



Town of Gilbert

Gilbert Resident Survey

Summary Report 2019

Additional information related to this report is available at:
<http://www.gilbertaz.gov/departments/town-hall/resident-survey>

Additional Reports:

- Community Livability Report
- Dashboard Summary of Findings
- Comparisons by Geographic Subgroups
- Trends over Time
- Technical Appendices

Executive Summary

The following summary is intended to provide a brief synopsis of the data presented in the National Citizen Survey (NCS), completed in late June 2019 by the National Research Center (NRC). The resident survey was commissioned by Gilbert and sought to gather data on the livability of Gilbert, reflected by the attitudes, behaviors, and beliefs of our residents. The following highlights how Gilbert ranks on a national scale, how Gilbert benchmarks with peer communities, a comparison of Gilbert's northern and southern residents, and any changes since the 2017 survey. The margin of error around any reported percentage is 2% for all respondents and the level of confidence is 95%.

For detailed information and data, view the full report at: gilbertaz.gov/residentsurvey (<https://www.gilbertaz.gov/departments/town-hall/resident-survey>)

Who Took the Survey?

Gilbert used a combination of a mailed survey and an opt-in online survey. To equally solicit northern and southern Gilbert residents, SanTan Freeway 202 was used as a dividing boundary for survey respondents. Upon completion of data collection for both the scientific (probability) and non-scientific open participation online opt-in (non-probability) surveys, data were compared in order to determine whether it was appropriate to combine, or blend, both datasets together. In the case of Gilbert, characteristics of respondents to the non-probability survey were similar to the probability survey, in both respondent trait and opinion, indicating that the two datasets could be blended. This decision reflects a growing trend in survey research toward integration of traditional scientific probability survey respondents and non-probability survey respondents (opt-in). It is also in alignment with the town's desire to make the survey as accessible as possible through a variety of channels.

The survey was completed by 2,534 residents, an increase of 109% from 2017 which had 1,211 completed surveys. Gilbert has one of the highest response rates for the online opt-in survey. Communities typically get a few hundred responses, with approximately 20% garnering over 1,000.

Demographic information demonstrates that 72% are between the ages of 25 to 54 years old, 89% of the respondents identified as white and 69% work full time. 80% own a home, 50% have children under age 17 living at home, and 58% of respondents have lived in Gilbert for less than 10 years.

Livability Report

The livability report demonstrates where Gilbert ranks amongst its peers as well as on a national scale. Livability is measured across three (3) subject areas which include: Community Characteristics, Governance, and Participation. Within those three (3) subject areas there are eight (8) central themes: Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation

and Wellness, Education and Enrichment, and Community Engagement.

Nearly all residents rated the quality of life in Gilbert as excellent or good, which exceeded national benchmark averages. As in 2017, residents identified Safety and Economy as priorities for the Gilbert community in the coming two years and both of these facets, as well as Mobility, Built Environment and Recreation and Wellness, surpassed levels seen in other communities.

Ratings within the pillars of Community Characteristics and Governance were strong and tended to exceed levels seen in other communities nationwide. The ratings of community characteristics for Gilbert were robust with 78% of the rankings higher or much higher than the national benchmark. Additionally, in the Governance category, 76% of the facets were ranked higher than the national benchmarks. Levels of Participation were similar to national averages.

Categories Gilbert ranked #1:

Nationwide (over 600 communities)

- Overall quality of new development in Gilbert
- Availability of affordable quality food

Peer Communities (up to 17 communities including Chandler, Mesa, Scottsdale, and Tempe)

- 51% of all 130 categories including overall quality of life in Gilbert and overall image or reputation of Gilbert

Gilbert ranked “Much Higher”, “Higher” or “Similar” in all 130 categories except:

Nationwide

- Used bus, rail, subway or other public transportation instead of driving
- Stocked supplies in preparation for an emergency

Peer Communities

- Used bus, rail, subway or other public transportation instead of driving

Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall:

Respondents’ ratings of Gilbert as a place to live eclipsed ratings in other communities, ranking 5th out of 395 municipalities with 98% rating the town as an excellent or good place to live. Overall, most ratings for aspects of Community Characteristics were positively reviewed by at least 7 in 10 participants and were similar to or higher than national and peer averages.

The lowest-rated service was travel by public transportation; however, this category was still awarded excellent or good scores from 31% of residents and was similar to the national benchmark.

Geographic:

While residents' experiences and opinions varied in some cases by region (north or south of SanTan Freeway 202), a clear pattern of how geographic location impacted opinion did not emerge. For example, those who lived South of SanTan Freeway 202 had higher ratings than those who lived North for some items within Mobility (traffic flow and ease of public parking), but also some lower ratings under that same topic (ease of travel by public transportation and by walking). Thus, despite some variability, no region appeared to have consistently higher or lower ratings.

Trends Over Time:

One increase and two decreases were observed in 2019 in the area of Mobility. Residents were more pleased with the ease of walking in Gilbert in 2019, rebounding to levels seen in 2015 and 2013, but felt less positively about traffic flow and ease of travel by public transportation.

Some decreases were seen in 2019 compared to 2017 for aspects of housing: the variety of housing options and availability of affordable quality housing decreased over time; although ratings of the variety of housing options in 2019 were on par with those given in 2015 and 2013. Also, reviews for the variety of housing, exceeded national and peer levels (2nd in the nation) and as did ratings for the availability of affordable housing. Additionally, fewer residents reported they were under housing cost stress in 2019 than in 2017.

Table 1 below highlights percent ratings that have decreased over time, comparing the 2019 ratings to its previous survey results in 2013, 2015, and 2017.

Table 1

		Percent rating positively (e.g. excellent/good, very/somewhat safe)			
		2013	2015	2017	2019
Mobility	Overall ease of travel	NA	92%	86%	85%
	Travel by bicycle	74%	71%	73%	69%
	Travel by public transportation	NA	33%	38%	31%
	Traffic flow	71%	75%	71%	63%
Built Environment	Overall built environment	NA	84%	86%	83%
	Affordable quality housing	77%	72%	66%	67%
	Housing options	79%	83%	89%	81%
Recreation and Wellness	Mental health care	NA	58%	68%	58%
Education and Enrichment	Adult education	NA	69%	61%	65%
Community Engagement	Openness and acceptance	76%	67%	72%	70%

Governance

How well does the government of Gilbert meet the needs and expectations of its residents?

Overall:

All government performance ratings transcended national and peer benchmark averages, with several items ranked within the top 10 in the country. The Town excelled in all areas of performance with at least 7 in 10 respondents providing high scores to each aspect. About 9 in 10 participants or more awarded high marks to police, fire, ambulance/EMS, crime prevention and fire prevention, garbage collection, recycling, sewer, Town parks and public libraries. Moreover, ratings for street lighting; sidewalk maintenance; storm drainage; land use, planning and zoning; economic development and public information services were all ranked in the top 10 nationally.

The lowest-rated services were traffic signal timing, drinking water and bus or transit services; however, each of these were still awarded excellent or good scores from at least half of residents and were on par with national comparison communities.

Geographic:

Residents who resided in the South region provided higher marks to aspects of government performance, such as the overall confidence in Town government, and the Town acting in the best interest of the community, being honest and treating all residents fairly. Southern region respondents also gave higher ratings to most services related to Safety (e.g., police/sheriff, ambulance/EMS, crime and fire prevention) and Mobility (e.g., street repair, cleaning and lighting and traffic enforcement) compared to their Northern counterparts.

Table 2

Percent rating positively (excellent/good)	Region		Overall
	North of 202	South of 202	
Overall confidence in Town government	75%	79%	76%
Town acting in the best interest of the community	77%	83%	79%
Being honest	77%	85%	81%
Treating all residents fairly	76%	84%	80%
Overall feeling of safety	94%	97%	96%
Mobility- Traffic Signal Timing	61%	66%	63%
Mobility- Street Repair	63%	70%	66%
Mobility- Traffic Enforcement	68%	78%	72%

Trends Over Time:

Survey participants' evaluations for Town-sponsored special events increased in 2019. Value of services for taxes paid rated 79% positively, 8% higher compared to 2017, ranking Gilbert 6th nationally and 1st compared to peer communities. In addition, welcoming resident involvement rated 74% positively, 8% higher compared to 2017.

Table 3 below highlights percent ratings that have decreased over time, comparing the 2019 ratings to its previous survey results in 2013, 2015, and 2017.

Table 3

		Percent rating positively (e.g. excellent/good, very/somewhat safe)			
		2013	2015	2017	2019
Safety	Police	92%	88%	92%	90%
Mobility	Traffic enforcement	79%	85%	77%	72%
	Street cleaning	86%	84%	82%	82%
	Traffic signal timing	68%	75%	67%	63%
	Bus or transit services	56%	59%	59%	53%
Natural Environment	Recycling	94%	92%	94%	89%
	Drinking water	49%	63%	65%	62%
Built Environment	Code enforcement	59%	71%	70%	68%

Participation

Are the residents of Gilbert connected to the community and each other?

Overall:

Most residents feel connected to the town, with around 8 in 10 assessing the sense of community as excellent or good, which eclipses levels seen elsewhere across the nation. Additionally, 97% of survey respondents indicated they would be very or somewhat likely to recommend Gilbert to someone who might ask (which was higher than the national benchmark) and 92% reported they would remain in the community for the next five years. Survey respondents reported lower than average rates of stocking supplies in case of an emergency (which decreased in 2019) and using public transportation instead of driving.

Geographic:

Rates of Participation in the community based on region tended to vary. Residents who lived North of the freeway were more likely to recommend living in Gilbert to someone who asks and participate in alternative transportation in lieu of driving (walk, bike or use public transit). Conversely, they were less likely to have recycled, done a favor for a neighbor or attended a local public meeting compared to those from the area South of SanTan Freeway 202.

Trends Over Time:

Differences were noted within the facet of Community Engagement, as residents awarded higher scores to the opportunities to participate in community matters, volunteer and attend social events and activities in 2019. However, residents reported lower rates of volunteering and participating in

clubs than in previous years.

Other notable changes over time were revealed within the areas of Education and Enrichment and Recreation and Wellness. In 2019, Gilbert residents gave higher reviews to Town-sponsored special events and more residents reported that they had attended an event put on by the Town. Decreases in these facets since 2017 included evaluations of the availability of affordable quality mental health care and fewer respondents indicated they had used Gilbert recreation centers or maintained a healthy diet.

Table 4 below highlights percent ratings that have decreased over time, comparing the 2019 ratings to its previous survey results in 2013, 2015, and 2017.

Table 4

		Percent rating positively (e.g. excellent/good, very/somewhat safe)			
		2013	2015	2017	2019
General	Remain in Gilbert	93%	94%	95%	92%
Safety	Stocked supplies for an emergency	NA	25%	29%	20%
Mobility	Used public transportation instead of driving	NA	11%	8%	7%
Built Environment	Did NOT observe a code violation	NA	59%	60%	55%
Recreation and Wellness	Used Gilbert recreation centers	59%	52%	62%	51%
	Ate 5 portions of fruits and vegetables	NA	87%	89%	79%
Education and Enrichment	Used Gilbert public libraries	70%	59%	62%	55%
	Participated in religious or spiritual activities	59%	45%	53%	44%
Community Engagement	Volunteered	42%	36%	40%	31%
	Participated in a club	27%	24%	24%	17%
	Read or watched local news	NA	80%	78%	75%

Custom Questions

The Town of Gilbert included three questions of special interest. The questions sought to understand what aspects of the community influence residents to move to Gilbert and which would

influence a decision to relocate. The survey also gathered feedback on the variety and frequency of community events.

The top three reasons for living in Gilbert:

- Feel safe in Gilbert (83% major influence)
- Quality of life in general (81% major influence)
- Housing options (70% major influence)

More than 8 in 10 residents also stated that the image or reputation and sense of community played a role. Less than half of respondents cited access to convenient transportation or retirement as an influence.

The top three reasons for relocating away from Gilbert:

- Cost of living (81% major influence)
- Quality of life in general (81% major influence)
- Better housing options (74% major influence)

As with their decision to live in Gilbert, more than 4 in 10 respondents felt that access to transportation and retirement would not be a consideration if they considered relocation.

Community Events:

A majority of residents indicated that both the current variety and frequency of Town-hosted or co-sponsored events was about right, while about 4 in 10 would like to see events more often and at increased variety. Almost no respondents preferred a decreased variety or frequency of events.

2017 to 2019 Comparisons

Overall, ratings in Gilbert for 2019 generally remained stable. Of the 130 items for which comparisons were available, 109 items (84%) were rated similarly in 2017 and 2019, 12 items showed a decrease in ratings and 9 showed an increase in ratings:

Table 5

	Increase in ratings from 2017	Decrease in ratings from 2017
Built Environment	NOT under housing cost stress (68% to 75%)	Affordable quality housing (66% to 57%)
		Housing options (89% to 81%)
Community Engagement	Social events and activities (73% to 80%)	Volunteered (40% to 31%)
	Opportunities to participate in community matters (68% to 77%)	Participated in a club (24% to 17%)
	Opportunities to volunteer (73% to 79%)	

Education and Enrichment	Special events (71% to 80%)	Used Gilbert public libraries (62% to 55%)
	Attended a Town-sponsored event (41% to 49%)	Participated in religious or spiritual activities (53% to 44%)
Governance	Value of services for taxes paid (71% to 79%)	
	Welcoming resident involvement (66% to 74%)	
Mobility	Ease of walking (75% to 82%)	Travel by public transportation (38% to 31%)
		Traffic flow (71% to 63%)
Recreation and Wellness		Mental health care (68% to 58%)
		Used Gilbert recreation centers (62% to 51%)
		Ate 5 portions of fruits and vegetables (89% to 79%)
Safety		Stocked supplies for an emergency (29% to 20%)

City of the Future

Gilbert is on a mission to be the City of the Future by focusing on keeping the thriving community that Gilbert is today well into the future. With population buildout estimates exceeding 300,000, continued strategic visioning will be the role of the Gilbert Town Council and staff in the years to come. Below summarize the findings in the survey to anticipate change, create solutions and help people and our businesses.

Resident Priorities

Since 2015, residents identified Safety and Economy as the most important priorities for the Gilbert community in the coming two years and both facets surpassed levels seen in other communities.

Safety:

In 2019, Safety ranked higher in the national benchmark compared to previous years while maintaining similar positive ratings.

Table 6

	Percent rating positively (e.g. excellent/good, very/somewhat safe)			
	2013	2015	2017	2019
Overall feeling of safety	NA	98%	96%	96%
Safe in neighborhood	95%	98%	98%	98%

Safe downtown (Heritage District) area	92%	98%	98%	98%
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Economy:

Gilbert’s Economy is going strong, but affordability might be a future consideration. Not only were all Economy-related characteristics and services rated higher or much higher than U.S. comparison communities, several measures rated in the top 10 in the entire country.

The affordability in the community is an important feature, as almost all residents reported that the cost of living and housing options in Gilbert was a major or minor influence on their choice to live in the community. Similarly, both of those factors are the top two considerations residents would use to determine if they were to relocate somewhere outside of Gilbert. While ratings for the variety of housing options, cost of living and availability of affordable quality housing were assessed at levels higher than those seen nationally, both of the measures for housing decreased in 2019. Therefore, affordability may be a consideration for continued excellence in Economy.

Mobility

Evaluations of Mobility tended to outpace comparison communities, however in 2019, residents’ ratings for ease of travel by public transportation and traffic flow decreased. In addition, two of the lowest-rated government services were traffic signal timing and bus or transit services.

Gilbert community members who resided in attached units were also more influenced by access to convenient transportation than their counterparts and is an important factor if they were to decide to relocate away from Gilbert. Therefore, transportation options and flow may be a consideration for continued excellence in mobility.

Engagement & Governance

Most residents feel connected to the town, with around 8 in 10 assessing the sense of community as excellent or good, which eclipses levels seen elsewhere across the nation. However, around 80% of residents have not attended or watched a local public meeting and 57% have not contacted the Town for information. 76% of residents are sometimes, usually, or always reading or watching local news.

Table 7

Answered “No” or “Not at all” whether or not they have done each of the following in the last 12 months	2013	2015	2017	2019
Attended a local public meeting	85%	78%	74%	79%
Watched (online or on television) a local public meeting	74%	80%	71%	81%
Contacted the Town of Gilbert (in-person, phone, email, mobile app or web) for help or information	59%	60%	50%	57%

Table 8

Read or watch local news (via television, paper, online, etc.)	2013	2015	2017	2019
Never	NA	8%	3%	9%
Rarely	NA	11%	11%	16%
Sometimes	NA	21%	18%	27%
Usually	NA	28%	31%	23%
Always	NA	32%	36%	26%

Residents also think highly of their government with at least 8 in 10 awarded high scores the customer service provided by Town employees and the overall direction that the government is taking, as well as Gilbert leadership being honest and treating all residents fairly. However, 88% residents have not contacted elected officials.

Table 9

Answered “No” whether or not they have done each of the following in the last 12 months	2013	2015	2017	2019
Contacted Gilbert elected officials (in-person, phone, email or web) to express your opinion	NA	90%	82%	88%

In 2019, younger residents (18-34) were less likely to indicate that they felt a strong sense of community, would remain in Gilbert for the next five years, would recommend Gilberts as a place to do business or had contacted the Town. These residents were also less likely to participate in a number of engagement activities, including volunteering, interacting with or doing favors for neighbors, attending or watching local meetings, or voting in local elections.

Table 10

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	18-34	35-54	55+
Contacted Gilbert elected officials (in-person, phone, email or web) to express your opinion	5%	14%	15%
Attended a local public meeting	9%	24%	26%
Watched (online or on television) a local public meeting	11%	23%	21%
Read or watch local news (via television, paper, online, etc.)	65%	75%	90%
Vote in local elections	69%	92%	94%

Therefore, younger resident outreach may be a consideration for continued excellence in engagement.

“Don’t know” Responses

Over 50% of respondents answered the following categories as “don’t know”:

- Bus or transit services (72%)
- Ease of travel by public transportation in Gilbert (64%)
- Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) (60%)
- Availability of affordable quality child care/preschool (59%)
- Adult educational opportunities (55%)
- Availability of affordable quality mental health care (54%)

Therefore, outreach and education may be a consideration on the following topics, so residents can make an informed opinion in future assessments.

As we look forward to the future, the information provided in the National Citizen Survey helps determine policies set by Council and the lines of service we provide to our community. We sincerely thank all who participated in the survey; the answers provided herein guide us as a service organization.

THE NCS

The National Community Survey

Gilbert, AZ

Community Livability Report

2019



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

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

About

The National Community Survey (The NCS) report is about the “livability” of Gilbert. The phrase “livable community” is used here to evoke 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.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 2,534 residents of the Town of Gilbert. The margin of error around any reported percentage is 2% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

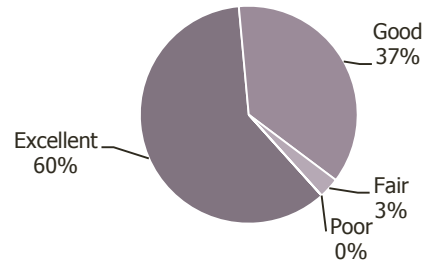


Quality of Life in Gilbert

Nearly all residents rated the quality of life in Gilbert as excellent or good, which exceeded national benchmark averages (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Overall Quality of Life



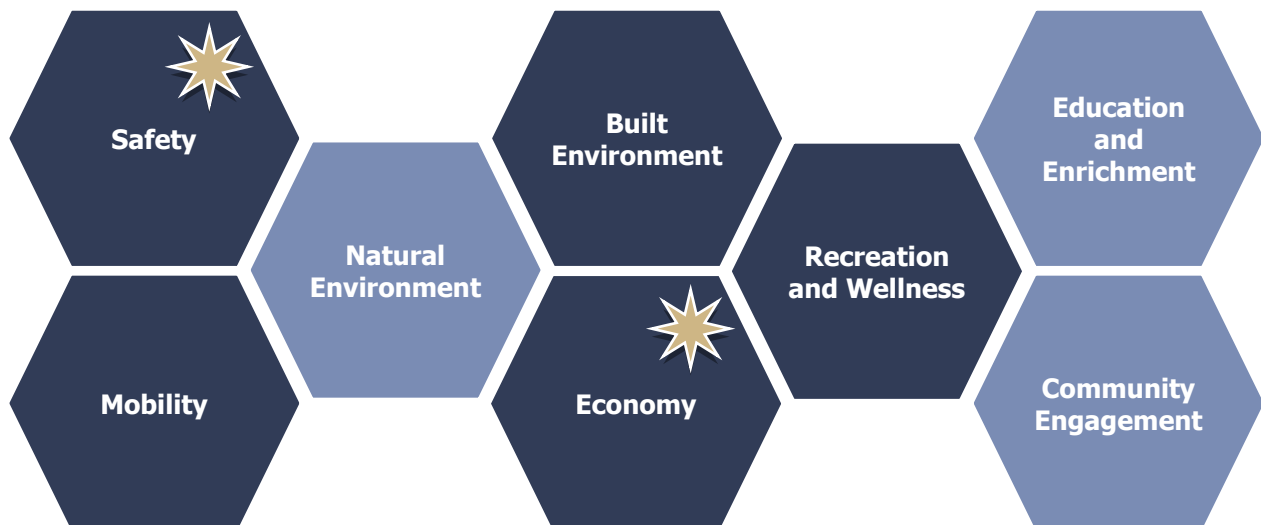
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. As in 2017, residents identified Safety and Economy as priorities for the Gilbert community in the coming two years and both of these facets, as well as Mobility, Built Environment and Recreation and Wellness, surpassed levels seen in other communities. Reviews for the facets of Natural Environment, Education and Enrichment and Community Engagement were on par with comparison municipalities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Gilbert’s unique questions.

Legend

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

- * Most important



Community Characteristics

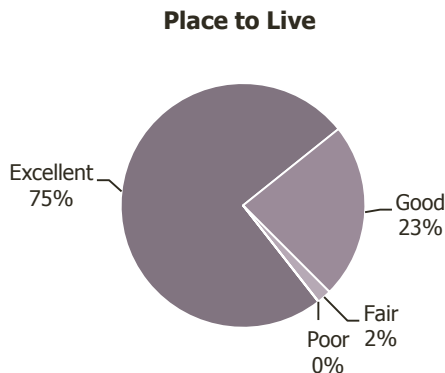
What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Gilbert, 98% rated the town as an excellent or good place to live. Respondents' ratings of Gilbert as a place to live eclipsed ratings in other communities, ranking 5th out of 395 municipalities.

In addition to rating the town as a place to live, respondents rated several aspects of community quality including Gilbert as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Gilbert and its overall appearance. At least 9 in 10 respondents awarded top marks to most general aspects of community livability, including the overall image or reputation of Gilbert, their neighborhoods as places to live and the community as a place to raise children. More than 8 in 10 residents also gave high scores to Gilbert as a place to retire. All of these measures outpaced ratings in national and peer benchmark communities.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Overall, most ratings for aspects of Community Characteristics were positively reviewed by at least 7 in 10 participants and were similar to or higher than national and peer averages.

Evaluations of Mobility tended to outpace comparison communities, with about 7 in 10 respondents or more awarding high marks to nearly all aspects, including ease of travel by various modes of transportation (car, bicycle and by foot), availability of paths and walking trails and overall ease of travel. In 2019, residents' ratings for ease of walking increased since 2017, while scores for ease of travel by public transportation and traffic flow decreased (see the *Trends over Time* report provided under separate cover).



Residents' evaluations of housing, such as the variety of housing options and the availability of affordable quality decreased in 2019. However, reviews for the variety of housing, exceeded national and peer levels (2nd in the nation) and as did ratings for the availability of affordable housing.

Gilbert survey respondents were generally pleased with their opportunities to engage in the community. About 7 in 10 residents or more awarded high marks to all aspects of Community Engagement and assessments for their opportunities to participate in community matters, volunteer and attend social events and activities (a rating that was higher than national averages) increased from 2017 to 2019.

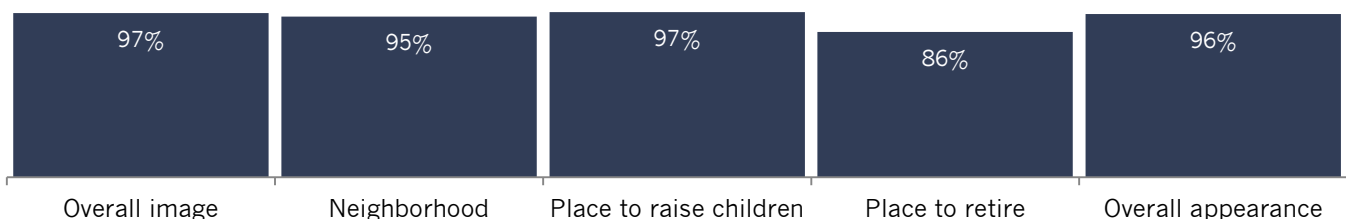
Exceptionally strong ratings were also seen within the areas of Safety, Built Environment, Economy and Recreation and Wellness, as nearly all aspects were evaluated at levels higher than the national and peer comparison municipalities.

Figure 1: Aspects of Community Characteristics

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

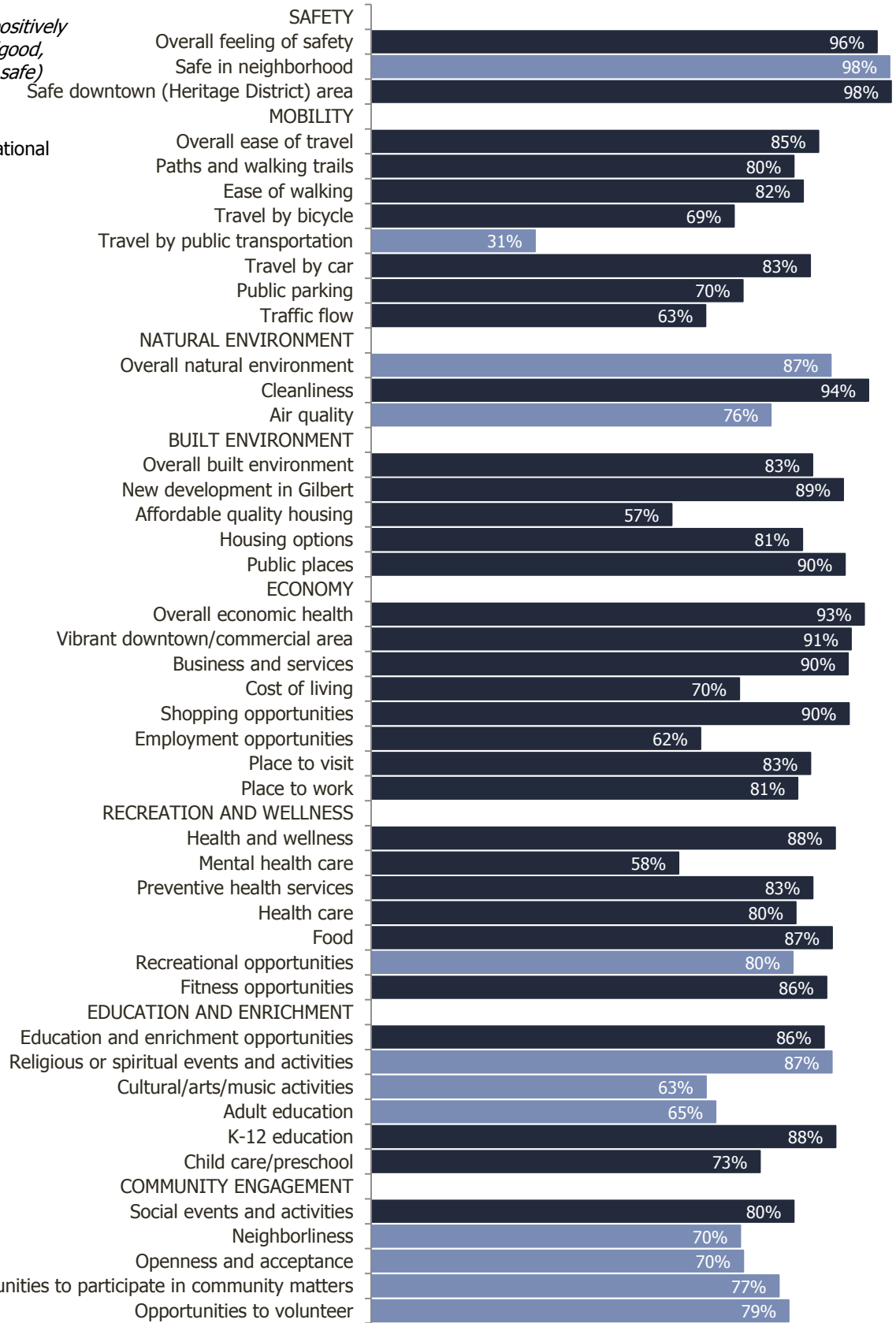


The National Community Survey

Percent rating positively
(e.g., excellent/good,
very/somewhat safe)

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

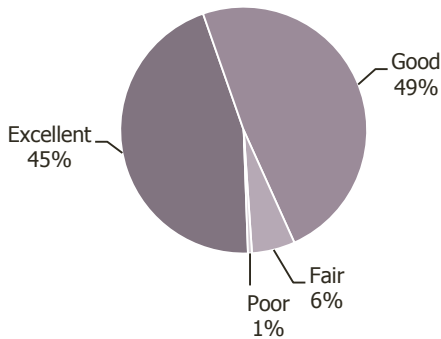
How well does the government of Gilbert meet the needs and expectations of its residents?

