

Goodyear, AZ

The National Community Survey

Report of Results
2025

Report by:



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National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Goodyear. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement



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The report provides the opinions of a representative sample of 415 residents of the City of Goodyear collected from March 14th, 2025 to April 25th, 2025. The margin of error around any reported percentage is 4.8% for all respondents and the response rate for the 2025 survey was 11%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Goodyear.



How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). 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 the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

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 Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five 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. In each tab, 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. Being rated as "higher" or "lower" than the benchmark means that Goodyear's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then Goodyear's average rating was more than 20 points different when compared to the benchmark.

Trends over time

Trend data for Goodyear represent important comparison data and should be examined for improvements or declines.¹ Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than 7 percentage points between the 2023 and 2025 surveys, the change is statistically significant.

1. In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Methods

Selecting survey recipients

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 Polco's mailing vendor, 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. Addresses located outside of the City of Goodyear boundaries were removed from the list of potential households to survey. Each address identified as being within city boundaries was further identified as being within one of the four areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was randomly selected using the "birthday method". The birthday method selects a person within the household by asking the "person who most recently had a birthday" 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 introduction of the survey.

Conducting the survey

The 4,000 randomly selected households received mailings beginning on March 14th, 2025 and data collection for the survey remained open for 6 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation. All follow-up mailings asked those who had not completed the survey to do so, and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

About 3% of the 4,000 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 3,861 households that received the invitations to participate, 415 completed the survey, providing an overall response rate of 11%. Of the 415 responses, 413 were completed in English and 2 were completed in Spanish. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.²

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. The margin of error for the City of Goodyear survey is no greater than plus or minus 4.8 percentage points around any given percent reported for all respondents (415 completed surveys).

In addition to the randomly selected "probability sample" of households, a link to an online open-participation survey was publicized by the City of Goodyear. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Goodyear and also a question about where they heard about the survey. The open-participation survey was open to all city residents and became available on April 11th, 2025. The survey remained open for 2 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open-participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a "key and verify" method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2023 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 age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.³ The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target ⁴
Age	18-34	4%	19%	25%
	35-54	21%	40%	37%
	55+	75%	41%	38%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	87%	72%	72%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	13%	28%	28%
Housing tenure	Own	90%	78%	78%
	Rent	10%	22%	22%
Housing type	Attached	9%	14%	14%
	Detached	91%	86%	86%
Race & Hispanic origin	Not white alone	23%	42%	43%
	White alone, not Hispanic or Latino	77%	58%	57%
Sex	Man	48%	46%	47%
	Woman	52%	54%	53%
Sex/age	Man 18-34	2%	9%	12%
	Man 35-54	9%	18%	17%
	Man 55+	37%	19%	18%
	Woman 18-34	2%	11%	13%
	Woman 35-54	12%	21%	20%
	Woman 55+	38%	22%	20%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. 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/good, very safe/somewhat safe, essential/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 the tab “Complete data”. 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.

Contact

The City of Goodyear funded this research. Please contact Jenna Goad of the City of Goodyear at Jenna.Goad@goodyearaz.gov if you have any questions about the survey.

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged. **Non-response error** arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than those who did respond. **Coverage error** refers to the possibility that some respondents that should have been included in the surveyed population were not (e.g., for a general resident survey, USPS mailing lists may exclude certain types of housing units, such as multi-family buildings where mail is delivered to a common area rather than to a specific unit (though this is rare), or where mail is received at a PO box instead of the at household's physical location. Finally, **recall bias** occurs when respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events), and **social desirability bias** may cause respondents to answer in ways they think cast their responses in a more favorable light.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

2. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
3. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
4. Targets come from the 2020 Census and 2023 American Community Survey

Key Findings

Highest-performing areas:

- Quality of life continues to be a strength in Goodyear, with about 9 in 10 residents giving high marks to the City as a place to live and the overall quality of life. Community members also indicated they are very or somewhat likely to recommend living in Goodyear to someone who asks (89%) and to remain in the City for the next five years (88%).
- Amid a national declining trend related to governance, Goodyear saw a statistically significant upward trend in the overall confidence in the City government (from 60% in 2023 to 70% in 2025), as well as in perceptions that the city generally acts in the best interest of the community (from 58% to 71%). Ratings for treating residents with respect (79% excellent or good), treating all residents fairly (78%), and the overall confidence in the City government all exceeded the national average.
- The economy remains a standout strength, with several items showing upward trends since 2023, including:
 - Overall quality of business and service establishments (from 65% to 71%)
 - Goodyear as a place to visit (from 59% to 65%)
 - Variety of business and service establishments (from 50% to 60%)
 - Vibrancy of downtown/commercial area (40% to 58%)
- Community enrichment continues to improve with residents applauding Goodyear as a place to retire (86% excellent or good) and raise children (87%). Attracting people from diverse backgrounds (75%) and valuing/respecting residents from diverse backgrounds (83%) both scored above the national benchmarks with, the latter item seeing an upward trend from the previous survey. Taking care of vulnerable residents (67%) also saw an upward trend and outperformed comparison communities.

Focus areas:

- Community design showed several declining trends. Positive ratings dropped for well-planned residential growth (from 56% in 2023 to 48% in 2025), the variety of housing options (from 68% to 58%), and land use, planning, and zoning (from 52% to 45%). Additionally, only about half of respondents gave favorable ratings to the preservation of the community's historical or cultural character, which fell below the national average.
- The overall opportunities for education, culture, and the arts received less-than-positive ratings from about half of community members. Education-related items saw a steep decline from the 2023 iteration in K-12 education (from 70% to 62%) and adult educational opportunities (from 65% to 49%).
- While a few items exceeded the national benchmark, mobility had the largest gap between quality (43% excellent or good) and importance (80% essential or very important). About half of residents gave less favorable ratings to traffic flow on major streets (45%), ease of travel by bicycle (46%), and traffic signal timing (47%). Ratings for ease of travel by public transportation (26%) and bus or transit services (41%) also received low ratings but showed improvement from 2023.

Other notable results:

- When asked where they obtain information about City government activities, events, and services, residents most commonly cited the InFocus monthly magazine (86% major or minor source), followed by direct mailings (82%) and the City website (80%).
- Residents were also asked which resources the community should prioritize. The top three included additional sidewalks and pedestrian facilities (67% extremely or very important), improvements to existing sidewalks and pedestrian facilities (65%), and upgrades to existing multi-use paths (57%).

Areas of greatest change since 2023:

Of the 121 evaluative questions included on both the 2023 and current survey iterations, 104 were statistically similar to previous results. Upward trends were seen in 11 items, while 6 ratings decreased since 2023. Changes are considered statistically significant if the 2025 rating was +/- 7% from the previous survey effort. The most significant of those trends are listed below.

Increases

- Vibrancy of downtown/commercial area (+18%)
- Code enforcement (weeds, abandoned buildings, etc.) (+14%)
- Generally acting in the best interest of the community (+13%)
- Bus or transit services (+11%)
- Goodyear as a place to retire (+10%)

Decreases

- Adult educational opportunities (-16%)
- Well-planned residential growth (-8%)
- Variety of housing options (-10%)
- K-12 education (-8%)
- Traffic signal timing (-8%)

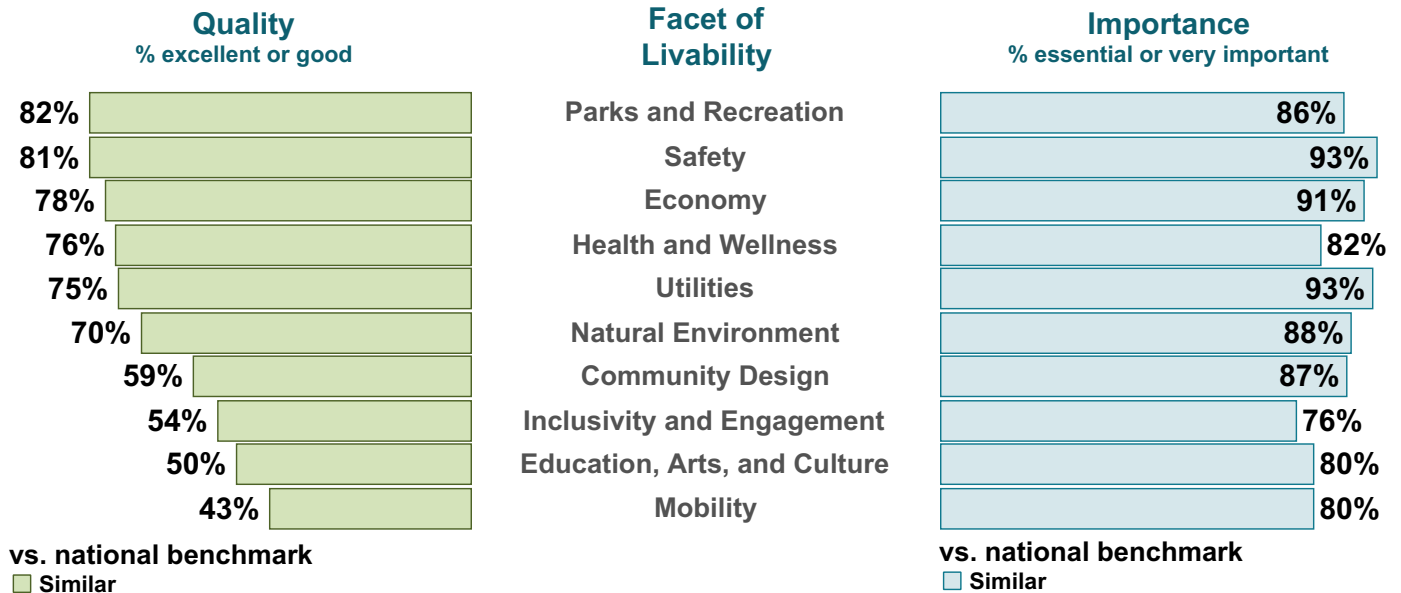
Facets of livability



Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

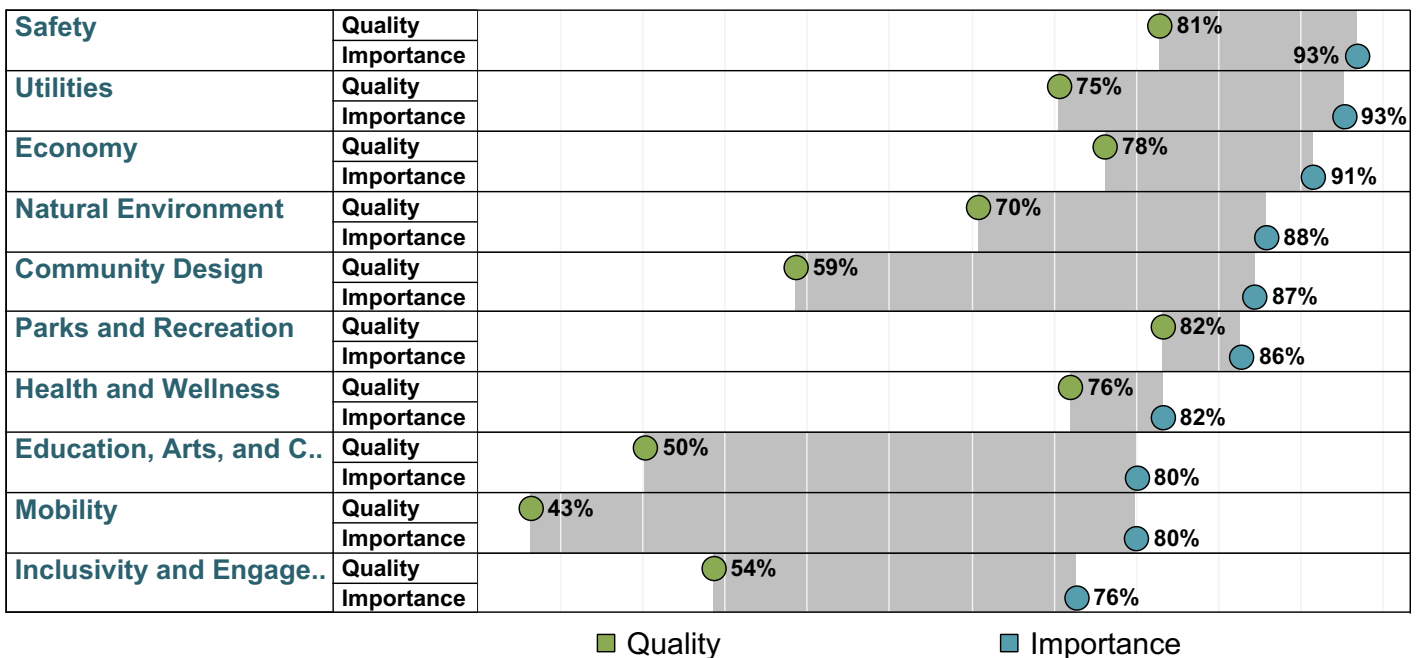
Quality and Importance by the Numbers

The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher than communities across the country (the national benchmark).



Quality/Importance Gap Analysis

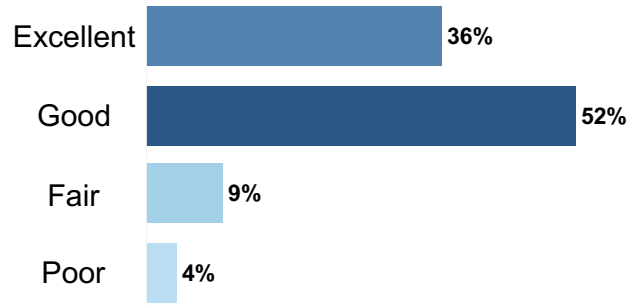
The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.



