



THE NCSTM

THE NATIONAL COMMUNITY SURVEYTM

Results for Goodyear, AZ 2023 National Community SurveyTM





Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Questions about our product?

Visit www.polco.us to learn more

Exclusive partners of:

ICMA

NLC NATIONAL
LEAGUE
OF CITIES

Role of Resident Surveys in Local Governance



**Monitor trends in
resident opinion**



**Measure government
performance**



**Inform budget,
land use, strategic
planning decisions**



**Benchmarking
to other
communities**

Facets of Community Livability



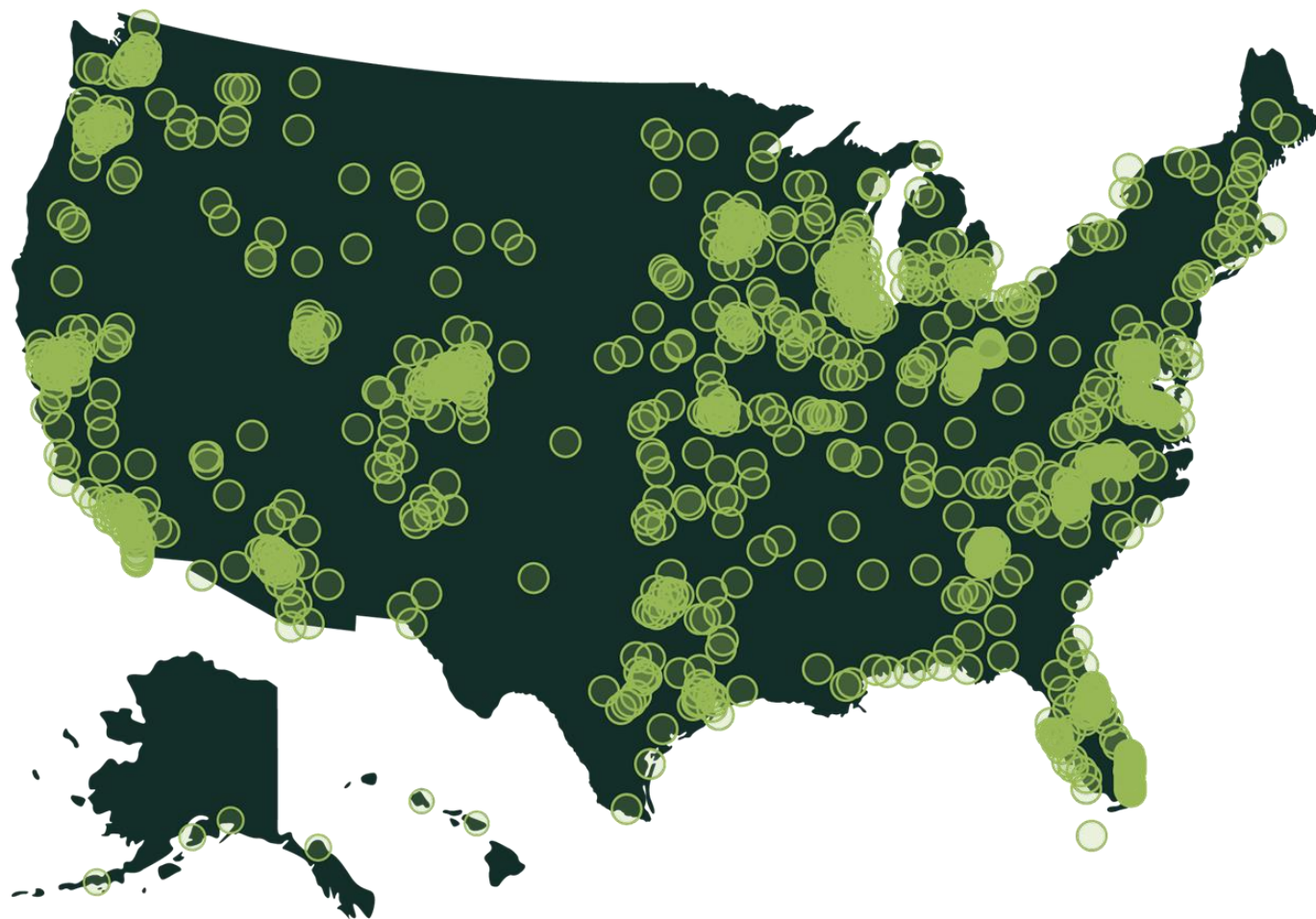
THE NCS™
THE NATIONAL COMMUNITY SURVEY™

The National Community Survey™ in Goodyear

The NCS™ for Goodyear, AZ

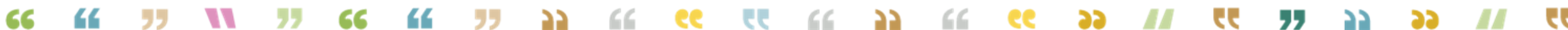
- Fifth time conducting The NCS (previous surveys in 2013, 2015, 2018, 2021)
- Survey conducted from March 17th – April 28th
- Mailing approach employed:
 - Probability-based sample of 3,200 randomly selected households
 - 404 total responses received
 - 13% overall response rate
 - Non-probability, open-participation survey: 362 responses
- Results statistically weighted to reflect Goodyear overall
- 95% confidence interval with a +/- 5% margin of error

Polco's Benchmarking Database



More than **500**
comparison communities
across the nation.

Representing the opinions
of more than **50 million**
residents.





