

THE NCSTM
The National Citizen SurveyTM

Avondale, AZ

The National Citizen SurveyTM © 2001-2016 National Research Center, Inc.
The NCSTM is presented by NRC in collaboration with ICMA.

About

The National Citizen Survey™ (The NCS™) – administered through the National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

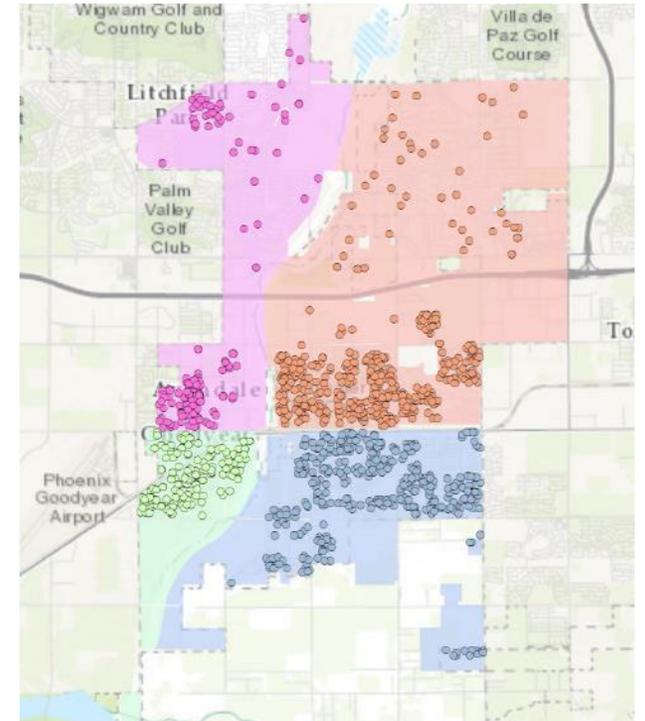
The National Citizen Survey™ (The NCS) report is about the “livability” of Avondale.

- October 2016, select surveys mailed, and an opt-in online option was provided to residents as well.
- Opinions of a representative sample of 706 residents; 163 Mail responses, 543 email.

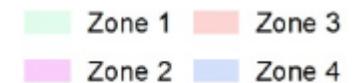


About

- Trash zones (Zones 1, 2, 3, 4).
- National benchmarks were administered in the data analysis process amongst 500 other communities.



Location of survey participants

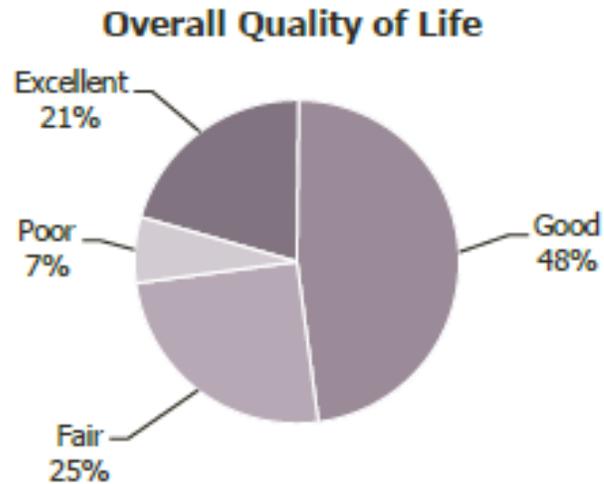


About

- The NCS captures residents' opinions within the three pillars of a community and across eight central facets of community
 - Community Characteristics, Governance and Participation
 - Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement



Results – Quality of Life

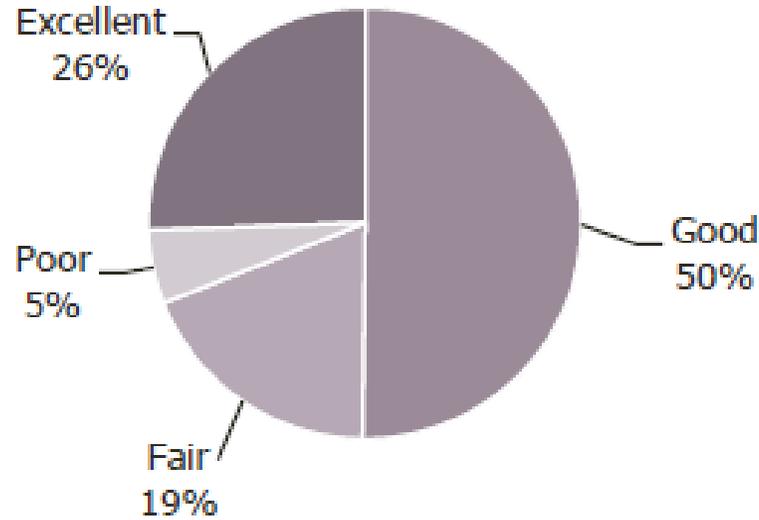


A majority of residents enjoy a positive quality of life.