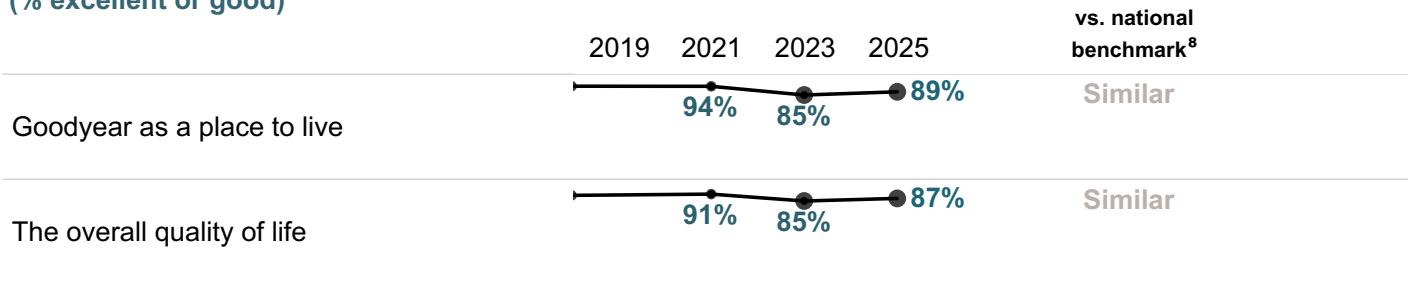
Polco
Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

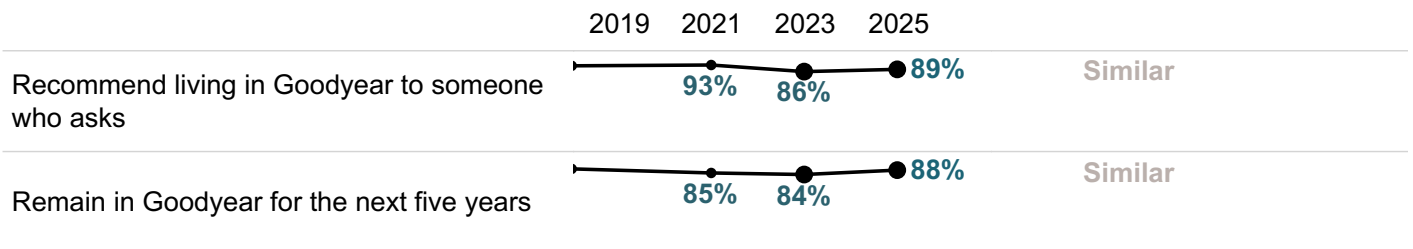
The overall quality of life in Goodyear, 2025



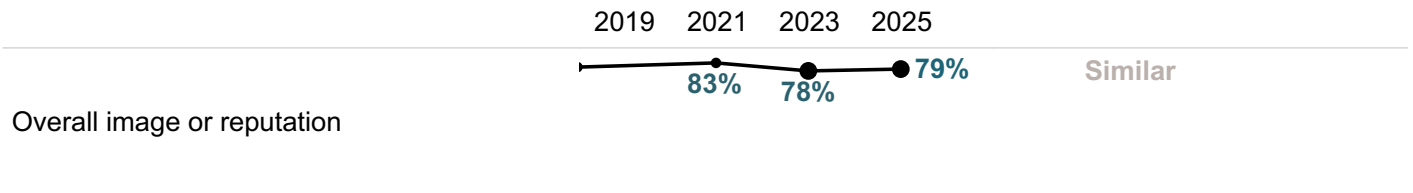
Please rate each of the following aspects of quality of life in Goodyear.
(% excellent or good)



Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)

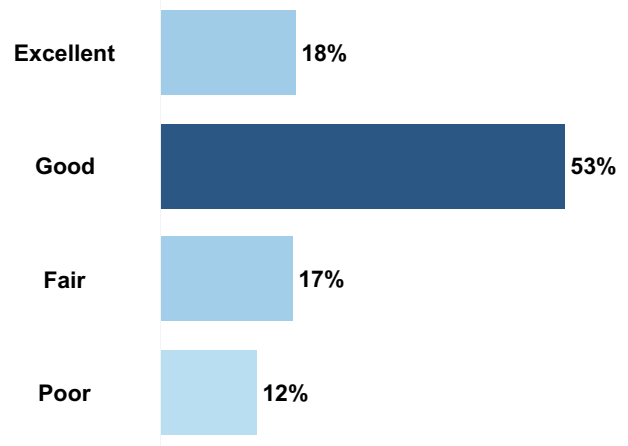


Please rate each of the following in the Goodyear community.
(% excellent or good)



8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

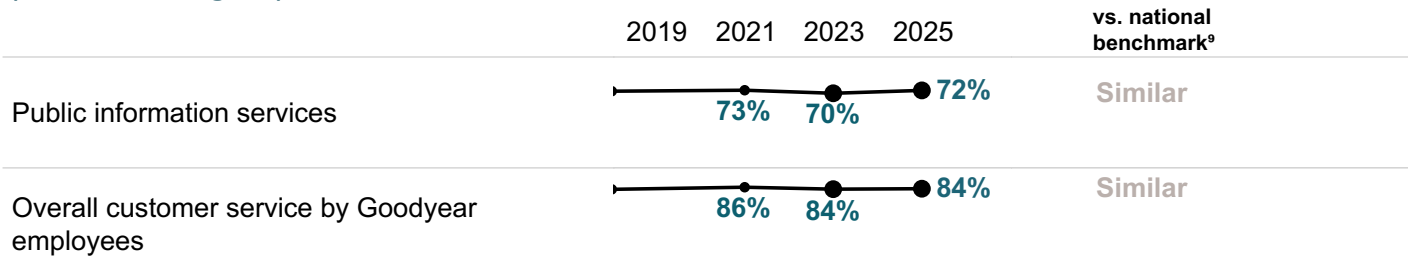
Overall confidence in Goodyear government, 2025



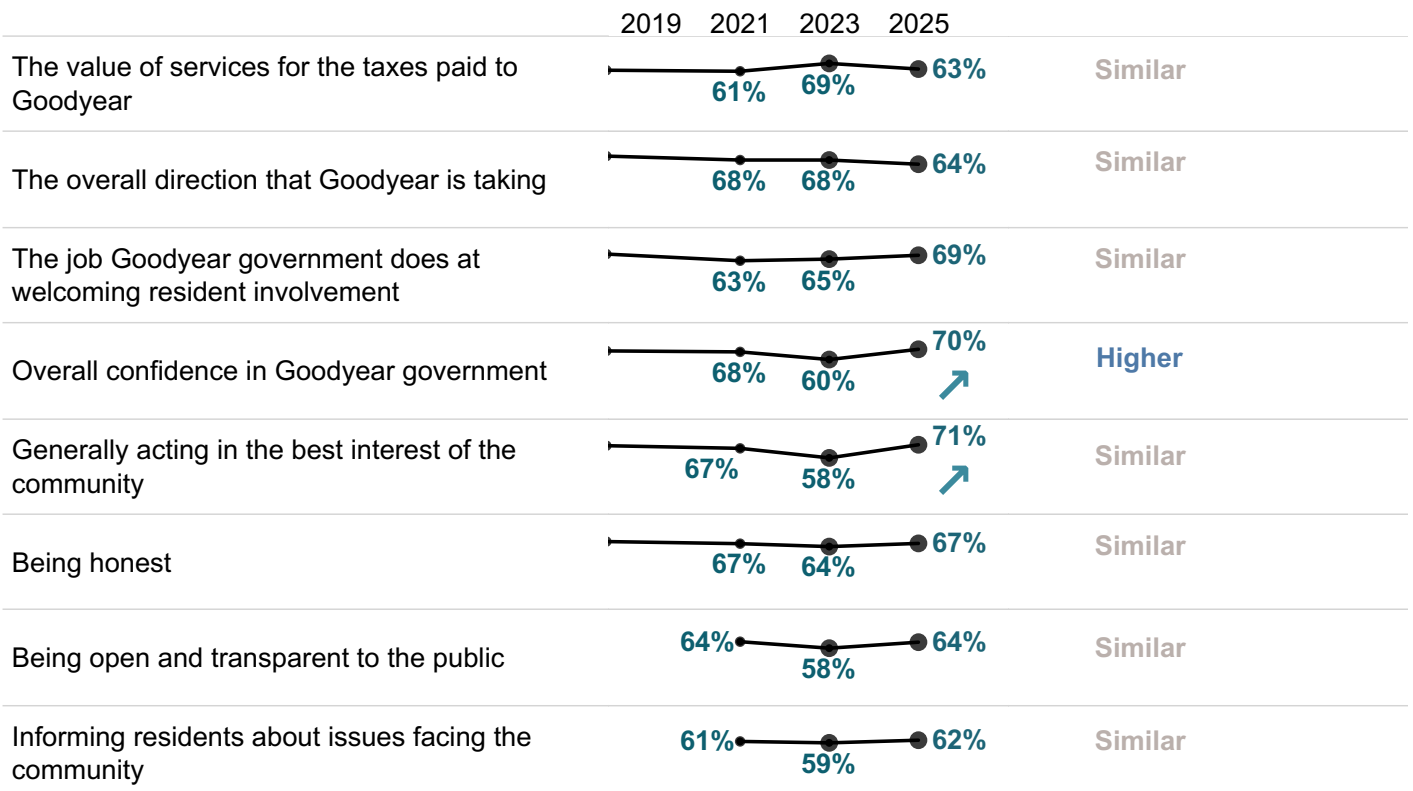
Governance

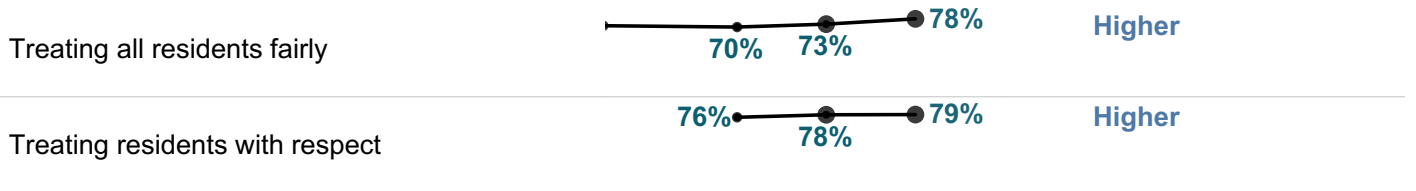
Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Please rate the quality of each of the following services in Goodyear.
(% excellent or good)

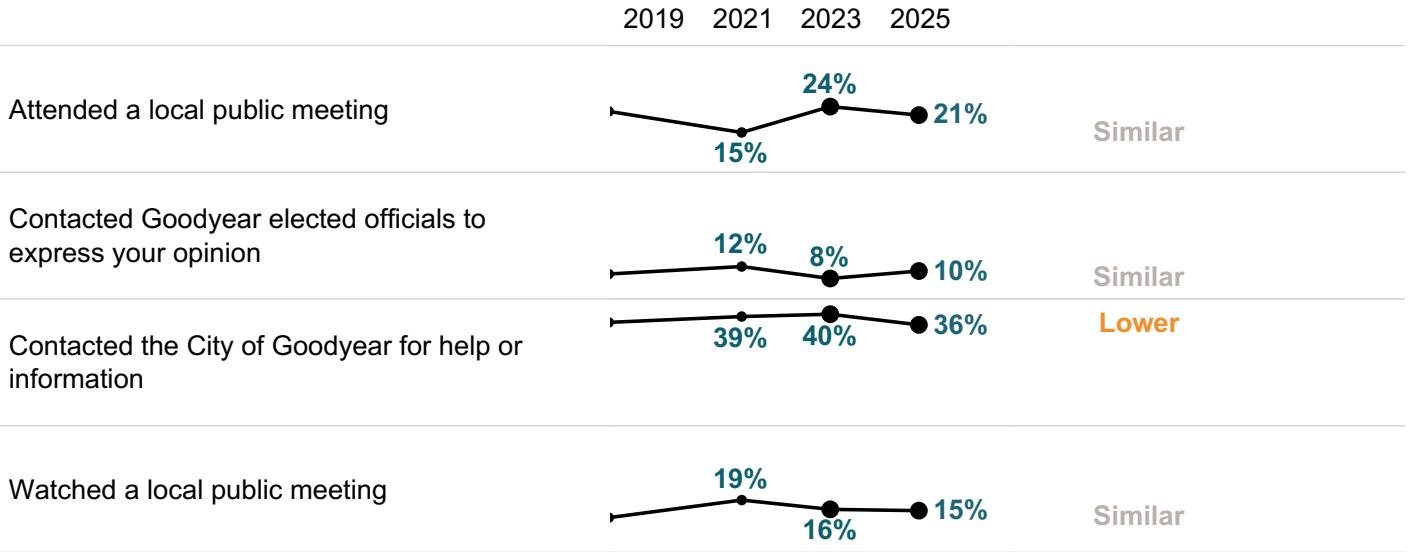


Please rate the following categories of Goodyear government performance.
(% excellent or good)

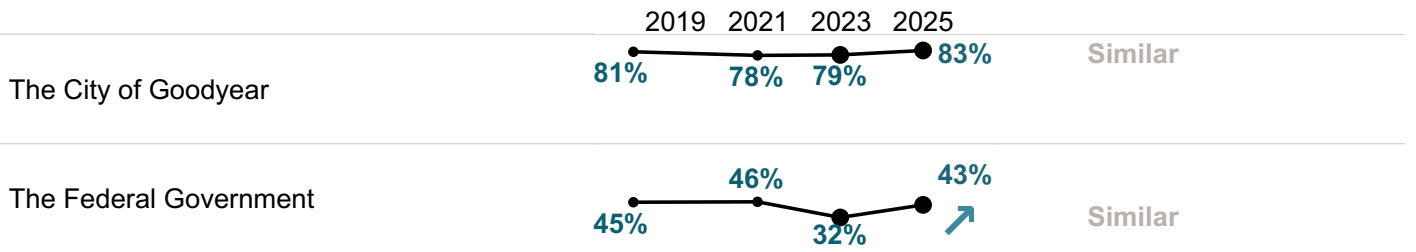




Please indicate whether or not you have done each of the following in the last 12 months. (% excellent or good)



Overall, how would you rate the quality of the services provided by each of the following? (% excellent or good)