The overall quality of the services provided by Gilbert as well as the manner in which these services are provided is a key component of how residents rate their quality of life. Over 9 in 10 survey respondents gave excellent or good ratings to the overall services provided by the Town, resulting in ratings that were higher than national and peer communities.

Survey respondents also rated various aspects of Gilbert’s leadership and governance. The Town excelled in all areas of performance with at least 7 in 10 respondents providing high scores to each aspect, including the value of services for taxes paid and the government welcoming resident involvement; both of these ratings increased from 2017 to 2019. All government performance ratings transcended national and peer benchmark averages, with several items ranked within the top 10 in the country.

Respondents evaluated over 30 individual services and amenities available in Gilbert. In general, at least 6 in 10 residents praised these services and amenities as excellent or good and each were either similar to or higher than communities across the nation and peer municipalities; none of the ratings were lower than the benchmarks. About 9 in 10 participants or more awarded high marks to police, fire, ambulance/EMS, crime prevention and fire prevention garbage collection, recycling, sewer, Town parks and public libraries. Survey participants’ evaluations for Town-sponsored special events increased in 2019. Moreover, ratings for street lighting; sidewalk maintenance; storm drainage; land use, planning and zoning; economic development and public information services were all ranked in the top 10 nationally.

Overall Quality of Town Services

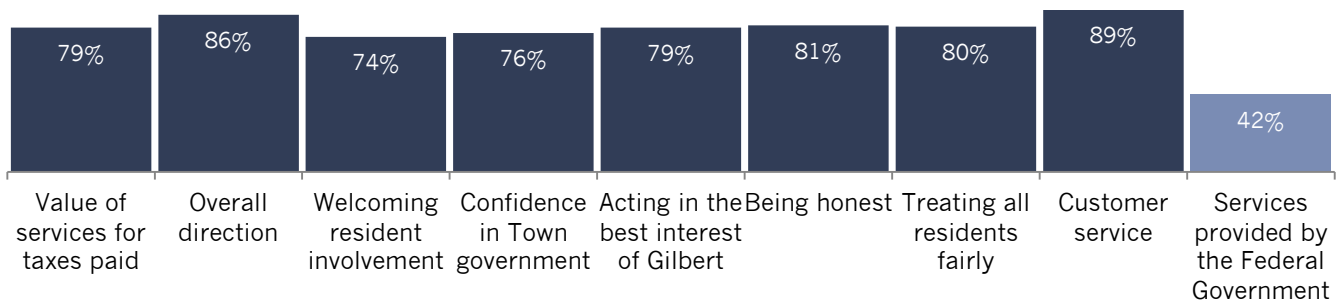


The lowest-rated services were traffic signal timing, drinking water and bus or transit services; however, each of these were still awarded excellent or good scores from at least half of residents and were on par with national comparison communities.

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



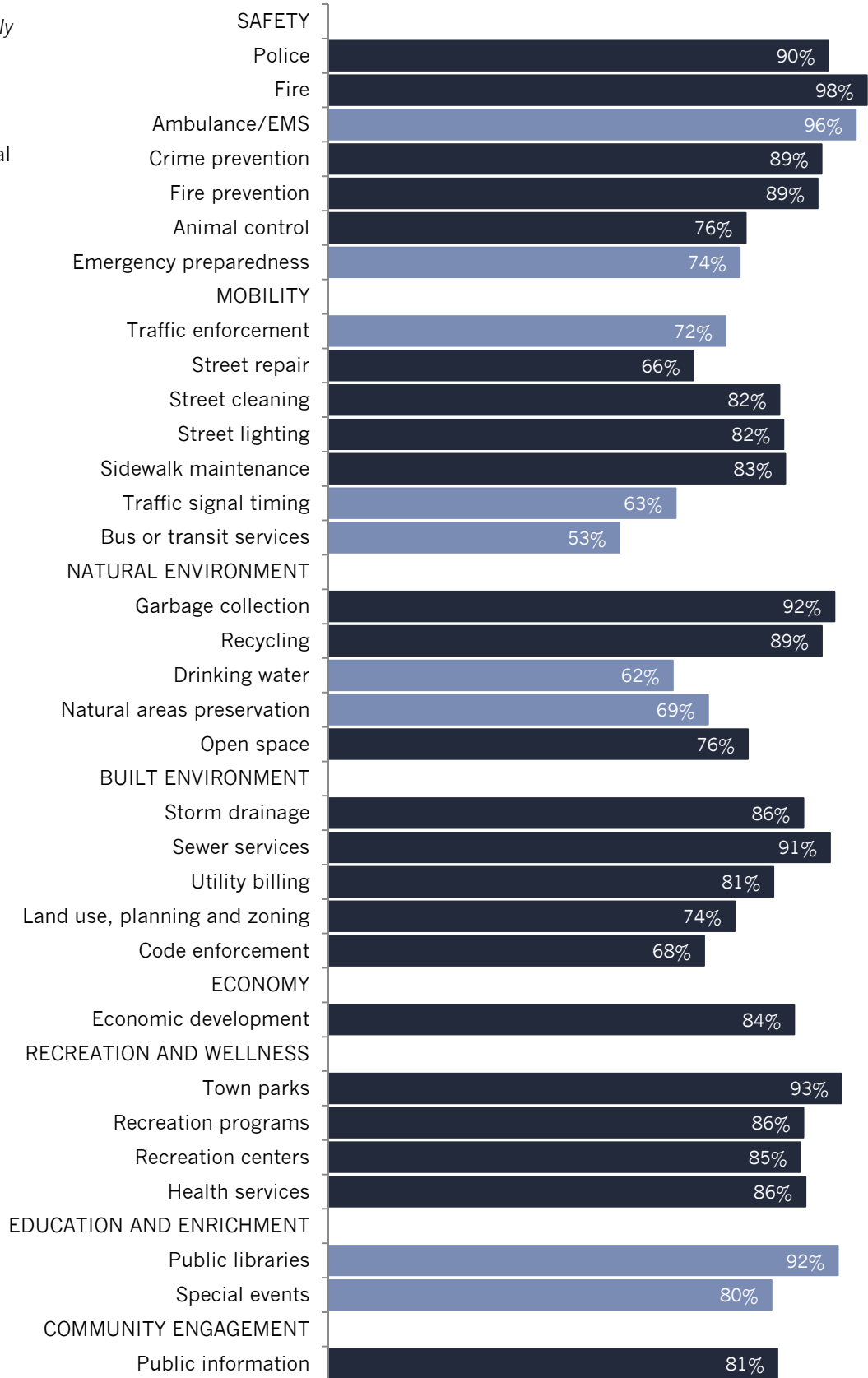
The National Community Survey

Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower



Participation

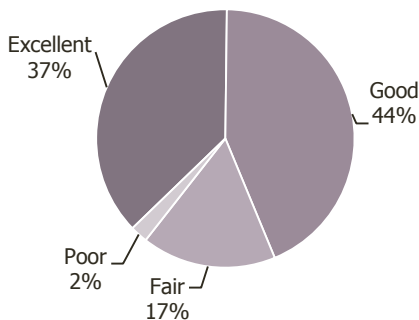
Are the residents of Gilbert connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. Most residents felt connected to the town, with around 8 in 10 assessing the sense of community as excellent or good, which eclipsed levels seen elsewhere across the nation. Additionally, 97% of survey respondents indicated they would be very or somewhat likely to recommend Gilbert to someone who might ask (which was higher than the national benchmark) and slightly fewer reported they would remain in the community for the next five years.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Participation rates within Gilbert tended to be commensurate with national and peer municipalities. At least 8 in 10 residents had not reported a crime nor been the victim of a crime in the 12 months prior to the survey, on par with the rest of the country. Nearly all residents had recycled at home, purchased goods or services in the community, visited a Town park, participated in exercise, interacted with their neighbors and voted in local elections. Survey respondents reported lower than average rates of stocking supplies in case of an emergency (which decreased in 2019) and using public transportation instead of driving.

Participants' rates of carpooling instead of driving (54%) surpassed national and peer averages and Gilbert residents were more optimistic (46%) that the local economy would have a positive impact on their income in the next six months than others across the U.S.

Sense of Community

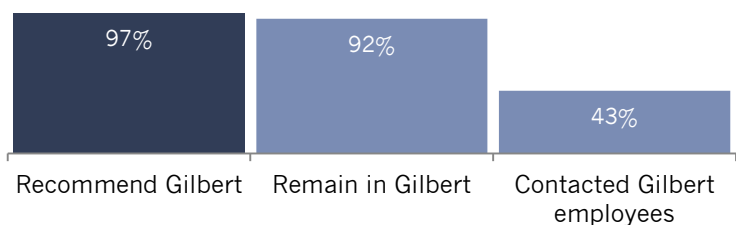


In 2019, Gilbert residents indicated they had used recreation centers and public libraries, volunteered, participated in clubs or in religious or spiritual activities and maintained a healthy diet at lower levels compared to 2017. Conversely, more respondents reported they had attended a Town-sponsored event and fewer residents were under housing cost stress since the last survey administration.

*Percent rating positively
(e.g., very/somewhat likely,
yes)*

*Comparison to national
benchmark*

■ Higher ■ Similar ■ Lower



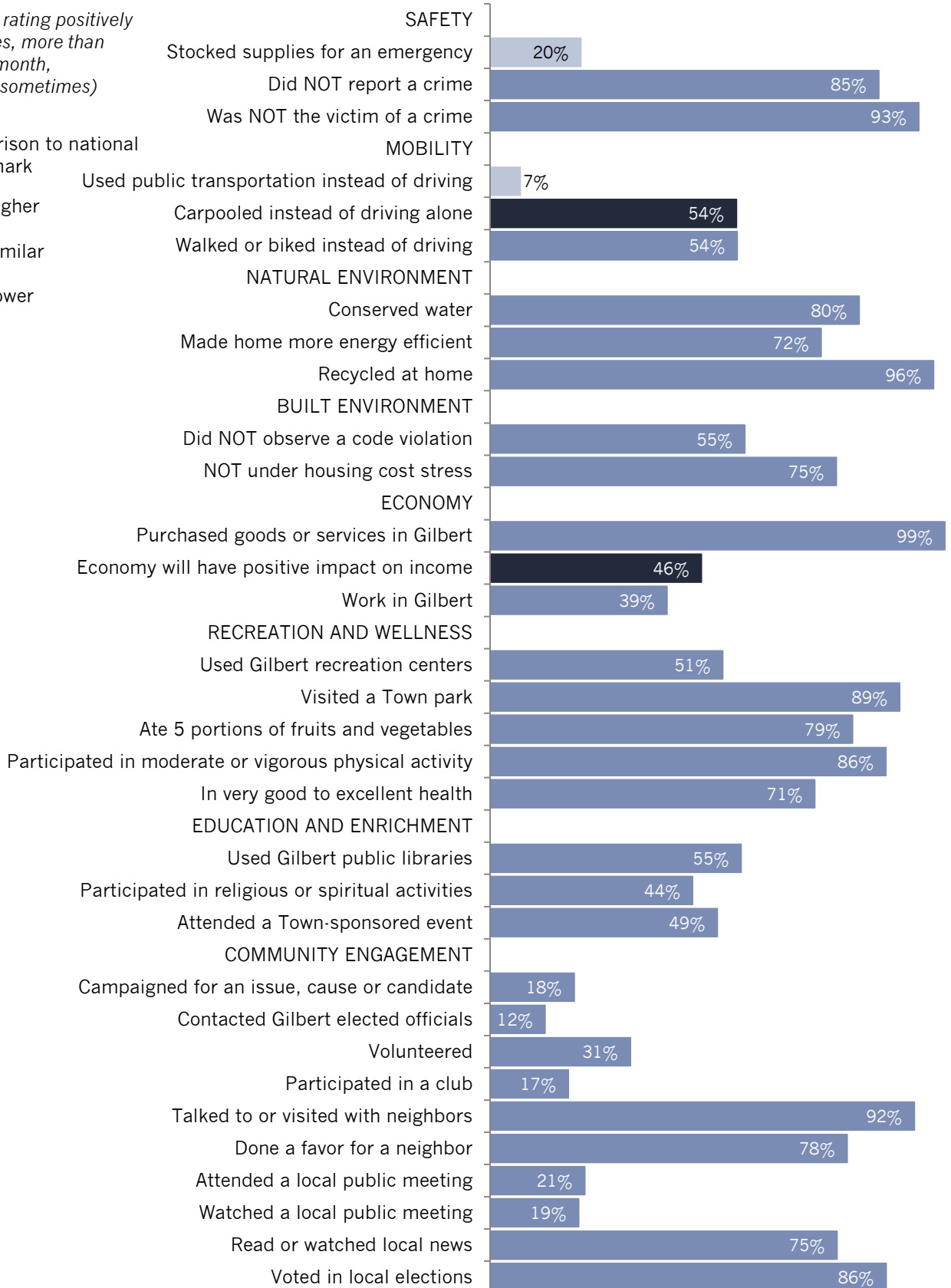
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower



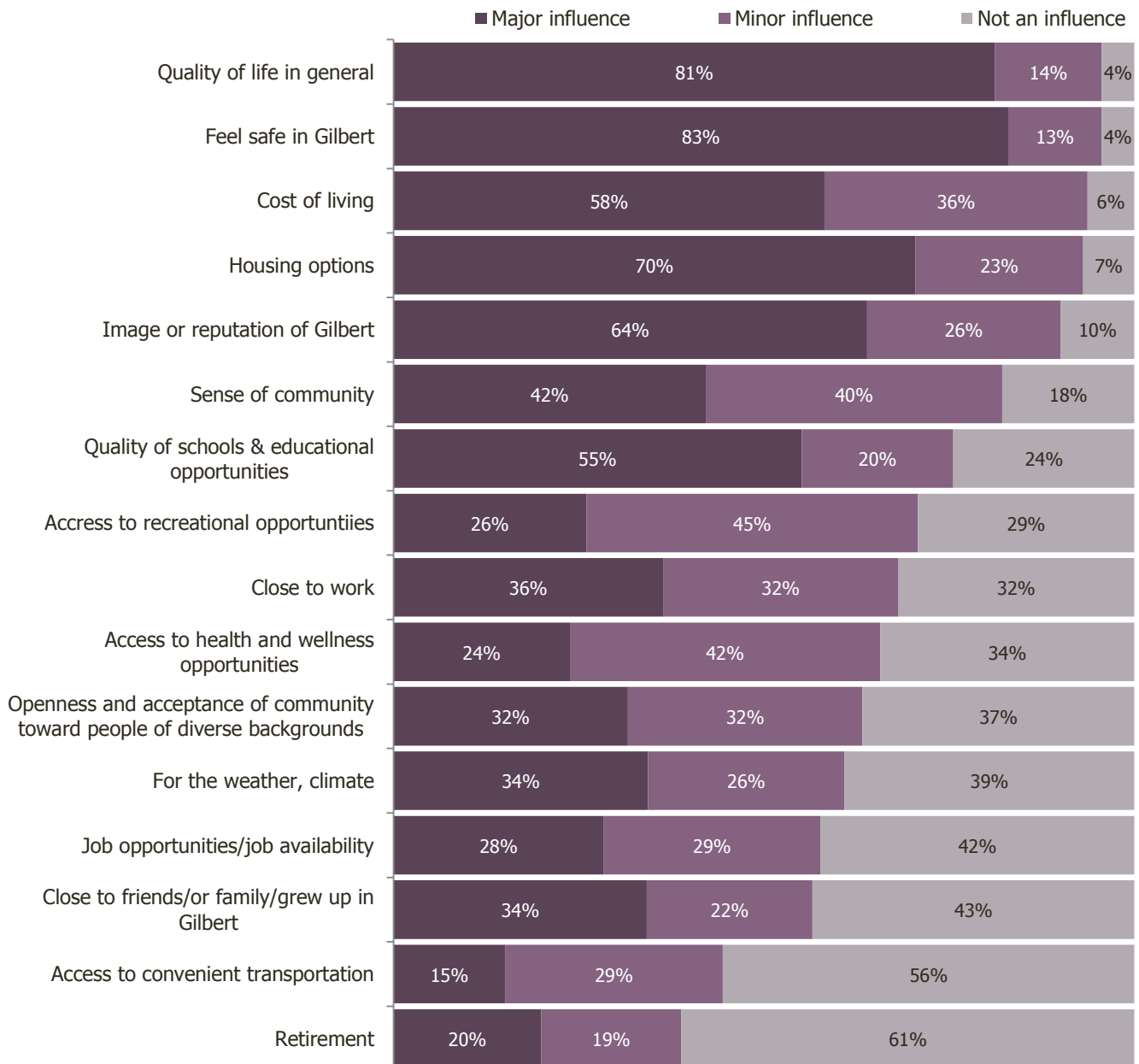
Special Topics

The Town of Gilbert included three questions of special interest on The NCS. Town leadership sought to understand what aspects of the community influenced residents when they decided to move to Gilbert and which would influence a decision to relocate. The Town of Gilbert also wanted to gather feedback on the variety and frequency of community events.

Nearly all residents indicated that the quality of life in general, feelings of safety, the cost of living and housing options were major or minor influence in their decision to live in Gilbert. More than 8 in 10 residents also stated that the image or reputation and sense of community played a role. Less than half of respondents cited access to convenient transportation or retirement as an influence.

Figure 4: Reasons for Living in Gilbert

Please indicate how much of an influence, if at all, each of the following had on your choice to live in Gilbert:

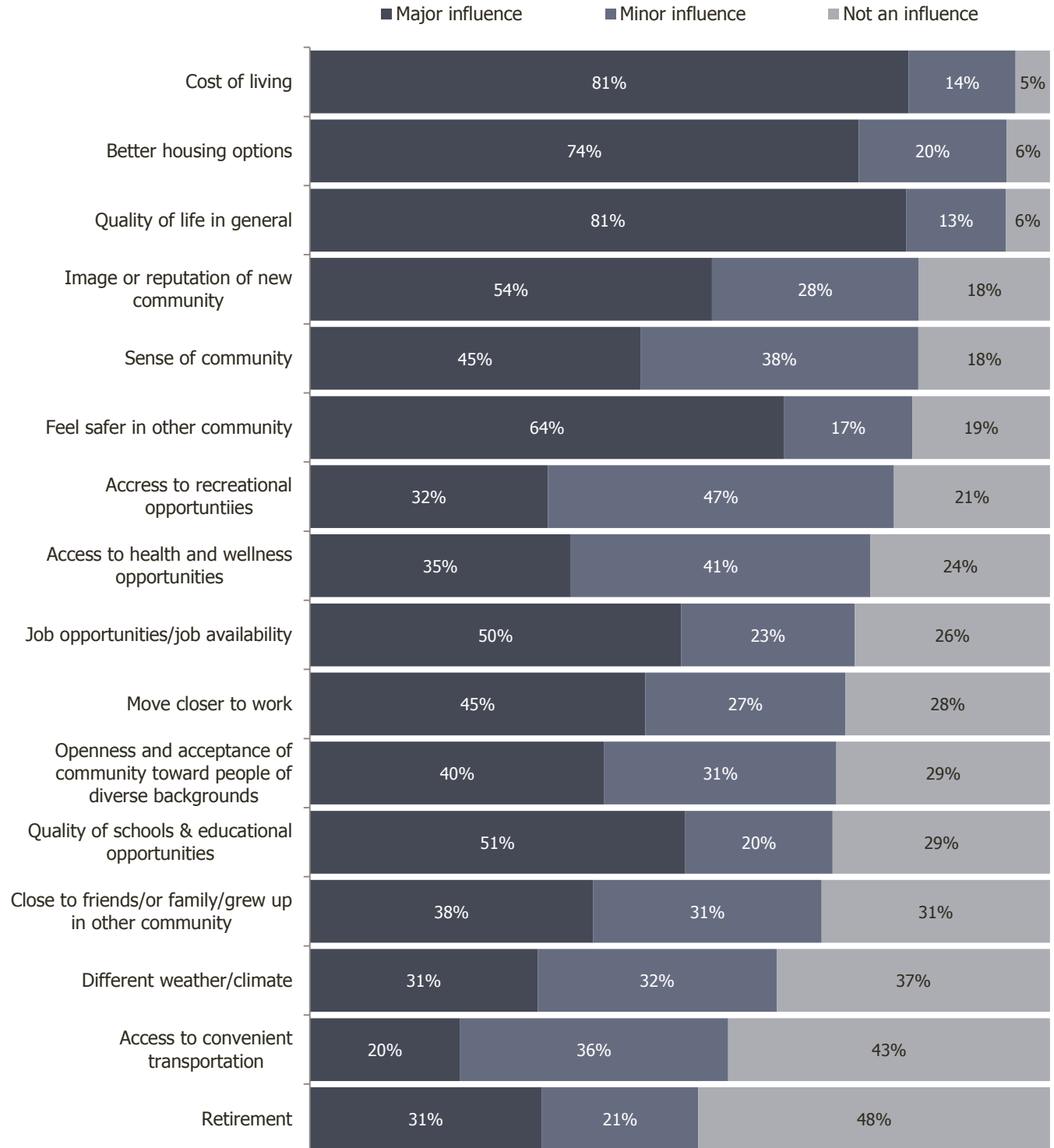


The National Community Survey

Almost all survey participants reported that the cost of living, better housing options and quality of life would have an influence on their decision to move to another community, with at least 9 in 10 stating these would be at least a minor influence. As with their decision to live in Gilbert, more than 4 in 10 respondents felt that access to transportation and retirement would not be a consideration if they considered relocation.

Figure 5: Reasons for Relocating Away from Gilbert

If you were planning to relocate, please indicate how much of an influence, if at all, each of the following would have on your decision to move to another community:



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A majority of residents indicated that both the current variety and frequency of Town-hosted or co-sponsored events was about right, while about 4 in 10 would like to see events more often and at increased variety. Almost no respondents preferred a decreased variety or frequency of events.

Figure 6: Variety of Community Events

The Town currently either hosts or co-sponsors several community events. Please indicate your opinion regarding the variety of special events in which the Town participates.

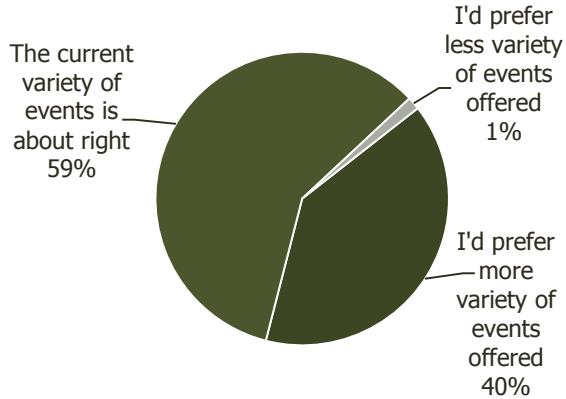
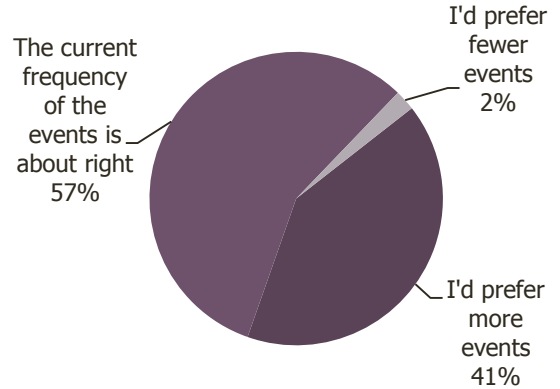


Figure 7: Frequency of Community Events

The Town currently either hosts or co-sponsors several community events. Please indicate your opinion regarding the frequency of special events in which the Town participates.



Conclusions

Gilbert is an exceptional place to live and raise a family.

Nearly all Gilbert residents praised the town as a place to live (5th in the nation) and the overall quality of life; these ratings outshined national and peer averages. Further, more than 9 in 10 residents stated that the quality of life in Gilbert was a major or minor influence into their decision to choose the community as a place to live. For aspects that enhance livability, about 9 in 10 survey respondents were pleased with their neighborhoods as places to live, the overall image or reputation and overall appearance of Gilbert. Residents' loyalty ratings were reflective of these high marks, as at least 9 in 10 indicated they would recommend living in the community and planned to remain in the city for the next five years, which were levels on par with or higher than those seen in comparison communities.

Residents also reported that Gilbert is a great place to raise a family. Almost all residents exalted the town as a place to raise children and around 9 in 10 lauded the quality of K-12 education; both of these evaluations eclipsed other communities across the country. Furthermore, about 7 in 10 survey participants awarded high marks for the availability of affordable quality child care/preschool. Finally, about three-quarters of respondents felt that the quality of schools and educational opportunities were important factors when deciding to settle in Gilbert.

Gilbert's Economy is going strong, but affordability might be a future consideration.

Gilbert residents see the Economy as an important focus area for the Town in the next two years and scores for Economy-related aspects of the community were remarkable. Not only were all Economy-related characteristics and services rated higher or much higher than U.S. comparison communities, several measures rated in the top 10 in the entire country. At least 9 in 10 survey respondents applauded the overall economic health, vibrant downtown/commercial area, overall quality of business and service establishments and shopping opportunities, and 8 in 10 awarded excellent or good reviews to Gilbert as a place to visit and a place to work and to the economic development of the town, which was ranked 2nd in the U.S. out of 290 communities. Further, at least 6 in 10 residents commended the employment opportunities. Similarly, survey respondents hailed the overall quality of new development (89% excellent or good) as 1st in the country.

The affordability in the community is an important feature, as almost all residents reported that the cost of living and housing options in Gilbert was a major or minor influence on their choice to live in the community. Similarly, both of those factors are the top two considerations residents would use to determine if they were to relocate somewhere outside of Gilbert. While ratings for the variety of housing options, cost of living and availability of affordable quality housing were assessed at levels higher than those seen nationally, both of the measures for housing decreased in 2019. Therefore, affordability may be a consideration for continued excellence in Economy.

Residents think highly of their government.

More than 9 in 10 survey respondents gave excellent or good ratings to the overall services provided by the Town, resulting in ratings that were higher than national and peer communities at 7th in the country overall. At least 8 in 10 awarded high scores the customer service provided by Town employees and the overall direction that the government is taking, as well as Gilbert leadership being honest and treating all residents fairly. Additionally, about three-quarters approved of the Town's ability to welcome resident involvement in decision making and acting in the best interest of the community, as well as their overall confidence in their local government. All Gilbert government performance measures exceeded efforts in national and peer municipalities; in fact, many of these aspects were also ranked top 10 in the nation.

Residents enjoy the special events in Gilbert.

Gilbert residents were particularly pleased with community aspects that were related to social events put on by the Town. About 8 in 10 survey participants gave excellent or good scores to the opportunities to attend social events and activities, surpassing national and peer averages, and a similar proportion favorably rated Town-sponsored special events. Both of these evaluations increased since the last survey administration. Further, more residents had attended special events in Gilbert than in the past. When asked about their preferences for the variety and frequency of community events, about 4 in 10 respondents stated they would like to have more variety and an increased number of events, while about 6 in 10 were satisfied with the current offerings.