- Quality of life in Avondale was generally rated as excellent or good by around 7 in 10 residents.
- Around three-quarters of residents positively rated the City as a place to live
- A vast majority indicated that they were likely to remain living in Avondale for the next five years.

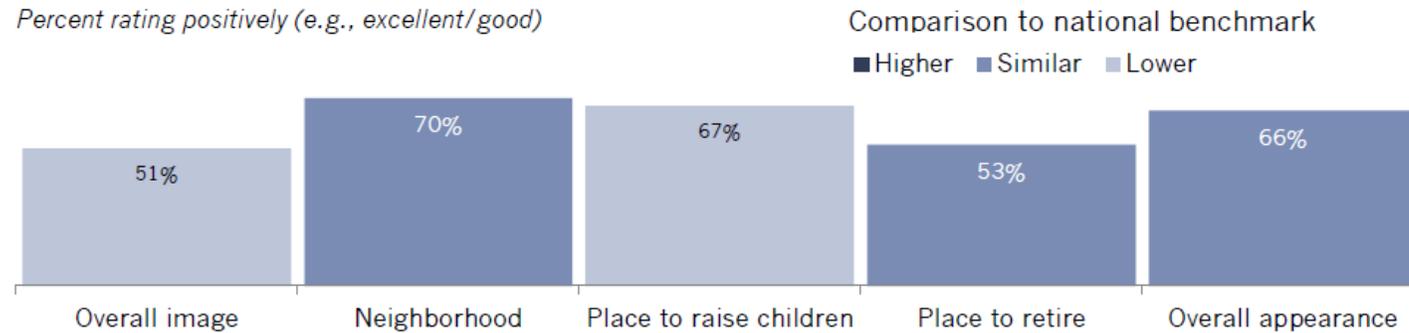
Community Characteristics

Place to Live



76% rated the City as an excellent or good place to live

Community Characteristics



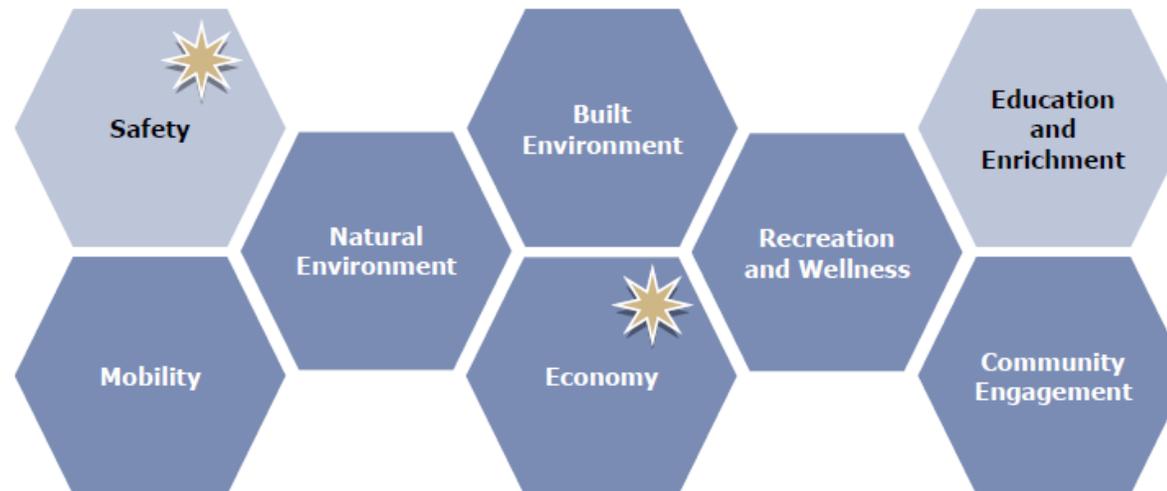
- Ratings for Avondale neighborhoods as places to live and its overall appearance were similar to the national benchmark; however, ratings for Avondale as a place to raise children was lower than in comparison communities.
- Around half of residents gave excellent or good ratings to Avondale as a place to retire (a rating which was similar to the benchmark) and to the overall image of the City (a rating which was lower in Avondale than elsewhere).

Priorities & Bench Marks

Residents identified Safety and Economy as priorities for the Avondale community in the coming two years.