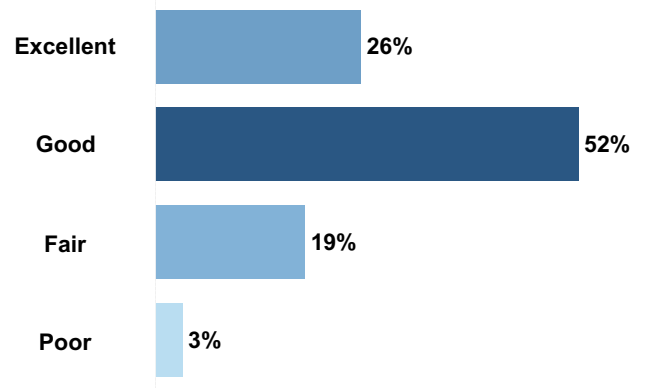


9. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

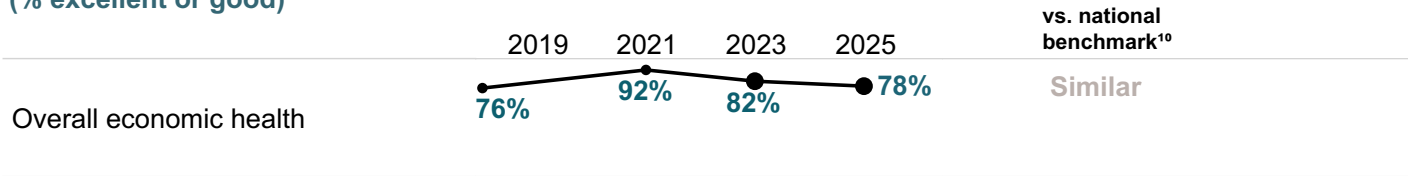
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

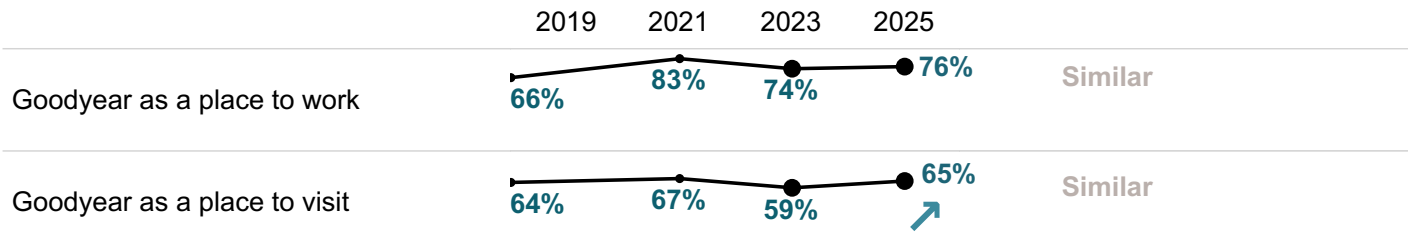
Overall economic health of Goodyear, 2025



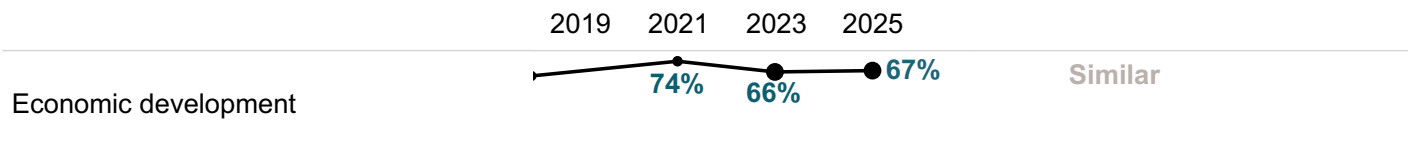
Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)



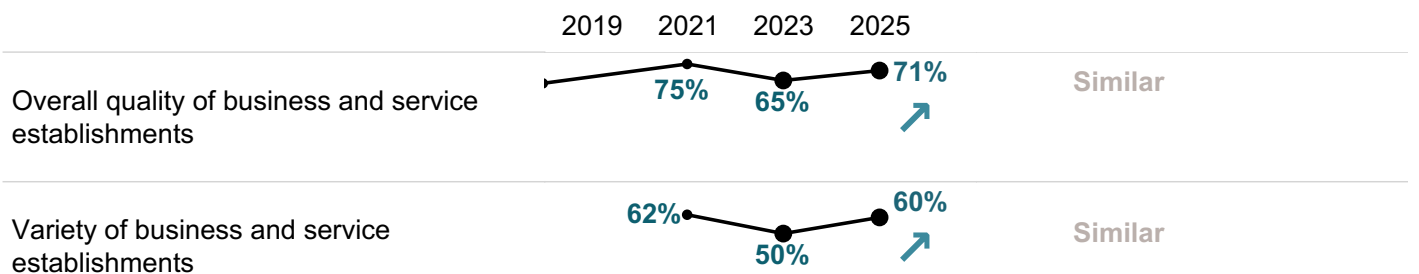
Please rate each of the following aspects of quality of life in Goodyear.
(% excellent or good)

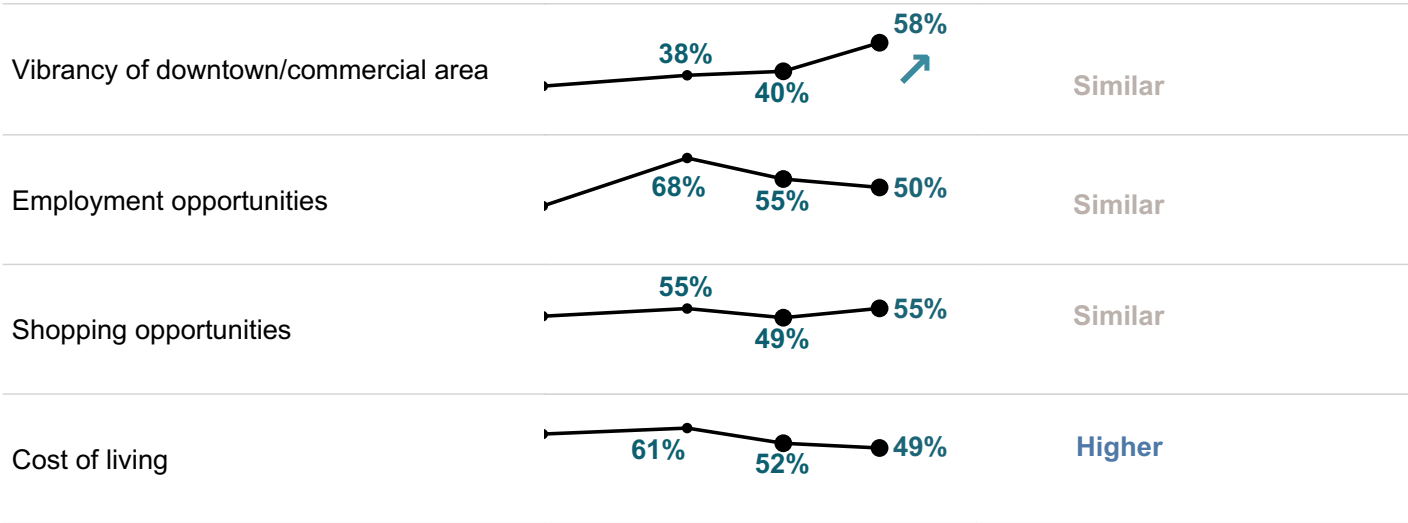


Please rate the quality of each of the following services in Goodyear.
(% excellent or good)

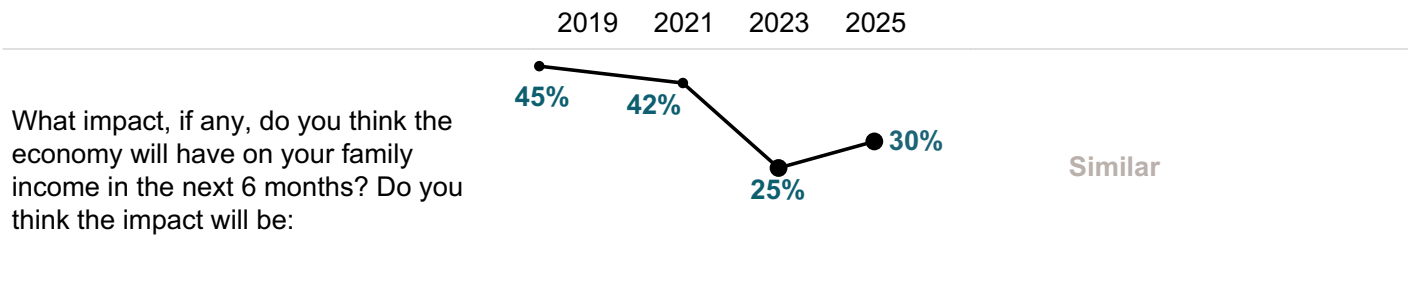


Please rate each of the following in the Goodyear community.
(% excellent or good)





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 or somewhat positive)

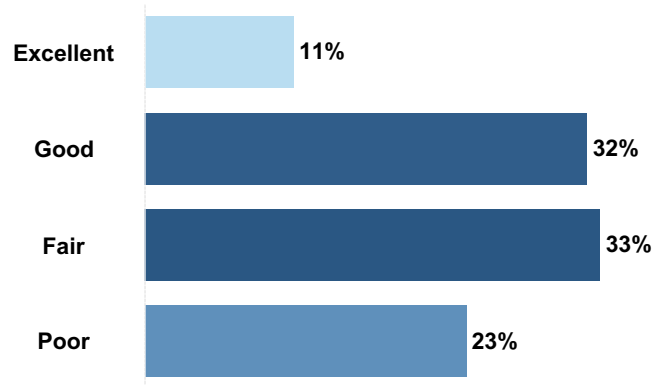


11. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

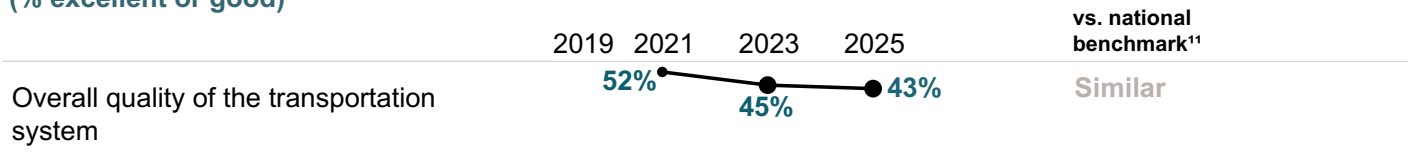
Overall quality of the transportation system in Goodyear, 2025

Mobility

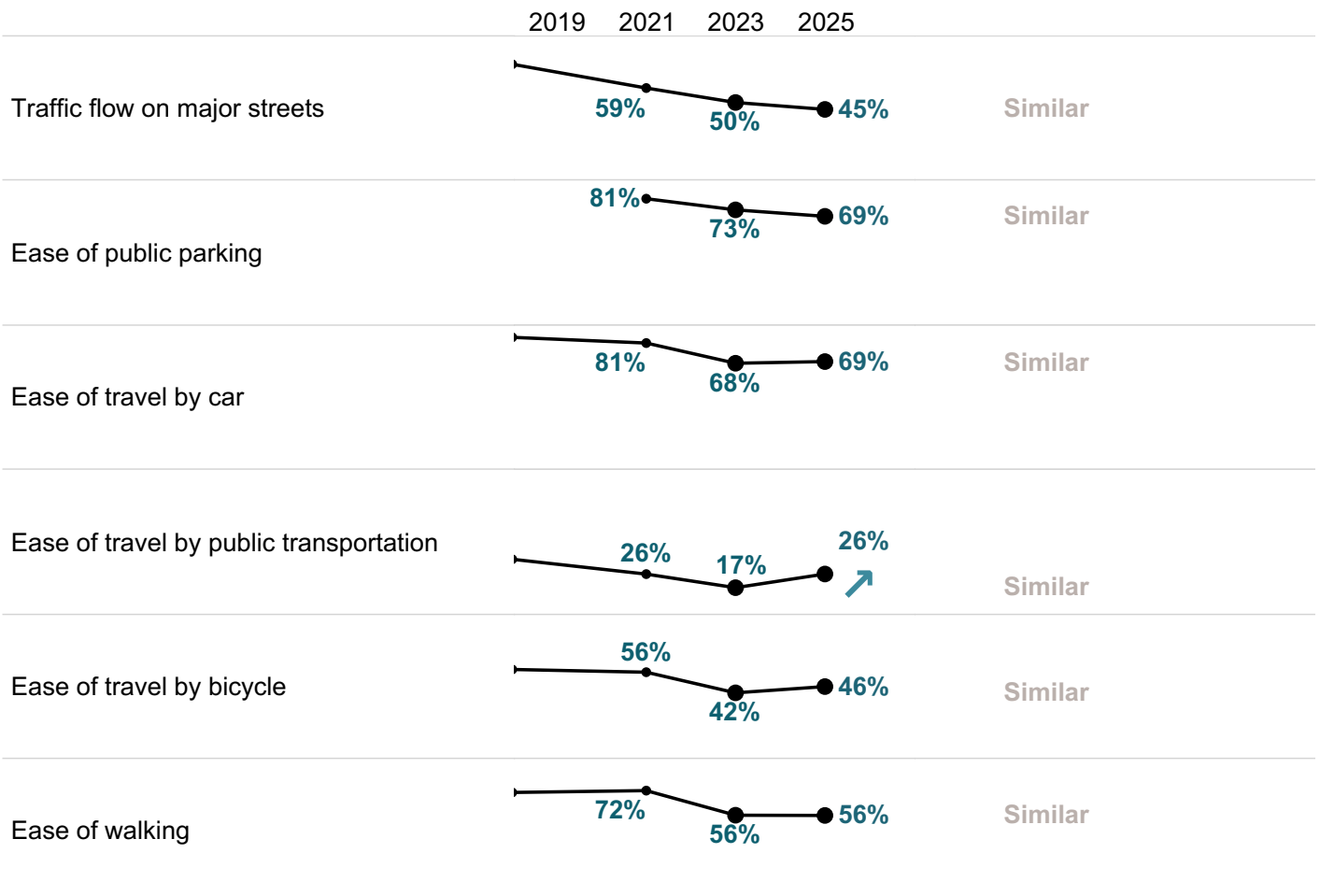
The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.