THE NCS

The National Community Survey

Gilbert, AZ

Dashboard Summary of Findings

2019



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Summary

The National Community Survey (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Gilbert’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Gilbert’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Broadly, ratings within the pillars of Community Characteristics and Governance were strong and tended to exceed levels seen in other communities nationwide. Levels of Participation were similar to national averages. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	40	12	0	32	10	0	4	30	2
General	7	0	0	2	1	0	1	2	0
Safety	2	1	0	5	2	0	0	2	1
Mobility	7	1	0	4	3	0	1	1	1
Natural Environment	1	2	0	3	2	0	0	3	0
Built Environment	5	0	0	5	0	0	0	2	0
Economy	8	0	0	1	0	0	1	2	0
Recreation and Wellness	6	1	0	4	0	0	0	5	0
Education and Enrichment	3	3	0	0	2	0	0	3	0
Community Engagement	1	4	0	8	0	0	1	10	0

National Benchmark	
	Higher
	Similar
	Lower

The National Community Survey

Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↑	96%	Customer service	↔	↑	89%	Recommend Gilbert	↔	↑	97%
	Overall quality of life	↔	↑	97%	Services provided by Gilbert	↔	↑	94%	Remain in Gilbert	↔	↔	92%
	Place to retire	↔	↑↑	86%	Services provided by the Federal Government	↔	↔	42%	Contacted Gilbert employees	↔	↔	43%
	Place to raise children	↔	↑↑	97%								
	Place to live	↔	↑	98%								
	Neighborhood	↔	↑	95%								
	Overall image	↔	↑↑	97%								
Safety	Overall feeling of safety	↔	↑	96%	Police	↔	↑	90%	Was NOT the victim of a crime	↔	↔	93%
	Safe in neighborhood	↔	↔	98%	Crime prevention	↔	↑	89%	Did NOT report a crime	↔	↔	85%
	Safe downtown (Heritage District) area	↔	↑	98%	Fire	↔	↑	98%	Stocked supplies for an emergency	↓	↓	20%
					Fire prevention	↔	↑	89%				
					Ambulance/EMS	↔	↔	96%				
					Emergency preparedness	↔	↔	74%				
				Animal control	↔	↑	76%					
Mobility	Traffic flow	↓	↑	63%	Traffic enforcement	↔	↔	72%	Carpooled instead of driving alone	↔	↑	54%
	Travel by car	↔	↑	83%	Street repair	↔	↑	66%	Walked or biked instead of driving	↔	↔	54%
	Travel by bicycle	↔	↑	69%	Street cleaning	↔	↑	82%	Used public transportation instead of driving	↔	↓	7%
	Ease of walking	↑	↑	82%	Street lighting	↔	↑	82%				
	Travel by public transportation	↓	↔	31%	Sidewalk maintenance	↔	↑↑	83%				
	Overall ease travel	↔	↑	85%	Traffic signal timing	↔	↔	63%				
	Public parking	↔	↑	70%	Bus or transit services	↔	↔	53%				
	Paths and walking trails	↔	↑	80%								
Natural Environment	Overall natural environment	↔	↔	87%	Garbage collection	↔	↑	92%	Recycled at home	↔	↔	96%
	Air quality	↔	↔	76%	Recycling	↔	↑	89%	Conserved water	↔	↔	80%
	Cleanliness	↔	↑	94%	Drinking water	↔	↔	62%	Made home more energy efficient	↔	↔	72%
					Open space	↔	↑	76%				
				Natural areas preservation	↔	↔	69%					
Built Environment	New development in Gilbert	↔	↑↑	89%	Sewer services	↔	↑	91%	NOT experiencing housing cost stress	↑	↔	75%
	Affordable quality housing	↓	↑	57%	Storm drainage	↔	↑	86%	Did NOT observe a code violation	↔	↔	55%
	Housing options	↓	↑↑	81%	Utility billing	↔	↑	81%				
	Overall built environment	↔	↑	83%	Land use, planning and zoning	↔	↑	74%				
	Public places	↔	↑	90%	Code enforcement	↔	↑	68%				

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

The National Community Survey

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	↔	↑↑	93%	Economic development	↔	↑↑	84%	Economy will have positive impact on income	↔	↑	46%
	Shopping opportunities	↔	↑↑	90%					Purchased goods or services in Gilbert	↔	↔	99%
	Employment opportunities	↔	↑	62%					Work in Gilbert	↔	↔	39%
	Place to visit	↔	↑	83%								
	Cost of living	↔	↑	70%								
	Vibrant downtown/commercial area	↔	↑↑	91%								
	Place to work	↔	↑	81%								
Recreation and Wellness	Business and services	↔	↑	90%								
	Fitness opportunities	↔	↑	86%	Town parks	↔	↑	93%	In very good to excellent health	↔	↔	71%
	Recreational opportunities	↔	↔	80%	Recreation centers	↔	↑	85%	Used Gilbert recreation centers	↓	↔	51%
	Health care	↔	↑	80%	Recreation programs	↔	↑	86%	Visited a Town park	↔	↔	89%
	Food	↔	↑	87%	Health services	↔	↑	86%	Ate 5 portions of fruits and vegetables	↓	↔	79%
	Mental health care	↓	↑	58%					Participated in moderate or vigorous physical activity	↔	↔	86%
	Health and wellness	↔	↑	88%								
Education and Enrichment	Preventive health services	↔	↑	83%								
	K-12 education	↔	↑	88%	Public libraries	↔	↔	92%	Used Gilbert public libraries	↓	↔	55%
	Cultural/arts/music activities	↔	↔	63%	Special events	↑	↔	80%	Participated in religious or spiritual activities	↓	↔	44%
	Child care/preschool	↔	↑	73%					Attended a Town-sponsored event	↑	↔	49%
	Religious or spiritual events and activities	↔	↔	87%								
	Adult education	↔	↔	65%								
Community Engagement	Overall education and enrichment	↔	↑	86%								
	Opportunities to participate in community matters	↑	↔	77%	Public information	↔	↑	81%	Sense of community	↔	↑	81%
	Opportunities to volunteer	↑	↔	79%	Overall direction	↔	↑	86%	Voted in local elections	↔	↔	86%
	Openness and acceptance	↔	↔	70%	Value of services for taxes paid	↑	↑	79%	Talked to or visited with neighbors	↔	↔	92%
	Social events and activities	↑	↑	80%	Welcoming resident involvement	↑	↑	74%	Attended a local public meeting	↔	↔	21%
	Neighborliness	↔	↔	70%	Confidence in Town government	↔	↑	76%	Watched a local public meeting	↔	↔	19%
					Acting in the best interest of Gilbert	↔	↑	79%	Volunteered	↓	↔	31%
					Being honest	↔	↑	81%	Participated in a club	↓	↔	17%
					Treating all residents fairly	↔	↑	80%	Campaigned for an issue, cause or candidate	↔	↔	18%
									Contacted Gilbert elected officials	↔	↔	12%
								Read or watched local news	↔	↔	75%	
								Done a favor for a neighbor	↔	↔	78%	

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

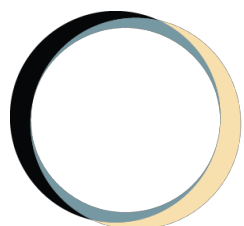
THE NCS

The National Community Survey

Gilbert, AZ

Comparisons by Demographic Subgroups

2019



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About

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Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) 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 subgroup comparison tables contain the crosstabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroups ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table A below, respondents age 55 and over (C) gave significantly higher rating to the overall quality of life than those age 18 to 34 (A) and 35 to 54 (B), as denoted by the “A B” listed in the cell of the ratings for those 55+. This was also true of women (A) over men (B); people who were white alone, not Hispanic (A) over those who were Hispanic and/or other race (B); homeowners (B) over renters (A); and those living in detached housing (A) over those living in attached housing (B).

Figure 1: Community Characteristics – General (Example Only)

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
The overall quality of life in ABC	76%	78% A	82% A B	79% B	77%	81% B	71%	73%	81% A	79% B	76%	78%
Overall image or reputation of ABC	69%	69%	73% A B	71% B	69%	72% B	64%	68%	71% A	69%	71% A	70%
ABC as a place to live	81%	84% A	87% A B	85% B	83%	86% B	78%	79%	86% A	85% B	82%	84%

Findings

Notable differences between demographic subgroups included the following:

- Within the pillar of Community Characteristics, those who were white and homeowners tended to provide higher ratings for a number of aspects compared to their counterparts, especially within the facets of Safety (e.g., overall feeling of safety, feelings of safety in Gilbert's downtown area at night), Economy (e.g., employment opportunities, cost of living) and Recreation and Wellness (e.g., health and wellness opportunities). Residents 18 to 34 years old tended to give lower scores to many aspects of Recreation and Wellness compared to those who were older. Within Mobility, residents who lived in detached housing gave higher scores to aspects that were related to car travel, while those who resided in attached housing were more likely to praise alternative modes of transportation (walking, bicycle and public transit).
- When differences were significant, residents who were white, owned their own homes, and those who lived in detached housing awarded higher marks than their counterparts to measures of Governance and Participation; however, there were some exceptions. Residents who identified as Hispanic and/or another race assigned more favorable reviews to a few aspects of Natural Environment, including drinking water, preservation of natural areas and Gilbert open space. Additionally, those who rented their homes and respondents who lived in attached housing gave more positive assessments to recreation programs or classes and were less likely to have observed a code violation.
- Within the pillar of Governance, female survey participants assigned higher ratings to services related to Mobility (traffic enforcement, street cleaning, street lighting, traffic signal timing and bus or transit services) and Education and Enrichment than male respondents. Females were also more likely to have a strong sense of community, remain in Gilbert for the next few years, recommend the Town as a place to do business, and to have visited community parks or carpooled.
- Patterns of differences based on age within the pillars of Community Characteristics and Governance largely were difficult to discern. However, within Participation, more differences emerged; younger residents (18-34) were less likely to indicate that they felt a strong sense of community, would remain in Gilbert for the next five years, would recommend Gilbert as a place to do business or had contacted the Town. These residents were also less likely have stocked supplies in the event of an emergency or participate in a number of engagement activities, including volunteering, interacting with or doing favors for neighbors, attending or watching local meetings, or voting in local elections.
- When differences were noted, those who were female and residents who lived in attached housing were more likely to prioritize the overall feeling of safety, overall natural environment, health and wellness opportunities and opportunities for education and enrichment as focus areas for the Town in the next two years than other residents.
- Reasons for living in Gilbert also were compared by demographic subgroups. Gilbert community members who resided in attached units were more influenced by access to convenient transportation, job opportunities and availability and proximity to work than their counterparts. These reasons would also be important factors for these residents if they were decide to relocate away from Gilbert.

The National Community Survey

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
The overall quality of life in Gilbert	99% B C	97%	95%	96%	98%	97%	99%	95%	97% A	97%	96%	97%
Overall image or reputation of Gilbert	96%	98% C	95%	96%	97%	97%	97%	96%	97%	97%	97%	97%
Gilbert as a place to live	99% C	98%	97%	98%	99%	98%	99%	96%	99% A	98%	96%	98%
Your neighborhood as a place to live	94%	95%	94%	94%	96%	95%	97%	93%	95% A	95%	93%	95%
Gilbert as a place to raise children	99% C	98% C	95%	97%	98%	97%	99% A	96%	98%	97%	97%	97%
Gilbert as a place to retire	89% B	82%	87% B	84%	86%	85%	86%	83%	86%	85%	88%	86%
Overall appearance of Gilbert	96%	98% A C	93%	96%	96%	97%	95%	96%	96%	96%	98%	96%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall feeling of safety in Gilbert	92%	97% A	96% A	94%	98% A	96% B	94%	88%	97% A	97% B	82%	96%
In your neighborhood during the day	99%	98%	97%	98%	99% A	99%	97%	97%	99% A	98%	98%	98%
In Gilbert's downtown (Heritage District) during the day	99% C	98%	97%	99%	99%	99%	98%	99%	98%	98%	99%	98%
In Gilbert's downtown (Heritage District) area at night	86%	92% A C	88%	87%	92% A	91% B	86%	80%	92% A	91% B	72%	89%

The National Community Survey

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Overall ease of getting to the places you usually have to visit	82%	85%	87% A	86%	83%	87% B	77%	75%	87% A	85% B	78%	85%
Traffic flow on major streets	60%	61%	70% A B	67% B	61%	64%	63%	59%	64% A	65% B	50%	63%
Ease of public parking	72%	69%	71%	71%	70%	71%	70%	75% B	70%	71%	69%	70%
Ease of travel by car in Gilbert	86% C	84% C	78%	84%	84%	84%	84%	82%	84%	84% B	78%	83%
Ease of travel by public transportation in Gilbert	36% B	27%	34% B	38% B	25%	34%	29%	34%	31%	30%	45% A	31%
Ease of travel by bicycle in Gilbert	71%	68%	68%	68%	71%	69%	70%	75% B	68%	67%	89% A	69%
Ease of walking in Gilbert	82%	80%	84% B	83%	81%	83%	80%	85% B	81%	81%	88% A	82%
Availability of paths and walking trails	76%	81% A	83% A	80%	81%	80%	80%	81%	80%	80%	84%	80%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Quality of overall natural environment in Gilbert	80%	89% A	90% A	85%	89% A	87%	86%	77%	89% A	88% B	75%	87%
Air quality	81% B	73%	77%	72%	83% A	75%	81% A	77%	76%	76%	79%	76%
Cleanliness of Gilbert	94%	95%	92%	94%	95%	94%	94%	93%	94%	94%	94%	94%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall "built environment" of Gilbert (including overall design, buildings, parks and transportation systems)	83%	84%	83%	84%	84%	84%	85%	83%	84%	83%	92% A	83%
Public places where people want to spend time	87%	91% A	90%	89%	90%	90%	89%	90%	90%	90%	88%	90%
Variety of housing options	83%	80%	83%	83% B	79%	81%	83%	77%	83% A	82%	79%	81%
Availability of affordable quality housing	57%	54%	62% B	55%	60%	58% B	52%	39%	62% A	60% B	27%	57%
Overall quality of new development in Gilbert	91% C	90% C	86%	90%	91%	91% B	87%	93% B	89%	89%	96% A	89%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall economic health of Gilbert	95%	93%	92%	92%	94%	94%	92%	89%	94% A	93%	91%	93%
Gilbert as a place to work	78%	81%	82%	81%	79%	85% B	70%	78%	81%	81%	78%	81%
Gilbert as a place to visit	85% B	80%	87% B	85% B	81%	85% B	80%	81%	84%	83%	82%	83%
Employment opportunities	58%	62%	70% A B	61%	62%	65% B	51%	52%	64% A	64% B	49%	62%
Shopping opportunities	90%	91%	90%	90%	91%	91%	91%	93% B	90%	90%	96% A	90%
Cost of living in Gilbert	63%	71% A	74% A	69%	70%	71% B	65%	48%	75% A	72% B	41%	70%
Overall quality of business and service establishments in Gilbert	89%	92% C	88%	92% B	88%	91% B	87%	95% B	89%	90%	97% A	90%
Vibrant downtown/commercial area	94% C	91% C	86%	92%	90%	92% B	89%	90%	91%	91%	92%	91%

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Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Health and wellness opportunities in Gilbert	89%	86%	90% B	84%	92% A	89% B	84%	80%	90% A	89% B	78%	88%
Fitness opportunities (including exercise classes and paths or trails, etc.)	81%	88% A	88% A	85%	88%	88% B	81%	87%	86%	86%	87%	86%
Recreational opportunities	71%	83% A	83% A	80%	78%	80%	76%	74%	81% A	79%	82%	80%
Availability of affordable quality food	83%	90% A	87%	87%	89%	88%	85%	90%	87%	87%	91%	87%
Availability of affordable quality health care	75%	80% A	85% A B	76%	86% A	80%	80%	69%	83% A	82% B	57%	80%
Availability of preventive health services	80%	85% A	83%	79%	88% A	84%	81%	77%	85% A	85% B	71%	83%
Availability of affordable quality mental health care	54%	60%	60%	56%	63% A	57%	58%	40%	64% A	62% B	28%	58%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall opportunities for education and enrichment	85%	86%	85%	87%	85%	86%	86%	81%	87% A	85%	93% A	86%
Availability of affordable quality child care/preschool	74%	74%	72%	69%	83% A	74%	77%	75%	75%	73%	80%	73%
K-12 education	91% B	87%	87%	88%	89%	88%	89%	90%	88%	87%	95% A	88%
Adult educational opportunities	58%	69% A	64%	65%	66%	70% B	52%	63%	66%	66%	62%	65%
Opportunities to attend cultural/arts/music activities	57%	64% A	68% A	66% B	57%	66% B	55%	61%	63%	63%	62%	63%
Opportunities to participate in religious or spiritual events and activities	82%	89% A	88% A	86%	89%	91% B	76%	84%	88%	88% B	78%	87%

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Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Opportunities to participate in social events and activities	78%	82%	78%	82% B	77%	79%	82%	80%	80%	79%	86%	80%
Opportunities to volunteer	75%	81% A	78%	80%	81%	79%	79%	91% B	78%	78%	90% A	79%
Opportunities to participate in community matters	73%	79% A	77%	79%	76%	78%	74%	77%	77%	78% B	68%	77%
Openness and acceptance of the community toward people of diverse backgrounds	65%	70%	76% A B	74% B	67%	73% B	61%	61%	73% A	71%	64%	70%
Neighborliness of residents in Gilbert	63%	73% A	71% A	72% B	67%	68%	75% A	62%	72% A	71% B	60%	70%

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Table 10: Governance - General

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
The Town of Gilbert	96% B C	93%	93%	95%	93%	94%	93%	94%	94%	94%	93%	94%
The value of services for the taxes paid to Gilbert	77%	80%	80%	80%	79%	79%	81%	72%	81% A	80% B	66%	79%
The overall direction that Gilbert is taking	92% B C	86% C	81%	86%	91% A	86%	90%	87%	87%	86%	92% A	86%
The job Gilbert government does at welcoming citizen involvement	72%	75%	75%	74%	74%	75%	74%	73%	74%	75% B	66%	74%
Overall confidence in Gilbert government	71%	78% A	77% A	76%	76%	77%	76%	61%	81% A	79% B	52%	76%
Generally acting in the best interest of the community	79%	80%	78%	79%	80%	79%	81%	69%	82% A	82% B	53%	79%
Being honest	77%	83% A	79%	80%	82%	81%	79%	71%	83% A	83% B	62%	81%
Treating all residents fairly	74%	82% A	82% A	81%	81%	81%	77%	70%	82% A	82% B	61%	80%
Overall customer service by Gilbert employees (police, receptionists, planners, etc.)	85%	91% A	89%	90%	88%	90%	89%	87%	90%	89%	88%	89%
The State Government	52%	47%	55% B	58% B	41%	50%	52%	48%	51%	51%	46%	50%
The Federal Government	41%	39%	51% A B	47% B	36%	41%	44%	42%	42%	43%	37%	42%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Police/Sheriff services	87%	91% A	92% A	90%	91%	92% B	87%	79%	93% A	92% B	68%	90%
Fire services	95%	99% A C	97%	99% B	96%	98%	97%	99%	97%	98%	100%	98%
Ambulance or emergency medical services	94%	97% A	95%	96%	94%	96%	93%	97%	96%	96%	99%	96%
Crime prevention	89%	90%	87%	92% B	88%	90%	89%	90%	89%	89%	92%	89%
Fire prevention and education	88%	88%	90%	89%	87%	89%	86%	87%	89%	89%	84%	89%
Animal control	79%	75%	75%	78%	73%	76%	77%	81% B	74%	75%	88% A	76%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	71%	74%	78%	76%	73%	71%	83% A	79%	73%	74%	74%	74%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Traffic enforcement	69%	73%	74%	77% B	66%	73%	70%	69%	73%	72%	68%	72%
Street repair	69%	65%	65%	67%	64%	68% B	60%	60%	68% A	67% B	52%	66%
Street cleaning	82%	83%	79%	84% B	78%	84% B	73%	77%	83% A	83% B	69%	82%
Street lighting	83%	82%	83%	86% B	77%	83%	79%	79%	83% A	82%	85%	82%
Sidewalk maintenance	83% C	85% C	78%	83%	82%	86% B	73%	79%	84% A	84% B	70%	83%
Traffic signal timing	69% B C	60%	62%	71% B	53%	62%	67%	64%	62%	63%	62%	63%
Bus or transit services	66% B C	45%	48%	61% B	47%	49%	60% A	69% B	50%	50%	84% A	53%

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Table 13: Governance - Natural Environment

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Garbage collection	89%	91%	95% A B	92%	90%	92%	91%	89%	92%	93% B	80%	92%
Recycling	84%	90% A	94% A B	89%	89%	91% B	85%	80%	91% A	92% B	65%	89%
Drinking water	64%	62%	60%	59%	69% A	62%	68% A	54%	65% A	64% B	49%	62%
Preservation of natural areas such as open space, farmlands and greenbelts	67%	69%	72%	71%	70%	68%	74% A	67%	70%	69%	62%	69%
Gilbert open space (i.e. Riparian Preserve at Water Ranch)	75%	76%	78%	75%	83% A	76%	83% A	78%	77%	76%	78%	76%
Bulk trash pick-up	84%	88% A	91% A	87%	89%	89% B	85%	90%	87%	88% B	82%	88%

Table 14: Governance - Built Environment

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Storm drainage	86%	87%	84%	86%	86%	86%	87%	74%	88% A	87% B	68%	86%
Sewer services	89%	92%	90%	93% B	88%	92% B	86%	84%	93% A	92% B	76%	91%
Utility billing	75%	82% A	85% A	81%	80%	82%	80%	71%	83% A	83% B	56%	81%
Land use, planning and zoning	77%	72%	72%	73%	78% A	73%	79% A	78%	73%	73%	86% A	74%
Code enforcement (weeds, abandoned buildings, etc.)	74% B C	66%	67%	71%	66%	68%	70%	75% B	67%	67%	80% A	68%

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Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Economic development	83%	85%	84%	85%	84%	86% B	79%	81%	86% A	85% B	76%	84%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Town parks	91%	94% A	92%	93%	93%	93%	92%	94%	93%	93%	93%	93%
Recreation programs or classes	86%	85%	88%	88%	85%	87%	86%	92% B	85%	85%	94% A	86%
Recreation centers or facilities	77%	88% A	89% A	88% B	82%	88% B	77%	78%	87% A	88% B	61%	85%
Health services	83%	88% A	87%	86%	87%	87%	85%	78%	89% A	88% B	74%	86%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Public library services	94%	91%	94%	94% B	90%	93%	91%	96% B	91%	92%	96%	92%
Town-sponsored special events	74%	84% A C	79%	83% B	78%	82%	77%	80%	81%	81%	78%	80%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Public information services (Gilbert efforts to inform residents)	79%	83%	80%	81%	80%	81%	81%	82%	81%	82%	77%	81%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Sense of community	74%	85% A	81% A	83% B	78%	81%	81%	67%	84% A	83% B	60%	81%
Recommend living in Gilbert to someone who asks	98% B	96%	97%	96%	96%	97% B	95%	92%	98% A	97%	96%	97%
Remain in Gilbert for the next five years	88%	93% A	95% A	94% B	90%	93% B	88%	77%	96% A	93% B	82%	92%
Recommend Gilbert as a place to do business to a friend	87%	92% A	94% A	92% B	89%	91%	91%	83%	93% A	91%	92%	91%
Contacted the Town of Gilbert (in-person, phone, email, mobile app or web) for help or information	29%	48% A	49% A	43%	40%	43%	42%	23%	48% A	46% B	18%	43%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Was NOT the victim of a crime	93%	93%	93%	94%	93%	94% B	91%	90%	94% A	94% B	88%	93%
Did NOT report a crime	79%	86% A	88% A	83%	86%	85%	82%	80%	86% A	86% B	73%	85%
Stocked supplies in preparation for an emergency	11%	22% A	25% A	21%	20%	20%	17%	16%	21% A	21% B	9%	20%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Walked or biked instead of driving	58% C	55% C	46%	55%	54%	55% B	50%	51%	55%	53%	62% A	54%
Carpooled with other adults or children instead of driving alone	64% B C	56% C	37%	57% B	49%	53%	54%	46%	56% A	55% B	41%	54%
Used bus, rail, subway or other public transportation instead of driving	5%	7%	7%	5%	8% A	7%	4%	4%	7% A	6%	7%	7%

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Table 22: Participation - Natural Environment

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Recycle at home	94%	98% A C	96% A	95%	98% A	98% B	92%	96%	96%	97%	94%	96%
Made efforts to make your home more energy efficient	67%	72% A	78% A B	74%	71%	71%	74%	61%	74% A	72%	70%	72%
Made efforts to conserve water	70%	82% A	89% A B	80%	82%	80%	83%	75%	82% A	81%	76%	80%

Table 23: Participation - Built Environment

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
NOT under housing cost stress	71%	81% A C	69%	75%	75%	78% B	65%	60%	80% A	77% B	65%	75%
Did NOT observe a code violation	60% B	53%	55%	57%	55%	58% B	47%	66% B	53%	53%	76% A	55%

Table 24: Participation - Economy

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Purchase goods or services from a business located in Gilbert	99%	99%	100%	99%	99%	99%	99%	99%	99%	99%	99%	99%
Economy will have positive impact on income	45%	49% C	42%	43%	50% A	45%	49%	37%	49% A	48% B	26%	46%
Work in Gilbert	42% C	43% C	25%	41%	37%	40%	35%	44% B	37%	38%	45%	39%

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Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Used Gilbert recreation centers or their services	43%	57% A C	46%	49%	54%	52% B	45%	37%	54% A	51% B	43%	51%
Visited a neighborhood park or Town park	94% C	93% C	77%	91% B	88%	89%	90%	88%	90%	90%	86%	89%
Eat at least 5 portions of fruits and vegetables a day	74%	80% A	82% A	83% B	72%	78%	81%	68%	81% A	80% B	65%	79%
Participate in moderate or vigorous physical activity	89% C	86%	82%	86%	86%	87% B	82%	84%	87%	87%	83%	86%
Reported being in "very good" or "excellent" health	76% C	72% C	61%	72%	70%	71%	72%	69%	71%	71% B	64%	71%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Used Gilbert public libraries or their services	50% C	63% A C	43%	52%	57% A	57% B	49%	51%	56% A	55%	56%	55%
Participated in religious or spiritual activities in Gilbert	37%	47% A	47% A	42%	49% A	47% B	33%	41%	46%	45% B	37%	44%
Attended a Town-sponsored event	48% C	54% A C	41%	51%	47%	50%	46%	49%	50%	50%	47%	49%

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Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	(A)
Campaigned or advocated for an issue, cause or candidate	11%	20% A	22% A	20% B	16%	19%	16%	14%	19% A	19%	15%	18%
Contacted Gilbert elected officials (in-person, phone, email or web) to express your opinion	5%	14% A	15% A	12%	12%	12%	12%	8%	13% A	12% B	7%	12%
Volunteered your time to some group/activity in Gilbert	12%	41% A C	30% A	30%	29%	33% B	21%	20%	33% A	32% B	17%	31%
Participated in a club	10%	18% A	22% A	16%	17%	18% B	11%	6%	19% A	18% B	6%	17%
Talked to or visited with your immediate neighbors	86%	94% A	95% A	92%	92%	93%	90%	80%	96% A	94% B	80%	92%
Done a favor for a neighbor	58%	85% A	85% A	75%	81% A	79% B	69%	58%	83% A	81% B	45%	78%
Attended a local public meeting	9%	24% A	26% A	19%	21%	20%	17%	10%	23% A	21%	18%	21%
Watched (online or on television) a local public meeting	11%	23% A	21% A	17%	22% A	19%	19%	11%	21% A	20% B	8%	19%
Read or watch local news (via television, paper, online, etc.)	65%	74% A	90% A B	79% B	69%	75%	78%	69%	76% A	76% B	68%	75%
Vote in local elections	69%	92% A	94% A	86%	83%	90% B	72%	73%	89% A	87% B	74%	86%

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Table 28: Community Focus Areas