- Avondale residents gave favorable ratings to Economy as well as to Mobility, Natural Environment, Built Environment, Recreation and Wellness and Community Engagement.
- Ratings for Safety and Education and Enrichment lagged a bit behind comparison communities.

★ Most important



Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

Important Facet of Focus - Safety

Safety was an important facet to quality of life in Avondale.

- Overall, about 6 in 10 residents positively rated their overall feeling of safety, which was lower than levels across the nation.
- Safety services such as police, fire, ambulance/EMS, fire prevention and animal control all received positive ratings that were similar to the benchmark; however, overall most Safety aspects were lower than the benchmark.
- Additionally, more residents in Avondale indicated they had reported a crime and were the victims of crime than in comparison communities.

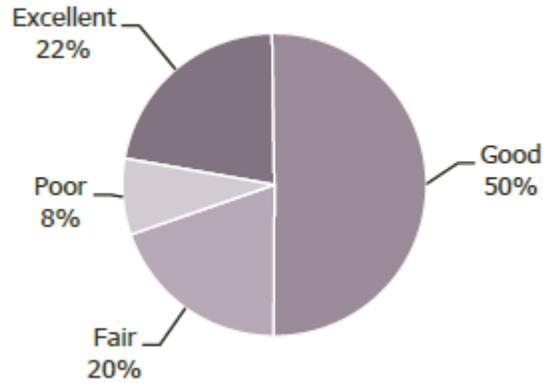
Important Facet of Focus - Economy

Residents value aspects related to the Economy and emphasize its importance.

- Economy was an important facet to focus on in the coming two years.
- Economy ratings tended to be strong and similar ratings seen in other communities.
- A majority of residents positively rated the overall economic health of Avondale, business and services, cost of living in the City and shopping opportunities. Nearly all residents reported purchasing goods or services in Avondale and more than half of residents rated the economic development in the city as excellent or good.
- Residents rated Avondale as a place to visit and place to work less favorably and few respondents reported working within City limits.

Services

Overall Quality of City Services



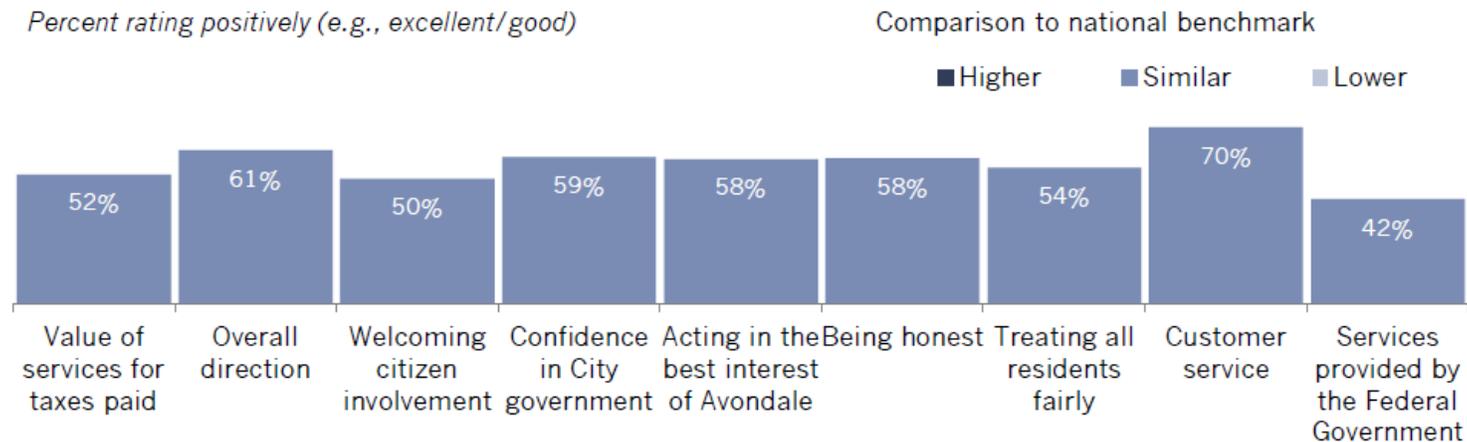
Respondents evaluated over 30 individual services and amenities available in Avondale.

- The overall quality of the services provided by Avondale as well as the manner in which these services are provided are a key component of how residents rate their quality of life.
- Nearly three-quarters of residents gave excellent or good ratings to the overall quality of services provided by the City of Avondale, while fewer than half of respondents positively rated the services provided by the Federal Government.

