Mountain Village town, CO	1,320	Pitkin County, CO	17,148
Mountlake Terrace city, WA	19,909	Plano city, TX	259,841
Murphy city, TX	17,708	Platte City city, MO	4,691
Naperville city, IL	141,853	Pleasant Hill city, IA	8,785
Napoleon city, OH	8,749	Pleasanton city, CA	70,285
Nederland city, TX	17,547	Plymouth city, MN	70,576
Needham CDP, MA	28,886	Polk County, IA	430,640
Nevada City city, CA	3,068	Pompano Beach city, FL	99,845

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Port Orange city, FL	56,048	Shakopee city, MN	37,076
Port St. Lucie city, FL	164,603	Sharonville city, OH	13,560
Portland city, OR	583,776	Shawnee city, KS	62,209
Post Falls city, ID	27,574	Shawnee city, OK	29,857
Powell city, OH	11,500	Sherborn town, MA	4,119
Prince William County, VA	402,002	Shoreline city, WA	53,007
Prior Lake city, MN	22,796	Shoreview city, MN	25,043
Pueblo city, CO	106,595	Shorewood village, IL	15,615
Purcellville town, VA	7,727	Shorewood village, WI	13,162
Queen Creek town, AZ	26,361	Sierra Vista city, AZ	43,888
Raleigh city, NC	403,892	Silverton city, OR	9,222
Ramsey city, MN	23,668	Sioux Center city, IA	7,048
Raymond town, ME	4,436	Sioux Falls city, SD	153,888
Raymore city, MO	19,206	Skokie village, IL	64,784
Redmond city, OR	26,215	Snellville city, GA	18,242
Redmond city, WA	54,144	Snoqualmie city, WA	10,670
Redwood City city, CA	76,815	Snowmass Village town, CO	2,826
Reno city, NV	225,221	Somerset town, MA	18,165
Reston CDP, VA	58,404	South Jordan city, UT	50,418
Richland city, WA	48,058	South Lake Tahoe city, CA	21,403
Richmond city, CA	103,701	Southlake city, TX	26,575
Richmond Heights city, MO	8,603	Spearfish city, SD	10,494
Rio Rancho city, NM	87,521	Spring Hill city, KS	5,437
River Falls city, WI	15,000	Springboro city, OH	17,409
Riverside city, CA	303,871	Springfield city, MO	159,498
Riverside city, MO	2,937	Springville city, UT	29,466
Roanoke city, VA	97,032	St. Augustine city, FL	12,975
Roanoke County, VA	92,376	St. Charles city, IL	32,974
Rochester Hills city, MI	70,995	St. Cloud city, FL	35,183
Rock Hill city, SC	66,154	St. Cloud city, MN	65,842
Rockville city, MD	61,209	St. Joseph city, MO	76,780
Roeland Park city, KS	6,731	St. Joseph town, WI	3,842
Rogers city, MN	8,597	St. Louis County, MN	200,226
Rohnert Park city, CA	40,971	State College borough, PA	42,034
Rolla city, MO	19,559	Steamboat Springs city, CO	12,088
Roselle village, IL	22,763	Sterling Heights city, MI	129,699
Rosemount city, MN	21,874	Sugar Grove village, IL	8,997
Rosenberg city, TX	30,618	Sugar Land city, TX	78,817
Roseville city, MN	33,660	Suisun City city, CA	28,111
Round Rock city, TX	99,887	Summit city, NJ	21,457
Royal Oak city, MI	57,236	Summit County, UT	36,324
Royal Palm Beach village, FL	34,140	Summit village, IL	11,054
Saco city, ME	18,482	Sunnyvale city, CA	140,081
Sacramento city, CA	466,488	Surprise city, AZ	117,517
Sahuarita town, AZ	25,259	Suwanee city, GA	15,355
Salida city, CO	5,236	Tacoma city, WA	198,397
Sammamish city, WA	45,780	Takoma Park city, MD	16,715
San Anselmo town, CA	12,336	Tamarac city, FL	60,427
San Diego city, CA	1,307,402	Temecula city, CA	100,097
San Francisco city, CA	805,235	Tempe city, AZ	161,719
San Jose city, CA	945,942	Temple city, TX	66,102
San Juan County, NM	130,044	Texarkana city, TX	36,411
San Marcos city, CA	83,781	The Woodlands CDP, TX	93,847
San Marcos city, TX	44,894	Thousand Oaks city, CA	126,683
San Rafael city, CA	57,713	Tigard city, OR	48,035
Sanford city, FL	53,570	Tracy city, CA	82,922
Sangamon County, IL	197,465	Trinidad CCD, CO	12,017
Santa Clarita city, CA	176,320	Tualatin city, OR	26,054
Santa Fe city, NM	67,947	Tulsa city, OK	391,906
Santa Fe County, NM	144,170	Twin Falls city, ID	44,125
Santa Monica city, CA	89,736	Tyler city, TX	96,900
Sarasota County, FL	379,448	Unalaska city, AK	4,376
Savage city, MN	26,911	University Heights city, OH	13,539
Schaumburg village, IL	74,227	University Park city, TX	23,068
Schertz city, TX	31,465	Upper Arlington city, OH	33,771
Scott County, MN	129,928	Urbandale city, IA	39,463
Scottsdale city, AZ	217,385	Vail town, CO	5,305
Seaside city, CA	33,025	Vancouver city, WA	161,791
Sedona city, AZ	10,031	Ventura CCD, CA	111,889
Sevierville city, TN	14,807	Vernon Hills village, IL	25,113