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
Percent rating positively (e.g., essential/very important)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Overall feeling of safety in Gilbert	91%	96% A	98% A	96% B	93%	95%	96%	92%	96% A	95%	99% A	95%
Overall ease of getting to the places you usually have to visit	92% B	86%	92% B	88%	89%	88%	93% A	86%	90%	89%	87%	89%
Quality of overall natural environment in Gilbert	86% B	81%	87% B	85% B	81%	84%	81%	86%	83%	83%	89% A	84%
Overall "built environment" of Gilbert (including overall design, buildings, parks and transportation systems)	80%	83%	87% A	84%	82%	83%	83%	78%	84% A	83%	81%	83%
Health and wellness opportunities in Gilbert	69%	70%	81% A B	79% B	64%	72%	73%	73%	72%	72%	84% A	73%
Overall opportunities for education and enrichment	75%	79%	81% A	80% B	75%	79%	77%	83% B	77%	78%	86% A	78%
Overall economic health of Gilbert	91%	94%	94% A	93%	93%	93%	94%	94%	93%	93%	94%	93%
Sense of community	69%	83% A	83% A	80%	77%	81% B	75%	69%	82% A	80% B	71%	79%

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Table 29: Question 14: Reasons for Living in Gilbert

Please indicate how much of an influence, if at all, each of the following had on your choice to live in Gilbert: (Percent rating as "major" or "minor influence").	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Quality of life in general	92%	98% A C	94%	94%	97% A	95%	98% A	88%	98% A	97% B	81%	96%
Cost of living	96% C	94% C	89%	94%	95%	94%	92%	93%	94%	93%	95%	94%
Quality of schools & educational opportunities	71% C	84% A C	64%	76%	75%	75%	77%	59%	80% A	77% B	60%	76%
Access to health and wellness opportunities	55%	66% A	76% A B	67%	63%	65%	65%	55%	68% A	66%	64%	66%
Access to recreational opportunities	60%	75% A	74% A	71%	69%	72% B	65%	57%	74% A	71%	65%	71%
Access to convenient transportation	41%	43%	51% A B	47% B	41%	43%	48% A	47%	43%	42%	65% A	44%
Housing options	93%	94%	92%	93%	93%	94%	91%	88%	94% A	93%	92%	93%
Job opportunities/job availability	61% C	59% C	49%	61% B	55%	57%	58%	66% B	56%	56%	74% A	58%
Close to work	73% C	72% C	54%	70%	68%	68%	69%	71%	67%	67%	76% A	68%
Close to friends/or family/grew up in Gilbert	63% B	51%	60% B	57%	58%	55%	62% A	50%	59% A	56%	57%	57%
Retirement	20%	31% A	75% A B	35%	42% A	39%	35%	27%	41% A	40% B	26%	39%
For the weather, climate	47%	61% A	76% A B	59%	63%	61%	57%	52%	63% A	61%	56%	61%
Feel safe in Gilbert	94%	96%	97% A	95%	96%	96%	96%	87%	98% A	97% B	83%	96%
Image or reputation of Gilbert	87%	91% A	92% A	91%	89%	90%	90%	81%	93% A	92% B	73%	90%
Sense of community	74%	85% A	86% A	83%	80%	82%	82%	59%	88% A	83% B	71%	82%
Openness and acceptance of community toward people of diverse backgrounds	57%	65% A	68% A	65% B	61%	62%	67%	55%	65% A	64% B	56%	63%

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Table 30: Question 15: Reasons for Relocating Away from Gilbert

If you were planning to relocate, please indicate how much of an influence, if at all, each of the following would have on your decision to move to another community: (Percent rating as "major" or "minor influence").	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Quality of life in general	92%	96% A C	93%	93%	93%	94%	95%	88%	96% A	94%	95%	94%
Cost of living	98% B C	96% C	92%	94%	96% A	96%	94%	96%	95%	95%	100% A	95%
Quality of schools & educational opportunities	77% C	77% C	51%	69%	74% A	69%	78% A	69%	71%	70%	74%	71%
Access to health and wellness opportunities	69%	74% A	86% A B	79% B	69%	76%	74%	72%	76%	76%	77%	76%
Access to recreational opportunities	75%	81% A	79%	77%	79%	80% B	75%	73%	80% A	79%	80%	79%
Access to convenient transportation	60% B	51%	62% B	60% B	52%	54%	64% A	51%	58% A	55%	73% A	57%
Better housing options	97% C	94% C	90%	93%	96% A	94%	95%	97% B	94%	94%	99% A	94%
Job opportunities/job availability	86% B C	80% C	47%	75%	74%	71%	85% A	75%	74%	72%	91% A	74%
Move closer to work	86% B C	80% C	43%	74%	73%	71%	78% A	76%	72%	72%	82% A	72%
Close to friends/or family/grew up in other community	72%	68%	68%	68%	71%	69%	69%	66%	71% A	69%	68%	69%
Retirement	24%	53% A	84% A B	53%	50%	55% B	42%	26%	58% A	55% B	24%	52%
Different weather/climate	53%	63% A	74% A B	64%	61%	63%	61%	50%	66% A	64% B	51%	63%
Feel safer in other community	77%	84% A	81%	83% B	78%	83% B	74%	73%	83% A	82%	80%	81%
Image or reputation of new community	72%	87% A	86% A	83% B	78%	84% B	76%	69%	85% A	83% B	73%	82%
Sense of community	75%	86% A	83% A	80%	82%	85% B	74%	73%	84% A	82%	85%	82%
Openness and acceptance of community toward people of diverse backgrounds	66%	73% A	73% A	76% B	65%	72%	70%	67%	72% A	70%	77%	71%

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Table 31: Question 16: Variety of Community Events

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
I'd prefer more variety of events offered	42%	40%	36%	42%	34%	37%	49%	47%	38%	39%	51%	40%
The current variety of events is about right	56%	60%	62%	57%	64%	62%	47%	52%	61%	60%	49%	59%
I'd prefer less variety of events offered	2%	1%	2%	1%	2%	1%	4%	1%	1%	1%	0%	1%

Significance testing not performed.

Table 32: Question 16: Frequency of Community Events

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
I'd prefer more events	48%	39%	36%	40%	41%	39%	48%	56%	38%	40%	48%	41%
The current frequency of the events is about right	47%	60%	61%	57%	57%	59%	48%	43%	60%	57%	52%	57%
I'd prefer fewer events	4%	1%	2%	3%	2%	2%	3%	1%	2%	2%	0%	2%

Significance testing not performed.

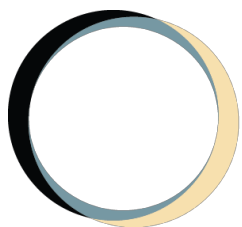
THE NCS

The National Community Survey

Gilbert, AZ

Comparisons by Geographic Subgroups

2019



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Summary

The National Community Survey (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Gilbert’s Comparisons by Geographic Subgroups is part of a larger project for the Town and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by two geographic regions: North and South of Highway 202.

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) 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 subgroup comparison tables contain the crosstabulations of survey questions by region. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroup ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table A below, respondents in Districts 1 (A) and 2 (B) gave significantly lower ratings to overall quality of life than respondents in Districts 3 (C) and 4 (D), as denoted by the “A B” listed in the cell of the ratings for Districts 3 and 4. The overall quality of life rating in District 4 (D) also was significantly lower than that of District 3 (C) (as indicated by the “D” in the rating for District 3).

Figure 1: Community Characteristics – General (Example Only)

Percent rating positively (e.g., excellent/good)	District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
The overall quality of life in ABC	73%	74%	79% A B D	76% A B	78%
Overall image or reputation of ABC	65%	66%	69% A B	71% A B C	70%
ABC as a place to live	80%	81%	85% A B D	82% A B	84%

Two geographic subareas were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 2: Geographic Areas

Region	Number of Completed Surveys
North of Highway 202	1,404
South of Highway 202	1,118

Findings

Notable differences between regions included the following:

- Within Community Characteristics, while residents' experiences and opinions varied in some cases by region, a clear pattern of how geographic location impacted opinion did not emerge. For example, those who lived South of Highway 202 had higher ratings than those who lived North for some items within Mobility (traffic flow and ease of public parking), but also some lower ratings under that same topic (ease of travel by public transportation and by walking). Thus despite some variability, no region appeared to have consistently higher or lower ratings.
- Within Governance, residents who resided in the South region provided higher marks to aspects of government performance, such as the overall confidence in Town government, and the Town acting in the best interest of the community, being honest and treating all residents fairly. Southern region respondents also gave higher ratings to most services related to Safety (e.g., police/sheriff, ambulance/EMS, crime and fire prevention) and Mobility (e.g., street repair, cleaning and lighting and traffic enforcement) compared to their Northern counterparts.
- Rates of Participation in the community based on region tended to vary. Residents who lived North of the highway were more likely to recommend living in Gilbert to someone who asks and participate in alternative transportation in lieu of driving (walk, bike or use public transit). Conversely, they were less likely to have recycled, done a favor for a neighbor or attended a local public meeting compared to those from the area South of Highway 202.
- Overall, those who lived in the South region were more likely than those in the North to report most community aspects as major or minor influences in their decision to live in Gilbert, such as the quality of schools and educational opportunities, access to health and wellness opportunities, retirement, the image or reputation of Gilbert and sense of community. Southern residents also reported that these factors would play a part in a decision to relocate away from the community.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Region		Overall
	North of Highway 202	South of Highway 202	(A)
	(A)	(B)	
The overall quality of life in Gilbert	97%	96%	97%
Overall image or reputation of Gilbert	97%	96%	97%
Gilbert as a place to live	98%	98%	98%
Your neighborhood as a place to live	95%	94%	95%
Gilbert as a place to raise children	98%	96%	97%
	B		
Gilbert as a place to retire	84%	87%	86%
Overall appearance of Gilbert	96%	96%	96%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region		Overall
	North of Highway 202	South of Highway 202	(A)
	(A)	(B)	
Overall feeling of safety in Gilbert	94%	97%	96%
		A	
In your neighborhood during the day	98%	98%	98%
In Gilbert's downtown (Heritage District) during the day	99%	98%	98%
In Gilbert's downtown (Heritage District) area at night	89%	89%	89%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region		Overall
	North of Highway 202	South of Highway 202	(A)
	(A)	(B)	
Overall ease of getting to the places you usually have to visit	85%	84%	85%
Traffic flow on major streets	60%	67%	63%
		A	
Ease of public parking	67%	74%	70%
		A	
Ease of travel by car in Gilbert	83%	84%	83%
Ease of travel by public transportation in Gilbert	34%	27%	31%
	B		
Ease of travel by bicycle in Gilbert	70%	66%	69%
Ease of walking in Gilbert	84%	78%	82%
	B		
Availability of paths and walking trails	80%	80%	80%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region		Overall
	North of Highway 202	South of Highway 202	(A)
	(A)	(B)	
Quality of overall natural environment in Gilbert	86%	88%	87%
Air quality	75%	76%	76%
Cleanliness of Gilbert	93%	95%	94%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region		Overall
	North of Highway 202	South of Highway 202	(A)
	(A)	(B)	
Overall "built environment" of Gilbert (including overall design, buildings, parks and transportation systems)	84%	83%	83%
Public places where people want to spend time	90%	89%	90%
Variety of housing options	80%	83%	81%
Availability of affordable quality housing	56%	59%	57%
Overall quality of new development in Gilbert	92%	86%	89%
	B		

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Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region		Overall
	North of Highway 202	South of Highway 202	(A)
	(A)	(B)	
Overall economic health of Gilbert	93%	93%	93%
Gilbert as a place to work	81%	81%	81%
Gilbert as a place to visit	84% B	81%	83%
Employment opportunities	61%	63%	62%
Shopping opportunities	90%	91%	90%
Cost of living in Gilbert	67%	73% A	70%
Overall quality of business and service establishments in Gilbert	91% B	89%	90%
Vibrant downtown/commercial area	92% B	88%	91%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region		Overall
	North of Highway 202	South of Highway 202	(A)
	(A)	(B)	
Health and wellness opportunities in Gilbert	87%	89%	88%
Fitness opportunities (including exercise classes and paths or trails, etc.)	84%	89% A	86%
Recreational opportunities	78%	82% A	80%
Availability of affordable quality food	90% B	83%	87%
Availability of affordable quality health care	81%	79%	80%
Availability of preventive health services	85%	82%	83%
Availability of affordable quality mental health care	59%	57%	58%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region		Overall
	North of Highway 202	South of Highway 202	(A)
	(A)	(B)	
Overall opportunities for education and enrichment	86%	85%	86%
Availability of affordable quality child care/preschool	75%	72%	73%
K-12 education	88%	87%	88%
Adult educational opportunities	65%	65%	65%
Opportunities to attend cultural/arts/music activities	63%	64%	63%
Opportunities to participate in religious or spiritual events and activities	87%	88%	87%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Region		Overall
	North of Highway 202	South of Highway 202	(A)
	(A)	(B)	
Opportunities to participate in social events and activities	79%	81%	80%
Opportunities to volunteer	80%	77%	79%
Opportunities to participate in community matters	79%	75%	77%
Openness and acceptance of the community toward people of diverse backgrounds	69%	72%	70%
Neighborliness of residents in Gilbert	68%	72%	70%

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Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Region		Overall (A)
	North of Highway 202	South of Highway 202	
	(A)	(B)	
The Town of Gilbert	93%	95%	94%
The value of services for the taxes paid to Gilbert	79%	80%	79%
The overall direction that Gilbert is taking	87%	86%	86%
The job Gilbert government does at welcoming citizen involvement	76% B	71%	74%
Overall confidence in Gilbert government	75%	79% A	76%
Generally acting in the best interest of the community	77%	83% A	79%
Being honest	77%	85% A	81%
Treating all residents fairly	76%	84% A	80%
Overall customer service by Gilbert employees (police, receptionists, planners, etc.)	89%	89%	89%
The State Government	49%	52%	50%
The Federal Government	42%	43%	42%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Region		Overall (A)
	North of Highway 202	South of Highway 202	
	(A)	(B)	
Police/Sheriff services	89%	93% A	90%
Fire services	97%	98%	98%
Ambulance or emergency medical services	94%	97% A	96%
Crime prevention	87%	92% A	89%
Fire prevention and education	86%	92% A	89%
Animal control	75%	76%	76%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	76%	73%	74%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Region		Overall (A)
	North of Highway 202	South of Highway 202	
	(A)	(B)	
Traffic enforcement	68%	78% A	72%
Street repair	63%	70% A	66%
Street cleaning	79%	85% A	82%
Street lighting	81%	85% A	82%
Sidewalk maintenance	80%	87% A	83%
Traffic signal timing	61%	66% A	63%
Bus or transit services	59% B	42%	53%

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Table 13: Governance - Natural Environment

	Region		Overall
	North of Highway 202	South of Highway 202	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(A)
Garbage collection	93% B	90%	92%
Recycling	89%	90%	89%
Drinking water	60%	65% A	62%
Preservation of natural areas such as open space, farmlands and greenbelts	68%	70%	69%
Gilbert open space (i.e. Riparian Preserve at Water Ranch)	75%	77%	76%
Bulk trash pick-up	90% B	86%	88%

Table 14: Governance - Built Environment

	Region		Overall
	North of Highway 202	South of Highway 202	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(A)
Storm drainage	87%	85%	86%
Sewer services	90%	92%	91%
Utility billing	79%	83% A	81%
Land use, planning and zoning	76% B	70%	74%
Code enforcement (weeds, abandoned buildings, etc.)	68%	68%	68%

Table 15: Governance - Economy

	Region		Overall
	North of Highway 202	South of Highway 202	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(A)
Economic development	84%	86%	84%

Table 16: Governance - Recreation and Wellness

	Region		Overall
	North of Highway 202	South of Highway 202	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(A)
Town parks	94%	92%	93%
Recreation programs or classes	88% B	83%	86%
Recreation centers or facilities	85%	86%	85%
Health services	85%	89% A	86%

Table 17: Governance - Education and Enrichment

	Region		Overall
	North of Highway 202	South of Highway 202	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(A)
Public library services	93%	91%	92%
Town-sponsored special events	81%	79%	80%

Table 18: Governance - Community Engagement

	Region		Overall
	North of Highway 202	South of Highway 202	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(A)
Public information services (Gilbert efforts to inform residents)	81%	82%	81%

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Table 19: Participation General

	Region		Overall
	North of Highway 202	South of Highway 202	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(A)
Sense of community	79%	84% A	81%
Recommend living in Gilbert to someone who asks	97% B	96%	97%
Remain in Gilbert for the next five years	93%	92%	92%
Recommend Gilbert as a place to do business to a friend	90%	92%	91%
Contacted the Town of Gilbert (in-person, phone, email, mobile app or web) for help or information	43%	42%	43%

Table 20: Participation - Safety

	Region		Overall
	North of Highway 202	South of Highway 202	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(A)
Was NOT the victim of a crime	93%	94%	93%
Did NOT report a crime	83%	87% A	85%
Stocked supplies in preparation for an emergency	17%	24% A	20%

Table 21: Participation - Mobility

	Region		Overall
	North of Highway 202	South of Highway 202	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(A)
Walked or biked instead of driving	57% B	50%	54%
Carpooled with other adults or children instead of driving alone	54%	53%	54%
Used bus, rail, subway or other public transportation instead of driving	8% B	5%	7%

Table 22: Participation - Natural Environment

	Region		Overall
	North of Highway 202	South of Highway 202	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(A)
Recycle at home	95%	98% A	96%
Made efforts to make your home more energy efficient	74% B	70%	72%
Made efforts to conserve water	79%	82%	80%

Table 23: Participation - Built Environment

	Region		Overall
	North of Highway 202	South of Highway 202	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(A)
NOT under housing cost stress	77%	73%	75%
Did NOT observe a code violation	53%	58% A	55%

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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region		Overall
	North of Highway 202	South of Highway 202	
	(A)	(B)	(A)
Purchase goods or services from a business located in Gilbert	99%	99%	99%
Economy will have positive impact on income	48%	44%	46%
Work in Gilbert	39%	37%	39%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region		Overall
	North of Highway 202	South of Highway 202	
	(A)	(B)	(A)
Used Gilbert recreation centers or their services	50%	51%	51%
Visited a neighborhood park or Town park	90%	89%	89%
Eat at least 5 portions of fruits and vegetables a day	78%	81%	79%
Participate in moderate or vigorous physical activity	85%	88%	86%
Reported being in "very good" or "excellent" health	71%	70%	71%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region		Overall
	North of Highway 202	South of Highway 202	
	(A)	(B)	(A)
Used Gilbert public libraries or their services	55%	55%	55%
Participated in religious or spiritual activities in Gilbert	40%	50% A	44%
Attended a Town-sponsored event	52% B	45%	49%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Region		Overall
	North of Highway 202	South of Highway 202	
	(A)	(B)	(A)
Campaigned or advocated for an issue, cause or candidate	18%	19%	18%
Contacted Gilbert elected officials (in-person, phone, email or web) to express your opinion	12%	12%	12%
Volunteered your time to some group/activity in Gilbert	30%	31%	31%
Participated in a club	17%	17%	17%
Talked to or visited with your immediate neighbors	93% B	91%	92%
Done a favor for a neighbor	75%	82% A	78%
Attended a local public meeting	19%	23% A	21%
Watched (online or on television) a local public meeting	19%	20%	19%
Read or watch local news (via television, paper, online, etc.)	75%	76%	75%
Vote in local elections	85%	88%	86%

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Table 28: Community Focus Areas

	Region		Overall (A)
	North of Highway 202 (A)	South of Highway 202 (B)	
Percent rating positively (e.g., essential/very important)			
Overall feeling of safety in Gilbert	95%	94%	95%
Overall ease of getting to the places you usually have to visit	87%	92% A	89%
Quality of overall natural environment in Gilbert	84%	84%	84%
Overall "built environment" of Gilbert (including overall design, buildings, parks and transportation systems)	81%	86% A	83%
Health and wellness opportunities in Gilbert	69%	78% A	73%
Overall opportunities for education and enrichment	77%	80%	78%
Overall economic health of Gilbert	93%	94%	93%
Sense of community	77%	82% A	79%

Table 29: Question 14: Reasons for Living in Gilbert

	Region		Overall (A)
	North of Highway 202 (A)	South of Highway 202 (B)	
Please indicate how much of an influence, if at all, each of the following had on your choice to live in Gilbert: (Percent rating as "major" or "minor influence").			
Quality of life in general	95%	97% A	96%
Cost of living	93%	94%	94%
Quality of schools & educational opportunities	73%	80% A	76%
Access to health and wellness opportunities	60%	73% A	66%
Access to recreational opportunities	67%	76% A	71%
Access to convenient transportation	41%	50% A	44%
Housing options	92%	95% A	93%
Job opportunities/job availability	56%	59%	58%
Close to work	71% B	64%	68%
Close to friends/or family/grew up in Gilbert	61% B	50%	57%
Retirement	36%	42% A	39%
For the weather, climate	61%	61%	61%
Feel safe in Gilbert	95%	96%	96%
Image or reputation of Gilbert	88%	93% A	90%
Sense of community	79%	87% A	82%
Openness and acceptance of community toward people of diverse backgrounds	59%	70% A	63%

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Table 30: Question 15: Reasons for Relocating Away from Gilbert

If you were planning to relocate, please indicate how much of an influence, if at all, each of the following would have on your decision to move to another community: (Percent rating as "major" or "minor influence").	Region		Overall
	North of Highway 202	South of Highway 202	
	(A)	(B)	(A)
Quality of life in general	93%	96% A	94%
Cost of living	94%	97% A	95%
Quality of schools & educational opportunities	69%	73%	71%
Access to health and wellness opportunities	73%	79% A	76%
Access to recreational opportunities	78%	80%	79%
Access to convenient transportation	56%	57%	57%
Better housing options	94%	94%	94%
Job opportunities/job availability	76% B	70%	74%
Move closer to work	74% B	70%	72%
Close to friends/or family/grew up in other community	71%	67%	69%
Retirement	50%	57% A	52%
Different weather/climate	64%	62%	63%
Feel safer in other community	78%	87% A	81%
Image or reputation of new community	77%	90% A	82%
Sense of community	80%	86% A	82%
Openness and acceptance of community toward people of diverse backgrounds	68%	76% A	71%

Table 31: Question 16: Variety of Community Events

		Region		Overall
		North of Highway 202	South of Highway 202	
The Town currently either hosts or co-sponsors several community events. Please indicate your opinion regarding the variety and frequency of special events in which the Town participates.	I'd prefer more variety of events offered	41%	38%	40%
	The current variety of events is about right	58%	61%	59%
	I'd prefer less variety of events offered	2%	1%	1%

Statistical differences not tested.

Table 32: Question 16: Frequency of Community Events

		Region		Overall
		North of Highway 202	South of Highway 202	
The Town currently either hosts or co-sponsors several community events. Please indicate your opinion regarding the variety and frequency of special events in which the Town participates.	I'd prefer more events	43%	38%	41%
	The current frequency of the events is about right	54%	61%	57%
	I'd prefer fewer events	3%	1%	2%

Statistical differences not tested.

THE NCS

The National Community Survey

Gilbert, AZ

Trends over Time

2019



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Summary

The National Community Survey (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2019 ratings for the Town of Gilbert to its previous survey results in 2013, 2015 and 2017. Additional reports and technical appendices are available under separate cover.

Trend data for Gilbert represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than six percentage points between the 2017 and 2019 surveys, otherwise the comparisons between 2017 and 2019 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Gilbert for 2019 generally remained stable. Of the 130 items for which comparisons were available, 109 items were rated similarly in 2017 and 2019, 12 items showed a decrease in ratings and nine showed an increase in ratings. Notable trends over time included the following:

- Within the pillar of Community Characteristics, one increase and two decreases were observed in 2019 in the area of Mobility. Residents were more pleased with the ease of walking in Gilbert in 2019, rebounding to levels seen in 2015 and 2013, but felt less positively about traffic flow and ease of travel by public transportation.
- Some decreases were seen in 2019 compared to 2017 for aspects of housing: the variety of housing options and availability of affordable quality housing decreased over time; although ratings of the variety of housing options in 2019 were on par with those given in 2015 and 2013. Conversely, fewer residents reported they were under housing cost stress in 2019 than in 2017.
- Differences were also noted within the facet of Community Engagement, as residents awarded higher scores to the opportunities to participate in community matters, volunteer and attend social events and activities in 2019. However, residents reported lower rates of volunteering and participating in clubs than in previous years. When rating various aspects of government performance, respondents felt more favorably about the value of services for the taxes they paid and felt the Town was more welcoming of resident involvement in decisions compared to 2017.
- Other notable changes over time were revealed within the areas of Education and Enrichment and Recreation and Wellness. In 2019, Gilbert residents gave higher reviews to Town-sponsored special events and more residents reported that they had attended an event put on by the Town. Decreases in these facets since 2017 included evaluations of the availability of affordable quality mental health care and fewer respondents indicated they had used Gilbert recreation centers or maintained a healthy diet.