Governance

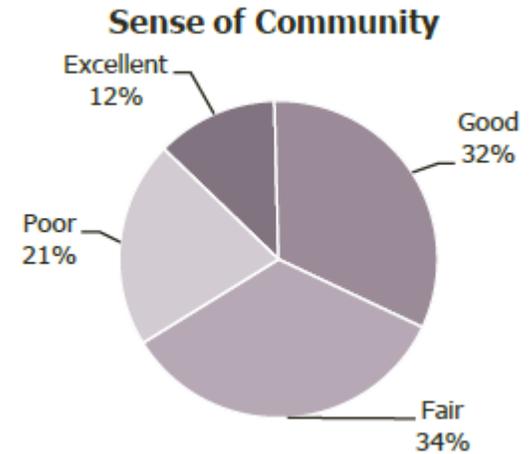
Survey respondents also rated various aspects of Avondale's leadership and governance.

Around 7 in 10 residents favorably rated the overall custom service provided by Avondale employees and around 6 in 10 rated the overall direction the City is taking, overall confidence in City government, generally acting in the best interest of Avondale and City government's honesty as excellent or good. This is similar to the national benchmark.



Participation

Fewer than half of respondents positively rated their overall sense of community, which was lower than ratings in comparison communities.

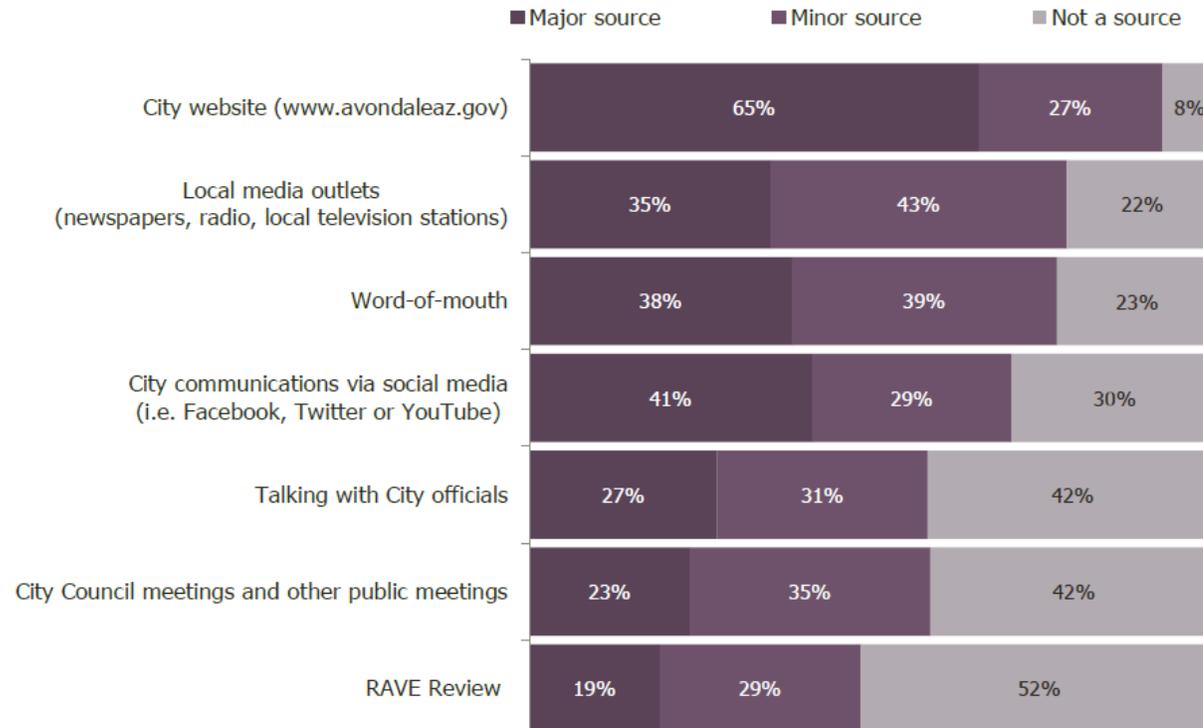


- Overall, Avondale residents reported being less engaged in aspects related to Mobility, Education and Enrichment and Community Engagement.
- Fewer respondents in Avondale worked within City limits or used Avondale recreation centers compared to residents living in other communities.

Information

Most residents (92%) reported that they used the City website as a major or minor source of information.

Around 7 in 10 or more residents said they utilized local media outlets such as newspapers, radio and local television stations as well as word-of-mouth and City social media communications as minor or major sources of information about City government activities.



Reports:

1. Dashboard Summary of Findings
2. Community Livability Report
3. Comparisons by Geographic Subgroups
4. Guide to Understanding and Using Your Reports