Overview of Survey Results



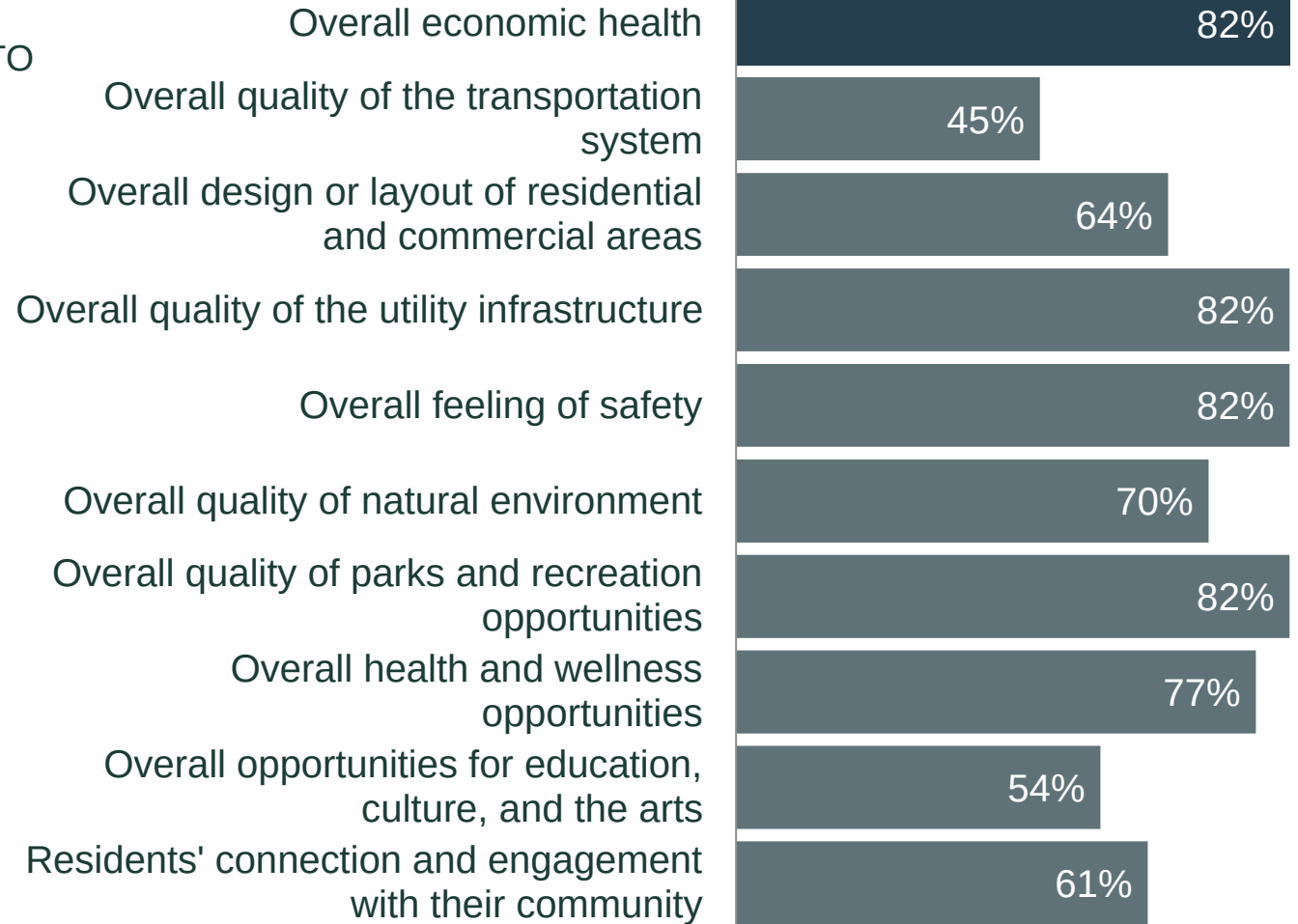


Facets of Community Livability: Quality

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT or GOOD



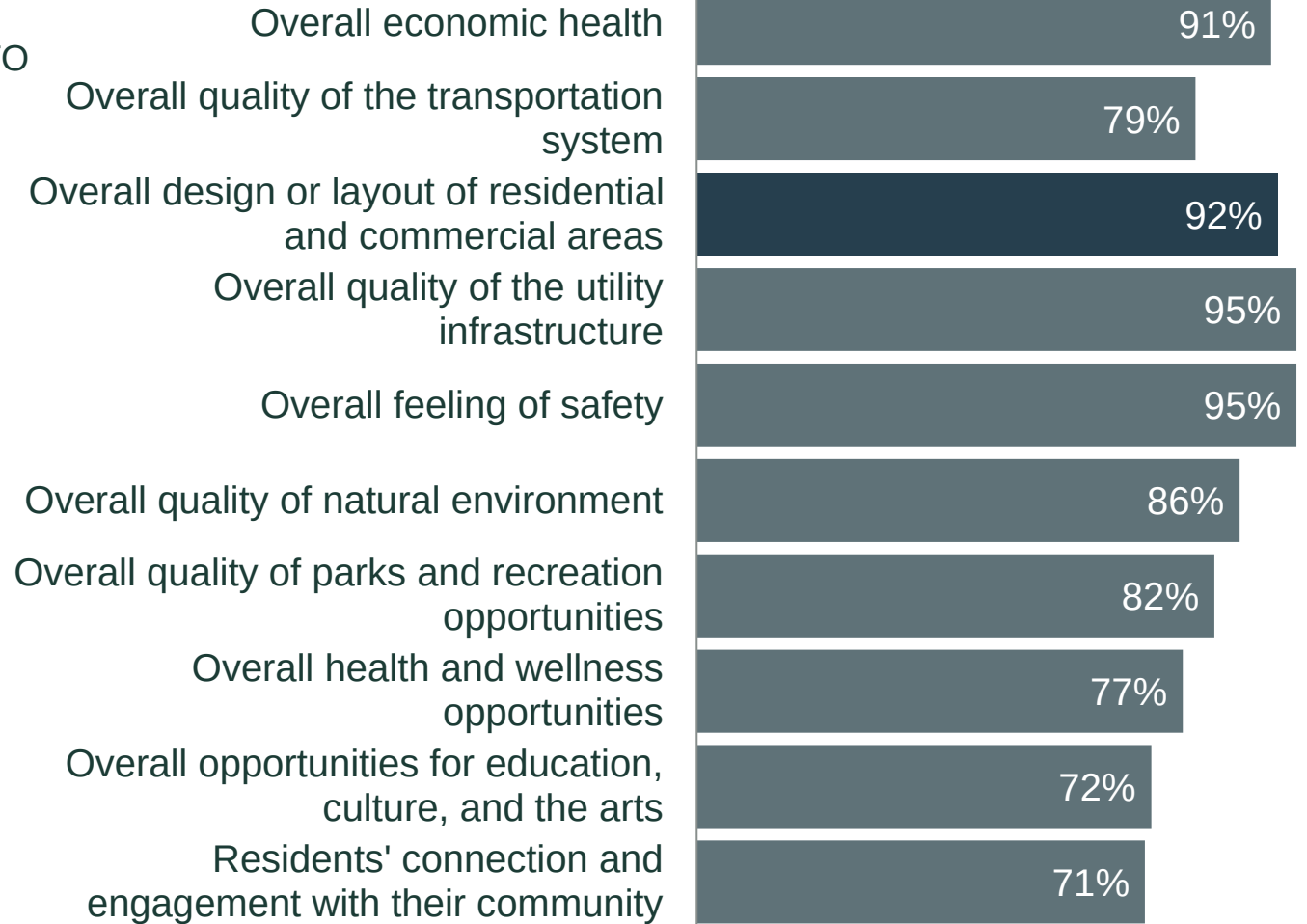


Facets of Community Livability: Importance

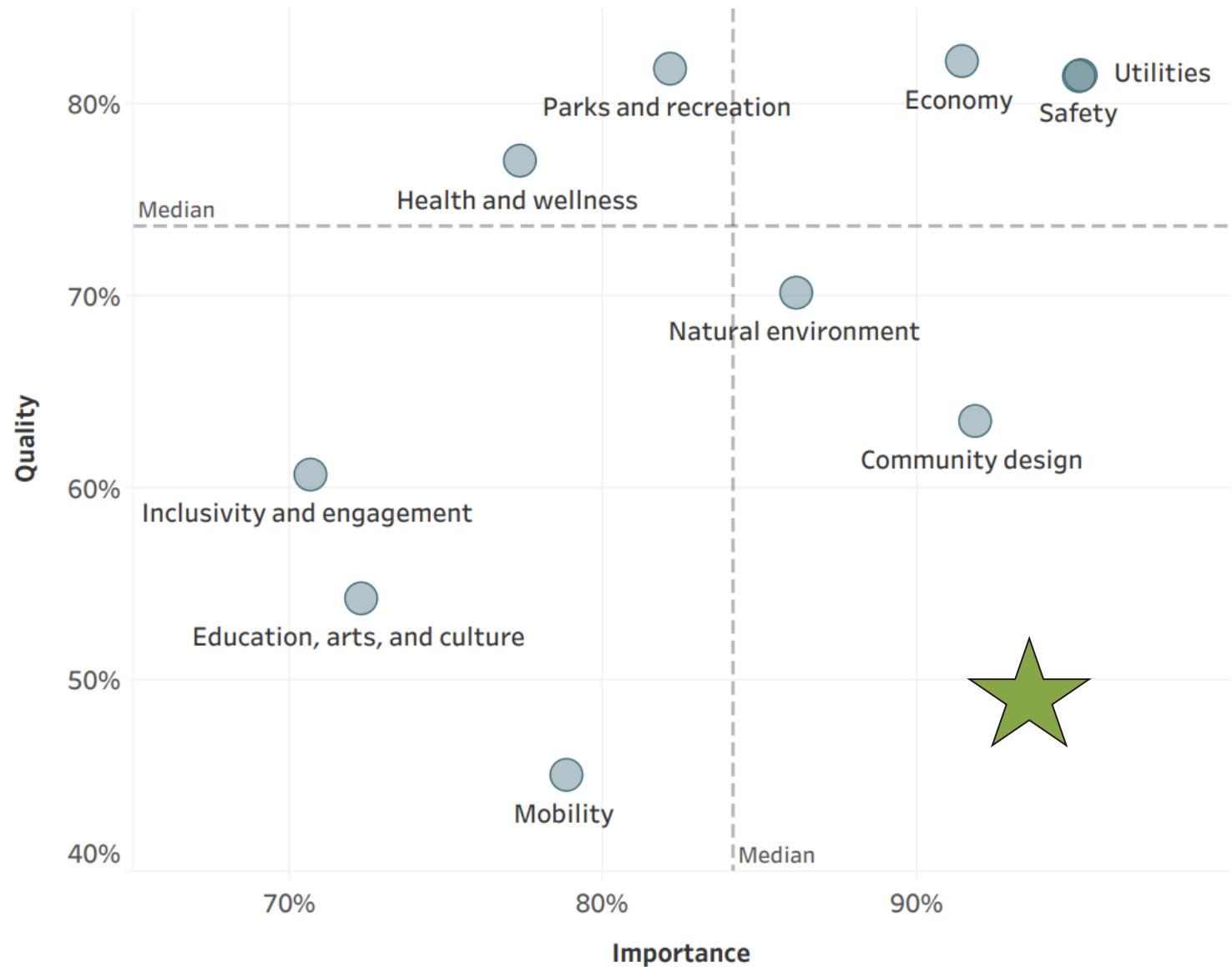
COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT ESSENTIAL OR VERY IMPORTANT