The National Community Survey

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)				2019 rating compared to 2017	Comparison to benchmark			
	2013	2015	2017	2019		2013	2015	2017	2019
Overall quality of life	96%	96%	97%	97%	Similar	Much higher	Higher	Higher	Higher
Overall image	92%	93%	96%	97%	Similar	Much higher	Higher	Much higher	Much higher
Place to live	98%	99%	99%	98%	Similar	Much higher	Higher	Higher	Higher
Neighborhood	92%	95%	91%	95%	Similar	Much higher	Higher	Higher	Higher
Place to raise children	96%	97%	97%	97%	Similar	Much higher	Higher	Much higher	Much higher
Place to retire	81%	85%	87%	86%	Similar	Much higher	Higher	Higher	Much higher
Overall appearance	91%	96%	94%	96%	Similar	Much higher	Higher	Higher	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2019 rating compared to 2017	Comparison to benchmark			
		2013	2015	2017	2019		2013	2015	2017	2019
Safety	Overall feeling of safety	NA	98%	96%	96%	Similar	NA	Higher	Higher	Higher
	Safe in neighborhood	95%	98%	98%	98%	Similar	Higher	Similar	Similar	Similar
	Safe downtown (Heritage District) area	92%	98%	98%	98%	Similar	Similar	Similar	Similar	Higher
Mobility	Overall ease of travel	NA	92%	86%	85%	Similar	NA	Higher	Higher	Higher
	Paths and walking trails	81%	83%	79%	80%	Similar	Much higher	Higher	Higher	Higher
	Ease of walking	80%	84%	75%	82%	Higher	Much higher	Higher	Similar	Higher
	Travel by bicycle	74%	71%	73%	69%	Similar	Much higher	Higher	Higher	Higher
	Travel by public transportation	NA	33%	38%	31%	Lower	NA	Similar	Similar	Similar
	Travel by car	80%	92%	88%	83%	Similar	Much higher	Higher	Higher	Higher
	Public parking	NA	75%	71%	70%	Similar	NA	Higher	Higher	Higher
	Traffic flow	71%	75%	71%	63%	Lower	Much higher	Higher	Higher	Higher
	Overall natural environment	84%	93%	88%	87%	Similar	Higher	Higher	Similar	Similar
Natural Environment	Cleanliness	94%	93%	93%	94%	Similar	Much higher	Higher	Higher	Higher
	Air quality	65%	75%	79%	76%	Similar	Lower	Similar	Similar	Similar
Built Environment	Overall built environment	NA	84%	86%	83%	Similar	NA	Higher	Higher	Higher
	New development in Gilbert	89%	81%	84%	89%	Similar	Much higher	Higher	Much higher	Much higher
	Affordable quality housing	77%	72%	66%	57%	Lower	Much higher	Higher	Higher	Higher

The National Community Survey

		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2019 rating compared to 2017	Comparison to benchmark			
		2013	2015	2017	2019		2013	2015	2017	2019
	Housing options	79%	83%	89%	81%	Lower	Much higher	Higher	Much higher	Much higher
	Public places	NA	82%	89%	90%	Similar	NA	Higher	Higher	Higher
Economy	Overall economic health	NA	89%	88%	93%	Similar	NA	Higher	Higher	Much higher
	Vibrant downtown/commercial area	NA	80%	85%	91%	Similar	NA	Much higher	Much higher	Much higher
	Business and services	83%	88%	90%	90%	Similar	Much higher	Higher	Higher	Higher
	Cost of living	NA	69%	74%	70%	Similar	NA	Higher	Much higher	Higher
	Shopping opportunities	80%	88%	91%	90%	Similar	Much higher	Much higher	Much higher	Much higher
	Employment opportunities	45%	48%	60%	62%	Similar	Much higher	Higher	Higher	Higher
	Place to visit	NA	76%	78%	83%	Similar	NA	Similar	Higher	Higher
	Place to work	70%	72%	76%	81%	Similar	Much higher	Higher	Higher	Higher
	Health and wellness	NA	88%	89%	88%	Similar	NA	Higher	Higher	Higher
	Mental health care	NA	58%	68%	58%	Lower	NA	Similar	Higher	Higher
Recreation and Wellness	Preventive health services	76%	85%	83%	83%	Similar	Much higher	Higher	Higher	Higher
	Health care	71%	85%	85%	80%	Similar	Much higher	Higher	Higher	Higher
	Food	78%	87%	86%	87%	Similar	Much higher	Higher	Higher	Higher
	Recreational opportunities	71%	81%	80%	80%	Similar	Higher	Higher	Similar	Similar
	Fitness opportunities	NA	85%	84%	86%	Similar	NA	Higher	Higher	Higher
	Education and enrichment opportunities	NA	81%	86%	86%	Similar	NA	Similar	Higher	Higher
	Religious or spiritual events and activities	83%	84%	85%	87%	Similar	Much higher	Similar	Similar	Similar
Education and Enrichment	Cultural/arts/music activities	49%	59%	65%	63%	Similar	Similar	Similar	Similar	Similar
	Adult education	NA	69%	61%	65%	Similar	NA	Similar	Similar	Similar
	K-12 education	83%	78%	86%	88%	Similar	Much higher	Similar	Higher	Higher
	Child care/preschool	56%	69%	76%	73%	Similar	Higher	Higher	Higher	Higher
	Social events and activities	63%	73%	73%	80%	Higher	Similar	Similar	Similar	Higher
Community Engagement	Neighborhoodliness	NA	72%	71%	70%	Similar	NA	Similar	Similar	Similar

The National Community Survey

		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2019 rating compared to 2017	Comparison to benchmark			
		2013	2015	2017	2019		2013	2015	2017	2019
	Openness and acceptance	76%	67%	72%	70%	Similar	Much higher	Similar	Similar	Similar
	Opportunities to participate in community matters	68%	69%	68%	77%	Higher	Higher	Similar	Similar	Similar
	Opportunities to volunteer	71%	68%	73%	79%	Higher	Similar	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)				2019 rating compared to 2017	Comparison to benchmark				
	2013	2015	2017	2019		2013	2015	2017	2019	
	Services provided by Gilbert	90%	90%	91%	94%	Similar	Much higher	Higher	Higher	Higher
	Customer service	88%	81%	89%	89%	Similar	Much higher	Similar	Higher	Higher
	Value of services for taxes paid	77%	74%	71%	79%	Higher	Much higher	Higher	Higher	Higher
	Overall direction	80%	84%	87%	86%	Similar	Much higher	Higher	Much higher	Higher
	Welcoming resident involvement	71%	63%	66%	74%	Higher	Much higher	Similar	Higher	Higher
	Confidence in Town government	NA	68%	77%	76%	Similar	NA	Similar	Higher	Higher
	Acting in the best interest of Gilbert	NA	73%	75%	79%	Similar	NA	Higher	Higher	Higher
	Being honest	NA	73%	75%	81%	Similar	NA	Similar	Higher	Higher
	Treating all residents fairly	NA	74%	78%	80%	Similar	NA	Higher	Higher	Higher
	Services provided by the Federal Government	42%	40%	38%	42%	Similar	Similar	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)				2019 rating compared to 2017	Comparison to benchmark			
		2013	2015	2017	2019		2013	2015	2017	2019
Safety	Police	92%	88%	92%	90%	Similar	Much higher	Similar	Higher	Higher
	Fire	97%	97%	97%	98%	Similar	Higher	Similar	Similar	Higher
	Ambulance/EMS	93%	97%	96%	96%	Similar	Higher	Similar	Similar	Similar
	Crime prevention	85%	91%	85%	89%	Similar	Much higher	Higher	Higher	Higher
	Fire prevention	91%	88%	87%	89%	Similar	Much higher	Similar	Similar	Higher
	Animal control	79%	74%	75%	76%	Similar	Much higher	Similar	Similar	Higher
	Emergency preparedness	64%	67%	71%	74%	Similar	Similar	Similar	Similar	Similar
Mobility	Traffic enforcement	79%	85%	77%	72%	Similar	Much higher	Higher	Higher	Similar
	Street repair	72%	75%	65%	66%	Similar	Much higher	Higher	Higher	Higher

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		Percent rating positively (e.g., excellent/good)				2019 rating compared to 2017	Comparison to benchmark			
		2013	2015	2017	2019		2013	2015	2017	2019
	Street cleaning	86%	84%	82%	82%	Similar	Much higher	Higher	Higher	Higher
	Street lighting	83%	83%	80%	82%	Similar	Much higher	Higher	Higher	Higher
	Sidewalk maintenance	84%	85%	80%	83%	Similar	Much higher	Much higher	Higher	Much higher
	Traffic signal timing	68%	75%	67%	63%	Similar	Much higher	Higher	Higher	Similar
	Bus or transit services	56%	59%	59%	53%	Similar	Similar	Similar	Similar	Similar
Natural Environment	Garbage collection	96%	93%	93%	92%	Similar	Much higher	Similar	Similar	Higher
	Recycling	94%	92%	94%	89%	Similar	Much higher	Higher	Higher	Higher
	Drinking water	49%	63%	65%	62%	Similar	Much lower	Similar	Similar	Similar
	Natural areas preservation	70%	74%	69%	69%	Similar	Much higher	Similar	Similar	Similar
	Open space	NA	71%	71%	76%	Similar	NA	Similar	Similar	Higher
Built Environment	Storm drainage	82%	83%	85%	86%	Similar	Much higher	Higher	Higher	Higher
	Sewer services	91%	88%	90%	91%	Similar	Much higher	Similar	Similar	Higher
	Utility billing	NA	85%	84%	81%	Similar	NA	Higher	Higher	Higher
	Land use, planning and zoning	70%	70%	73%	74%	Similar	Much higher	Higher	Higher	Higher
	Code enforcement	59%	71%	70%	68%	Similar	Much higher	Higher	Higher	Higher
Economy	Economic development	66%	84%	80%	84%	Similar	Much higher	Much higher	Much higher	Much higher
Recreation and Wellness	Town parks	92%	94%	92%	93%	Similar	Much higher	Similar	Similar	Higher
	Recreation programs	90%	90%	86%	86%	Similar	Much higher	Similar	Higher	Higher
	Recreation centers	89%	90%	83%	85%	Similar	Much higher	Higher	Similar	Higher
	Health services	NA	90%	88%	86%	Similar	NA	Higher	Higher	Higher
Education and Enrichment	Special events	NA	80%	71%	80%	Higher	NA	Similar	Similar	Similar
	Public libraries	90%	90%	92%	92%	Similar	Higher	Similar	Similar	Similar
Community Engagement	Public information	80%	83%	80%	81%	Similar	Much higher	Similar	Similar	Higher

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Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2019 rating compared to 2017	Comparison to benchmark			
	2013	2015	2017	2019		2013	2015	2017	2019
Sense of community	78%	80%	78%	81%	Similar	Much higher	Higher	Higher	Higher
Recommend Gilbert	97%	96%	98%	97%	Similar	Much higher	Higher	Higher	Higher
Remain in Gilbert	93%	94%	95%	92%	Similar	Much higher	Higher	Higher	Similar
Contacted Gilbert employees	41%	40%	44%	43%	Similar	Much lower	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2019 rating compared to 2017	Comparison to benchmark			
		2013	2015	2017	2019		2013	2015	2017	2019
Safety	Stocked supplies for an emergency	NA	25%	29%	20%	Lower	NA	Lower	Similar	Lower
	Did NOT report a crime	NA	86%	87%	85%	Similar	NA	Similar	Similar	Similar
	Was NOT the victim of a crime	93%	95%	91%	93%	Similar	Higher	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	11%	8%	7%	Similar	NA	Lower	Lower	Lower
	Carpooled instead of driving alone	NA	50%	51%	54%	Similar	NA	Similar	Similar	Higher
	Walked or biked instead of driving	NA	52%	52%	54%	Similar	NA	Similar	Similar	Similar
Natural Environment	Conserved water	NA	82%	80%	80%	Similar	NA	Similar	Similar	Similar
	Made home more energy efficient	NA	69%	74%	72%	Similar	NA	Similar	Similar	Similar
	Recycled at home	94%	96%	96%	96%	Similar	Much higher	Higher	Higher	Similar
Built Environment	Did NOT observe a code violation	NA	59%	60%	55%	Similar	NA	Similar	Similar	Similar
	NOT under housing cost stress	80%	78%	69%	75%	Higher	Much higher	Similar	Similar	Similar
	Purchased goods or services in Gilbert	NA	97%	98%	99%	Similar	NA	Similar	Similar	Similar
Economy	Economy will have positive impact on income	34%	40%	47%	46%	Similar	Much higher	Higher	Higher	Higher
	Work in Gilbert	NA	36%	36%	39%	Similar	NA	Similar	Similar	Similar
	Used Gilbert recreation centers	59%	52%	62%	51%	Lower	Similar	Similar	Similar	Similar
Recreation and Wellness	Visited a Town park	89%	83%	90%	89%	Similar	Similar	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	87%	89%	79%	Lower	NA	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	84%	90%	86%	Similar	NA	Similar	Similar	Similar
	In very good to excellent health	NA	76%	69%	71%	Similar	NA	Similar	Similar	Similar
Education and Enrichment	Used Gilbert public libraries	70%	59%	62%	55%	Lower	Similar	Similar	Similar	Similar
	Participated in religious or spiritual activities	59%	45%	53%	44%	Lower	Much higher	Similar	Similar	Similar

THE NCS

The National Community Survey

Gilbert, AZ

Technical Appendices

2019



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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 Gilbert:	Excellent		Good		Fair		Poor		Total	
Gilbert as a place to live	75%	N=1886	23%	N=586	2%	N=48	0%	N=1	100%	N=2521
Your neighborhood as a place to live	59%	N=1402	36%	N=859	5%	N=119	0%	N=9	100%	N=2390
Gilbert as a place to raise children	74%	N=1562	23%	N=497	2%	N=52	0%	N=7	100%	N=2117
Gilbert as a place to work	43%	N=697	38%	N=620	16%	N=263	3%	N=54	100%	N=1634
Gilbert as a place to visit	40%	N=898	43%	N=987	15%	N=342	2%	N=43	100%	N=2270
Gilbert as a place to retire	53%	N=1023	32%	N=622	12%	N=227	3%	N=50	100%	N=1923
The overall quality of life in Gilbert	60%	N=1417	37%	N=864	3%	N=72	0%	N=0	100%	N=2354

Table 2: Question 2

Please rate each of the following characteristics as they relate to Gilbert as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Gilbert	59%	N=1471	37%	N=910	4%	N=104	0%	N=5	100%	N=2490
Overall ease of getting to the places you usually have to visit	41%	N=973	44%	N=1047	13%	N=322	2%	N=48	100%	N=2389
Quality of overall natural environment in Gilbert	41%	N=963	46%	N=1083	12%	N=282	1%	N=26	100%	N=2354
Overall "built environment" of Gilbert (including overall design, buildings, parks and transportation systems)	33%	N=773	51%	N=1192	15%	N=356	1%	N=35	100%	N=2356
Health and wellness opportunities in Gilbert	41%	N=884	47%	N=1005	11%	N=247	1%	N=18	100%	N=2154
Overall opportunities for education and enrichment	37%	N=752	49%	N=998	13%	N=257	2%	N=38	100%	N=2045
Overall economic health of Gilbert	44%	N=935	49%	N=1053	6%	N=138	0%	N=7	100%	N=2134
Sense of community	37%	N=856	44%	N=997	17%	N=385	2%	N=50	100%	N=2289
Overall image or reputation of Gilbert	60%	N=1411	36%	N=846	3%	N=67	0%	N=10	100%	N=2334

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 Gilbert to someone who asks	80%	N=1957	17%	N=410	2%	N=54	1%	N=31	100%	N=2452
Remain in Gilbert for the next five years	77%	N=1765	15%	N=355	6%	N=135	2%	N=42	100%	N=2298
Recommend Gilbert as a place to do business to a friend	58%	N=1183	33%	N=670	8%	N=155	1%	N=30	100%	N=2038

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	84%	N=1970	14%	N=341	1%	N=32	0%	N=8	0%	N=7	100%	N=2358
In Gilbert's downtown (Heritage District) during the day	81%	N=1794	17%	N=374	1%	N=30	0%	N=3	0%	N=5	100%	N=2206
In Gilbert's downtown (Heritage District) area at night	58%	N=1228	31%	N=657	7%	N=139	3%	N=68	1%	N=20	100%	N=2111

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Gilbert as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	14%	N=330	50%	N=1197	30%	N=719	7%	N=170	100%	N=2416
Ease of public parking	22%	N=501	48%	N=1104	25%	N=579	4%	N=100	100%	N=2284
Ease of travel by car in Gilbert	31%	N=727	52%	N=1201	14%	N=326	3%	N=69	100%	N=2323
Ease of travel by public transportation in Gilbert	12%	N=103	19%	N=158	27%	N=228	42%	N=354	100%	N=843
Ease of travel by bicycle in Gilbert	23%	N=364	45%	N=702	25%	N=382	7%	N=106	100%	N=1554
Ease of walking in Gilbert	32%	N=696	50%	N=1079	15%	N=321	4%	N=78	100%	N=2175
Availability of paths and walking trails	34%	N=738	46%	N=985	17%	N=375	3%	N=59	100%	N=2157
Air quality	21%	N=480	55%	N=1245	21%	N=486	3%	N=72	100%	N=2284
Cleanliness of Gilbert	47%	N=1102	47%	N=1090	6%	N=132	0%	N=8	100%	N=2333
Overall appearance of Gilbert	52%	N=1209	44%	N=1031	4%	N=89	0%	N=2	100%	N=2331
Public places where people want to spend time	45%	N=1024	45%	N=1028	9%	N=217	1%	N=22	100%	N=2292
Variety of housing options	35%	N=758	46%	N=1003	14%	N=307	4%	N=92	100%	N=2161
Availability of affordable quality housing	16%	N=315	41%	N=834	30%	N=603	13%	N=271	100%	N=2023
Fitness opportunities (including exercise classes and paths or trails, etc.)	44%	N=944	42%	N=913	12%	N=259	2%	N=42	100%	N=2158
Recreational opportunities	32%	N=709	47%	N=1030	18%	N=390	2%	N=53	100%	N=2182
Availability of affordable quality food	41%	N=957	46%	N=1063	11%	N=259	2%	N=39	100%	N=2318
Availability of affordable quality health care	33%	N=649	47%	N=931	15%	N=303	4%	N=86	100%	N=1969
Availability of preventive health services	33%	N=633	50%	N=946	15%	N=280	2%	N=33	100%	N=1891
Availability of affordable quality mental health care	24%	N=259	34%	N=359	28%	N=302	13%	N=143	100%	N=1063

Table 6: Question 6

Please rate each of the following characteristics as they relate to Gilbert as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	28%	N=265	46%	N=438	18%	N=174	8%	N=80	100%	N=956
K-12 education	44%	N=667	44%	N=674	9%	N=137	3%	N=49	100%	N=1527
Adult educational opportunities	19%	N=202	46%	N=475	30%	N=314	5%	N=49	100%	N=1039
Opportunities to attend cultural/arts/music activities	20%	N=385	44%	N=860	29%	N=564	8%	N=159	100%	N=1968
Opportunities to participate in religious or spiritual events and activities	45%	N=721	42%	N=681	11%	N=176	2%	N=32	100%	N=1611
Employment opportunities	18%	N=278	44%	N=668	31%	N=464	7%	N=110	100%	N=1520
Shopping opportunities	50%	N=1125	41%	N=922	8%	N=189	1%	N=31	100%	N=2266
Cost of living in Gilbert	18%	N=416	51%	N=1164	24%	N=539	7%	N=152	100%	N=2272
Overall quality of business and service establishments in Gilbert	38%	N=857	52%	N=1178	9%	N=205	1%	N=18	100%	N=2258
Vibrant downtown/commercial area	53%	N=1169	38%	N=826	8%	N=177	1%	N=27	100%	N=2199
Overall quality of new development in Gilbert	45%	N=970	44%	N=957	8%	N=178	3%	N=55	100%	N=2160
Opportunities to participate in social events and activities	32%	N=628	48%	N=964	18%	N=355	2%	N=46	100%	N=1992
Opportunities to volunteer	34%	N=453	45%	N=601	18%	N=242	3%	N=39	100%	N=1335
Opportunities to participate in community matters	30%	N=463	47%	N=717	17%	N=268	5%	N=83	100%	N=1531
Openness and acceptance of the community toward people of diverse backgrounds	25%	N=470	45%	N=832	20%	N=379	9%	N=170	100%	N=1851
Neighborliness of residents in Gilbert	25%	N=558	45%	N=1008	24%	N=539	6%	N=139	100%	N=2244

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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	20%	N=458	80%	N=1866	100%	N=2324
Made efforts to make your home more energy efficient	28%	N=649	72%	N=1670	100%	N=2320
Observed a code violation or other hazard in Gilbert (weeds, abandoned buildings, etc.)	55%	N=1282	45%	N=1031	100%	N=2313
Household member was a victim of a crime in Gilbert	93%	N=2163	7%	N=156	100%	N=2319
Reported a crime to the police in Gilbert	85%	N=1960	15%	N=358	100%	N=2318
Stocked supplies in preparation for an emergency	80%	N=1860	20%	N=459	100%	N=2319
Campaigned or advocated for an issue, cause or candidate	82%	N=1878	18%	N=420	100%	N=2299
Contacted the Town of Gilbert (in-person, phone, email, mobile app or web) for help or information	57%	N=1324	43%	N=993	100%	N=2317
Contacted Gilbert elected officials (in-person, phone, email or web) to express your opinion	88%	N=2035	12%	N=277	100%	N=2311

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 Gilbert?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Gilbert recreation centers or their services	8%	N=187	13%	N=298	29%	N=671	49%	N=1129	100%	N=2286
Visited a neighborhood park or Town park	22%	N=494	30%	N=676	38%	N=863	11%	N=248	100%	N=2281
Used Gilbert public libraries or their services	4%	N=93	19%	N=428	32%	N=728	45%	N=1038	100%	N=2287
Participated in religious or spiritual activities in Gilbert	13%	N=302	17%	N=393	14%	N=311	56%	N=1276	100%	N=2281
Attended a Town-sponsored event	1%	N=28	4%	N=92	44%	N=1008	51%	N=1154	100%	N=2283
Used bus, rail, subway or other public transportation instead of driving	1%	N=19	2%	N=40	4%	N=91	93%	N=2138	100%	N=2288
Carpooled with other adults or children instead of driving alone	19%	N=434	16%	N=374	18%	N=417	46%	N=1061	100%	N=2286
Walked or biked instead of driving	12%	N=265	16%	N=366	26%	N=599	46%	N=1057	100%	N=2287
Volunteered your time to some group/activity in Gilbert	4%	N=102	9%	N=214	17%	N=381	69%	N=1587	100%	N=2284
Participated in a club	4%	N=101	5%	N=107	8%	N=178	83%	N=1884	100%	N=2270
Talked to or visited with your immediate neighbors	34%	N=770	34%	N=786	24%	N=556	8%	N=176	100%	N=2288
Done a favor for a neighbor	14%	N=331	23%	N=525	40%	N=919	22%	N=510	100%	N=2285

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	0%	N=11	3%	N=65	17%	N=394	79%	N=1808	100%	N=2277
Watched (online or on television) a local public meeting	1%	N=18	2%	N=53	16%	N=367	81%	N=1834	100%	N=2271

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Table 10: Question 10

Please rate the quality of each of the following services in Gilbert:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	52%	N=966	39%	N=720	8%	N=156	1%	N=21	100%	N=1863
Fire services	66%	N=1069	31%	N=506	2%	N=39	0%	N=1	100%	N=1615
Ambulance or emergency medical services	63%	N=843	33%	N=444	4%	N=57	0%	N=3	100%	N=1348
Crime prevention	44%	N=690	46%	N=718	9%	N=147	1%	N=21	100%	N=1576
Fire prevention and education	48%	N=627	41%	N=528	10%	N=136	1%	N=12	100%	N=1303
Traffic enforcement	26%	N=503	46%	N=877	22%	N=414	6%	N=125	100%	N=1920
Street repair	20%	N=434	46%	N=975	24%	N=514	10%	N=209	100%	N=2132
Street cleaning	34%	N=716	47%	N=994	16%	N=326	3%	N=57	100%	N=2093
Street lighting	34%	N=748	48%	N=1045	14%	N=316	3%	N=67	100%	N=2176
Sidewalk maintenance	33%	N=684	50%	N=1029	15%	N=303	3%	N=54	100%	N=2070
Traffic signal timing	19%	N=414	44%	N=947	27%	N=580	10%	N=222	100%	N=2163
Bus or transit services	29%	N=174	23%	N=140	19%	N=115	28%	N=167	100%	N=597
Garbage collection	54%	N=1185	37%	N=820	7%	N=162	1%	N=21	100%	N=2189
Recycling	50%	N=1082	39%	N=853	9%	N=189	2%	N=41	100%	N=2165
Storm drainage	38%	N=712	49%	N=920	12%	N=231	2%	N=34	100%	N=1897
Drinking water	25%	N=506	38%	N=781	26%	N=527	12%	N=249	100%	N=2062
Sewer services	41%	N=787	50%	N=945	8%	N=156	1%	N=19	100%	N=1907
Utility billing	34%	N=722	47%	N=994	17%	N=361	2%	N=51	100%	N=2129
Town parks	49%	N=1009	44%	N=923	6%	N=135	1%	N=11	100%	N=2078
Recreation programs or classes	42%	N=488	44%	N=503	11%	N=132	3%	N=29	100%	N=1151
Recreation centers or facilities	42%	N=566	44%	N=590	12%	N=167	2%	N=29	100%	N=1352
Land use, planning and zoning	27%	N=414	46%	N=711	18%	N=281	8%	N=123	100%	N=1529
Code enforcement (weeds, abandoned buildings, etc.)	19%	N=301	49%	N=765	26%	N=403	6%	N=96	100%	N=1565
Animal control	28%	N=375	47%	N=624	19%	N=253	5%	N=70	100%	N=1322
Economic development	36%	N=609	49%	N=830	14%	N=235	2%	N=32	100%	N=1705
Health services	35%	N=567	52%	N=846	12%	N=200	1%	N=22	100%	N=1635
Public library services	50%	N=803	42%	N=681	7%	N=112	1%	N=13	100%	N=1609
Public information services (Gilbert efforts to inform residents)	37%	N=555	44%	N=665	17%	N=258	1%	N=22	100%	N=1500
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	31%	N=267	44%	N=384	20%	N=172	6%	N=51	100%	N=874
Preservation of natural areas such as open space, farmlands and greenbelts	26%	N=475	43%	N=794	21%	N=394	10%	N=182	100%	N=1845
Gilbert open space (i.e. Riparian Preserve at Water Ranch)	31%	N=571	45%	N=831	18%	N=337	6%	N=106	100%	N=1844
Town-sponsored special events	30%	N=438	50%	N=735	17%	N=254	2%	N=35	100%	N=1460
Overall customer service by Gilbert employees (police, receptionists, planners, etc.)	42%	N=759	47%	N=844	10%	N=175	1%	N=24	100%	N=1802
Bulk trash pick-up	53%	N=1089	35%	N=713	9%	N=176	3%	N=70	100%	N=2048

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 Town of Gilbert	45%	N=939	49%	N=1009	6%	N=118	1%	N=11	100%	N=2077
The Federal Government	8%	N=143	34%	N=614	37%	N=653	21%	N=373	100%	N=1784
The State Government	9%	N=156	42%	N=755	40%	N=722	10%	N=173	100%	N=1806

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Table 12: Question 12

Please rate the following categories of Gilbert government performance:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Gilbert	23%	N=450	56%	N=1089	18%	N=347	3%	N=57	100%	N=1944
The overall direction that Gilbert is taking	33%	N=683	53%	N=1107	11%	N=222	3%	N=61	100%	N=2073
The job Gilbert government does at welcoming citizen involvement	25%	N=373	49%	N=743	20%	N=305	6%	N=86	100%	N=1506
Overall confidence in Gilbert government	23%	N=437	53%	N=999	20%	N=377	4%	N=70	100%	N=1884
Generally acting in the best interest of the community	24%	N=464	55%	N=1052	17%	N=320	4%	N=79	100%	N=1915
Being honest	28%	N=452	53%	N=871	16%	N=264	3%	N=56	100%	N=1643
Treating all residents fairly	30%	N=496	49%	N=805	15%	N=240	6%	N=91	100%	N=1631

Table 13: Question 13

Please rate how important, if at all, you think it is for the Gilbert community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Gilbert	73%	N=1565	22%	N=477	5%	N=106	0%	N=5	100%	N=2153
Overall ease of getting to the places you usually have to visit	41%	N=886	48%	N=1020	11%	N=228	0%	N=7	100%	N=2140
Quality of overall natural environment in Gilbert	43%	N=920	40%	N=860	14%	N=306	2%	N=41	100%	N=2126
Overall "built environment" of Gilbert (including overall design, buildings, parks and transportation systems)	36%	N=771	47%	N=998	16%	N=342	1%	N=15	100%	N=2127
Health and wellness opportunities in Gilbert	30%	N=630	43%	N=919	25%	N=524	3%	N=59	100%	N=2132
Overall opportunities for education and enrichment	42%	N=899	36%	N=769	19%	N=413	2%	N=45	100%	N=2127
Overall economic health of Gilbert	54%	N=1147	39%	N=835	6%	N=137	0%	N=8	100%	N=2128
Sense of community	36%	N=767	43%	N=921	20%	N=423	1%	N=16	100%	N=2128

Table 14: Question 14

Please indicate how much of an influence, if at all, each of the following had on your choice to live in Gilbert:	Major influence		Minor influence		Not an influence		Total	
	%	N	%	N	%	N	%	N
Quality of life in general	81%	N=1713	14%	N=304	4%	N=93	100%	N=2110
Cost of living	58%	N=1225	36%	N=748	6%	N=133	100%	N=2105
Quality of schools & educational opportunities	55%	N=1165	20%	N=433	24%	N=516	100%	N=2114
Access to health and wellness opportunities	24%	N=502	42%	N=884	34%	N=724	100%	N=2110
Access to recreational opportunities	26%	N=549	45%	N=944	29%	N=616	100%	N=2109
Access to convenient transportation	15%	N=316	29%	N=618	56%	N=1168	100%	N=2102
Housing options	70%	N=1486	23%	N=477	7%	N=146	100%	N=2109
Job opportunities/job availability	28%	N=599	29%	N=617	42%	N=895	100%	N=2111
Close to work	36%	N=768	32%	N=669	32%	N=674	100%	N=2111
Retirement	20%	N=422	19%	N=400	61%	N=1294	100%	N=2116
For the weather, climate	34%	N=725	26%	N=559	39%	N=826	100%	N=2109
Feel safe in Gilbert	83%	N=1755	13%	N=266	4%	N=94	100%	N=2115
Image or reputation of Gilbert	64%	N=1352	26%	N=553	10%	N=211	100%	N=2115
Sense of community	42%	N=890	40%	N=845	18%	N=376	100%	N=2111
Openness and acceptance of community toward people of diverse backgrounds	32%	N=668	32%	N=669	37%	N=775	100%	N=2111

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Table 15: Question 15

If you were planning to relocate, please indicate how much of an influence, if at all, each of the following would have on your decision to move to another community:	Major influence		Minor influence		Not an influence		Total	
	%	N	%	N	%	N	%	N
Quality of life in general	81%	N=1647	13%	N=276	6%	N=122	100%	N=2044
Cost of living	81%	N=1655	14%	N=296	5%	N=95	100%	N=2046
Quality of schools & educational opportunities	51%	N=1038	20%	N=408	29%	N=601	100%	N=2047
Access to health and wellness opportunities	35%	N=720	41%	N=827	24%	N=495	100%	N=2043
Access to recreational opportunities	32%	N=656	47%	N=955	21%	N=430	100%	N=2042
Access to convenient transportation	20%	N=415	36%	N=741	43%	N=889	100%	N=2044
Better housing options	74%	N=1511	20%	N=407	6%	N=120	100%	N=2037
Job opportunities/job availability	50%	N=1023	23%	N=479	26%	N=538	100%	N=2040
Move closer to work	45%	N=922	27%	N=551	28%	N=562	100%	N=2035
Retirement	31%	N=641	21%	N=432	48%	N=972	100%	N=2045
Different weather/climate	31%	N=630	32%	N=661	37%	N=756	100%	N=2047
Feel safer in other community	64%	N=1303	17%	N=352	19%	N=378	100%	N=2033
Image or reputation of new community	54%	N=1106	28%	N=569	18%	N=361	100%	N=2036
Sense of community	45%	N=909	38%	N=764	18%	N=362	100%	N=2034
Openness and acceptance of community toward people of diverse backgrounds	40%	N=800	31%	N=631	29%	N=581	100%	N=2012