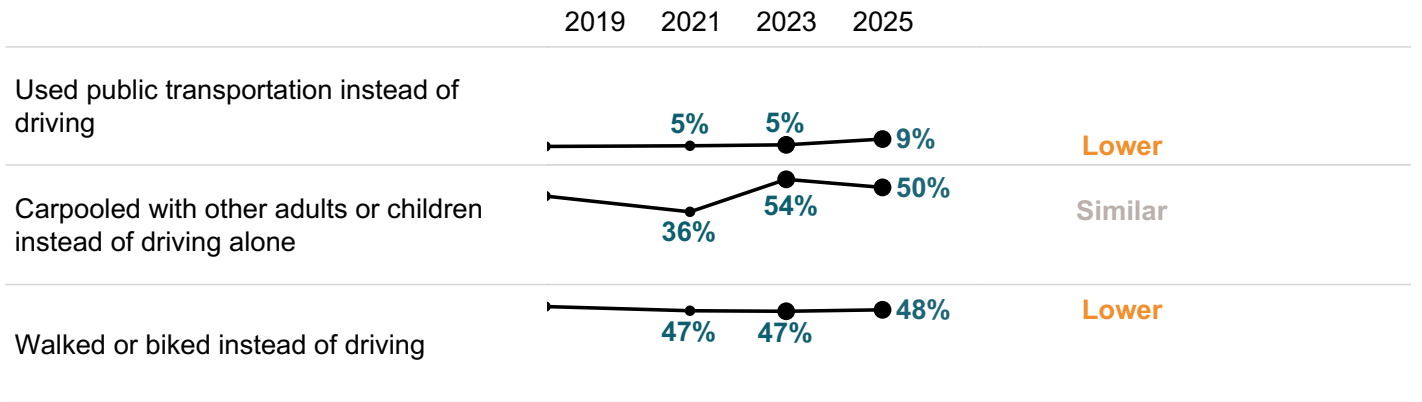
Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)



Please also rate each of the following in the Goodyear community.
(% excellent or good)



Please indicate whether or not you have done each of the following in the last 12 months.
 (% yes)



Please rate the quality of each of the following services in Goodyear.
 (% excellent or good)

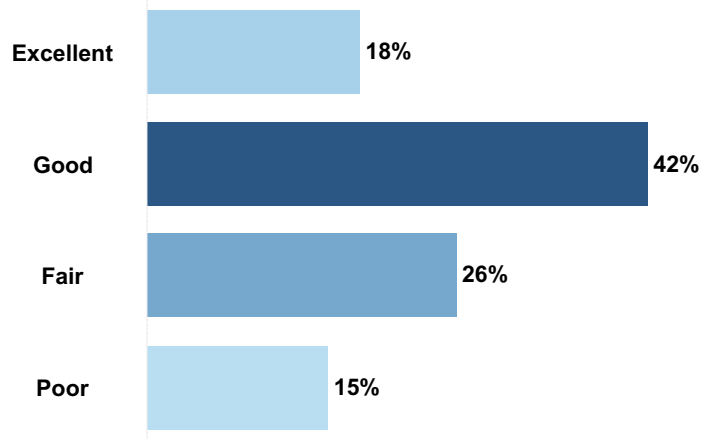


11. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

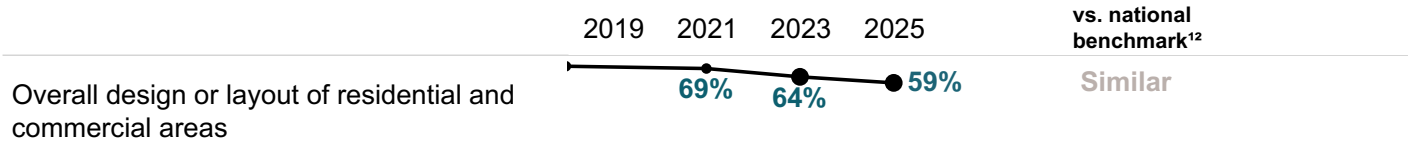
Overall design or layout of Goodyear's residential and commercial areas, 2025

Community Design

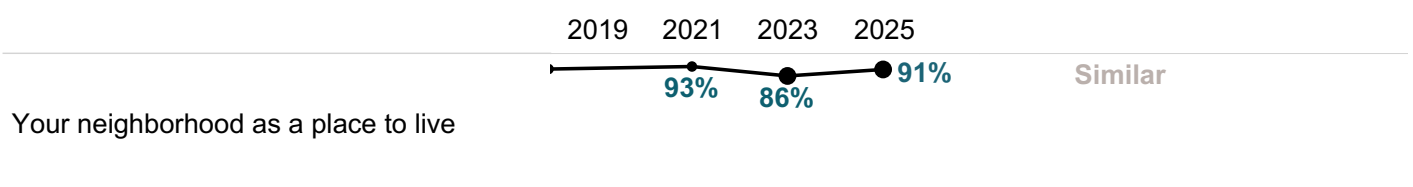
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



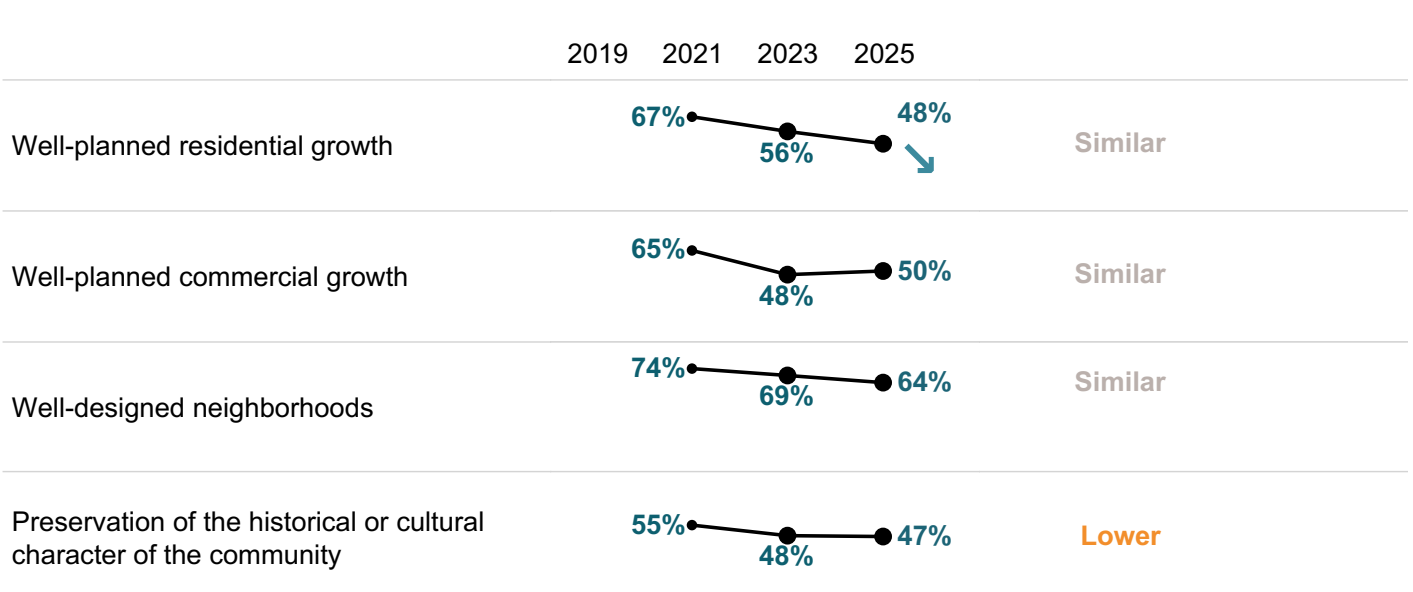
Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)

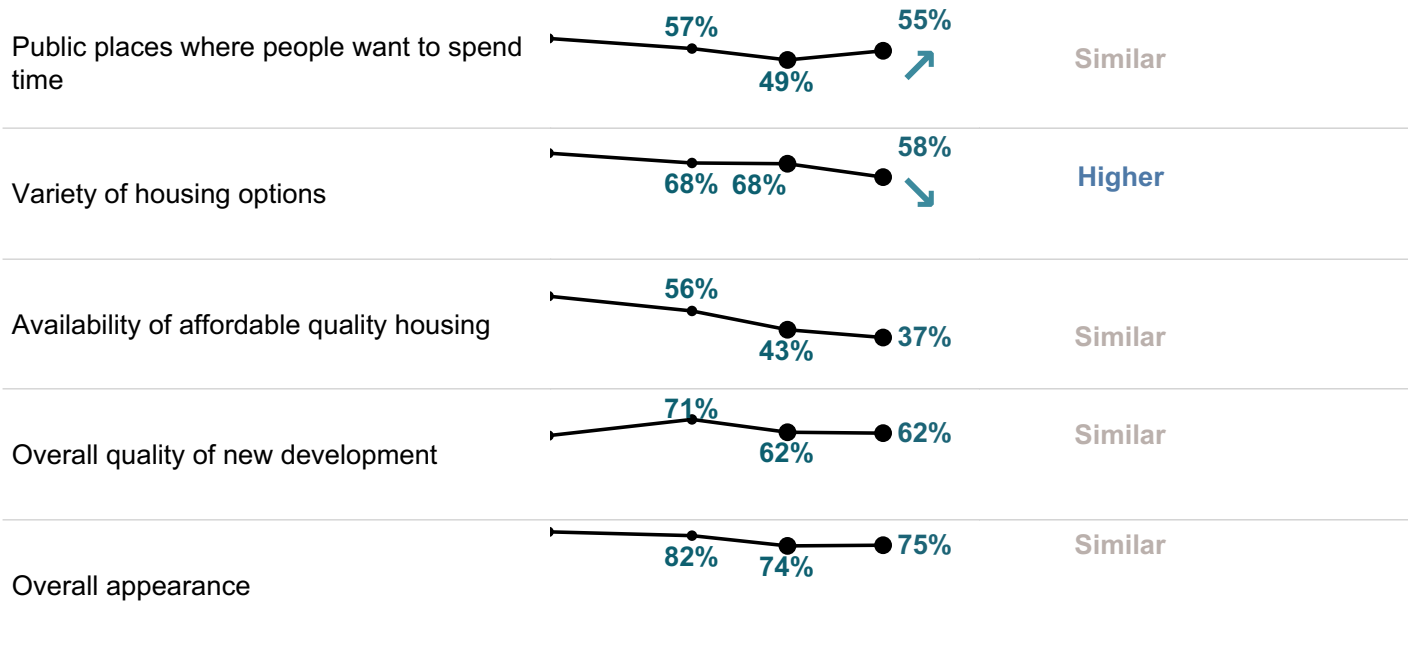


Please rate each of the following aspects of quality of life in Goodyear.
(% excellent or good)

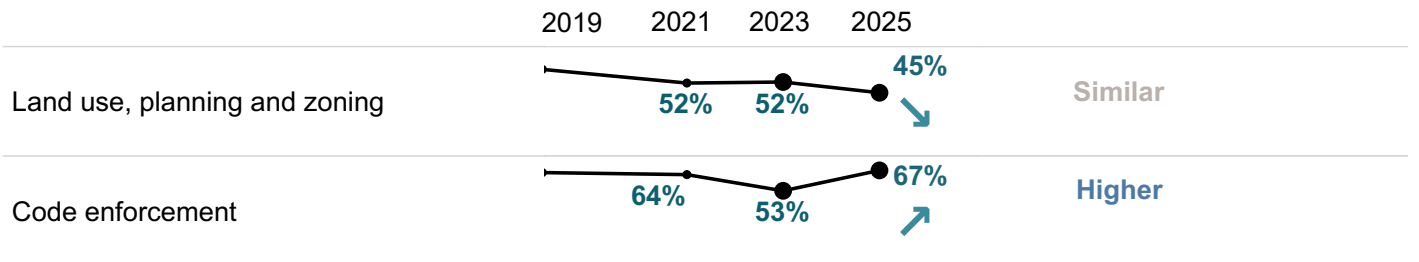


Please also rate each of the following in the Goodyear community.
(% excellent or good)





Please rate the quality of each of the following services in Goodyear.
 (% excellent or good)

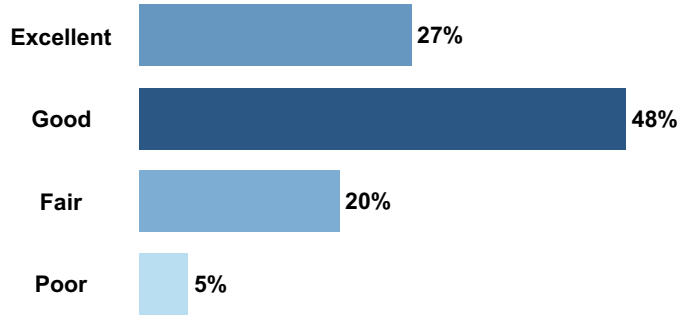


12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the utility infrastructure in Goodyear, 2025

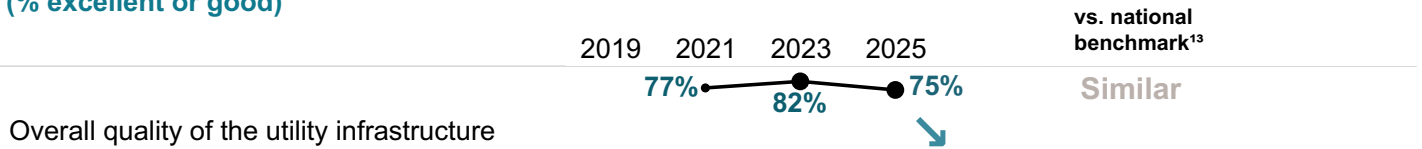
Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.