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Vestavia Hills city, AL	34,033	Wheat Ridge city, CO	30,166
Victoria city, MN.....	7,345	White House city, TN	10,255
Vienna town, VA	15,687	Wichita city, KS.....	382,368
Virginia Beach city, VA.....	437,994	Williamsburg city, VA.....	14,068
Walnut Creek city, CA.....	64,173	Willowbrook village, IL	8,540
Warrensburg city, MO	18,838	Wilmington city, NC.....	106,476
Washington County, MN	238,136	Wilsonville city, OR.....	19,509
Washington town, NH	1,123	Windsor town, CO.....	18,644
Washoe County, NV	421,407	Windsor town, CT	29,044
Washougal city, WA	14,095	Winnetka village, IL	12,187
Wauwatosa city, WI	46,396	Winter Garden city, FL.....	34,568
Waverly city, IA	9,874	Woodbury city, MN.....	61,961
Weddington town, NC	9,459	Woodinville city, WA.....	10,938
Wentzville city, MO.....	29,070	Woodland city, CA.....	55,468
West Carrollton city, OH	13,143	Wrentham town, MA	10,955
West Chester borough, PA.....	18,461	Wyandotte County, KS	157,505
West Des Moines city, IA	56,609	Yakima city, WA.....	91,067
Western Springs village, IL	12,975	York County, VA.....	65,464
Westerville city, OH.....	36,120	Yorktown town, IN	9,405
Westlake town, TX	992	Yorkville city, IL	16,921
Westminster city, CO.....	106,114	Yountville city, CA	2,933
Weston town, MA.....	11,261		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Goodyear funded this research. Please contact Christina Plante of the City of Goodyear at CPlane@goodyearaz.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Selecting Survey Recipients