Table 16: Question 16: Variety of Events

The Town currently either hosts or co-sponsors several community events. Please indicate your opinion regarding the variety of special events in which the Town participates.	Percent	Number
I'd prefer more variety of events offered	40%	N=565
The current variety of events is about right	59%	N=843
I'd prefer less variety of events offered	1%	N=20
Total	100%	N=1428

Table 17: Question 16: Frequency of Events

The Town currently either hosts or co-sponsors several community events. Please indicate your opinion regarding the frequency of special events in which the Town participates.	Percent	Number
I'd prefer more events	41%	N=598
The current frequency of the events is about right	57%	N=830
I'd prefer fewer events	2%	N=33
Total	100%	N=1461

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	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	1%	N=27	2%	N=47	4%	N=90	25%	N=519	68%	N=1428	100%	N=2112
Purchase goods or services from a business located in Gilbert	0%	N=3	1%	N=20	16%	N=338	63%	N=1316	20%	N=427	100%	N=2104
Eat at least 5 portions of fruits and vegetables a day	3%	N=59	18%	N=384	36%	N=752	33%	N=694	10%	N=208	100%	N=2096
Participate in moderate or vigorous physical activity	1%	N=23	13%	N=269	33%	N=690	34%	N=713	19%	N=404	100%	N=2100
Read or watch local news (via television, paper, online, etc.)	9%	N=188	16%	N=326	27%	N=558	23%	N=486	26%	N=540	100%	N=2098
Vote in local elections	8%	N=173	6%	N=118	9%	N=196	19%	N=397	58%	N=1221	100%	N=2104

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Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	22%	N=474
Very good	48%	N=1014
Good	26%	N=540
Fair	4%	N=74
Poor	0%	N=4
Total	100%	N=2107

Table 20: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	14%	N=294
Somewhat positive	32%	N=661
Neutral	45%	N=925
Somewhat negative	8%	N=167
Very negative	1%	N=30
Total	100%	N=2077

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	69%	N=1444
Working part time for pay	8%	N=177
Unemployed, looking for paid work	2%	N=36
Unemployed, not looking for paid work	6%	N=137
Fully retired	15%	N=310
Total	100%	N=2104

Table 22: Question D5

Do you work inside the boundaries of Gilbert?	Percent	Number
Yes, outside the home	24%	N=479
Yes, from home	15%	N=298
No	61%	N=1241
Total	100%	N=2019

Table 23: Question D6

How many years have you lived in Gilbert?	Percent	Number
Less than 2 years	13%	N=284
2 to 5 years	26%	N=538
6 to 10 years	19%	N=401
11 to 20 years	28%	N=584
More than 20 years	14%	N=300
Total	100%	N=2106

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Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	91%	N=2291
Building with two or more homes (duplex, townhome, apartment or condominium)	9%	N=224
Mobile home	0%	N=0
Other	0%	N=4
Total	100%	N=2519

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	20%	N=456
Owned	80%	N=1861
Total	100%	N=2317

Table 26: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	4%	N=70
\$300 to \$599 per month	4%	N=81
\$600 to \$999 per month	8%	N=162
\$1,000 to \$1,499 per month	30%	N=587
\$1,500 to \$2,499 per month	42%	N=822
\$2,500 or more per month	12%	N=240
Total	100%	N=1960

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	50%	N=1051
Yes	50%	N=1039
Total	100%	N=2091

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	81%	N=1701
Yes	19%	N=400
Total	100%	N=2100

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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	3%	N=61
\$25,000 to \$49,999	12%	N=241
\$50,000 to \$99,999	29%	N=582
\$100,000 to \$149,999	28%	N=566
\$150,000 or more	28%	N=557
Total	100%	N=2007

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	88%	N=1842
Yes, I consider myself to be Spanish, Hispanic or Latino	12%	N=249
Total	100%	N=2091

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=25
Asian, Asian Indian or Pacific Islander	5%	N=107
Black or African American	4%	N=75
White	89%	N=1844
Other	5%	N=112

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	4%	N=104
25 to 34 years	23%	N=589
35 to 44 years	24%	N=597
45 to 54 years	25%	N=620
55 to 64 years	12%	N=312
65 to 74 years	8%	N=208
75 years or older	4%	N=91
Total	100%	N=2522

Table 33: Question D16

What is your sex?	Percent	Number
Female	54%	N=1078
Male	46%	N=935
Total	100%	N=2013

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Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	84%	N=1768
Land line	6%	N=131
Both	10%	N=201
Total	100%	N=2100

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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 Gilbert:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Gilbert as a place to live	75%	N=1886	23%	N=586	2%	N=48	0%	N=1	0%	N=1	100%	N=2523
Your neighborhood as a place to live	59%	N=1402	36%	N=859	5%	N=119	0%	N=9	0%	N=1	100%	N=2391
Gilbert as a place to raise children	66%	N=1562	21%	N=497	2%	N=52	0%	N=7	10%	N=239	100%	N=2356
Gilbert as a place to work	30%	N=697	27%	N=620	11%	N=263	2%	N=54	30%	N=701	100%	N=2335
Gilbert as a place to visit	38%	N=898	42%	N=987	15%	N=342	2%	N=43	3%	N=71	100%	N=2340
Gilbert as a place to retire	44%	N=1023	27%	N=622	10%	N=227	2%	N=50	18%	N=422	100%	N=2344
The overall quality of life in Gilbert	60%	N=1417	37%	N=864	3%	N=72	0%	N=0	0%	N=0	100%	N=2355

Table 36: Question 2

Please rate each of the following characteristics as they relate to Gilbert as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Gilbert	59%	N=1471	37%	N=910	4%	N=104	0%	N=5	0%	N=1	100%	N=2491
Overall ease of getting to the places you usually have to visit	41%	N=973	44%	N=1047	13%	N=322	2%	N=48	0%	N=1	100%	N=2390
Quality of overall natural environment in Gilbert	41%	N=963	46%	N=1083	12%	N=282	1%	N=26	1%	N=16	100%	N=2370
Overall "built environment" of Gilbert (including overall design, buildings, parks and transportation systems)	33%	N=773	51%	N=1192	15%	N=356	1%	N=35	0%	N=3	100%	N=2360
Health and wellness opportunities in Gilbert	38%	N=884	43%	N=1005	11%	N=247	1%	N=18	8%	N=199	100%	N=2353
Overall opportunities for education and enrichment	32%	N=752	43%	N=998	11%	N=257	2%	N=38	12%	N=282	100%	N=2328
Overall economic health of Gilbert	40%	N=935	45%	N=1053	6%	N=138	0%	N=7	9%	N=210	100%	N=2345
Sense of community	37%	N=856	43%	N=997	16%	N=385	2%	N=50	2%	N=53	100%	N=2342
Overall image or reputation of Gilbert	60%	N=1411	36%	N=846	3%	N=67	0%	N=10	1%	N=20	100%	N=2353

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	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Gilbert to someone who asks	80%	N=1957	17%	N=410	2%	N=54	1%	N=31	0%	N=4	100%	N=2456
Remain in Gilbert for the next five years	75%	N=1765	15%	N=355	6%	N=135	2%	N=42	3%	N=69	100%	N=2367
Recommend Gilbert as a place to do business to a friend	50%	N=1183	28%	N=670	7%	N=155	1%	N=30	13%	N=312	100%	N=2350

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	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	83%	N=1970	14%	N=341	1%	N=32	0%	N=8	0%	N=7	0%	N=3	100%	N=2361
In Gilbert's downtown (Heritage District) during the day	76%	N=1794	16%	N=374	1%	N=30	0%	N=3	0%	N=5	6%	N=150	100%	N=2356
In Gilbert's downtown (Heritage District) area at night	52%	N=1228	28%	N=657	6%	N=139	3%	N=68	1%	N=20	10%	N=245	100%	N=2356

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Table 39: Question 5

Please rate each of the following characteristics as they relate to Gilbert as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	14%	N=330	49%	N=1197	30%	N=719	7%	N=170	0%	N=3	100%	N=2419
Ease of public parking	21%	N=501	47%	N=1104	25%	N=579	4%	N=100	2%	N=57	100%	N=2341
Ease of travel by car in Gilbert	31%	N=727	52%	N=1201	14%	N=326	3%	N=69	0%	N=8	100%	N=2331
Ease of travel by public transportation in Gilbert	4%	N=103	7%	N=158	10%	N=228	15%	N=354	64%	N=1476	100%	N=2319
Ease of travel by bicycle in Gilbert	16%	N=364	30%	N=702	17%	N=382	5%	N=106	33%	N=753	100%	N=2307
Ease of walking in Gilbert	30%	N=696	46%	N=1079	14%	N=321	3%	N=78	7%	N=158	100%	N=2333
Availability of paths and walking trails	32%	N=738	42%	N=985	16%	N=375	3%	N=59	8%	N=178	100%	N=2335
Air quality	21%	N=480	53%	N=1245	21%	N=486	3%	N=72	2%	N=47	100%	N=2331
Cleanliness of Gilbert	47%	N=1102	47%	N=1090	6%	N=132	0%	N=8	0%	N=2	100%	N=2335
Overall appearance of Gilbert	52%	N=1209	44%	N=1031	4%	N=89	0%	N=2	0%	N=4	100%	N=2335
Public places where people want to spend time	44%	N=1024	44%	N=1028	9%	N=217	1%	N=22	2%	N=40	100%	N=2333
Variety of housing options	33%	N=758	43%	N=1003	13%	N=307	4%	N=92	7%	N=162	100%	N=2323
Availability of affordable quality housing	14%	N=315	36%	N=834	26%	N=603	12%	N=271	12%	N=284	100%	N=2307
Fitness opportunities (including exercise classes and paths or trails, etc.)	41%	N=944	39%	N=913	11%	N=259	2%	N=42	7%	N=163	100%	N=2321
Recreational opportunities	30%	N=709	44%	N=1030	17%	N=390	2%	N=53	6%	N=149	100%	N=2331
Availability of affordable quality food	41%	N=957	46%	N=1063	11%	N=259	2%	N=39	0%	N=10	100%	N=2329
Availability of affordable quality health care	28%	N=649	40%	N=931	13%	N=303	4%	N=86	15%	N=354	100%	N=2323
Availability of preventive health services	27%	N=633	41%	N=946	12%	N=280	1%	N=33	19%	N=440	100%	N=2331
Availability of affordable quality mental health care	11%	N=259	15%	N=359	13%	N=302	6%	N=143	54%	N=1263	100%	N=2326

Table 40: Question 6

Please rate each of the following characteristics as they relate to Gilbert as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	11%	N=265	19%	N=438	7%	N=174	3%	N=80	59%	N=1383	100%	N=2339
K-12 education	29%	N=667	29%	N=674	6%	N=137	2%	N=49	33%	N=765	100%	N=2293
Adult educational opportunities	9%	N=202	21%	N=475	14%	N=314	2%	N=49	55%	N=1249	100%	N=2288
Opportunities to attend cultural/arts/music activities	17%	N=385	38%	N=860	25%	N=564	7%	N=159	14%	N=322	100%	N=2290
Opportunities to participate in religious or spiritual events and activities	32%	N=721	30%	N=681	8%	N=176	1%	N=32	30%	N=678	100%	N=2288
Employment opportunities	12%	N=278	29%	N=668	20%	N=464	5%	N=110	33%	N=761	100%	N=2281
Shopping opportunities	49%	N=1125	40%	N=922	8%	N=189	1%	N=31	1%	N=21	100%	N=2287
Cost of living in Gilbert	18%	N=416	51%	N=1164	24%	N=539	7%	N=152	1%	N=16	100%	N=2287
Overall quality of business and service establishments in Gilbert	37%	N=857	52%	N=1178	9%	N=205	1%	N=18	1%	N=29	100%	N=2286
Vibrant downtown/commercial area	51%	N=1169	36%	N=826	8%	N=177	1%	N=27	4%	N=90	100%	N=2289
Overall quality of new development in Gilbert	43%	N=970	42%	N=957	8%	N=178	2%	N=55	5%	N=113	100%	N=2273
Opportunities to participate in social events and activities	27%	N=628	42%	N=964	16%	N=355	2%	N=46	13%	N=293	100%	N=2286
Opportunities to volunteer	20%	N=453	26%	N=601	11%	N=242	2%	N=39	42%	N=950	100%	N=2284
Opportunities to participate in community matters	21%	N=463	32%	N=717	12%	N=268	4%	N=83	32%	N=722	100%	N=2253
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=470	37%	N=832	17%	N=379	7%	N=170	19%	N=426	100%	N=2277
Neighborhoodliness of residents in Gilbert	24%	N=558	44%	N=1008	24%	N=539	6%	N=139	2%	N=41	100%	N=2285

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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	20%	N=458	80%	N=1866	100%	N=2324
Made efforts to make your home more energy efficient	28%	N=649	72%	N=1670	100%	N=2320
Observed a code violation or other hazard in Gilbert (weeds, abandoned buildings, etc.)	55%	N=1282	45%	N=1031	100%	N=2313
Household member was a victim of a crime in Gilbert	93%	N=2163	7%	N=156	100%	N=2319
Reported a crime to the police in Gilbert	85%	N=1960	15%	N=358	100%	N=2318
Stocked supplies in preparation for an emergency	80%	N=1860	20%	N=459	100%	N=2319
Campaigned or advocated for an issue, cause or candidate	82%	N=1878	18%	N=420	100%	N=2299
Contacted the Town of Gilbert (in-person, phone, email, mobile app or web) for help or information	57%	N=1324	43%	N=993	100%	N=2317
Contacted Gilbert elected officials (in-person, phone, email or web) to express your opinion	88%	N=2035	12%	N=277	100%	N=2311

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 Gilbert?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Gilbert recreation centers or their services	8%	N=187	13%	N=298	29%	N=671	49%	N=1129	100%	N=2286
Visited a neighborhood park or Town park	22%	N=494	30%	N=676	38%	N=863	11%	N=248	100%	N=2281
Used Gilbert public libraries or their services	4%	N=93	19%	N=428	32%	N=728	45%	N=1038	100%	N=2287
Participated in religious or spiritual activities in Gilbert	13%	N=302	17%	N=393	14%	N=311	56%	N=1276	100%	N=2281
Attended a Town-sponsored event	1%	N=28	4%	N=92	44%	N=1008	51%	N=1154	100%	N=2283
Used bus, rail, subway or other public transportation instead of driving	1%	N=19	2%	N=40	4%	N=91	93%	N=2138	100%	N=2288
Carpooled with other adults or children instead of driving alone	19%	N=434	16%	N=374	18%	N=417	46%	N=1061	100%	N=2286
Walked or biked instead of driving	12%	N=265	16%	N=366	26%	N=599	46%	N=1057	100%	N=2287
Volunteered your time to some group/activity in Gilbert	4%	N=102	9%	N=214	17%	N=381	69%	N=1587	100%	N=2284
Participated in a club	4%	N=101	5%	N=107	8%	N=178	83%	N=1884	100%	N=2270
Talked to or visited with your immediate neighbors	34%	N=770	34%	N=786	24%	N=556	8%	N=176	100%	N=2288
Done a favor for a neighbor	14%	N=331	23%	N=525	40%	N=919	22%	N=510	100%	N=2285

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	0%	N=11	3%	N=65	17%	N=394	79%	N=1808	100%	N=2277
Watched (online or on television) a local public meeting	1%	N=18	2%	N=53	16%	N=367	81%	N=1834	100%	N=2271

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Table 44: Question 10

Please rate the quality of each of the following services in Gilbert:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	43%	N=966	32%	N=720	7%	N=156	1%	N=21	16%	N=368	100%	N=2231
Fire services	48%	N=1069	23%	N=506	2%	N=39	0%	N=1	27%	N=600	100%	N=2215
Ambulance or emergency medical services	38%	N=843	20%	N=444	3%	N=57	0%	N=3	39%	N=866	100%	N=2213
Crime prevention	32%	N=690	33%	N=718	7%	N=147	1%	N=21	28%	N=614	100%	N=2190
Fire prevention and education	28%	N=627	24%	N=528	6%	N=136	1%	N=12	41%	N=909	100%	N=2212
Traffic enforcement	23%	N=503	40%	N=877	19%	N=414	6%	N=125	13%	N=285	100%	N=2204
Street repair	20%	N=434	44%	N=975	23%	N=514	9%	N=209	4%	N=83	100%	N=2214
Street cleaning	32%	N=716	45%	N=994	15%	N=326	3%	N=57	6%	N=124	100%	N=2217
Street lighting	34%	N=748	47%	N=1045	14%	N=316	3%	N=67	2%	N=39	100%	N=2215
Sidewalk maintenance	31%	N=684	47%	N=1029	14%	N=303	2%	N=54	6%	N=135	100%	N=2204
Traffic signal timing	19%	N=414	43%	N=947	26%	N=580	10%	N=222	2%	N=53	100%	N=2216
Bus or transit services	8%	N=174	6%	N=140	5%	N=115	8%	N=167	73%	N=1584	100%	N=2181
Garbage collection	54%	N=1185	37%	N=820	7%	N=162	1%	N=21	1%	N=23	100%	N=2212
Recycling	49%	N=1082	39%	N=853	9%	N=189	2%	N=41	2%	N=50	100%	N=2215
Storm drainage	32%	N=712	42%	N=920	10%	N=231	2%	N=34	14%	N=317	100%	N=2215
Drinking water	23%	N=506	35%	N=781	24%	N=527	11%	N=249	7%	N=145	100%	N=2207
Sewer services	36%	N=787	43%	N=945	7%	N=156	1%	N=19	14%	N=302	100%	N=2209
Utility billing	33%	N=722	45%	N=994	16%	N=361	2%	N=51	4%	N=86	100%	N=2215
Town parks	46%	N=1009	42%	N=923	6%	N=135	1%	N=11	6%	N=133	100%	N=2211
Recreation programs or classes	22%	N=488	23%	N=503	6%	N=132	1%	N=29	48%	N=1053	100%	N=2205
Recreation centers or facilities	26%	N=566	27%	N=590	8%	N=167	1%	N=29	38%	N=846	100%	N=2198
Land use, planning and zoning	19%	N=414	32%	N=711	13%	N=281	6%	N=123	30%	N=669	100%	N=2198
Code enforcement (weeds, abandoned buildings, etc.)	14%	N=301	35%	N=765	18%	N=403	4%	N=96	29%	N=636	100%	N=2202
Animal control	17%	N=375	28%	N=624	11%	N=253	3%	N=70	40%	N=879	100%	N=2202
Economic development	28%	N=609	38%	N=830	11%	N=235	1%	N=32	23%	N=497	100%	N=2203
Health services	26%	N=567	38%	N=846	9%	N=200	1%	N=22	26%	N=568	100%	N=2204
Public library services	37%	N=803	31%	N=681	5%	N=112	1%	N=13	27%	N=591	100%	N=2200
Public information services (Gilbert efforts to inform residents)	25%	N=555	30%	N=665	12%	N=258	1%	N=22	31%	N=680	100%	N=2180
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	12%	N=267	18%	N=384	8%	N=172	2%	N=51	60%	N=1295	100%	N=2169
Preservation of natural areas such as open space, farmlands and greenbelts	22%	N=475	36%	N=794	18%	N=394	8%	N=182	16%	N=342	100%	N=2188
Gilbert open space (i.e. Riparian Preserve at Water Ranch)	26%	N=571	38%	N=831	15%	N=337	5%	N=106	15%	N=336	100%	N=2181
Town-sponsored special events	20%	N=438	34%	N=735	12%	N=254	2%	N=35	33%	N=708	100%	N=2169
Overall customer service by Gilbert employees (police, receptionists, planners, etc.)	34%	N=759	38%	N=844	8%	N=175	1%	N=24	18%	N=398	100%	N=2200
Bulk trash pick-up	49%	N=1089	32%	N=713	8%	N=176	3%	N=70	7%	N=158	100%	N=2206

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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 Town of Gilbert	43%	N=939	47%	N=1009	5%	N=118	0%	N=11	4%	N=84	100%	N=2161
The Federal Government	7%	N=143	29%	N=614	30%	N=653	17%	N=373	17%	N=362	100%	N=2145
The State Government	7%	N=156	35%	N=755	34%	N=722	8%	N=173	16%	N=338	100%	N=2144

Table 46: Question 12

Please rate the following categories of Gilbert government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Gilbert	21%	N=450	50%	N=1089	16%	N=347	3%	N=57	10%	N=214	100%	N=2158
The overall direction that Gilbert is taking	32%	N=683	51%	N=1107	10%	N=222	3%	N=61	4%	N=84	100%	N=2157
The job Gilbert government does at welcoming citizen involvement	17%	N=373	35%	N=743	14%	N=305	4%	N=86	30%	N=644	100%	N=2150
Overall confidence in Gilbert government	20%	N=437	47%	N=999	18%	N=377	3%	N=70	12%	N=255	100%	N=2138
Generally acting in the best interest of the community	22%	N=464	49%	N=1052	15%	N=320	4%	N=79	11%	N=226	100%	N=2141
Being honest	21%	N=452	41%	N=871	12%	N=264	3%	N=56	23%	N=505	100%	N=2148
Treating all residents fairly	23%	N=496	37%	N=805	11%	N=240	4%	N=91	24%	N=518	100%	N=2149

Table 47: Question 13

Please rate how important, if at all, you think it is for the Gilbert 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 Gilbert	73%	N=1565	22%	N=477	5%	N=106	0%	N=5	100%	N=2153
Overall ease of getting to the places you usually have to visit	41%	N=886	48%	N=1020	11%	N=228	0%	N=7	100%	N=2140
Quality of overall natural environment in Gilbert	43%	N=920	40%	N=860	14%	N=306	2%	N=41	100%	N=2126
Overall "built environment" of Gilbert (including overall design, buildings, parks and transportation systems)	36%	N=771	47%	N=998	16%	N=342	1%	N=15	100%	N=2127
Health and wellness opportunities in Gilbert	30%	N=630	43%	N=919	25%	N=524	3%	N=59	100%	N=2132
Overall opportunities for education and enrichment	42%	N=899	36%	N=769	19%	N=413	2%	N=45	100%	N=2127
Overall economic health of Gilbert	54%	N=1147	39%	N=835	6%	N=137	0%	N=8	100%	N=2128
Sense of community	36%	N=767	43%	N=921	20%	N=423	1%	N=16	100%	N=2128

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Table 48: Question 14

Please indicate how much of an influence, if at all, each of the following had on your choice to live in Gilbert:	Major influence		Minor influence		Not an influence		Total	
	%	N	%	N	%	N	%	N
Quality of life in general	81%	N=1713	14%	N=304	4%	N=93	100%	N=2110
Cost of living	58%	N=1225	36%	N=748	6%	N=133	100%	N=2105
Quality of schools & educational opportunities	55%	N=1165	20%	N=433	24%	N=516	100%	N=2114
Access to health and wellness opportunities	24%	N=502	42%	N=884	34%	N=724	100%	N=2110
Access to recreational opportunities	26%	N=549	45%	N=944	29%	N=616	100%	N=2109
Access to convenient transportation	15%	N=316	29%	N=618	56%	N=1168	100%	N=2102
Housing options	70%	N=1486	23%	N=477	7%	N=146	100%	N=2109
Job opportunities/job availability	28%	N=599	29%	N=617	42%	N=895	100%	N=2111
Close to work	36%	N=768	32%	N=669	32%	N=674	100%	N=2111
Retirement	20%	N=422	19%	N=400	61%	N=1294	100%	N=2116
For the weather, climate	34%	N=725	26%	N=559	39%	N=826	100%	N=2109
Feel safe in Gilbert	83%	N=1755	13%	N=266	4%	N=94	100%	N=2115
Image or reputation of Gilbert	64%	N=1352	26%	N=553	10%	N=211	100%	N=2115
Sense of community	42%	N=890	40%	N=845	18%	N=376	100%	N=2111
Openness and acceptance of community toward people of diverse backgrounds	32%	N=668	32%	N=669	37%	N=775	100%	N=2111

Table 49: Question 15

If you were planning to relocate, please indicate how much of an influence, if at all, each of the following would have on your decision to move to another community:	Major influence		Minor influence		Not an influence		Total	
	%	N	%	N	%	N	%	N
Quality of life in general	81%	N=1647	13%	N=276	6%	N=122	100%	N=2044
Cost of living	81%	N=1655	14%	N=296	5%	N=95	100%	N=2046
Quality of schools & educational opportunities	51%	N=1038	20%	N=408	29%	N=601	100%	N=2047
Access to health and wellness opportunities	35%	N=720	41%	N=827	24%	N=495	100%	N=2043
Access to recreational opportunities	32%	N=656	47%	N=955	21%	N=430	100%	N=2042
Access to convenient transportation	20%	N=415	36%	N=741	43%	N=889	100%	N=2044
Better housing options	74%	N=1511	20%	N=407	6%	N=120	100%	N=2037
Job opportunities/job availability	50%	N=1023	23%	N=479	26%	N=538	100%	N=2040
Move closer to work	45%	N=922	27%	N=551	28%	N=562	100%	N=2035
Retirement	31%	N=641	21%	N=432	48%	N=972	100%	N=2045
Different weather/climate	31%	N=630	32%	N=661	37%	N=756	100%	N=2047
Feel safer in other community	64%	N=1303	17%	N=352	19%	N=378	100%	N=2033
Image or reputation of new community	54%	N=1106	28%	N=569	18%	N=361	100%	N=2036
Sense of community	45%	N=909	38%	N=764	18%	N=362	100%	N=2034
Openness and acceptance of community toward people of diverse backgrounds	40%	N=800	31%	N=631	29%	N=581	100%	N=2012

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Table 50: Question 16: Variety of Events

The Town currently either hosts or co-sponsors several community events. Please indicate your opinion regarding the variety of special events in which the Town participates.	Percent	Number
I'd prefer more variety of events offered	27%	N=565
The current variety of events is about right	41%	N=843
I'd prefer less variety of events offered	1%	N=20
Don't know	31%	N=652
Total	100%	N=2080

Table 51: Question 16: Frequency of Events

The Town currently either hosts or co-sponsors several community events. Please indicate your opinion regarding the frequency of special events in which the Town participates.	Percent	Number
I'd prefer more events	29%	N=598
The current frequency of the events is about right	40%	N=830
I'd prefer fewer events	2%	N=33
Don't know	29%	N=611
Total	100%	N=2073

Table 52: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	1%	N=27	2%	N=47	4%	N=90	25%	N=519	68%	N=1428	100%	N=2112
Purchase goods or services from a business located in Gilbert	0%	N=3	1%	N=20	16%	N=338	63%	N=1316	20%	N=427	100%	N=2104
Eat at least 5 portions of fruits and vegetables a day	3%	N=59	18%	N=384	36%	N=752	33%	N=694	10%	N=208	100%	N=2096
Participate in moderate or vigorous physical activity	1%	N=23	13%	N=269	33%	N=690	34%	N=713	19%	N=404	100%	N=2100
Read or watch local news (via television, paper, online, etc.)	9%	N=188	16%	N=326	27%	N=558	23%	N=486	26%	N=540	100%	N=2098
Vote in local elections	8%	N=173	6%	N=118	9%	N=196	19%	N=397	58%	N=1221	100%	N=2104

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	22%	N=474
Very good	48%	N=1014
Good	26%	N=540
Fair	4%	N=74
Poor	0%	N=4
Total	100%	N=2107

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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	14%	N=294
Somewhat positive	32%	N=661
Neutral	45%	N=925
Somewhat negative	8%	N=167
Very negative	1%	N=30
Total	100%	N=2077

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	69%	N=1444
Working part time for pay	8%	N=177
Unemployed, looking for paid work	2%	N=36
Unemployed, not looking for paid work	6%	N=137
Fully retired	15%	N=310
Total	100%	N=2104

Table 56: Question D5

Do you work inside the boundaries of Gilbert?	Percent	Number
Yes, outside the home	24%	N=479
Yes, from home	15%	N=298
No	61%	N=1241
Total	100%	N=2019

Table 57: Question D6

How many years have you lived in Gilbert?	Percent	Number
Less than 2 years	13%	N=284
2 to 5 years	26%	N=538
6 to 10 years	19%	N=401
11 to 20 years	28%	N=584
More than 20 years	14%	N=300
Total	100%	N=2106

Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	91%	N=2291
Building with two or more homes (duplex, townhome, apartment or condominium)	9%	N=224
Mobile home	0%	N=0
Other	0%	N=4
Total	100%	N=2519

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Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	20%	N=456
Owned	80%	N=1861
Total	100%	N=2317

Table 60: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	4%	N=70
\$300 to \$599 per month	4%	N=81
\$600 to \$999 per month	8%	N=162
\$1,000 to \$1,499 per month	30%	N=587
\$1,500 to \$2,499 per month	42%	N=822
\$2,500 or more per month	12%	N=240
Total	100%	N=1960

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	50%	N=1051
Yes	50%	N=1039
Total	100%	N=2091

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	81%	N=1701
Yes	19%	N=400
Total	100%	N=2100

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	3%	N=61
\$25,000 to \$49,999	12%	N=241
\$50,000 to \$99,999	29%	N=582
\$100,000 to \$149,999	28%	N=566
\$150,000 or more	28%	N=557
Total	100%	N=2007

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	88%	N=1842
Yes, I consider myself to be Spanish, Hispanic or Latino	12%	N=249
Total	100%	N=2091

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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=25
Asian, Asian Indian or Pacific Islander	5%	N=107
Black or African American	4%	N=75
White	89%	N=1844
Other	5%	N=112

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	4%	N=104
25 to 34 years	23%	N=589
35 to 44 years	24%	N=597
45 to 54 years	25%	N=620
55 to 64 years	12%	N=312
65 to 74 years	8%	N=208
75 years or older	4%	N=91
Total	100%	N=2522

Table 67: Question D16

What is your sex?	Percent	Number
Female	54%	N=1078
Male	46%	N=935
Total	100%	N=2013

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	84%	N=1768
Land line	6%	N=131
Both	10%	N=201
Total	100%	N=2100

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 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; 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 Town of Gilbert chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database. This subset was comprised of jurisdictions within the states of Arizona, California, Colorado, North Carolina, Nevada, New Mexico, Kansas, Texas and Washington based on geographic location, demographics and town performance metrics.