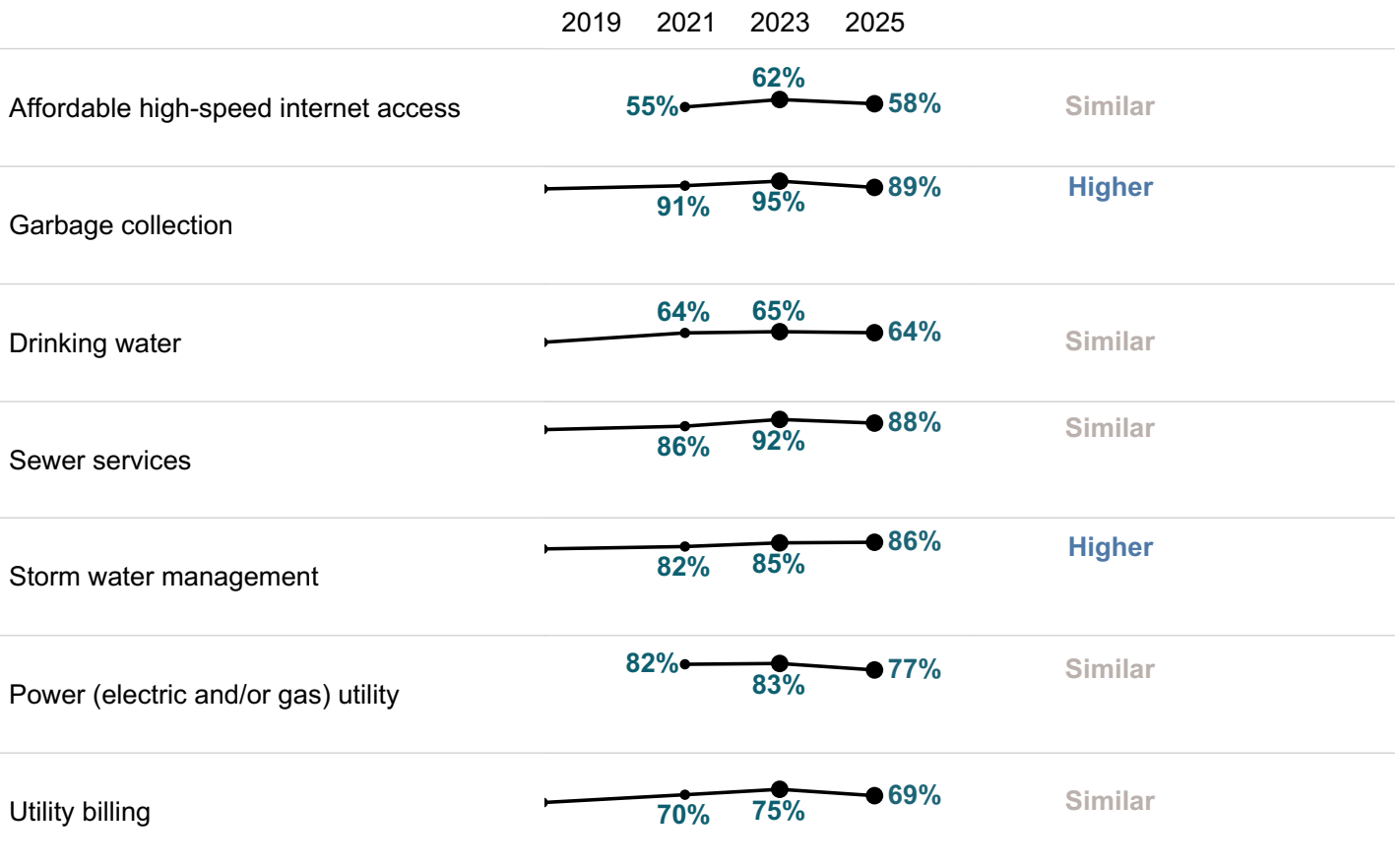
Please rate each of the following characteristics as they relate to Goodyear as a whole.

(% excellent or good)



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

(% excellent or good)

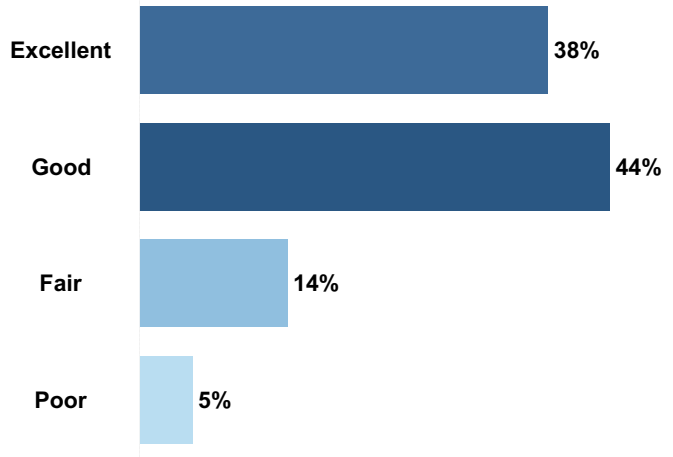


13. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

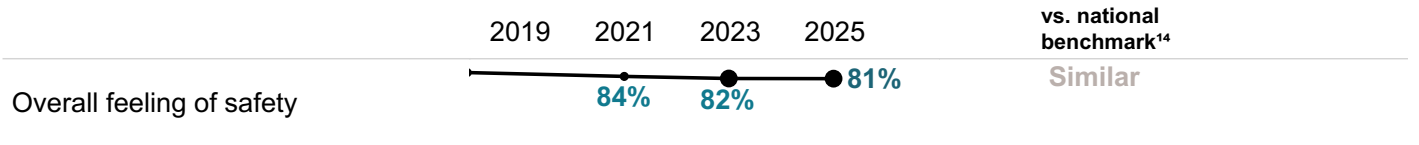
Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

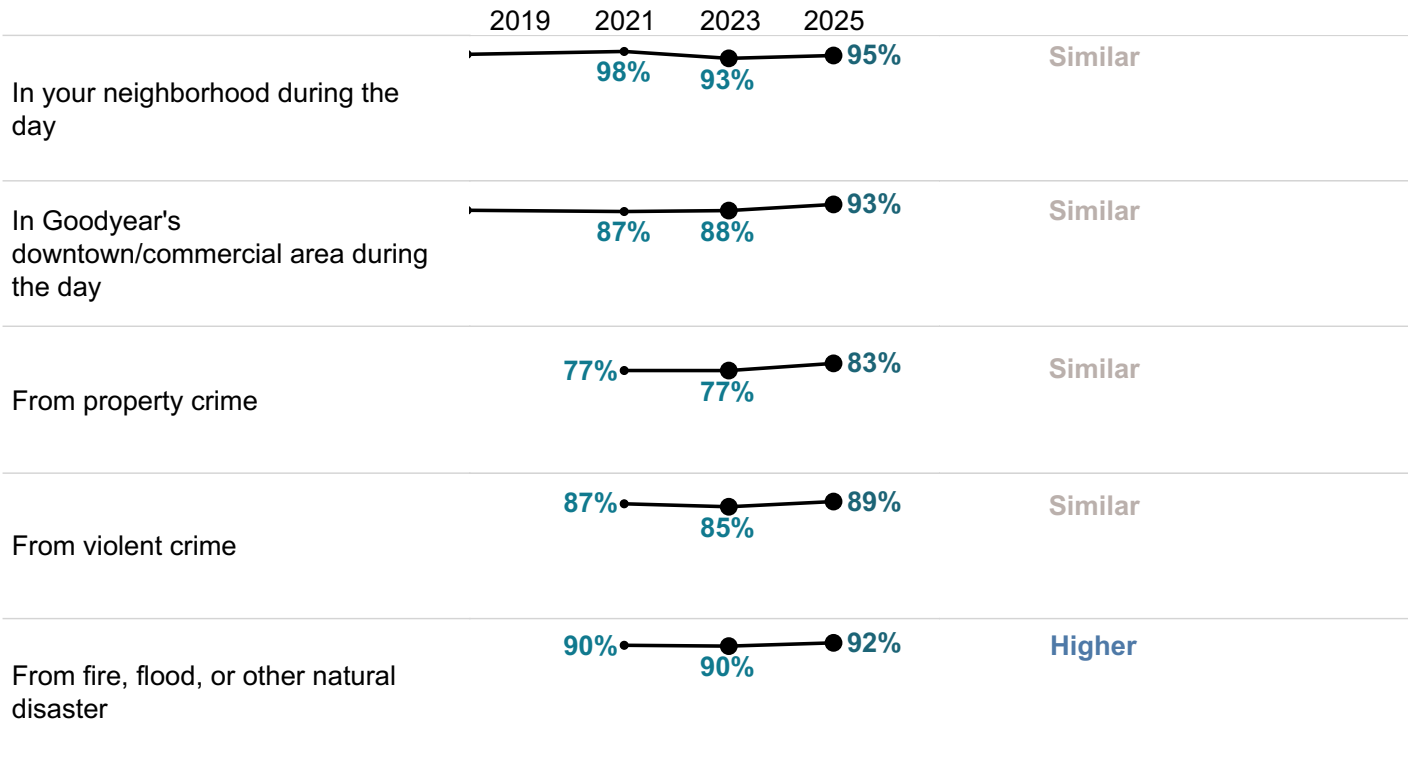
Overall feeling of safety in Goodyear, 2025



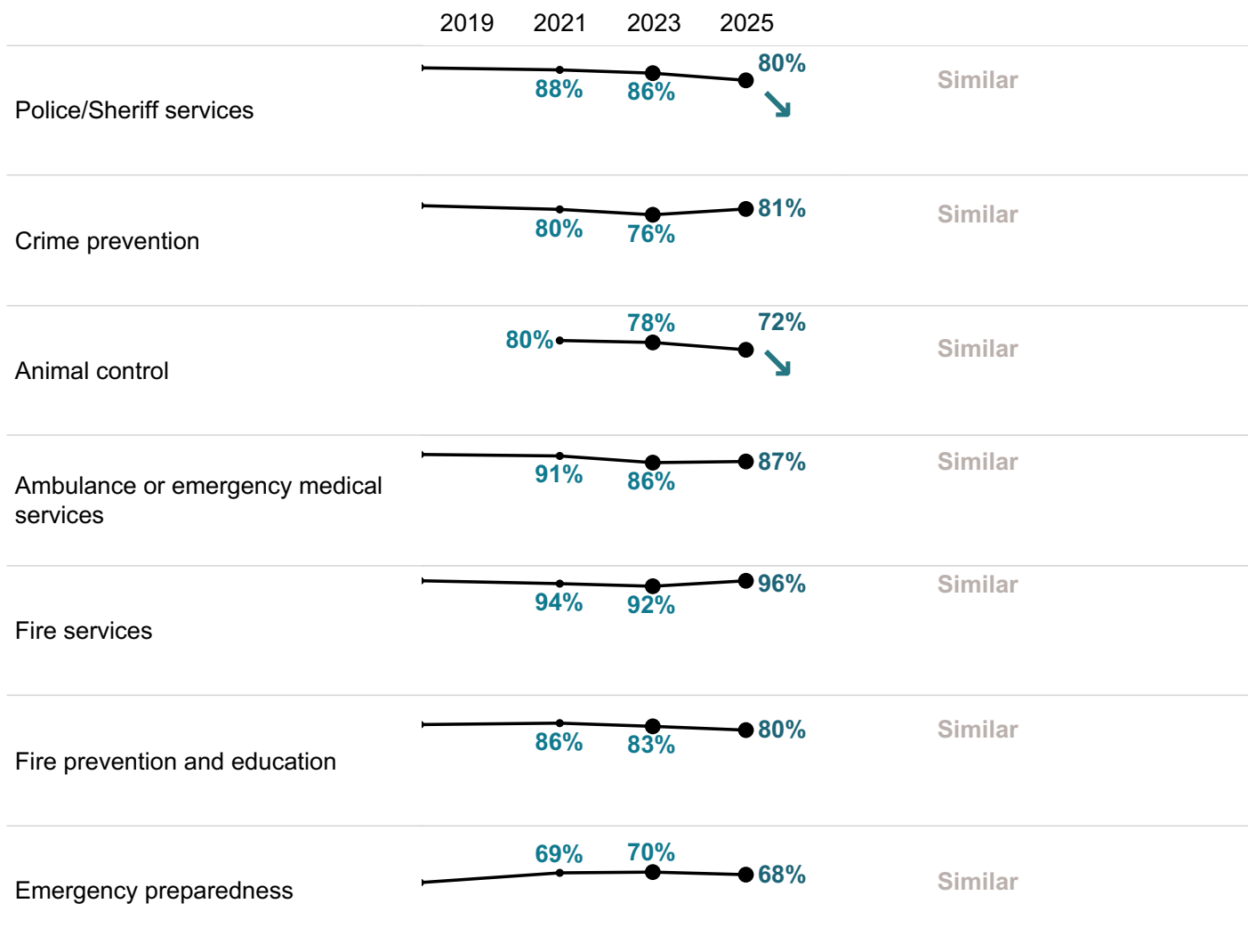
Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)



Please rate how safe or unsafe you feel:
(% very or somewhat safe)



**Please rate the quality of each of the following services in Goodyear.
(% excellent or good)**

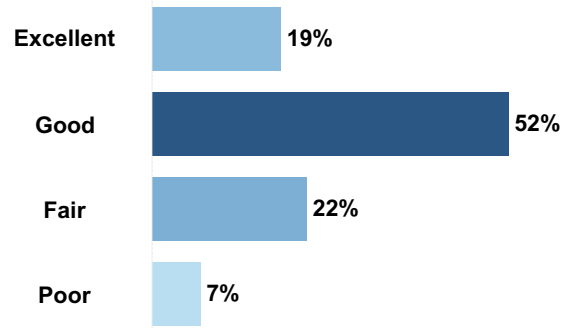


14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

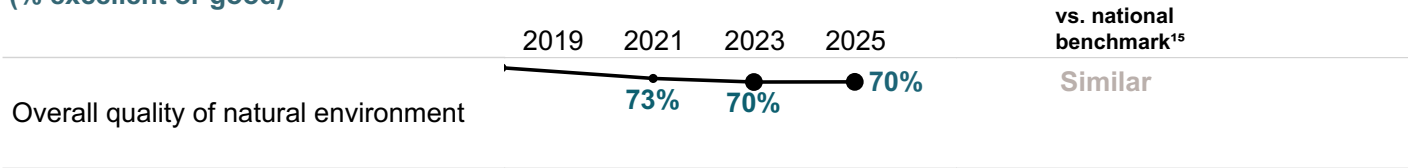
Overall quality of natural environment in Goodyear, 2025

Natural Environment

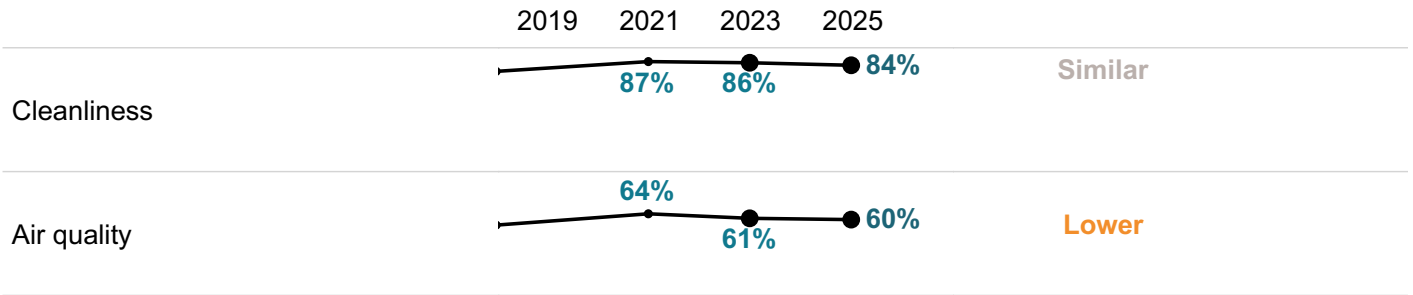
The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.