Balancing Quality and Importance



Overall Community Quality



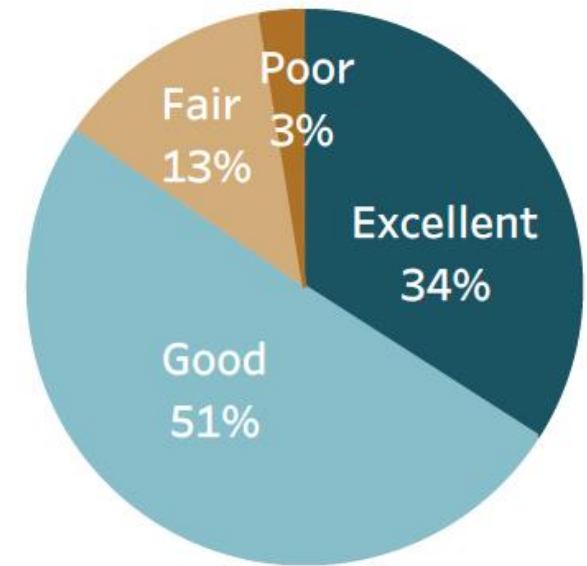
About

9 in 10

residents gave **excellent** or **good** ratings to:

- Goodyear as a place to live
- Goodyear as a place to retire
- Recommending living in Goodyear to someone who asks

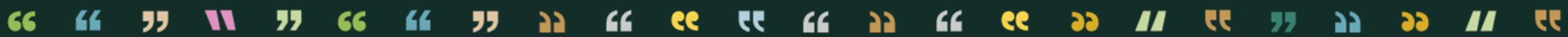
The overall quality of life in Goodyear, 2023