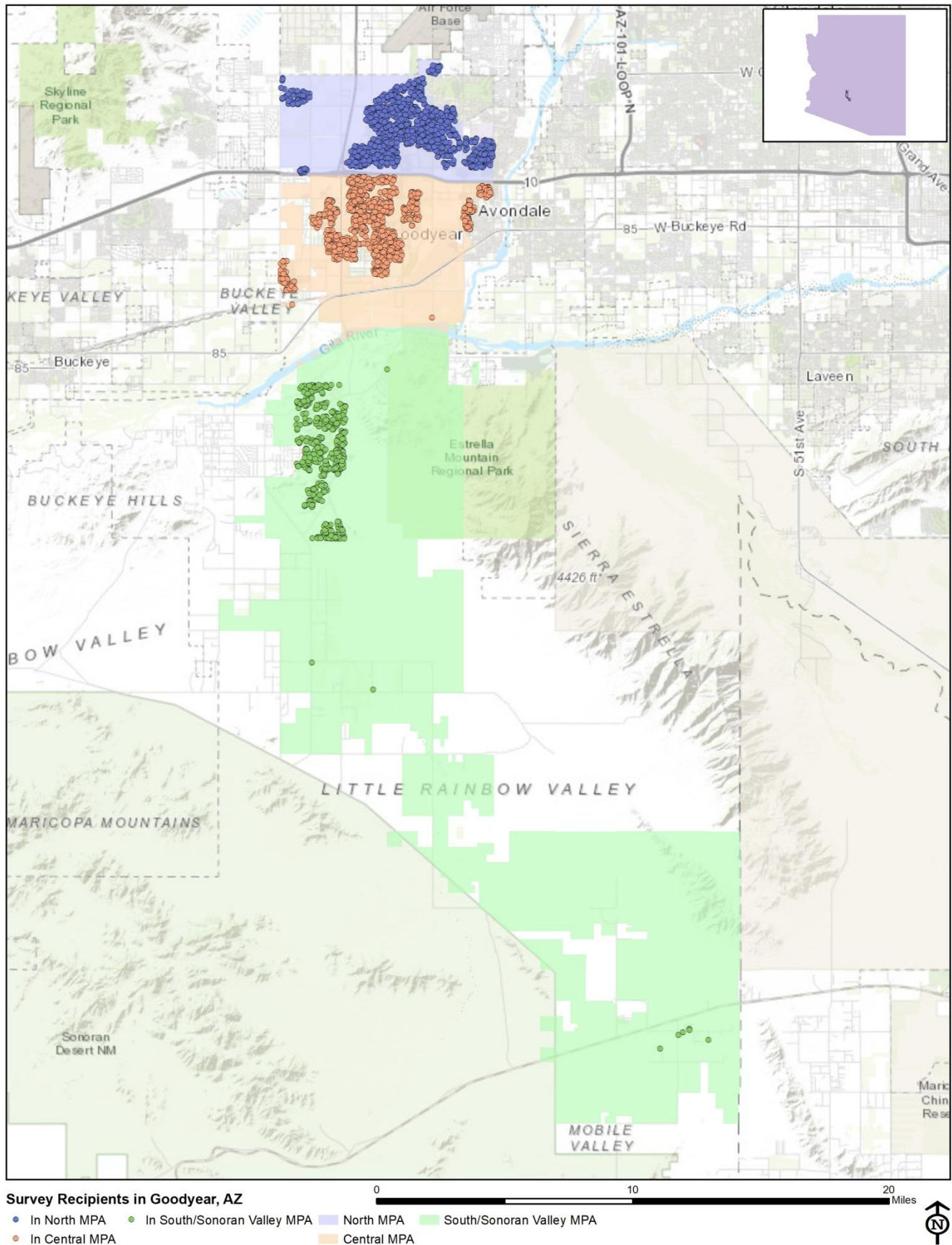
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Goodyear were eligible to participate in the survey. A list of all households within the zip codes serving Goodyear was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Goodyear households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Goodyear boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the three geographic subareas (North, Central or South/Sonoran)

To choose the 3,200 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Goodyear website. This opt-in survey was identical to the scientific survey and open to all City residents. (The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.)

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on March 28, 2018. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English and Spanish. Both cover letters contained paragraphs in Spanish instructing participants to complete the Spanish version of the survey online; respondents could opt to take the survey online in their language of preference. The City of Goodyear chose to augment their administration of The NCS with additional services, including demographic subgroup comparisons and geographic subgroup comparisons. The results of these additional services have been provided under separate cover. Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents on May 2, 2018 and remained open for two weeks.

About 3% of the 3,200 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 3,093 households that received the survey, 751 completed the survey, providing an overall response rate of 24%. Of the 751 completed surveys, 1 was completed in Spanish and 91 were completed online. Additionally, responses were tracked by geographic area; response rates by area ranged from 16% to 34%. The response rates were calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons. Additionally, 456 opt-in residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

Table 75: Survey Response Rates by Geographic Area

	Area 1	Area2	Area 3	Overall
Total sample used	1,391	1,306	503	0
I=Complete Interviews	375	201	163	739
P=Partial Interviews	8	3	1	12
R=Refusal and break off	1	0	0	1
NC=Non Contact	0	0	0	0
O=Other	0	0	0	0
UH=Unknown household	0	0	0	0
UO=Unknown other	950	1,072	319	2,341
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	29%	16%	34%	24%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.²

The margin of error for the City of Goodyear survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (751 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

² A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Goodyear. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, race and ethnicity and sex and age. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 76: Goodyear, AZ 2018 Weighting Table