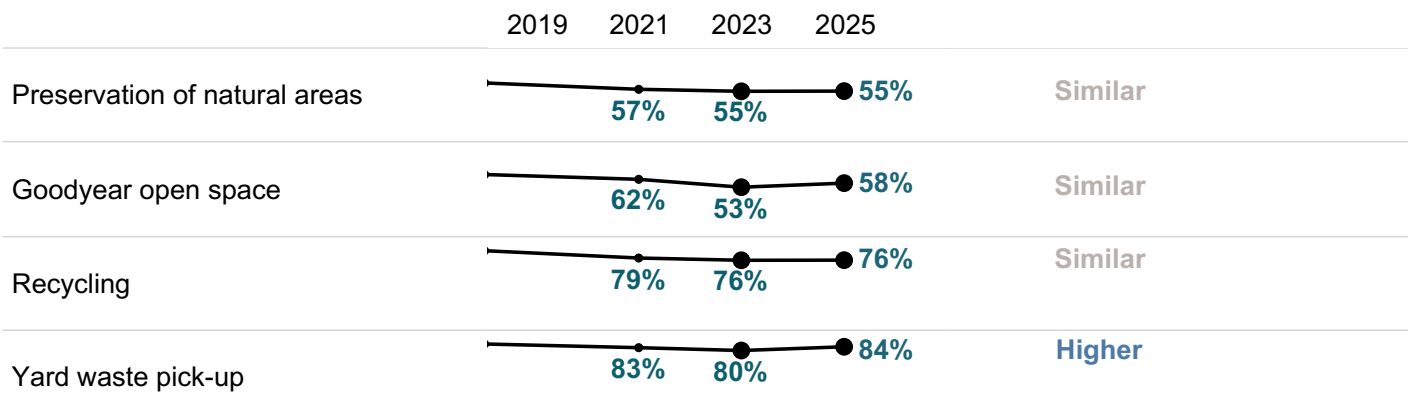
Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)



Please also rate each of the following in the Goodyear community. (% excellent or good)



Please rate the quality of each of the following services in Goodyear. (% excellent or good)



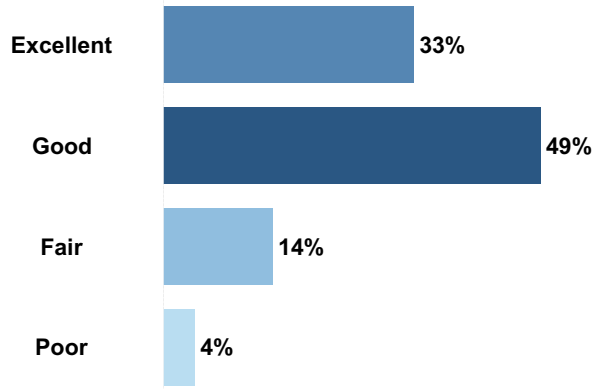
15. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Parks and Recreation

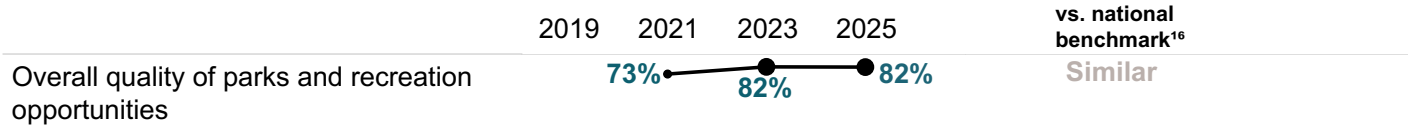
"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association

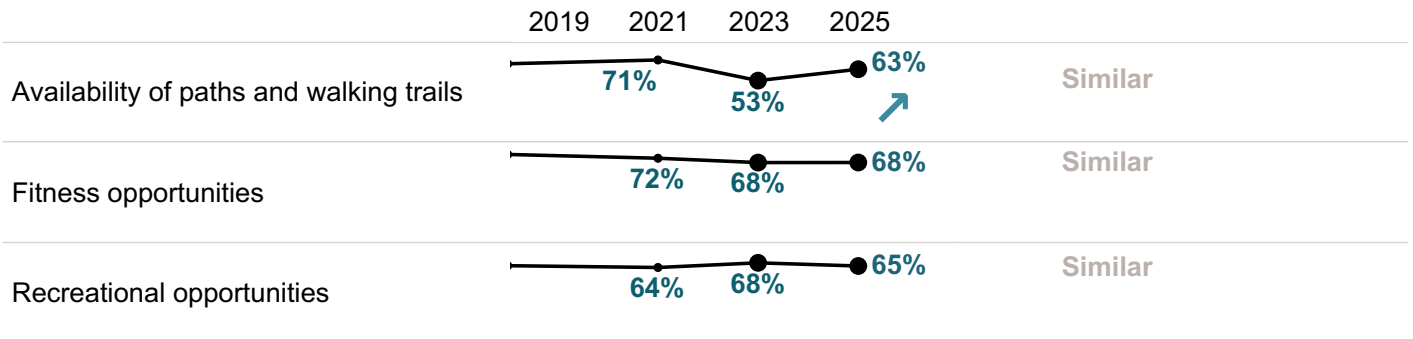
Overall quality of parks and recreation opportunities, 2025



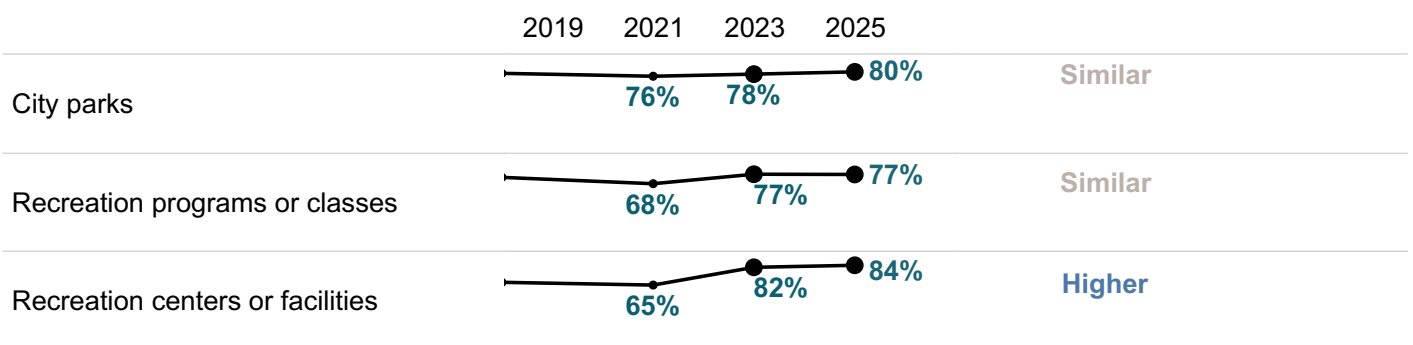
Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)



Please also rate each of the following in the Goodyear community. (% excellent or good)



Please rate the quality of each of the following services in Goodyear. (% excellent or good)

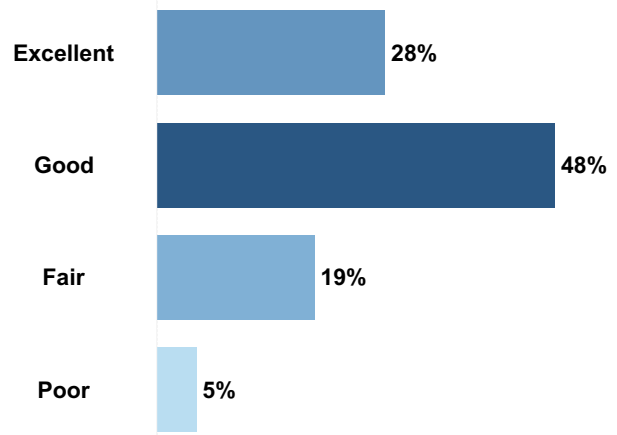


16. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

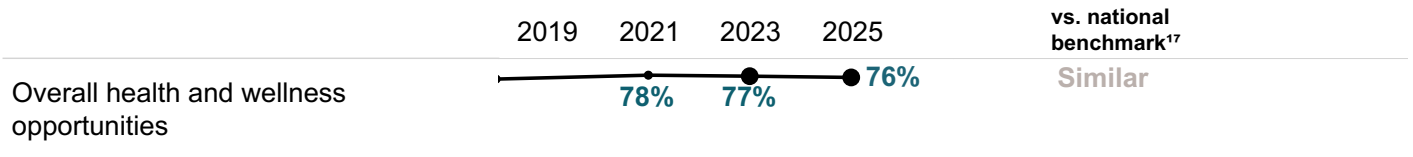
Overall health and wellness opportunities in Goodyear, 2025

Health and Wellness

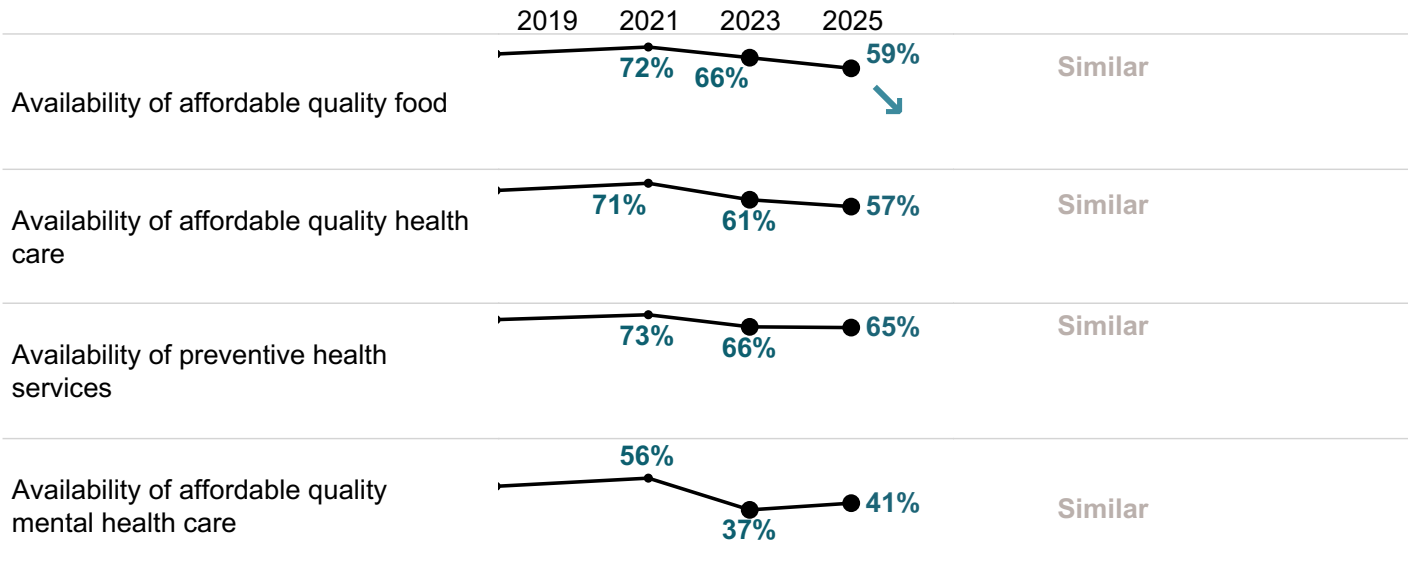
The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.