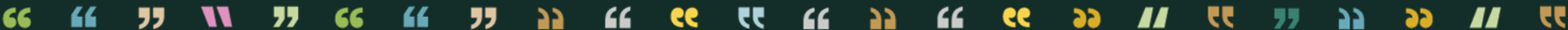
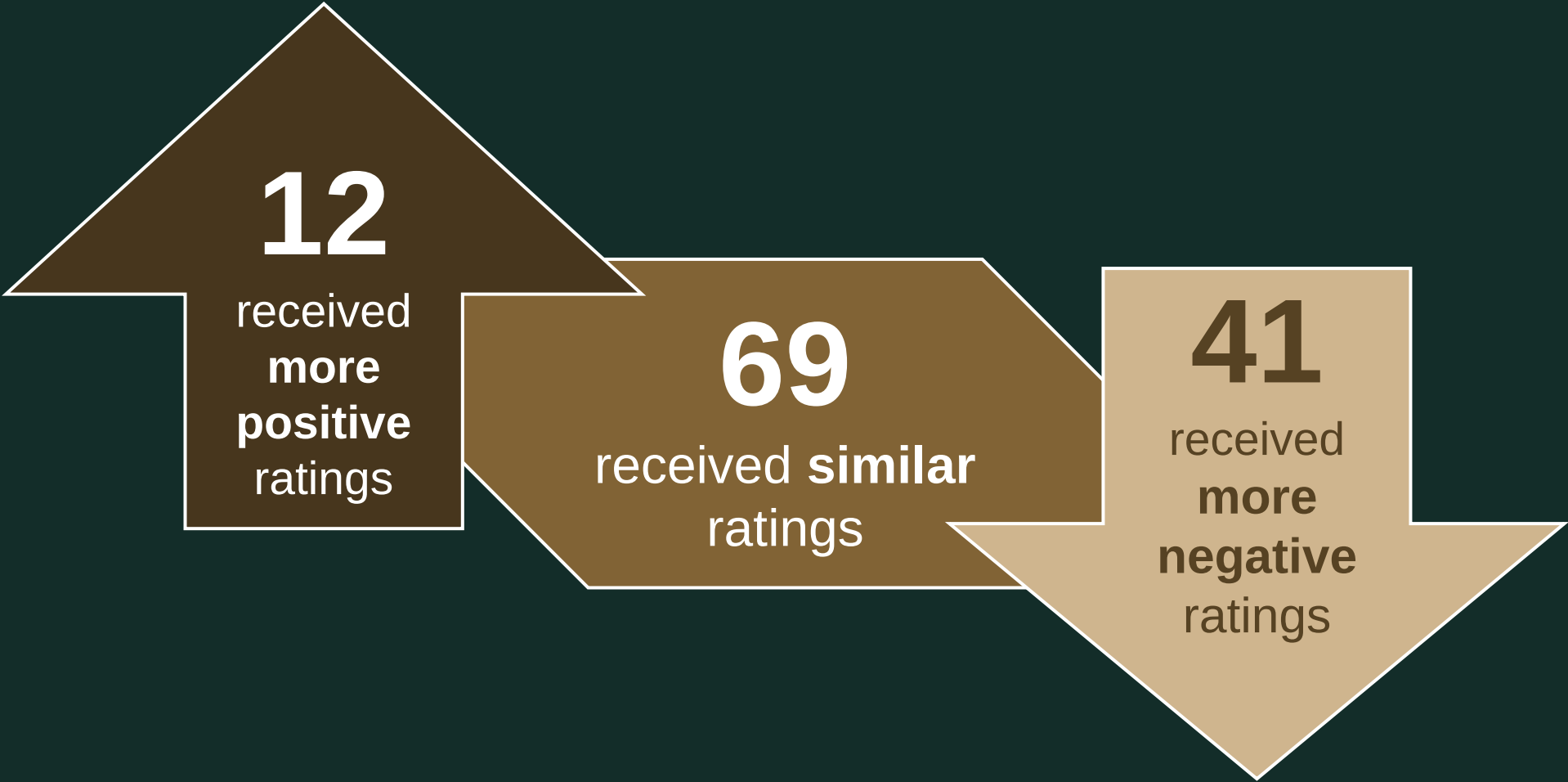
8 in 10 residents also:

- Plan to remain in Goodyear for the next 5 years

Comparisons to National Benchmarks



Comparisons from 2021 year to 2023





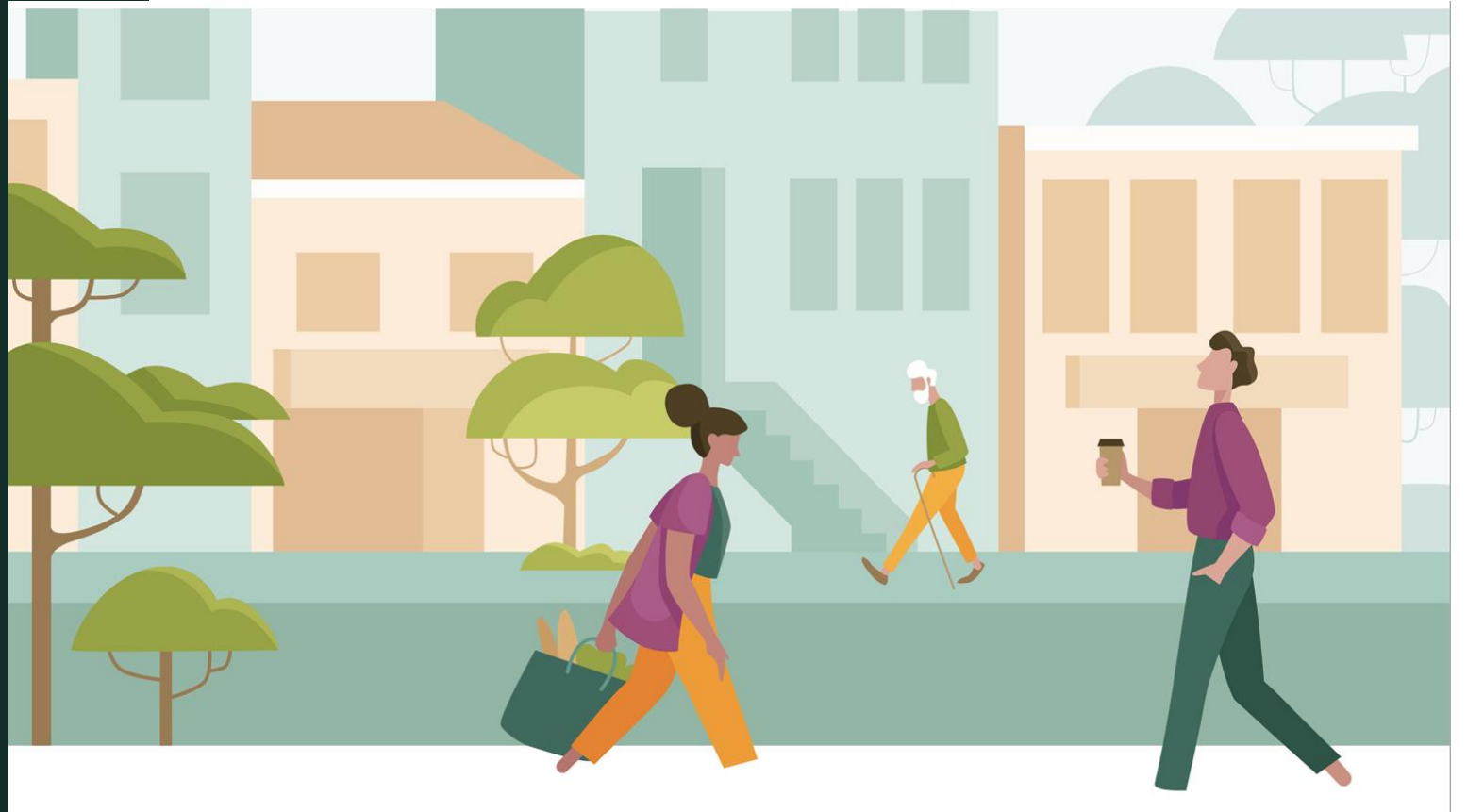
Key Findings





Key Finding #1

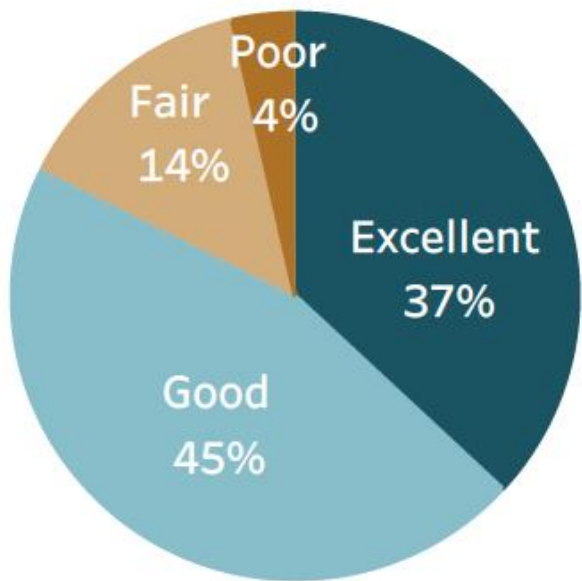
Resident ratings of the economy and affordability in Goodyear have declined over time.