Characteristic	2010 Census	Unweighted Data	Weighted Data
Housing			
Rent home	24%	8%	19%
Own home	76%	92%	81%
Detached unit*	90%	93%	91%
Attached unit*	10%	7%	9%
Race and Ethnicity			
White	76%	84%	75%
Not white	24%	16%	25%
Not Hispanic	77%	91%	83%
Hispanic	23%	9%	17%
Sex and Age			
Female	51%	52%	56%
Male	49%	48%	44%
18-34 years of age	29%	4%	20%
35-54 years of age	39%	23%	43%
55+ years of age	32%	74%	37%
Females 18-34	15%	3%	14%
Females 35-54	20%	12%	22%
Females 55+	16%	37%	18%
Males 18-34	14%	1%	5%
Males 35-54	19%	11%	21%
Males 55+	15%	37%	18%
AREA			
North	42%	51%	40%
Central	41%	27%	40%
South/Sonoran	17%	22%	20%

* American Community Survey 2011 5-year estimates

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

Appendix D: Survey Materials

Dear Goodyear Resident,

Estimado Residente de Goodyear,

It won't take much of your time to make a big difference!

iNo le tomará mucho de su tiempo para marcar una gran diferencia!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better city!

iGracias por ayudar a crear una ciudad mejor!

Sincerely,

Atentamente,



Georgia Lord
Mayor/Alcalde

Dear Goodyear Resident,

Estimado Residente de Goodyear,

It won't take much of your time to make a big difference!

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Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

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Sincerely,

Atentamente,



Georgia Lord
Mayor/Alcalde



City of Goodyear
190 N. Litchfield Rd
Goodyear, AZ 85338

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Goodyear
190 N. Litchfield Rd
Goodyear, AZ 85338

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Goodyear
190 N. Litchfield Rd
Goodyear, AZ 85338

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Goodyear
190 N. Litchfield Rd
Goodyear, AZ 85338

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



April 2018

Dear Goodyear Resident:

Please help us shape the future of Goodyear! You have been selected at random to participate in the 2018 Goodyear Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Goodyear make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

If you have any questions about the survey please call 623-882-7801.

Thank you for your time and participation!

Sincerely,

Georgia Lord
Mayor

Estimado Residente de Goodyear:

¡Por favor ayúdenos a moldear el futuro de Goodyear! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Goodyear del 2018.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Goodyear tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

Para la versión en español haga clic en el botón en el parte superior de la pantalla.

Si tiene alguna pregunta sobre la encuesta por favor llame al 623-882-7801.

¡Gracias por su tiempo y participación!

Atentamente,

April 2018



Dear Goodyear Resident:

Here's a second chance if you haven't already responded to the 2018 Goodyear Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Goodyear! You have been selected at random to participate in the 2018 Goodyear Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Goodyear make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

If you have any questions about the survey please call 623-882-7801.

Thank you for your time and participation!

Sincerely,

Estimado Residente de Goodyear:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Ciudadanos de Goodyear del 2018! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Por favor ayúdenos a moldear el futuro de Goodyear! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Goodyear del 2018.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Goodyear tomar decisiones que afectarán a nuestra ciudad.

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Para la versión en español haga clic en el botón en el parte superior de la pantalla.

Si tiene alguna pregunta sobre la encuesta por favor llame al 623-882-7801.

¡Gracias por su tiempo y participación!

Atentamente,

Georgia Lord
Mayor

The City of Goodyear 2018 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Goodyear:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Goodyear as a place to live	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Goodyear as a place to raise children	1	2	3	4	5
Goodyear as a place to work.....	1	2	3	4	5
Goodyear as a place to visit	1	2	3	4	5
Goodyear as a place to retire	1	2	3	4	5
The overall quality of life in Goodyear	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Goodyear as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Goodyear.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Goodyear	1	2	3	4	5
Overall "built environment" of Goodyear (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Goodyear	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Goodyear	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Goodyear	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Goodyear to someone who asks	1	2	3	4	5
Remain in Goodyear for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Goodyear's downtown/commercial area during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Goodyear as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of travel by car in Goodyear.....	1	2	3	4	5
Ease of travel by public transportation in Goodyear	1	2	3	4	5
Ease of travel by bicycle in Goodyear.....	1	2	3	4	5
Ease of walking in Goodyear	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Goodyear	1	2	3	4	5
Overall appearance of Goodyear.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Goodyear as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Goodyear	1	2	3	4	5
Overall quality of business and service establishments in Goodyear	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Goodyear	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Goodyear	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Goodyear (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Goodyear	1	2
Reported a crime to the police in Goodyear	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Goodyear (in-person, phone, email or web) for help or information	1	2
Contacted Goodyear elected officials (in-person, phone, email or web) to express your opinion	1	2