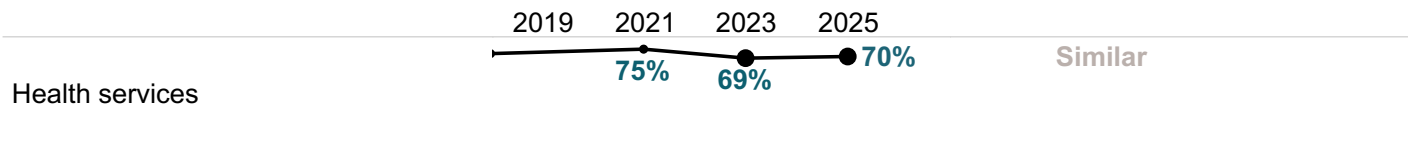
Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)



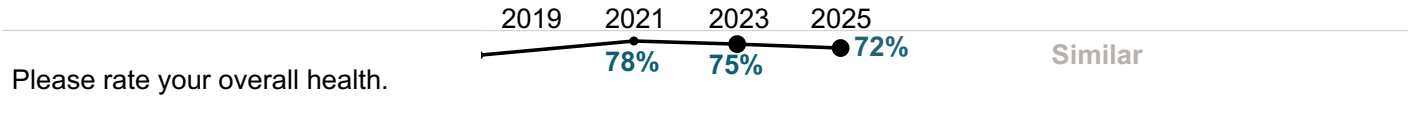
Please also rate each of the following in the Goodyear community. (% excellent or good)



Please rate the quality of each of the following services in Goodyear. (% excellent or good)



Please rate your overall health.
(% excellent or very good)



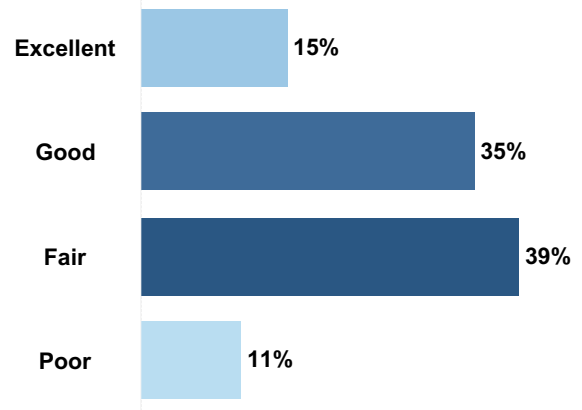
17. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



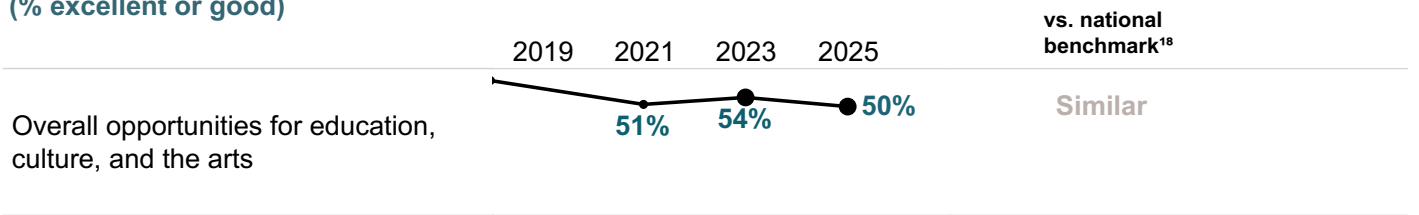
Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

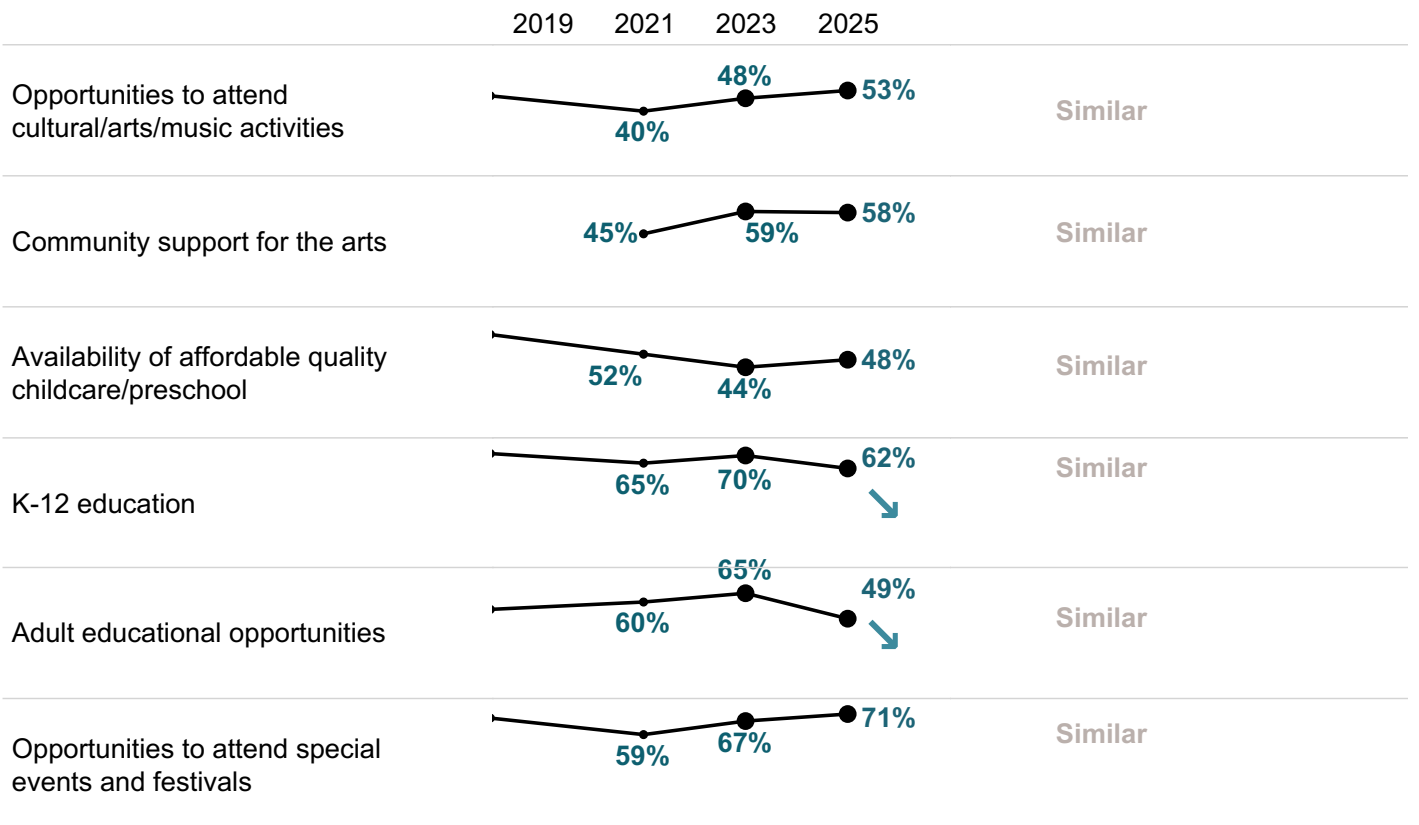
Overall opportunities for education, culture and the arts, 2025



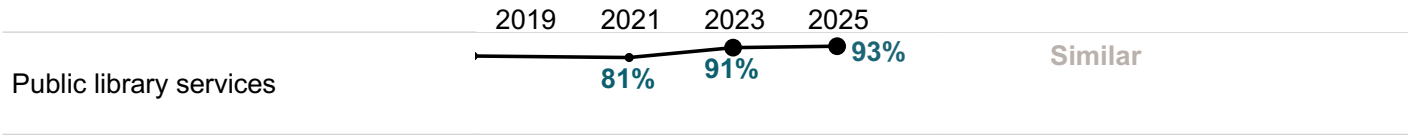
Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)



Please also rate each of the following in the Goodyear community. (% excellent or good)



Please rate the quality of each of the following services in Goodyear.
(% excellent or good)



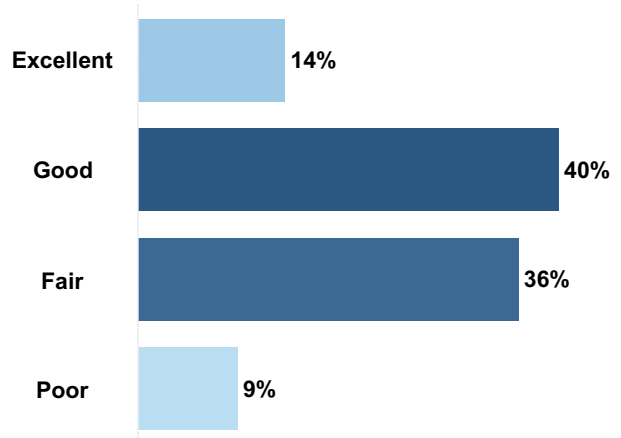
18. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



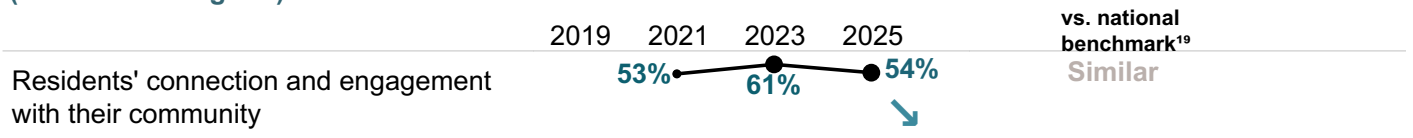
Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

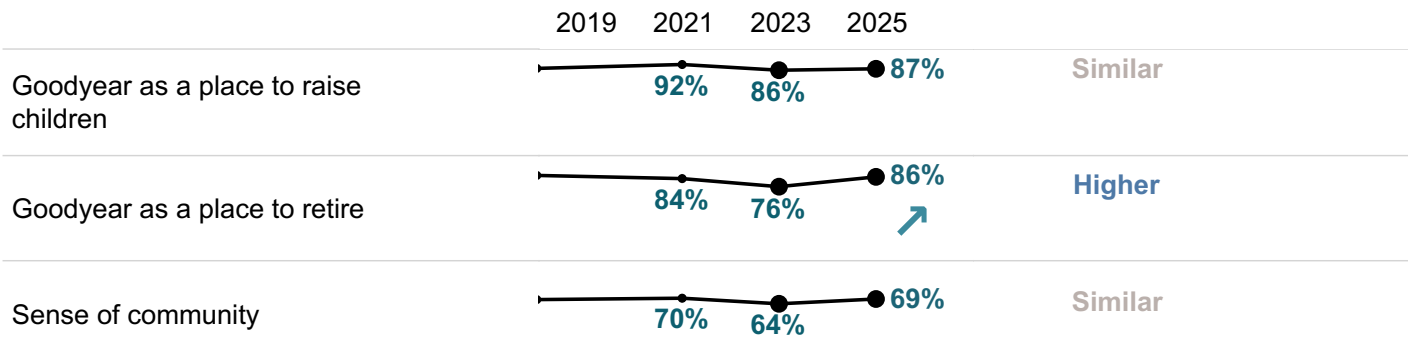
Residents' connection and engagement with their community, 2025



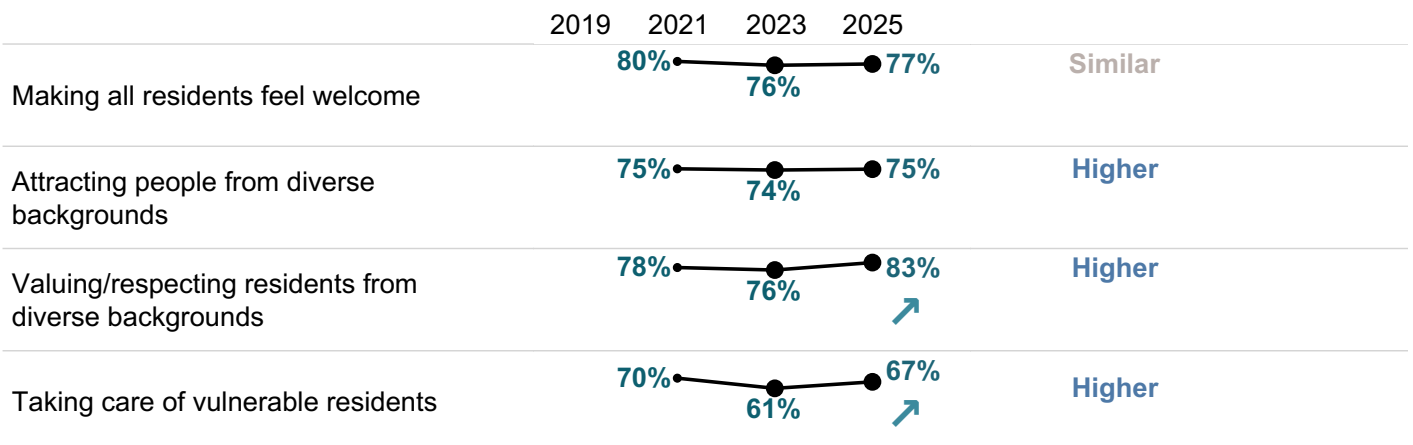
Please rate each of the following characteristics as they relate to Goodyear as a whole. (% excellent or good)