The Economy in Goodyear



Overall economic health of Goodyear, 2023



Please rate each of the following in the Goodyear community:

COMPARISON TO NATIONAL BENCHMARK:

PERCENT EXCELLENT OR GOOD

- Higher
- Similar
- Lower

Goodyear as a place to work

74%

Goodyear as a place to visit

59%

Overall quality of business and service establishments

65%

Variety of business and service establishments

50%

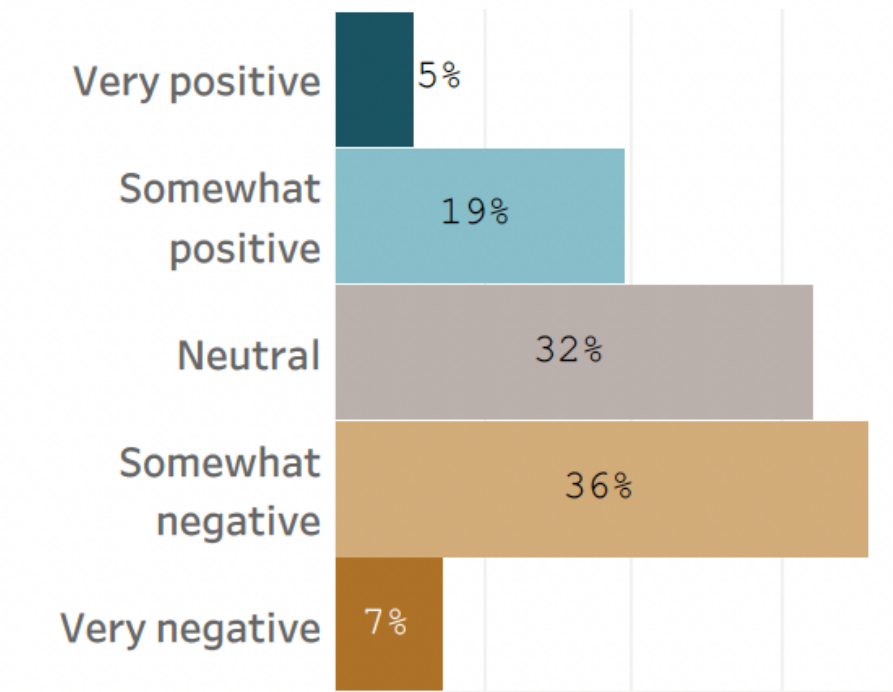
Vibrancy of downtown/commercial area

40%

The Economy in Goodyear



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:



9 in 10 residents

Rated Goodyear's overall economic health as essential or very important for the community to focus on in the coming two years.



Key Finding #2

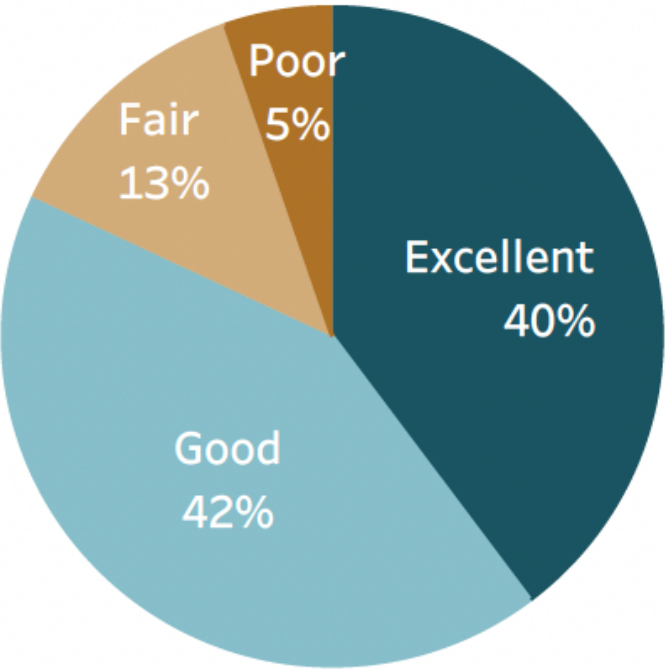
Residents appreciate parks and recreation opportunities in Goodyear, but identify challenges with outdoor amenities and the natural environment.



Parks and Recreation in Goodyear



Overall quality of parks and recreation opportunities, 2023



Please rate each of the following in the Goodyear community:

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT OR GOOD

Availability of paths and walking trails

53%

Fitness opportunities

68%

Recreational opportunities

68%

City parks

78%

Recreation programs or classes

77%

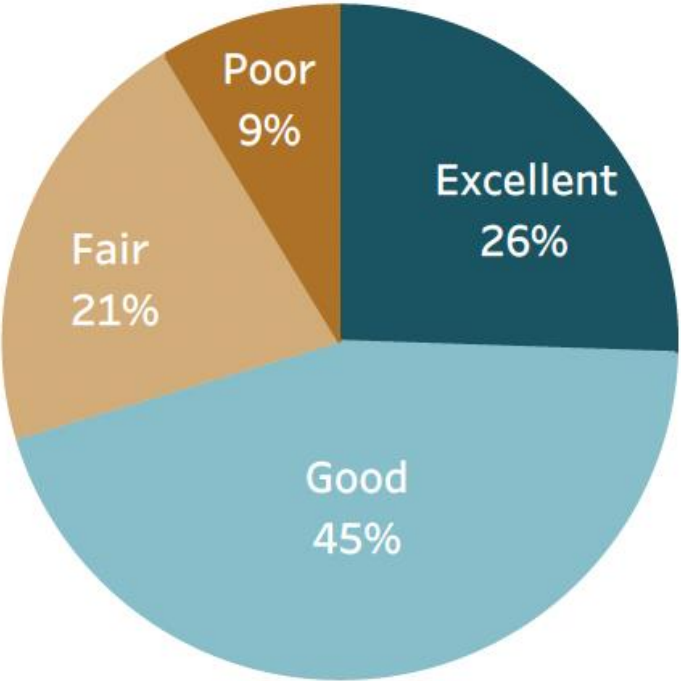
Recreation centers or facilities

82%

The Natural Environment in Goodyear



Overall quality of natural environment in Goodyear, 2023

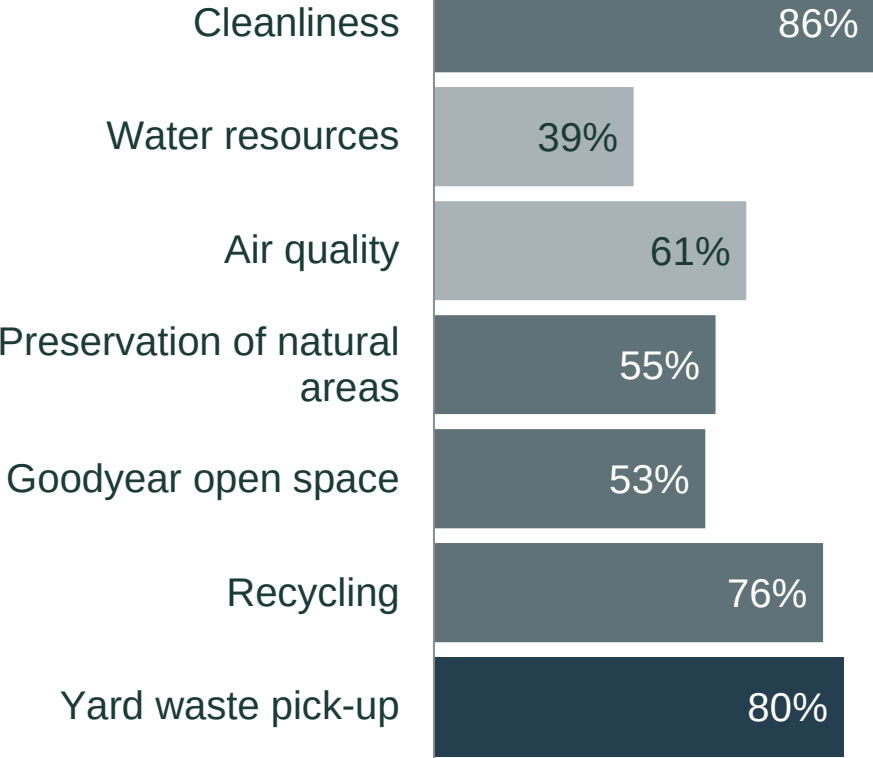


Please rate each of the following in the Goodyear community:

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT OR GOOD





Key Finding #3

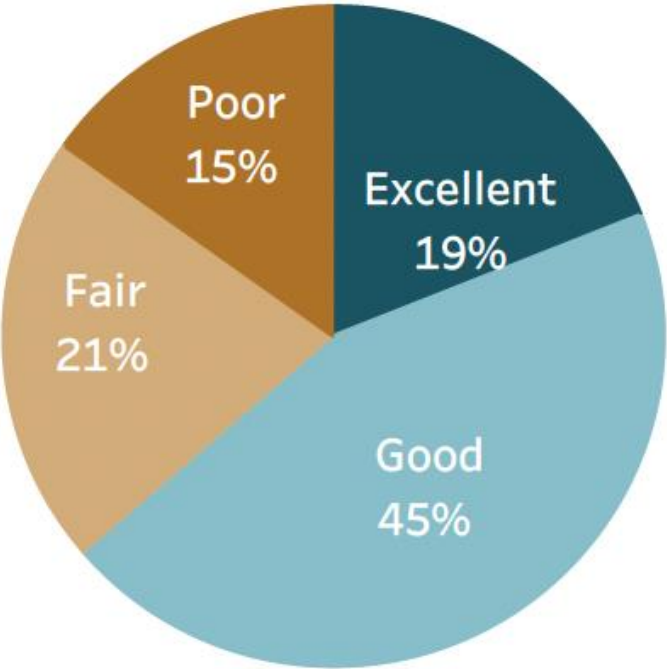
Community Design is a resident priority, with some ratings decreasing over time.