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?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Goodyear recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Goodyear public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Goodyear	1	2	3	4
Attended a City-sponsored event	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Goodyear	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor	1	2	3	4

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?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online) a local public meeting	1	2	3	4

The City of Goodyear 2018 Citizen Survey

10. Please rate the quality of each of the following services in Goodyear:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Utility billing	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Goodyear open space.....	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Goodyear.....	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Goodyear government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Goodyear	1	2	3	4	5
The overall direction that Goodyear is taking	1	2	3	4	5
The job Goodyear government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Goodyear government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

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:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Goodyear.....	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Goodyear	1	2	3	4
Overall “built environment” of Goodyear (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Goodyear	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Goodyear.....	1	2	3	4
Sense of community.....	1	2	3	4

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:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Supporting the arts	1	2	3	4	5
Maintaining and improving parks	1	2	3	4	5
Providing recreational opportunities.....	1	2	3	4	5
Building a City Center/City Hall	1	2	3	4	5
Bringing higher education to Goodyear	1	2	3	4	5
Building a performing arts center	1	2	3	4	5
Building a community center.....	1	2	3	4	5
Investing in transit	1	2	3	4	5
Providing child care/after school programs	1	2	3	4	5
Providing senior services	1	2	3	4	5
Nothing, we should not be investing in any additional amenities at this time ...	1	2	3	4	5

15. Please rate how important, if at all, it is for the City to add these types of employers:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Medical/Healthcare	1	2	3	4	5
Aerospace.....	1	2	3	4	5
High tech manufacturing.....	1	2	3	4	5
Office/Professional services	1	2	3	4	5
Retail.....	1	2	3	4	5
Service industry.....	1	2	3	4	5

16. About how frequently, if ever, do you travel outside of Goodyear for the following purposes?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Dining	1	2	3	4
Attending a concert or live performance	1	2	3	4
Seeing a movie	1	2	3	4
Attending a sporting event	1	2	3	4
Shopping.....	1	2	3	4
Bowling.....	1	2	3	4
Hiking	1	2	3	4
Nightlife	1	2	3	4

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:

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
City web site (www.goodyearaz.gov).....	1	2	3
Local media outlets (newspapers, radio, local television stations)	1	2	3
The City's INFOCUS newsletter mailed directly to your home	1	2	3
City Council meetings and other public meetings	1	2	3
Talking with City officials	1	2	3
eNotify City email communications	1	2	3
The City on social media (Facebook, Twitter or YouTube)	1	2	3
Word-of-mouth.....	1	2	3

The City of Goodyear 2018 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Goodyear	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- ☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

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:

- ☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

D4. What is your employment status?

- ☐ Working full time for pay
☐ Working part time for pay
☐ Unemployed, looking for paid work
☐ Unemployed, not looking for paid work
☐ Fully retired

D5. Do you work inside the boundaries of Goodyear?

- ☐ Yes, outside the home
☐ Yes, from home
☐ No

D6. How many years have you lived in Goodyear?

- ☐ Less than 2 years ☐ 11-20 years
☐ 2-5 years ☐ More than 20 years
☐ 6-10 years

D7. Which best describes the building you live in?

- ☐ One family house detached from any other houses
☐ Building with two or more homes (duplex, townhome, apartment or condominium)
☐ Mobile home
☐ Other

D8. Is this house, apartment or mobile home...

- ☐ Rented
☐ Owned

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)?

- ☐ Less than \$300 per month
☐ \$300 to \$599 per month
☐ \$600 to \$999 per month
☐ \$1,000 to \$1,499 per month
☐ \$1,500 to \$2,499 per month
☐ \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- ☐ No ☐ Yes

D11. Are you or any other members of your household aged 65 or older?

- ☐ No ☐ Yes

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.)

- ☐ Less than \$25,000
☐ \$25,000 to \$49,999
☐ \$50,000 to \$99,999
☐ \$100,000 to \$149,999
☐ \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- ☐ No, not Spanish, Hispanic or Latino
☐ Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
☐ Asian, Asian Indian or Pacific Islander
☐ Black or African American
☐ White
☐ Other

D15. In which category is your age?

- ☐ 18-24 years ☐ 55-64 years
☐ 25-34 years ☐ 65-74 years
☐ 35-44 years ☐ 75 years or older
☐ 45-54 years

D16. What is your sex?

- ☐ Female ☐ Male

D17. Do you consider a cell phone or land line your primary telephone number?

- ☐ Cell ☐ Land line ☐ Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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