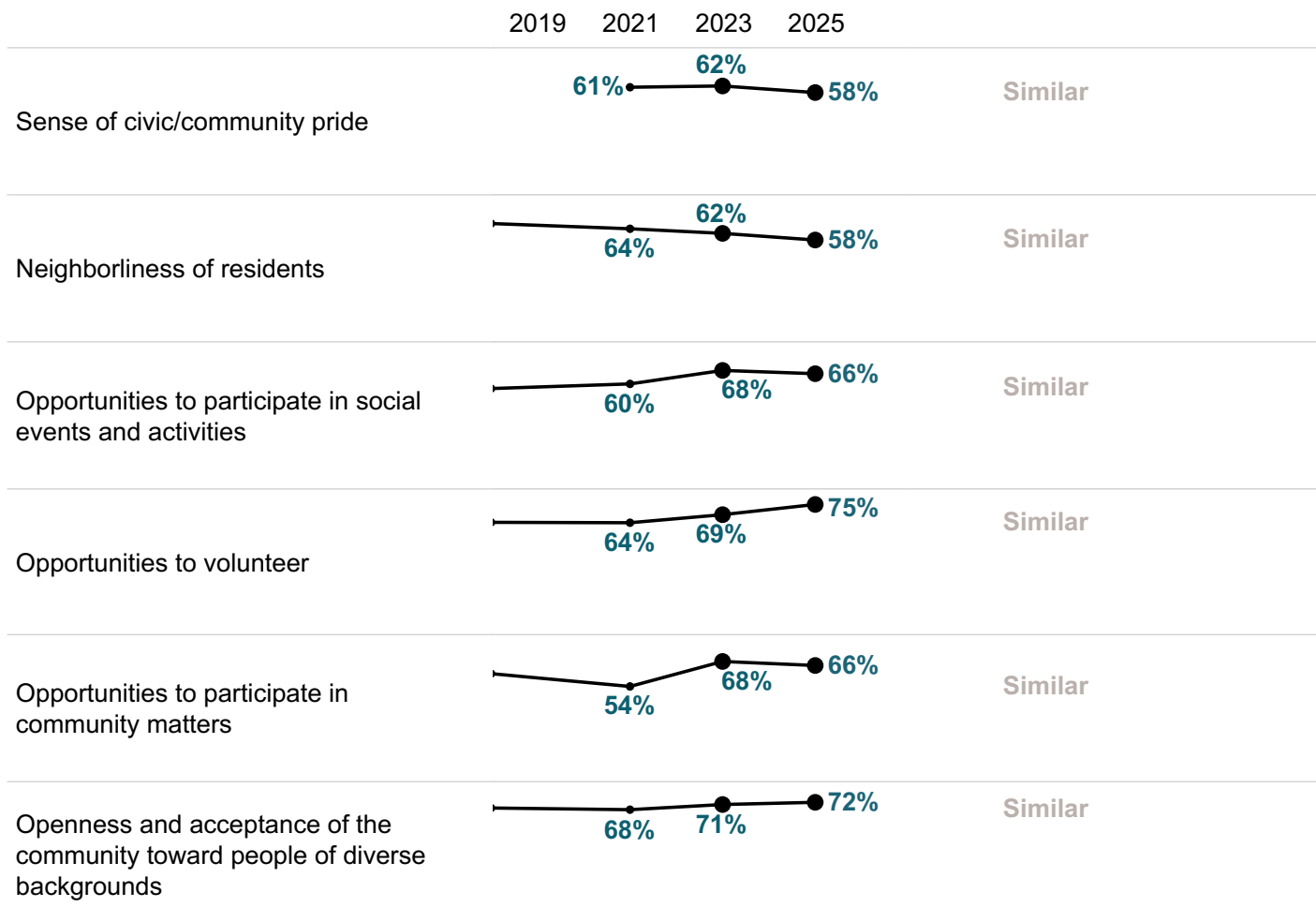
Please rate each of the following aspects of quality of life in Goodyear. (% excellent or good)



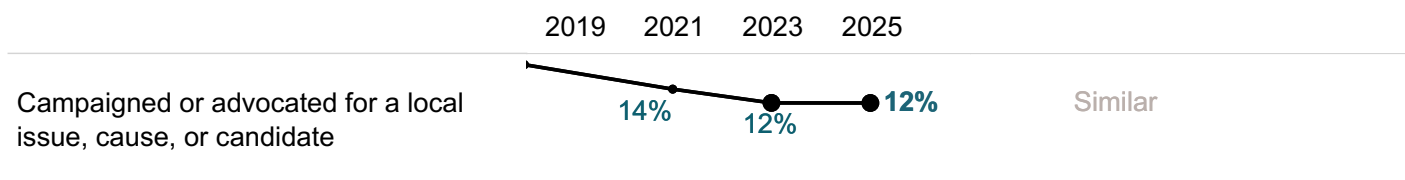
Please rate the job you feel the Goodyear community does at each of the following. (% excellent or good)



**Please also rate each of the following in the Goodyear community.
(% excellent or good)**


























**Please indicate whether or not you have done each of the following in the last 12 months.
(% excellent or good)**



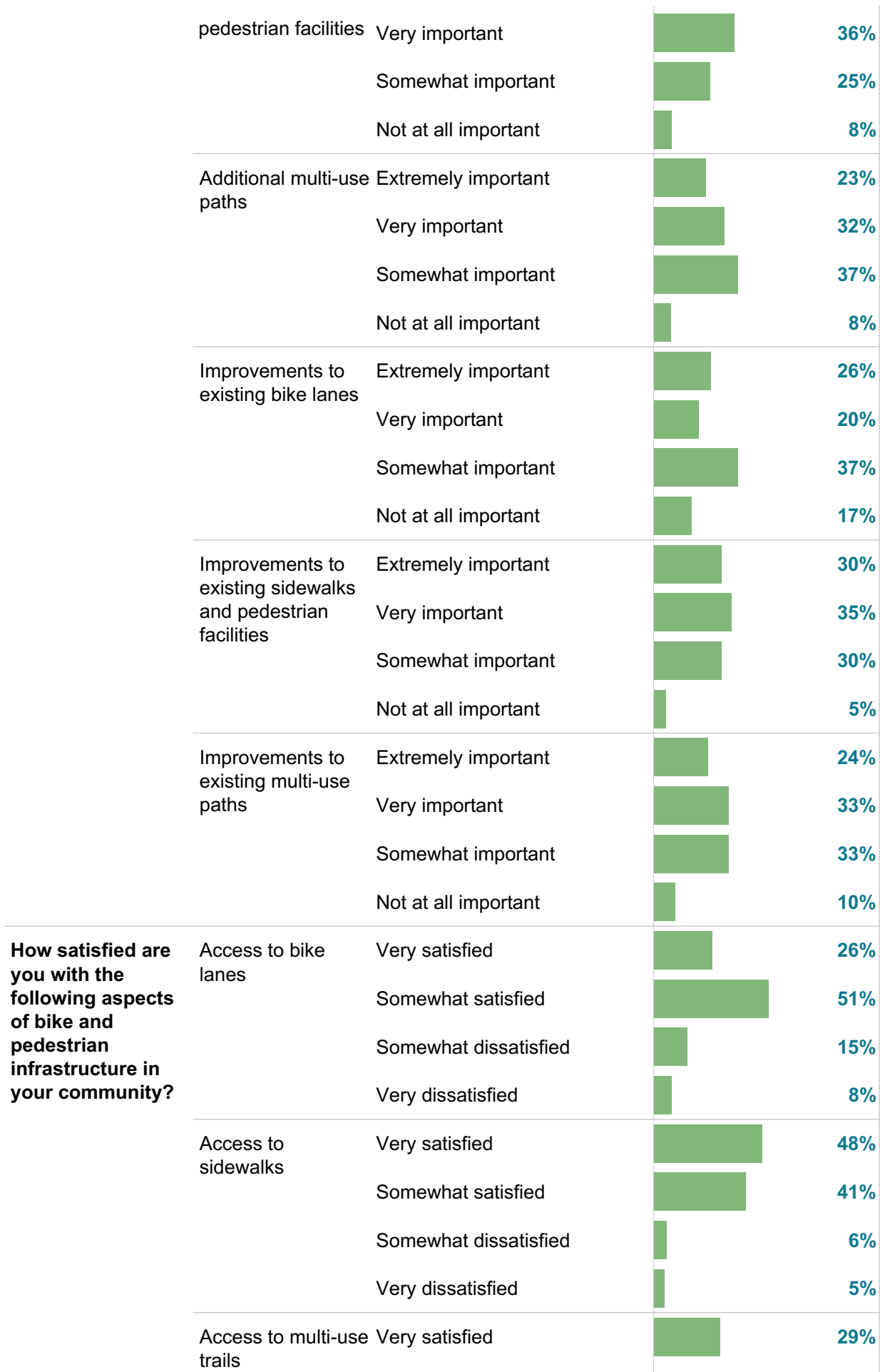
19. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Custom questions

Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded, but may be added to the table using the response filter below.

			Include "don't know"	
			No	
How much of a source, if at all, are each of the following for you for getting information about the City government and its activities, events, and services?	City website (www.goodyearaz.gov)	Major source		51%
		Minor source		29%
		Not a source		20%
	Local media outlets (newspaper, radio, local television)	Major source		35%
		Minor source		41%
		Not a source		24%
	InFocus monthly magazine	Major source		64%
		Minor source		22%
		Not a source		14%
City Council meetings and other public meetings	Major source		19%	
	Minor source		35%	
	Not a source		47%	
City email communications (Good Neighbor Alert, Parks & Recreation newsle..	Major source		32%	
	Minor source		34%	
	Not a source		34%	
City communications via social media (Facebook, X (formerly Twitter), ..	Major source		28%	
	Minor source		37%	
	Not a source		36%	
Word of mouth	Major source		23%	
	Minor source		56%	
	Not a source		21%	
Direct mailings (postcards and flyers)	Major source		36%	
	Minor source		46%	

	Not a source		19%	
Utility bill inserts	Major source		22%	
	Minor source		38%	
	Not a source		41%	
Interactions with City staff (in person, phone, email, or web)	Major source		17%	
	Minor source		30%	
	Not a source		53%	
How important, if at all, do you think it is for the community to invest additional resources in the following areas?	Additional bus routes	Extremely important		22%
		Very important		21%
		Somewhat important		36%
		Not all important		21%
Extended bus service hours or increased frequency	Extremely important		20%	
	Very important		21%	
	Somewhat important		37%	
	Not all important		22%	
Expanded service area for microtransit (WeRIDE)	Extremely important		27%	
	Very important		24%	
	Somewhat important		32%	
	Not all important		16%	
Extended hours for microtransit (WeRIDE)	Extremely important		25%	
	Very important		22%	
	Somewhat important		36%	
	Not all important		17%	
Additional bike lanes	Extremely important		20%	
	Very important		23%	
	Somewhat important		39%	
	Not at all important		18%	
Additional sidewalks and	Extremely important		31%	





The City of Goodyear 2025 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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
Sense of community.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Goodyear	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Goodyear.....	1	2	3	4	5
Overall design or layout of Goodyear's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Goodyear (water, sewer, storm water, electric/gas, broadband)	1	2	3	4	5
Overall feeling of safety in Goodyear.....	1	2	3	4	5
Overall quality of natural environment in Goodyear	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Goodyear.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

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

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
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:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
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
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Goodyear community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Goodyear community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Goodyear	1	2	3	4	5
Variety of business and service establishments in Goodyear.....	1	2	3	4	5
Vibrancy of downtown/commercial area	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 image or reputation of Goodyear.....	1	2	3	4	5

7. Please also rate each of the following in the Goodyear community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	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
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	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
Overall quality of new development in Goodyear.....	1	2	3	4	5
Overall appearance of Goodyear.....	1	2	3	4	5
Cleanliness of Goodyear.....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	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
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Goodyear.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	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

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

	<u>No</u>	<u>Yes</u>
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
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Goodyear.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The City of Goodyear 2025 Community Survey

9. Please rate the quality of each of the following services in Goodyear.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	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
Bus or transit services.....	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
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	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 (open space, farmlands, and greenbelts).....	1	2	3	4	5
Goodyear open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	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
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Goodyear employees (police, receptionists, planners, etc.).....	1	2	3	4	5

10. Please rate the following categories of Goodyear government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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 resident 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
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

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

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

12. 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.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Goodyear	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Goodyear	1	2	3	4
Overall design or layout of Goodyear’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Goodyear (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in Goodyear	1	2	3	4
Overall quality of natural environment in Goodyear	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Goodyear	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents’ connection and engagement with their community.....	1	2	3	4

13. How much of a source, if at all, are each of the following for you for getting information about the City government and its activities, events, and services?

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
City website (www.goodyearaz.gov)	1	2	3
Local media outlets (newspaper, radio, local television).....	1	2	3
InFocus monthly magazine.....	1	2	3
City Council meetings and other public meetings	1	2	3
City email communications (Good Neighbor Alert, Parks & Recreation newsletter).....	1	2	3
City communications via social media (Facebook, X (formerly Twitter), Instagram, YouTube, Nextdoor)	1	2	3
Word of mouth	1	2	3
Direct mailings (postcards and flyers)	1	2	3
Utility bill inserts.....	1	2	3
Interactions with City staff (in person, phone, email, or web)	1	2	3

14. How important, if at all, do you think it is for the community to invest additional resources in the following areas?

	<u>Extremely important</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Additional bus routes	1	2	3	4
Extended bus service hours or increased frequency	1	2	3	4
Expanded service area for microtransit (WeRIDE).....	1	2	3	4
Extended hours for microtransit (WeRIDE).....	1	2	3	4

15. How satisfied are you with the following aspects of bike and pedestrian infrastructure in your community?

	<u>Very satisfied</u>	<u>Somewhat satisfied</u>	<u>Somewhat dissatisfied</u>	<u>Very dissatisfied</u>
Access to bike lanes	1	2	3	4
Access to sidewalks.....	1	2	3	4
Access to multi-use trails.....	1	2	3	4

16. How important, if at all, do you think it is for the community to invest additional resources in the following areas?

	<u>Extremely important</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Additional bike lanes	1	2	3	4
Additional sidewalks and pedestrian facilities	1	2	3	4
Additional multi-use paths	1	2	3	4
Improvements to existing bike lanes	1	2	3	4
Improvements to existing sidewalks and pedestrian facilities	1	2	3	4
Improvements to existing multi-use paths.....	1	2	3	4

The City of Goodyear 2025 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer.....	1	2	3	4	5	6
Access the internet from your cell phone	1	2	3	4	5	6
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online	1	2	3	4	5	6

D2. Please rate your overall health.

- 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. How many years have you lived in Goodyear?

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

D5. Which best describes the building you live in?

- Single-family detached home
 Townhouse or duplex (may share walls but no units above or below you)
 Condominium or apartment (have units above or below you)
 Mobile home
 Other

D6. Do you rent or own your home?

- Rent
 Own

D7. 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 \$2,500 to \$3,999
 \$300 to \$599 \$4,000 to \$6,999
 \$600 to \$999 \$7,000 to \$9,999
 \$1,000 to \$1,499 \$10,000 or more
 \$1,500 to \$2,499

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. 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 \$100,000 to \$149,999
 \$25,000 to \$49,999 \$150,000 to \$199,999
 \$50,000 to \$74,999 \$200,000 to \$299,999
 \$75,000 to \$99,999 \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

- No Yes

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian
 Black or African American
 Native Hawaiian or Other Pacific Islander
 White
 A race not listed

D13. 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

D14. What is your gender?

- Woman
 Man
 Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

- Agender/I don't identify with any gender
 Genderqueer/gender fluid
 Non-binary
 Transgender man
 Transgender woman
 Two-spirit
 Identify in another way

Thank you!

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