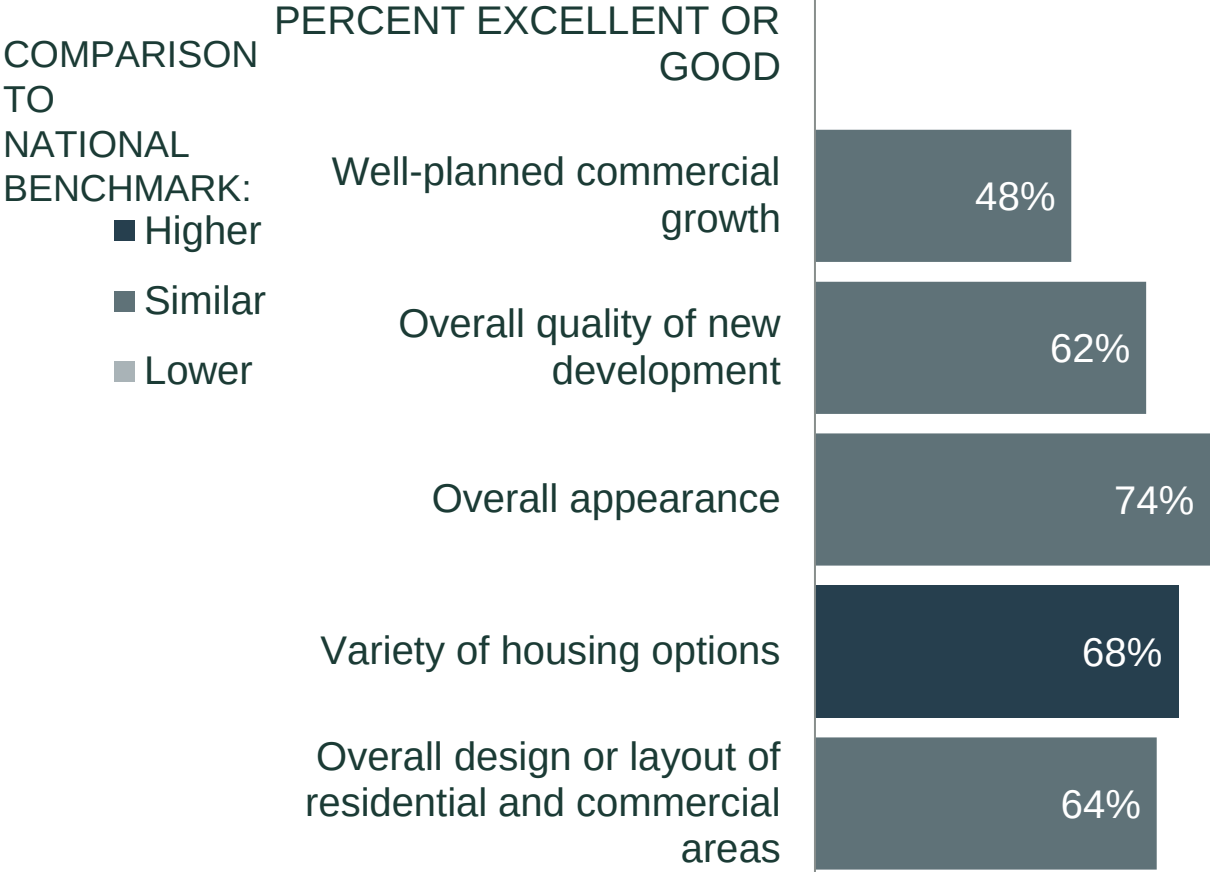
Community Design in Goodyear



Overall design or layout of Goodyear’s residential and commercial areas, 2023



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





Key Finding #4

Ratings for educational, arts, and cultural opportunities have improved, and residents report higher levels of engagement at community events.

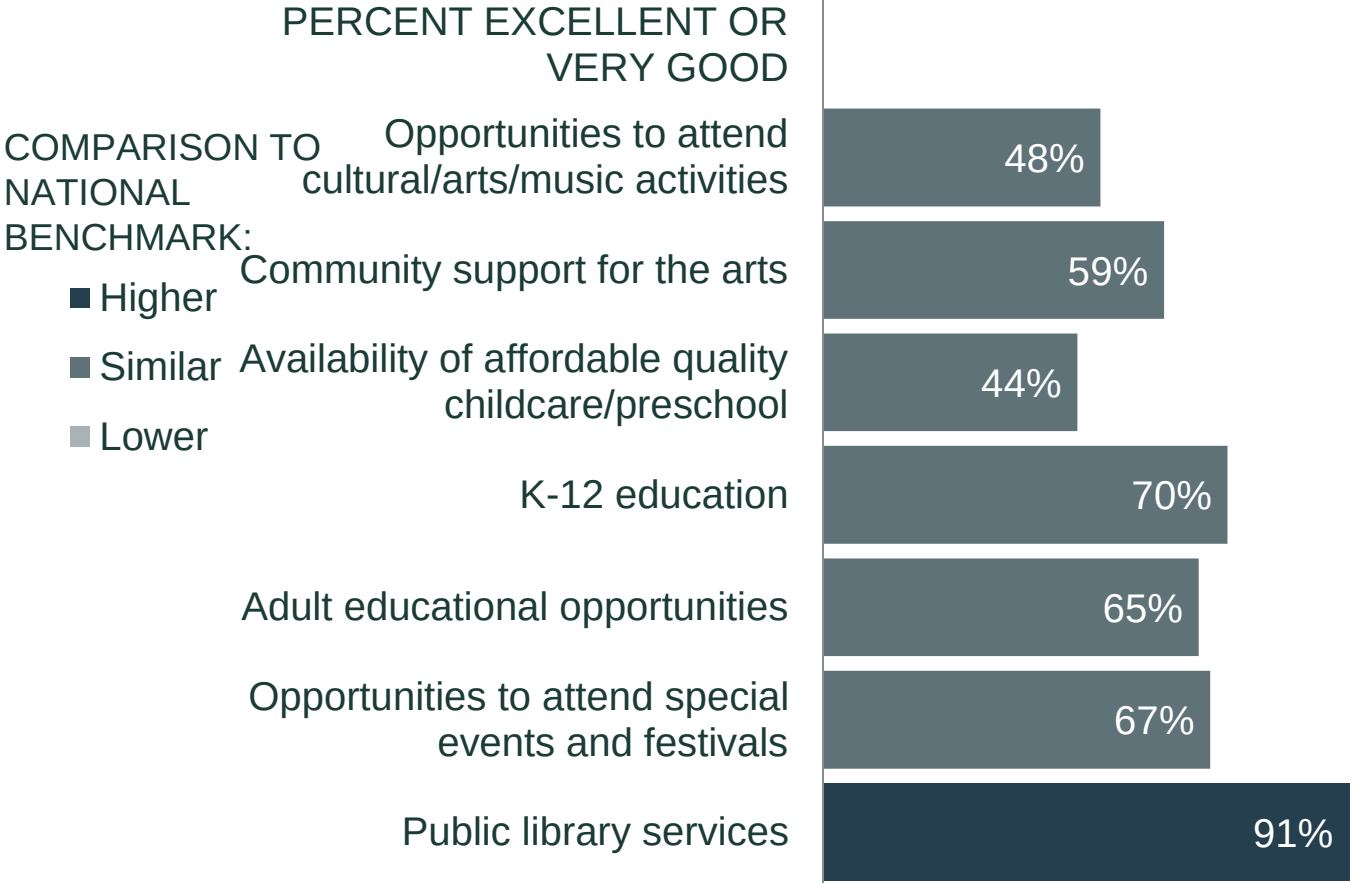
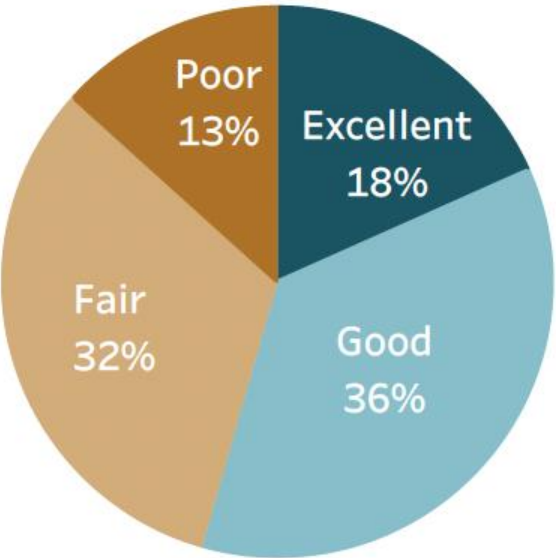


Education, Arts, and Culture in Goodyear



Please rate each of the following in the Goodyear community.