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 Gilbert’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 Gilbert’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 Gilbert’s rating to the benchmark.

In that final column, Gilbert’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 Gilbert residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Gilbert’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 Gilbert’s average rating was more than 20 points different when compared to the benchmark.

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%

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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 Gilbert	97%	10	458	Higher
Overall image or reputation of Gilbert	97%	8	353	Much higher
Gilbert as a place to live	98%	5	395	Higher
Your neighborhood as a place to live	95%	18	318	Higher
Gilbert as a place to raise children	97%	8	384	Much higher
Gilbert as a place to retire	86%	15	359	Much higher
Overall appearance of Gilbert	96%	15	361	Higher

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Overall feeling of safety in Gilbert	96%	30	353	Higher	
	In your neighborhood during the day	98%	48	361	Similar	
	In Gilbert's downtown (Heritage District) area during the day	98%	27	322	Higher	
Mobility	Overall ease of getting to the places you usually have to visit	85%	33	269	Higher	
	Availability of paths and walking trails	80%	67	322	Higher	
	Ease of walking in Gilbert	82%	55	310	Higher	
	Ease of travel by bicycle in Gilbert	69%	54	310	Higher	
	Ease of travel by public transportation in Gilbert	31%	149	229	Similar	
	Ease of travel by car in Gilbert	83%	33	309	Higher	
	Ease of public parking	70%	28	228	Higher	
	Traffic flow on major streets	63%	69	345	Higher	
	Natural Environment	Quality of overall natural environment in Gilbert	87%	67	282	Similar
Cleanliness of Gilbert		94%	27	289	Higher	
Air quality		76%	151	251	Similar	
Built Environment	Overall "built environment" of Gilbert (including overall design, buildings, parks and transportation systems)	83%	8	259	Higher	
	Overall quality of new development in Gilbert	89%	1	297	Much higher	
	Availability of affordable quality housing	57%	57	306	Higher	
	Variety of housing options	81%	2	284	Much higher	
	Public places where people want to spend time	90%	6	252	Higher	
Economy	Overall economic health of Gilbert	93%	9	266	Much higher	
	Vibrant downtown/commercial area	91%	2	241	Much higher	
	Overall quality of business and service establishments in Gilbert	90%	3	278	Higher	
	Cost of living in Gilbert	70%	6	262	Higher	
	Shopping opportunities	90%	13	301	Much higher	
	Employment opportunities	62%	36	315	Higher	
	Gilbert as a place to visit	83%	53	279	Higher	
	Gilbert as a place to work	81%	19	365	Higher	
	Recreation and Wellness	Health and wellness opportunities in Gilbert	88%	17	260	Higher
		Availability of affordable quality mental health care	58%	32	229	Higher
Availability of preventive health services		83%	16	242	Higher	
Availability of affordable quality health care		80%	21	263	Higher	
Availability of affordable quality food		87%	1	248	Higher	
Recreational opportunities		80%	64	302	Similar	
	Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	18	250	Higher	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	86%	47	262	Higher
	Opportunities to participate in religious or spiritual events and activities	87%	16	211	Similar
	Opportunities to attend cultural/arts/music activities	63%	126	300	Similar
	Adult educational opportunities	65%	79	239	Similar
	K-12 education	88%	57	278	Higher
	Availability of affordable quality child care/preschool	73%	18	261	Higher
Community Engagement	Opportunities to participate in social events and activities	80%	23	269	Higher
	Neighborliness of Gilbert	70%	56	254	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	70%	57	298	Similar
	Opportunities to participate in community matters	77%	26	280	Similar
	Opportunities to volunteer	79%	47	270	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the Town of Gilbert	94%	7	433	Higher
Overall customer service by Gilbert employees (police, receptionists, planners, etc.)	89%	24	384	Higher
Value of services for the taxes paid to Gilbert	79%	6	408	Higher
Overall direction that Gilbert is taking	86%	3	322	Higher
Job Gilbert government does at welcoming resident involvement	74%	13	327	Higher
Overall confidence in Gilbert government	76%	9	266	Higher
Generally acting in the best interest of the community	79%	8	265	Higher
Being honest	81%	8	257	Higher
Treating all residents fairly	80%	6	263	Higher
Services provided by the Federal Government	42%	100	256	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	90%	44	466	Higher
	Fire services	98%	16	392	Higher
	Ambulance or emergency medical services	96%	24	352	Similar
	Crime prevention	89%	16	367	Higher
	Fire prevention and education	89%	18	289	Higher
	Animal control	76%	34	347	Higher
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	74%	34	283	Similar
	Traffic enforcement	72%	77	375	Similar
	Street repair	66%	48	392	Higher
	Street cleaning	82%	15	327	Higher
Mobility	Street lighting	82%	3	331	Higher
	Sidewalk maintenance	83%	2	327	Much higher
	Traffic signal timing	63%	33	269	Similar
	Bus or transit services	53%	105	235	Similar
	Garbage collection	92%	11	360	Higher
Natural Environment	Recycling	89%	24	364	Higher
	Drinking water	62%	205	319	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Preservation of natural areas such as open space, farmlands and greenbelts	69%	65	262	Similar
	Gilbert open space	76%	24	237	Higher
Built Environment	Storm drainage	86%	4	357	Higher
	Sewer services	91%	10	325	Higher
	Utility billing	81%	15	231	Higher
	Land use, planning and zoning	74%	9	306	Higher
	Code enforcement (weeds, abandoned buildings, etc.)	68%	31	395	Higher
Economy	Economic development	84%	2	290	Much higher
Recreation and Wellness	Town parks	93%	33	330	Higher
	Recreation programs or classes	86%	19	331	Higher
	Recreation centers or facilities	85%	29	284	Higher
	Health services	86%	14	225	Higher
	Education and Enrichment	Town-sponsored special events	80%	39	282
Public library services		92%	56	344	Similar
Community Engagement	Public information services	81%	9	292	Higher

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	81%	18	316	Higher
Recommend living in Gilbert to someone who asks	97%	19	292	Higher
Remain in Gilbert for the next five years	92%	14	285	Similar
Contacted the Town of Gilbert (in-person, phone, email, mobile app or web) for help or information	43%	191	328	Similar

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	20%	216	231	Lower
	Did NOT report a crime to the police	85%	62	257	Similar
	Household member was NOT a victim of a crime	93%	49	278	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	7%	170	209	Lower
	Carpooled with other adults or children instead of driving alone	54%	32	244	Higher
	Walked or biked instead of driving	54%	147	253	Similar
Natural Environment	Made efforts to conserve water	80%	128	238	Similar
	Made efforts to make your home more energy efficient	72%	188	240	Similar
	Recycle at home	96%	58	264	Similar
Built Environment	Did NOT observe a code violation or other hazard in Gilbert	55%	116	247	Similar
	NOT experiencing housing costs stress	75%	71	263	Similar
Economy	Purchase goods or services from a business located in Gilbert	99%	22	250	Similar
	Economy will have positive impact on income	46%	15	264	Higher
	Work inside boundaries of Gilbert	39%	117	251	Similar
Recreation and Wellness	Used Gilbert recreation centers or their services	51%	184	242	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Visited a neighborhood park or Town park	89%	61	274	Similar
	Eat at least 5 portions of fruits and vegetables a day	79%	198	242	Similar
	Participate in moderate or vigorous physical activity	86%	109	246	Similar
	In very good to excellent health	71%	61	246	Similar
Education and Enrichment	Used Gilbert public libraries or their services	55%	201	253	Similar
	Participated in religious or spiritual activities in Gilbert	44%	104	209	Similar
	Attended Town-sponsored event	49%	179	252	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	18%	183	234	Similar
	Contacted Gilbert elected officials (in-person, phone, email or web) to express your opinion	12%	214	248	Similar
	Volunteered your time to some group/activity in Gilbert	31%	201	270	Similar
	Participated in a club	17%	216	249	Similar
	Talked to or visited with your immediate neighbors	92%	97	248	Similar
	Done a favor for a neighbor	78%	185	243	Similar
	Attended a local public meeting	21%	139	268	Similar
	Watched (online or on television) a local public meeting	19%	160	235	Similar
	Read or watch local news (via television, paper, online, etc.)	75%	232	251	Similar
	Vote in local elections	86%	102	264	Similar

Communities included in national comparisons

The communities included in Gilbert's comparisons are listed on the following pages along with their population according to the 2017 American Community Survey.

Adams County, CO.....	487,850	Austin city, TX.....	916,906
Airway Heights city, WA.....	8,017	Avon town, CO.....	6,503
Albany city, OR.....	52,007	Avon town, IN.....	16,479
Albemarle County, VA.....	105,105	Avondale city, AZ.....	81,590
Albert Lea city, MN.....	17,716	Azusa city, CA.....	49,029
Alexandria city, VA.....	154,710	Bainbridge Island city, WA.....	23,689
Algonquin village, IL.....	30,664	Baltimore city, MD.....	619,796
Aliso Viejo city, CA.....	50,691	Baltimore County, MD.....	828,637
American Canyon city, CA.....	20,341	Bartonville town, TX.....	2,038
Ames city, IA.....	65,005	Battle Creek city, MI.....	51,505
Ankeny city, IA.....	56,237	Bay City city, MI.....	33,736
Ann Arbor city, MI.....	119,303	Bay Village city, OH.....	15,426
Apache Junction city, AZ.....	38,452	Baytown city, TX.....	76,205
Arapahoe County, CO.....	626,612	Bedford city, TX.....	49,082
Arkansas City city, AR.....	503	Bedford town, MA.....	14,105
Arlington city, TX.....	388,225	Belleue city, WA.....	139,014
Arvada city, CO.....	115,320	Bellingham city, WA.....	85,388
Asheville city, NC.....	89,318	Benbrook city, TX.....	22,782
Ashland city, OR.....	20,733	Bend city, OR.....	87,167
Ashland town, MA.....	17,478	Bethlehem township, PA.....	23,800
Ashland town, VA.....	7,554	Bettendorf city, IA.....	35,293
Aspen city, CO.....	7,097	Billings city, MT.....	109,082
Athens-Clarke County, GA.....	122,292	Bloomington city, IN.....	83,636
Auburn city, AL.....	61,462	Bloomington city, MN.....	85,417
Augusta CCD, GA.....	136,103	Blue Springs city, MO.....	54,036
Aurora city, CO.....	357,323	Boise City city, ID.....	220,859

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Bonner Springs city, KS	7,644	Copperas Cove city, TX.....	32,844
Boone County, KY	127,682	Coral Springs city, FL.....	130,110
Boulder city, CO.....	106,271	Coronado city, CA	24,053
Bowling Green city, KY	64,302	Corvallis city, OR.....	56,224
Bozeman city, MT	43,132	Cottonwood Heights city, UT	34,214
Brentwood city, MO.....	8,025	Coventry Lake CDP, CT	2,932
Brentwood city, TN	41,524	Creve Coeur city, MO	18,259
Brighton city, CO.....	38,016	Cupertino city, CA	60,687
Brighton city, MI	7,567	Dacono city, CO.....	4,929
Bristol city, TN	26,668	Dakota County, MN.....	414,655
Broken Arrow city, OK.....	106,264	Dallas city, OR	15,413
Brookline CDP, MA	59,246	Dallas city, TX.....	1,300,122
Brooklyn Center city, MN	30,885	Danville city, KY.....	16,657
Brooklyn city, OH.....	10,891	Dardenne Prairie city, MO.....	12,938
Broomfield city, CO	64,283	Darien city, IL.....	22,206
Brownsburg town, IN	24,625	Davenport city, FL.....	3,665
Buffalo Grove village, IL	41,551	Davidson town, NC.....	12,325
Burlingame city, CA.....	30,401	Dayton city, OH	140,939
Cabarrus County, NC.....	196,716	Dayton town, WY.....	815
Cambridge city, MA.....	110,893	Dearborn city, MI.....	95,295
Canandaigua city, NY	10,402	Decatur city, GA.....	22,022
Cannon Beach city, OR.....	1,517	Del Mar city, CA.....	4,338
Cañon City city, CO.....	16,298	DeLand city, FL.....	30,315
Canton city, SD.....	3,352	Delaware city, OH.....	38,193
Cape Coral city, FL.....	NA	Denison city, TX.....	23,342
Carlisle borough, PA.....	19,113	Denton city, TX.....	131,097
Carlsbad city, CA.....	113,147	Denver city, CO.....	678,467
Carroll city, IA.....	9,937	Des Moines city, IA	214,778
Cartersville city, GA.....	20,235	Des Peres city, MO.....	8,536
Cary town, NC	159,715	Destin city, FL.....	13,421
Castine town, ME.....	1,276	Dover city, NH	30,901
Castle Rock town, CO.....	57,274	Dublin city, CA	57,022
Cedar Hill city, TX	48,149	Dublin city, OH	44,442
Cedar Park city, TX	70,010	Duluth city, MN.....	86,066
Cedar Rapids city, IA.....	130,330	Durham city, NC	257,232
Celina city, TX.....	7,910	Durham County, NC	300,865
Centennial city, CO.....	108,448	Dyer town, IN.....	16,077
Chandler city, AZ	245,160	Eagan city, MN	66,102
Chandler city, TX	2,896	Eagle Mountain city, UT.....	27,773
Chanhassen city, MN	25,108	Eagle town, CO.....	6,711
Chapel Hill town, NC	59,234	Eau Claire city, WI	67,945
Chardon city, OH	5,166	Eden Prairie city, MN.....	63,660
Charles County, MD	156,021	Eden town, VT	1,254
Charlotte city, NC.....	826,060	Edgerton city, KS	1,660
Charlotte County, FL	173,236	Edgewater city, CO	5,299
Charlottesville city, VA.....	46,487	Edina city, MN	50,603
Chattanooga city, TN.....	176,291	Edmond city, OK.....	89,769
Chautauqua town, NY	4,362	Edmonds city, WA.....	41,309
Chesterfield County, VA.....	335,594	El Cerrito city, CA.....	24,982
Clackamas County, OR.....	399,962	El Dorado County, CA.....	185,015
Clarendon Hills village, IL	8,680	El Paso de Robles (Paso Robles) city, CA	31,409
Clayton city, MO	16,214	Elk Grove city, CA	166,228
Clearwater city, FL	112,794	Elko New Market city, MN.....	4,556
Cleveland Heights city, OH	45,024	Elmhurst city, IL.....	46,139
Clinton city, SC	8,538	Englewood city, CO.....	33,155
Clive city, IA	17,134	Erie town, CO	22,019
Clovis city, CA.....	104,411	Escambia County, FL.....	309,924
College Park city, MD	32,186	Estes Park town, CO.....	6,248
College Station city, TX	107,445	Euclid city, OH	47,698
Colleyville city, TX.....	25,557	Fairview town, TX	8,473
Collinsville city, IL	24,767	Farmers Branch city, TX	33,808
Columbia city, MO.....	118,620	Farmersville city, TX.....	3,440
Columbia city, SC.....	132,236	Farmington Hills city, MI.....	81,235
Columbia Falls city, MT.....	5,054	Farmington town, CT	25,596
Commerce City city, CO.....	52,905	Fate city, TX.....	10,339
Concord city, CA	128,160	Fayetteville city, GA.....	17,069
Concord town, MA.....	19,357	Fayetteville city, NC.....	210,324
Conshohocken borough, PA	7,985	Ferguson township, PA.....	18,837
Coolidge city, AZ	12,221	Fernandina Beach city, FL.....	11,957
Coon Rapids city, MN	62,342	Flagstaff city, AZ.....	69,903

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Flower Mound town, TX.....	71,575	Jefferson County, NY.....	116,567
Forest Grove city, OR.....	23,554	Jefferson Parish, LA.....	437,038
Fort Collins city, CO.....	159,150	Johnson City city, TN.....	65,598
Franklin city, TN.....	72,990	Johnston city, IA.....	20,172
Frederick town, CO.....	11,397	Jupiter town, FL.....	62,373
Fremont city, CA.....	230,964	Kalamazoo city, MI.....	75,833
Friendswood city, TX.....	38,811	Kansas City city, KS.....	151,042
Fruita city, CO.....	13,039	Kansas City city, MO.....	476,974
Gahanna city, OH.....	34,691	Keizer city, OR.....	37,910
Gaithersburg city, MD.....	67,417	Kenmore city, WA.....	22,154
Galveston city, TX.....	49,706	Kennedale city, TX.....	7,723
Gardner city, KS.....	21,059	Kent city, WA.....	126,561
Georgetown city, TX.....	63,062	Kerrville city, TX.....	22,931
Germantown city, TN.....	39,230	Kettering city, OH.....	55,567
Gilbert town, AZ.....	232,176	Key West city, FL.....	25,316
Gillette city, WY.....	31,783	King City city, CA.....	13,721
Glen Ellyn village, IL.....	27,983	Kingman city, AZ.....	28,855
Glendora city, CA.....	51,891	Kirkland city, WA.....	86,772
Glenview village, IL.....	47,066	Kirkwood city, MO.....	27,659
Golden city, CO.....	20,365	Knoxville city, IA.....	7,202
Golden Valley city, MN.....	21,208	La Plata town, MD.....	9,160
Goodyear city, AZ.....	74,953	La Vista city, NE.....	17,062
Grafton village, WI.....	11,576	Laguna Niguel city, CA.....	65,429
Grand Blanc city, MI.....	7,964	Lake Forest city, IL.....	18,931
Grants Pass city, OR.....	36,687	Lake in the Hills village, IL.....	28,908
Grass Valley city, CA.....	12,893	Lake Stevens city, WA.....	31,022
Greeley city, CO.....	100,760	Lake Worth city, FL.....	37,354
Greenville city, NC.....	90,347	Lake Zurich village, IL.....	19,983
Greenwich town, CT.....	62,782	Lakeville city, MN.....	61,056
Greenwood Village city, CO.....	15,397	Lakewood city, CO.....	151,411
Greer city, SC.....	28,587	Lakewood city, WA.....	59,102
Gunnison County, CO.....	16,215	Lancaster County, SC.....	86,544
Haltom City city, TX.....	44,059	Lane County, OR.....	363,471
Hamilton city, OH.....	62,216	Lansing city, MI.....	115,222
Hamilton town, MA.....	7,991	Laramie city, WY.....	32,104
Hampton city, VA.....	136,255	Larimer County, CO.....	330,976
Hanover County, VA.....	103,218	Las Cruces city, NM.....	101,014
Harrisburg city, SD.....	5,429	Las Vegas city, NM.....	13,445
Harrisonburg city, VA.....	53,064	Lawrence city, KS.....	93,954
Harrisonville city, MO.....	10,025	Lawrenceville city, GA.....	29,287
Hastings city, MN.....	22,620	Lee's Summit city, MO.....	95,270
Hayward city, CA.....	156,917	Lehi city, UT.....	58,351
Henderson city, NV.....	284,817	Lenexa city, KS.....	52,030
Herndon town, VA.....	24,545	Lewisville city, TX.....	103,638
High Point city, NC.....	109,849	Lewisville town, NC.....	13,516
Highland Park city, IL.....	29,796	Libertyville village, IL.....	20,504
Highlands Ranch CDP, CO.....	105,264	Lincolnwood village, IL.....	12,637
Homer Glen village, IL.....	24,403	Lindsborg city, KS.....	3,313
Honolulu County, HI.....	990,060	Little Chute village, WI.....	11,006
Hooksett town, NH.....	13,987	Littleton city, CO.....	45,848
Hopkins city, MN.....	18,217	Livermore city, CA.....	88,232
Hopkinton town, MA.....	16,720	Lombard village, IL.....	43,776
Hoquiam city, WA.....	8,416	Lone Tree city, CO.....	13,430
Horry County, SC.....	310,186	Long Grove village, IL.....	7,980
Howard village, WI.....	19,121	Longmont city, CO.....	91,730
Hudson town, CO.....	1,709	Longview city, TX.....	82,219
Huntley village, IL.....	26,265	Lonsdale city, MN.....	3,850
Huntsville city, TX.....	40,727	Los Alamos County, NM.....	18,031
Hurst city, TX.....	38,813	Los Altos Hills town, CA.....	8,490
Hutchinson city, MN.....	13,836	Loudoun County, VA.....	374,558
Hutto city, TX.....	22,644	Louisville city, CO.....	20,319
Independence city, MO.....	117,369	Lower Merion township, PA.....	58,500
Indianola city, IA.....	15,489	Lynchburg city, VA.....	79,237
Indio city, CA.....	86,867	Lynnwood city, WA.....	37,242
Iowa City city, IA.....	73,415	Macomb County, MI.....	864,019
Irving city, TX.....	235,648	Manassas city, VA.....	41,379
Issaquah city, WA.....	35,629	Manhattan Beach city, CA.....	35,698
Jackson city, MO.....	14,690	Manhattan city, KS.....	55,427
Jackson County, MI.....	158,989	Mankato city, MN.....	41,241
James City County, VA.....	73,028	Maple Grove city, MN.....	68,362

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Maplewood city, MN.....	40,127	North Richland Hills city, TX.....	69,039
Maricopa County, AZ.....	4,155,501	North Yarmouth town, ME.....	3,714
Marin County, CA.....	260,814	Novato city, CA.....	55,378
Marion city, IA.....	38,014	Novi city, MI.....	58,835
Mariposa County, CA.....	17,658	O'Fallon city, IL.....	29,095
Marshfield city, WI.....	18,326	O'Fallon city, MO.....	85,246
Martinez city, CA.....	37,902	Oak Park village, IL.....	52,229
Marysville city, WA.....	66,178	Oakland city, CA.....	417,442
Matthews town, NC.....	30,760	Oakley city, CA.....	39,950
Maui County, HI.....	164,094	Oklahoma City city, OK.....	629,191
McAllen city, TX.....	139,838	Olathe city, KS.....	134,368
McKinney city, TX.....	164,760	Old Town city, ME.....	7,594
McMinnville city, OR.....	33,211	Olmsted County, MN.....	151,685
Mecklenburg County, NC.....	1,034,290	Olympia city, WA.....	49,928
Menlo Park city, CA.....	33,661	Orange village, OH.....	3,280
Menomonee Falls village, WI.....	36,411	Orland Park village, IL.....	59,161
Mercer Island city, WA.....	24,768	Orleans Parish, LA.....	388,182
Meridian charter township, MI.....	41,903	Oshkosh city, WI.....	66,649
Meridian city, ID.....	91,917	Oshtemo charter township, MI.....	22,658
Merriam city, KS.....	11,259	Oswego village, IL.....	33,759
Mesa city, AZ.....	479,317	Ottawa County, MI.....	280,243
Mesa County, CO.....	148,798	Overland Park city, KS.....	186,147
Miami Beach city, FL.....	92,187	Paducah city, KY.....	24,879
Miami city, FL.....	443,007	Palm Beach Gardens city, FL.....	53,119
Middleton city, WI.....	18,951	Palm Coast city, FL.....	82,356
Midland city, MI.....	41,958	Palo Alto city, CA.....	67,082
Milford city, DE.....	10,645	Palos Verdes Estates city, CA.....	13,591
Milton city, GA.....	37,556	Papillion city, NE.....	19,478
Minneapolis city, MN.....	411,452	Paradise Valley town, AZ.....	13,961
Minnetrissa city, MN.....	7,187	Park City city, UT.....	8,167
Missouri City city, TX.....	72,688	Parker town, CO.....	51,125
Modesto city, CA.....	210,166	Parkland city, FL.....	28,901
Moline city, IL.....	42,644	Pasco city, WA.....	70,607
Monroe city, MI.....	20,128	Pasco County, FL.....	498,136
Monterey city, CA.....	28,671	Payette city, ID.....	7,366
Montgomery city, MN.....	2,921	Pearland city, TX.....	113,693
Montgomery County, MD.....	1,039,198	Peoria city, AZ.....	161,383
Monticello city, UT.....	2,599	Peoria city, IL.....	115,424
Montrose city, CO.....	18,918	Pflugerville city, TX.....	58,013
Monument town, CO.....	6,760	Pinehurst village, NC.....	15,580
Moraga town, CA.....	17,231	Piqua city, OH.....	20,793
Morristown city, TN.....	29,446	Pitkin County, CO.....	17,747
Morrisville town, NC.....	23,873	Plano city, TX.....	281,566
Morro Bay city, CA.....	10,568	Platte City city, MO.....	4,867
Mountain Village town, CO.....	1,636	Pleasant Hill city, IA.....	9,608
Mountlake Terrace city, WA.....	20,922	Pleasanton city, CA.....	79,341
Murphy city, TX.....	20,361	Polk County, IA.....	467,235
Naperville city, IL.....	146,431	Pompano Beach city, FL.....	107,542
Napoleon city, OH.....	8,646	Port Orange city, FL.....	60,315
Nederland city, TX.....	17,284	Port St. Lucie city, FL.....	178,778
Needham CDP, MA.....	30,429	Portland city, OR.....	630,331
Nevada City city, CA.....	3,112	Powell city, OH.....	12,658
Nevada County, CA.....	98,838	Powhatan County, VA.....	28,364
New Braunfels city, TX.....	70,317	Prince William County, VA.....	450,763
New Brighton city, MN.....	22,440	Prior Lake city, MN.....	25,452
New Concord village, OH.....	2,561	Pueblo city, CO.....	109,122
New Hope city, MN.....	20,909	Purcellville town, VA.....	9,217
New Orleans city, LA.....	388,182	Queen Creek town, AZ.....	33,298
New Smyrna Beach city, FL.....	25,103	Raleigh city, NC.....	449,477
New Ulm city, MN.....	13,249	Ramsey city, MN.....	25,853
Newberg city, OR.....	22,898	Raymond town, ME.....	4,497
Newport city, RI.....	24,745	Raymore city, MO.....	20,358
Newport News city, VA.....	180,775	Redmond city, OR.....	28,492
Newton city, IA.....	15,085	Redmond city, WA.....	60,712
Noblesville city, IN.....	59,807	Redwood City city, CA.....	84,368
Norcross city, GA.....	16,474	Reno city, NV.....	239,732
Norfolk city, NE.....	24,352	Reston CDP, VA.....	60,352
Norfolk city, VA.....	245,752	Richland city, WA.....	53,991
North Mankato city, MN.....	13,583	Richmond city, CA.....	108,853
North Port city, FL.....	62,542	Richmond Heights city, MO.....	8,466