Overall opportunities for education, culture and the arts, 2023



Additional Special Topics

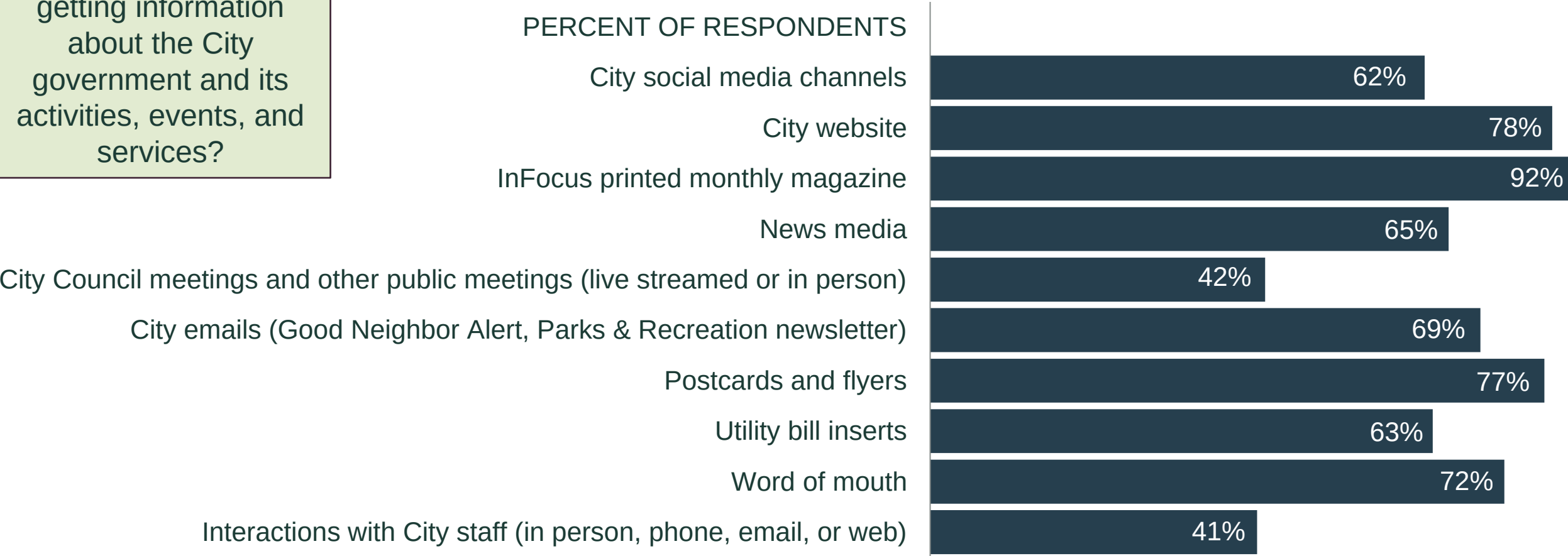
13. How much of a source, if at all, are each of the following for you for getting information about the City government and its activities, events, and services?

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
City social media channels	1	2	3
City website	1	2	3
InFocus printed monthly magazine	1	2	3
News media	1	2	3
City Council meetings and other public meetings (live streamed or in person)	1	2	3
City emails (Good Neighbor Alert, Parks & Recreation newsletter)	1	2	3
Postcards and flyers.....	1	2	3
Utility bill inserts.....	1	2	3
Word of mouth	1	2	3
Interactions with City staff (in person, phone, email, or web).....	1	2	3

Resident Information Sources



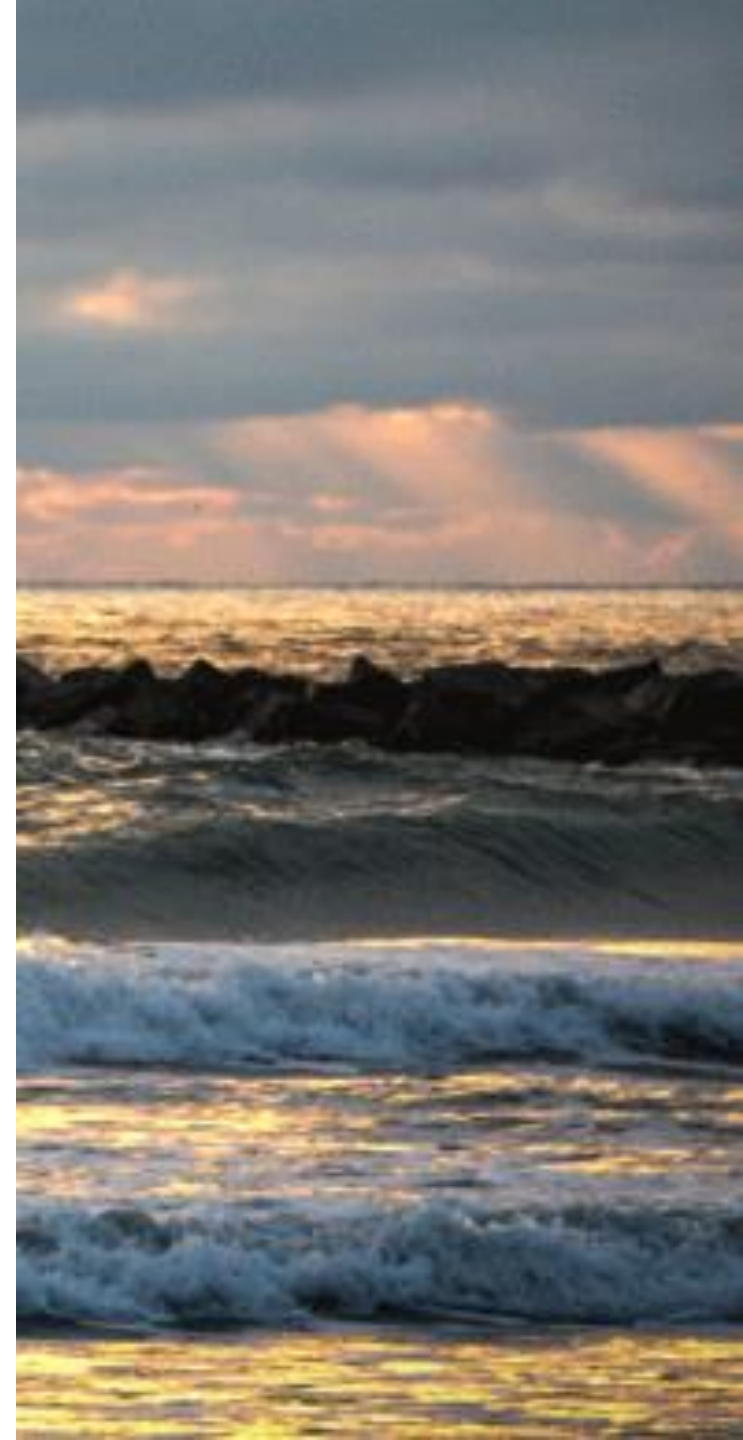
How much of a source, if at all, are each of the following for you for getting information about the City government and its activities, events, and services?





Summary of Conclusions

- Resident ratings of the economy and affordability in Goodyear have declined over time.
- Community Design is a resident priority, with some ratings decreasing over time.
- Residents appreciate parks and recreation opportunities in Goodyear, but identify challenges with outdoor amenities and the natural environment.
- Ratings for educational, arts, and cultural opportunities have improved, and residents report higher levels of engagement at community events.



Questions?



Thank you!

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Polco



NRC