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Rio Rancho city, NM.....	93,317	St. Joseph town, WI.....	3,963
River Falls city, WI.....	15,256	St. Louis County, MN.....	200,294
Riverside city, CA.....	321,570	State College borough, PA.....	42,224
Roanoke city, VA.....	99,572	Steamboat Springs city, CO.....	12,520
Roanoke County, VA.....	93,419	Sugar Grove village, IL.....	9,417
Rochester city, NY.....	209,463	Sugar Land city, TX.....	86,886
Rochester Hills city, MI.....	73,458	Suisun City city, CA.....	29,280
Rock Hill city, SC.....	70,764	Summit County, UT.....	39,731
Rockville city, MD.....	66,420	Summit village, IL.....	11,398
Roeland Park city, KS.....	6,810	Sunnyvale city, CA.....	151,565
Rogers city, MN.....	12,564	Surprise city, AZ.....	129,534
Rohnert Park city, CA.....	42,305	Suwanee city, GA.....	18,655
Rolla city, MO.....	20,013	Tacoma city, WA.....	207,280
Roselle village, IL.....	22,925	Takoma Park city, MD.....	17,643
Rosemount city, MN.....	23,474	Tamarac city, FL.....	64,262
Rosenberg city, TX.....	35,867	Temecula city, CA.....	110,722
Roseville city, MN.....	35,624	Tempe city, AZ.....	178,339
Round Rock city, TX.....	116,369	Temple city, TX.....	71,795
Royal Oak city, MI.....	58,973	Texarkana city, TX.....	37,222
Royal Palm Beach village, FL.....	37,665	The Woodlands CDP, TX.....	109,608
Sacramento city, CA.....	489,650	Thousand Oaks city, CA.....	128,909
Sahuarita town, AZ.....	28,257	Tigard city, OR.....	51,355
Sammamish city, WA.....	62,877	Tracy city, CA.....	87,613
San Anselmo town, CA.....	12,619	Trinidad CCD, CO.....	10,819
San Diego city, CA.....	1,390,966	Tualatin city, OR.....	27,135
San Francisco city, CA.....	864,263	Tulsa city, OK.....	401,352
San Jose city, CA.....	1,023,031	Tustin city, CA.....	80,007
San Marcos city, CA.....	93,493	Twin Falls city, ID.....	47,340
San Marcos city, TX.....	59,935	Unalaska city, AK.....	4,809
San Rafael city, CA.....	59,180	University Heights city, OH.....	13,201
Sangamon County, IL.....	198,134	University Park city, TX.....	24,692
Santa Fe city, NM.....	82,980	Upper Arlington city, OH.....	34,943
Santa Fe County, NM.....	147,514	Urbandale city, IA.....	42,222
Santa Monica city, CA.....	92,495	Vail town, CO.....	5,425
Sarasota County, FL.....	404,839	Ventura CCD, CA.....	115,218
Savage city, MN.....	30,011	Vernon Hills village, IL.....	26,084
Schaumburg village, IL.....	74,427	Vestavia Hills city, AL.....	34,003
Schertz city, TX.....	38,199	Victoria city, MN.....	8,679
Scott County, MN.....	141,463	Vienna town, VA.....	16,474
Scottsdale city, AZ.....	239,283	Virginia Beach city, VA.....	450,057
Sedona city, AZ.....	10,246	Walnut Creek city, CA.....	68,516
Sevierville city, TN.....	16,387	Warrensburg city, MO.....	19,890
Shakopee city, MN.....	40,024	Washington County, MN.....	250,979
Sharonville city, OH.....	13,974	Washington town, NH.....	1,265
Shawnee city, KS.....	64,840	Washoe County, NV.....	445,551
Shawnee city, OK.....	30,974	Washougal city, WA.....	15,241
Sherborn town, MA.....	4,302	Wauwatosa city, WI.....	47,687
Shoreline city, WA.....	55,431	Waverly city, IA.....	10,052
Shoreview city, MN.....	26,432	Wentzville city, MO.....	35,768
Shorewood village, IL.....	16,809	West Carrollton city, OH.....	12,963
Shorewood village, WI.....	13,367	Western Springs village, IL.....	13,187
Sierra Vista city, AZ.....	43,585	Westerville city, OH.....	38,604
Silverton city, OR.....	9,757	Westlake town, TX.....	1,006
Sioux Center city, IA.....	7,450	Westminster city, CO.....	111,895
Sioux Falls city, SD.....	170,401	Weston town, MA.....	12,027
Skokie village, IL.....	64,773	Wheat Ridge city, CO.....	31,162
Snoqualmie city, WA.....	12,944	White House city, TN.....	11,107
Snowmass Village town, CO.....	2,827	Wichita city, KS.....	389,054
Somerset town, MA.....	18,257	Williamsburg city, VA.....	14,817
South Jordan city, UT.....	65,523	Willowbrook village, IL.....	8,598
South Lake Tahoe city, CA.....	21,680	Wilmington city, NC.....	115,261
Southlake city, TX.....	30,090	Wilsonville city, OR.....	22,789
Spearfish city, SD.....	11,300	Windsor town, CO.....	23,386
Spring Hill city, KS.....	6,064	Windsor town, CT.....	29,037
Springfield city, MO.....	165,785	Winnetka village, IL.....	12,504
Springville city, UT.....	32,319	Winter Garden city, FL.....	40,799
St. Augustine city, FL.....	13,952	Woodbury city, MN.....	67,648
St. Charles city, IL.....	32,730	Woodinville city, WA.....	11,675
St. Cloud city, FL.....	46,624	Woodland city, CA.....	58,324
St. Joseph city, MO.....	76,819	Wyandotte County, KS.....	163,227

The National Community Survey

Yakima city, WA..... 93,182
 York County, VA..... 67,196
 Yorktown town, IN..... 11,200

Yorkville city, IL 18,691
 Yountville city, CA 2,978

Custom Peer Benchmark Comparisons

Table 75: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Gilbert	97%	1	15	Higher
Overall image or reputation of Gilbert	97%	1	10	Much higher
Gilbert as a place to live	98%	1	11	Higher
Your neighborhood as a place to live	95%	1	9	Higher
Gilbert as a place to raise children	97%	1	11	Much higher
Gilbert as a place to retire	86%	2	9	Higher
Overall appearance of Gilbert	96%	1	10	Much higher

Table 76: Community Characteristics by Facet

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark		
Safety	Overall feeling of safety in Gilbert	96%	2	10	Higher	
	In your neighborhood during the day	98%	1	13	Similar	
	In Gilbert's downtown (Heritage District) area during the day	98%	1	11	Higher	
Mobility	Overall ease of getting to the places you usually have to visit	85%	1	6	Higher	
	Availability of paths and walking trails	80%	3	8	Similar	
	Ease of walking in Gilbert	82%	1	8	Higher	
	Ease of travel by bicycle in Gilbert	69%	2	9	Higher	
	Ease of travel by public transportation in Gilbert	31%	6	6	Similar	
	Ease of travel by car in Gilbert	83%	1	9	Higher	
	Ease of public parking	70%	NA	NA	NA	
	Traffic flow on major streets	63%	1	12	Higher	
Natural Environment	Quality of overall natural environment in Gilbert	87%	2	8	Higher	
	Cleanliness of Gilbert	94%	1	6	Higher	
	Air quality	76%	NA	NA	NA	
Built Environment	Overall "built environment" of Gilbert (including overall design, buildings, parks and transportation systems)	83%	1	5	Higher	
	Overall quality of new development in Gilbert	89%	1	6	Higher	
	Availability of affordable quality housing	57%	3	7	Higher	
	Variety of housing options	81%	1	5	Higher	
	Public places where people want to spend time	90%	1	5	Higher	
Economy	Overall economic health of Gilbert	93%	1	5	Much higher	
	Vibrant downtown/commercial area	91%	1	5	Much higher	
	Overall quality of business and service establishments in Gilbert	90%	1	5	Higher	
	Cost of living in Gilbert	70%	1	5	Higher	
	Shopping opportunities	90%	2	8	Higher	
	Employment opportunities	62%	2	8	Similar	
	Gilbert as a place to visit	83%	2	7	Similar	
	Gilbert as a place to work	81%	3	10	Similar	
	Recreation and Wellness	Health and wellness opportunities in Gilbert	88%	2	5	Higher
		Availability of affordable quality mental health care	58%	NA	NA	NA
Availability of preventive health services		83%	NA	NA	NA	
Availability of affordable quality health care		80%	1	5	Higher	
Availability of affordable quality food		87%	NA	NA	NA	
Recreational opportunities		80%	4	8	Similar	
	Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	2	5	Similar	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	86%	1	5	Higher
	Opportunities to participate in religious or spiritual events and activities	87%	NA	NA	NA
	Opportunities to attend cultural/arts/music activities	63%	4	8	Similar
	Adult educational opportunities	65%	NA	NA	NA
	K-12 education	88%	1	5	Higher
	Availability of affordable quality child care/preschool	73%	NA	NA	NA
Community Engagement	Opportunities to participate in social events and activities	80%	2	5	Higher
	Neighborliness of Gilbert	70%	1	5	Higher
	Openness and acceptance of the community toward people of diverse backgrounds	70%	1	6	Similar
	Opportunities to participate in community matters	77%	1	8	Higher
	Opportunities to volunteer	79%	2	8	Similar

Table 77: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the Town of Gilbert	94%	1	11	Higher
Overall customer service by Gilbert employees (police, receptionists, planners, etc.)	89%	2	12	Higher
Value of services for the taxes paid to Gilbert	79%	1	12	Higher
Overall direction that Gilbert is taking	86%	1	9	Higher
Job Gilbert government does at welcoming resident involvement	74%	1	8	Higher
Overall confidence in Gilbert government	76%	1	5	Higher
Generally acting in the best interest of the community	79%	1	5	Higher
Being honest	81%	1	5	Higher
Treating all residents fairly	80%	1	5	Higher
Services provided by the Federal Government	42%	3	6	Similar

Table 78: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Police/Sheriff services	90%	1	15	Higher	
	Fire services	98%	1	12	Higher	
	Ambulance or emergency medical services	96%	1	10	Higher	
	Crime prevention	89%	1	12	Higher	
	Fire prevention and education	89%	1	8	Higher	
	Animal control	76%	1	9	Similar	
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	74%	1	7	Higher	
	Mobility	Traffic enforcement	72%	1	12	Similar
		Street repair	66%	3	11	Similar
		Street cleaning	82%	1	8	Higher
Street lighting		82%	1	8	Higher	
Sidewalk maintenance		83%	1	7	Higher	
Traffic signal timing		63%	1	9	Higher	
Bus or transit services		53%	3	5	Similar	
Natural Environment	Garbage collection	92%	1	6	Similar	
	Recycling	89%	1	8	Higher	
	Drinking water	62%	3	8	Similar	

The National Community Survey

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Preservation of natural areas such as open space, farmlands and greenbelts	69%	2	7	Similar
	Gilbert open space	76%	3	6	Similar
Built Environment	Storm drainage	86%	1	9	Higher
	Sewer services	91%	1	7	Higher
	Utility billing	81%	1	5	Higher
	Land use, planning and zoning	74%	1	6	Higher
	Code enforcement (weeds, abandoned buildings, etc.)	68%	1	12	Higher
Economy	Economic development	84%	1	6	Higher
Recreation and Wellness	Town parks	93%	1	8	Similar
	Recreation programs or classes	86%	1	12	Higher
	Recreation centers or facilities	85%	2	8	Higher
	Health services	86%	NA	NA	NA
Education and Enrichment	Town-sponsored special events	80%	1	5	Similar
	Public library services	92%	2	11	Higher
Community Engagement	Public information services	81%	1	7	Higher

Table 79: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	81%	1	6	Higher
Recommend living in Gilbert to someone who asks	97%	2	8	Higher
Remain in Gilbert for the next five years	92%	1	8	Similar
Contacted the Town of Gilbert (in-person, phone, email, mobile app or web) for help or information	43%	2	9	Similar

Table 80: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	20%	5	5	Similar
	Did NOT report a crime to the police	85%	1	6	Much higher
	Household member was NOT a victim of a crime	93%	1	7	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	7%	5	5	Lower
	Carpooled with other adults or children instead of driving alone	54%	2	6	Higher
	Walked or biked instead of driving	54%	2	5	Similar
Natural Environment	Made efforts to conserve water	80%	5	5	Similar
	Made efforts to make your home more energy efficient	72%	5	5	Similar
	Recycle at home	96%	1	5	Similar
Built Environment	Did NOT observe a code violation or other hazard in Gilbert	55%	2	5	Similar
	NOT experiencing housing costs stress	75%	1	5	Similar
Economy	Purchase goods or services from a business located in Gilbert	99%	NA	NA	NA
	Economy will have positive impact on income	46%	1	5	Higher
	Work inside boundaries of Gilbert	39%	3	5	Similar
Recreation and Wellness	Used Gilbert recreation centers or their services	51%	5	6	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Visited a neighborhood park or Town park	89%	2	7	Similar
	Eat at least 5 portions of fruits and vegetables a day	79%	NA	NA	NA
	Participate in moderate or vigorous physical activity	86%	NA	NA	NA
	In very good to excellent health	71%	NA	NA	NA
Education and Enrichment	Used Gilbert public libraries or their services	55%	5	5	Similar
	Participated in religious or spiritual activities in Gilbert	44%	NA	NA	NA
	Attended Town-sponsored event	49%	3	5	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	18%	NA	NA	NA
	Contacted Gilbert elected officials (in-person, phone, email or web) to express your opinion	12%	3	5	Similar
	Volunteered your time to some group/activity in Gilbert	31%	4	7	Similar
	Participated in a club	17%	5	6	Similar
	Talked to or visited with your immediate neighbors	92%	2	6	Similar
	Done a favor for a neighbor	78%	3	6	Similar
	Attended a local public meeting	21%	2	6	Similar
	Watched (online or on television) a local public meeting	19%	6	6	Similar
	Read or watch local news (via television, paper, online, etc.)	75%	NA	NA	NA
	Vote in local elections	86%	2	5	Similar

Communities included in custom peer comparisons

The communities included in Gilbert’s custom comparisons are listed below along with their population according to the 2017 American Community Survey.

Aurora city, CO357,323
 Chandler city, AZ245,160
 Durham city, NC257,232
 Fort Collins city, CO.....159,150
 Fremont city, CA230,964
 Gilbert town, AZ.....232,176
 Henderson city, NV284,817
 Irving city, TX235,648
 Las Cruces city, NM.....101,014
 Mesa city, AZ.....479,317

Overland Park city, KS186,147
 Peoria city, AZ161,383
 Plano city, TX281,566
 Reno city, NV.....239,732
 Santa Clarita city, CA.....209,489
 Scottsdale city, AZ239,283
 Tacoma city, WA.....207,280
 Tempe city, AZ178,339

Appendix C: Detailed Survey Methods

The National Community 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 Town of Gilbert funded this research. Please contact Melanie Dykstra of the Town of Gilbert Community Resources Department at Melanie.Dykstra@gilbertaz.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

The National Community Survey

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 Town of Gilbert were eligible to participate in the survey. A list of all households within the zip codes serving Gilbert 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 Town of Gilbert 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 Town of Gilbert boundaries were removed from consideration. Each address identified as being within Town boundaries was further identified as being within one of two geographic regions: North and South of Highway 202.

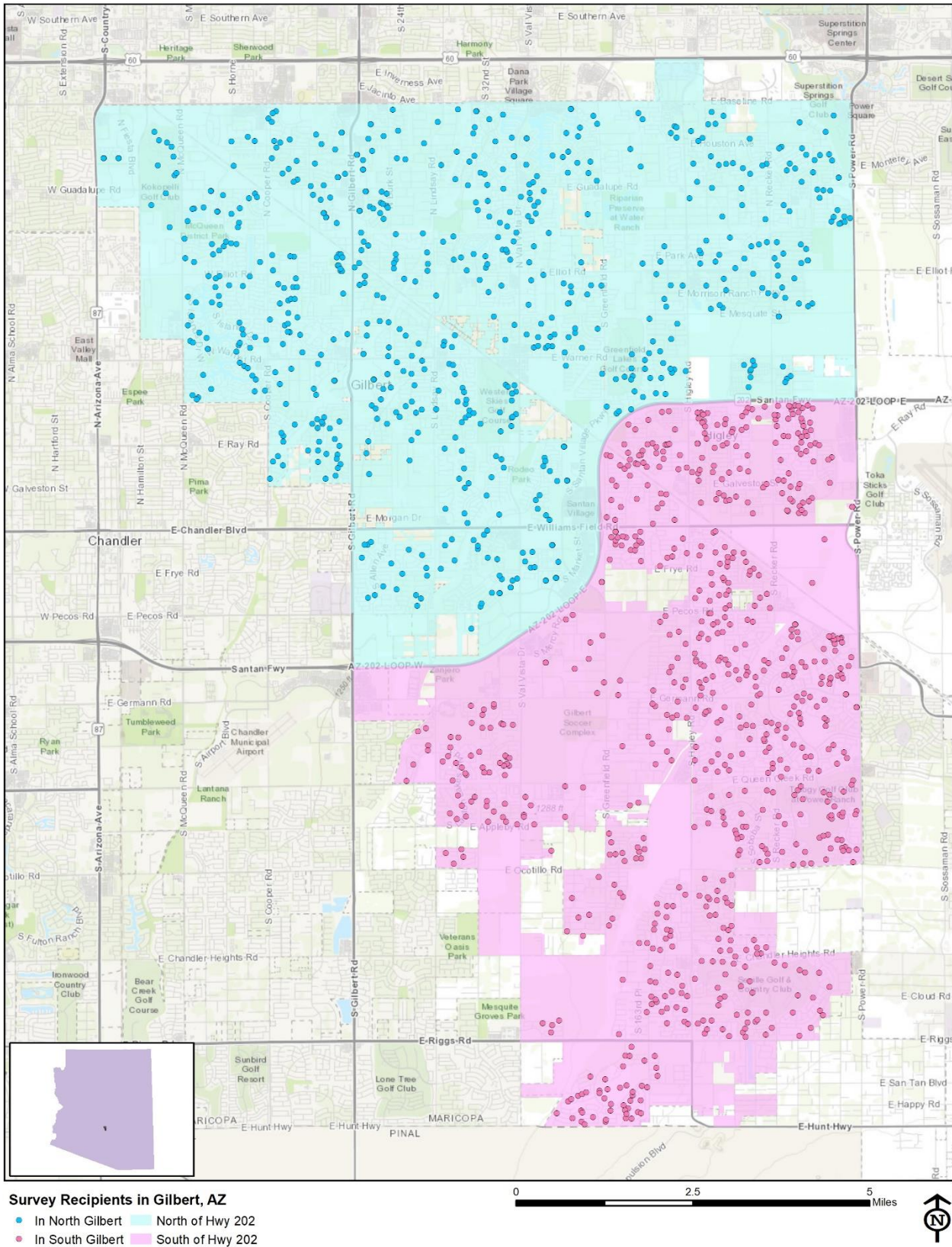
To choose the 1,600 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household 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 Town of Gilbert website. This opt-in survey was identical to the scientific survey and open to all Town residents.

The National Community Survey

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on March 8, 2019. 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. Both cover letters included a URL through which the residents selected for the mail survey could choose respond online rather than by mail. The Town of Gilbert chose to augment their administration of The NCS with several additional services, including demographic and geographic subgroup comparisons and custom benchmark comparison. The results of these additional comparisons have been provided under separate covers. Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents on April 12, 2019 and remained open for two weeks.

About 3% of the 1,600 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 1,553 households that received the survey, 328 completed the survey, providing an overall response rate of 21%. Of the 328 completed surveys, 73 were completed online. Additionally, responses were tracked by region; response rates by region were also 21%. The response rates were calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons. Additionally, 2,206 residents completed the online opt-in survey, providing a grand total of 2,534 completed surveys.

Table 81: Survey Response Rates by Region

	North of Highway 202	South of Highway 202	Overall
Total sample used	800	800	1,600
I=Complete Interviews	160	164	324
P=Partial Interviews	2	2	4
R=Refusal and break off	1	0	1
NC=Non Contact	0	0	0
O=Other	0	0	0
UH=Unknown household	0	0	0
UO=Unknown other	615	609	1,224
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	21%	21%	21%

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 Town of Gilbert survey is no greater than plus or minus two³ percentage points around any given percent reported for all respondents (2,534 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

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.

³ Although this has become the traditional way to describe survey research precision, when opt-in results are blended with scientific results, assumptions about randomness of responses are not the same as when results come only from the random sample. Consequently other terms sometimes are used in place of “confidence interval” or “margin of error,” such as “credibility intervals.” We hew to the traditional way of describing sample-driven uncertainty while we work with the industry to sort out the best ways to describe these new approaches.

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

Upon completion of data collection for both the scientific (probability) and nonscientific open participation online opt-in (non-probability) surveys, data were compared in order to determine whether it was appropriate to combine, or blend, both datasets together. In the case of Gilbert, characteristics of respondents to the non-probability survey were similar to the probability survey, in both respondent trait and opinion, indicating that the two datasets could be blended. This decision reflects a growing trend in survey research toward integration of traditional scientific probability survey respondents and non-probability survey respondents (opt-in).

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 Town of Gilbert. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. Both survey datasets were weighted independently and then combined into one final dataset. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), race, ethnicity, sex, age and region. A further adjustment was made such that the scientific and opt-in data were each represented equally in the final dataset. No adjustments were made for design effects.

The results of the weighting scheme are presented in the following table.

Table 82: Gilbert, AZ 2019 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	25%	10%	20%
Own home	75%	90%	80%
Detached unit*	87%	96%	91%
Attached unit*	13%	4%	9%
Race and Ethnicity			
White	83%	89%	85%
Not white	17%	11%	15%
Not Hispanic	87%	92%	88%
Hispanic	13%	8%	12%
Sex and Age			
Female	52%	60%	54%
Male	48%	40%	46%
18-34 years of age	33%	17%	27%
35-54 years of age	45%	49%	48%
55+ years of age	21%	35%	24%
Females 18-34	17%	10%	16%
Females 35-54	23%	28%	24%
Females 55+	11%	22%	13%

The National Community Survey

Males 18-34	16%	4%	13%
Males 35-54	22%	17%	22%
Males 55+	10%	18%	12%
Region			
North of Highway 202	61%	56%	58%
South of Highway 202	39%	44%	42%

* U.S. Census Bureau, 2011-2015 American Community Survey 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.

Appendix D: Survey Materials

Dear Gilbert Resident,

We need your help to shape the future of Gilbert!

Your household has been randomly selected to participate in the 2019 Gilbert Citizen Survey. Your survey will arrive in a few days and will only take you a few minutes to complete.

Thank you for helping create a better Gilbert!

Sincerely,



Jenn Daniels
Mayor

Dear Gilbert Resident,

We need your help to shape the future of Gilbert!

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Mayor

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Thank you for helping create a better Gilbert!

Sincerely,



Jenn Daniels
Mayor



Town of Gilbert
50 E Civic Center Drive
Gilbert, AZ 85296

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



Town of Gilbert
50 E Civic Center Drive
Gilbert, AZ 85296

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



Town of Gilbert
50 E Civic Center Drive
Gilbert, AZ 85296

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



Town of Gilbert
50 E Civic Center Drive
Gilbert, AZ 85296

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



March 2019

Dear Gilbert Resident:

We need your help to shape the future of Gilbert. You have been selected at random to participate in the 2019 Gilbert 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 Gilbert make decisions that affect our community.

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:**

<http://bit.ly/2019gilbertaz>

Please do not share your survey link. This survey is for randomly selected households only. The Town will conduct a separate survey that is open to all residents just a few weeks from now.


If you have any questions about the survey, please call Melanie Dykstra, Community Resources Program Supervisor at (480) 503-6956.


Thank you for your time and participation!

Sincerely,

Jenn Daniels
Mayor

MAYOR JENN DANIELS


 Town of Gilbert, Arizona
Municipal Center
50 E. Civic Center Drive
Gilbert, Arizona 85296


 (480) 503-6764
TDD: (480) 506-6080

 gilbertaz.gov



MAYOR JENN DANIELS

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March 2019

Dear Gilbert Resident:

Here's a second chance if you haven't already responded to the 2019 Gilbert Citizen Survey! If you completed this survey already, we thank you for your time and ask you to recycle this copy. Please do not respond twice.

As a reminder, you have been selected at random to participate in the 2019 Gilbert 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 Gilbert make decisions that affect our community.

A few things to remember:

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Thank you for your time and participation!

Sincerely,



Jenn Daniels
Mayor

The Town of Gilbert 2019 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 Gilbert:

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

2. Please rate each of the following characteristics as they relate to Gilbert 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 Gilbert.....	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 Gilbert	1	2	3	4	5
Overall "built environment" of Gilbert (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Gilbert.....	1	2	3	4	5
Overall opportunities for education and enrichment	1	2	3	4	5
Overall economic health of Gilbert.....	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Gilbert.....	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 Gilbert to someone who asks.....	1	2	3	4	5
Remain in Gilbert for the next five years.....	1	2	3	4	5
Recommend Gilbert as a place to do business to a friend	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 Gilbert's downtown (Heritage District) during the day	1	2	3	4	5	6
In Gilbert's downtown (Heritage District) area at night	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Gilbert 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 public parking	1	2	3	4	5
Ease of travel by car in Gilbert.....	1	2	3	4	5
Ease of travel by public transportation in Gilbert	1	2	3	4	5
Ease of travel by bicycle in Gilbert.....	1	2	3	4	5
Ease of walking in Gilbert.....	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 Gilbert	1	2	3	4	5
Overall appearance of Gilbert	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 Gilbert 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 Gilbert	1	2	3	4	5
Overall quality of business and service establishments in Gilbert	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Gilbert.....	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 Gilbert.....	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 Gilbert (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Gilbert	1	2
Reported a crime to the police in Gilbert.....	1	2
Stocked supplies in preparation for an emergency.....	1	2
Campaigned or advocated for an issue, cause or candidate.....	1	2
Contacted the Town of Gilbert (in-person, phone, email, mobile app or web) for help or information.....	1	2
Contacted Gilbert 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 Gilbert?

	<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 Gilbert recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or Town park	1	2	3	4
Used Gilbert public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Gilbert.....	1	2	3	4
Attended a Town-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 Gilbert	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 or on television) a local public meeting.....	1	2	3	4

The Town of Gilbert 2019 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/Sheriff 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
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
Town 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
Animal control	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 (Gilbert efforts to inform residents).....	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
Gilbert open space (i.e. Riparian Preserve at Water Ranch)	1	2	3	4	5
Town-sponsored special events	1	2	3	4	5
Overall customer service by Gilbert employees (police, receptionists, planners, etc.)	1	2	3	4	5
Bulk trash pick-up	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 Town of Gilbert	1	2	3	4	5
The Federal Government.....	1	2	3	4	5
The State Government.....	1	2	3	4	5

12. Please rate the following categories of Gilbert 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 Gilbert.....	1	2	3	4	5
The overall direction that Gilbert is taking.....	1	2	3	4	5
The job Gilbert government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in Gilbert 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 Gilbert 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 Gilbert.....	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 Gilbert	1	2	3	4
Overall “built environment” of Gilbert (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Gilbert.....	1	2	3	4
Overall opportunities for education and enrichment	1	2	3	4
Overall economic health of Gilbert.....	1	2	3	4
Sense of community	1	2	3	4

14. Please indicate how much of an influence, if at all, each of the following had on your choice to live in Gilbert:

	<i>Major influence</i>	<i>Minor influence</i>	<i>Not an influence</i>
Quality of life in general	1	2	3
Cost of living.....	1	2	3
Quality of schools & educational opportunities.....	1	2	3
Access to health and wellness opportunities.....	1	2	3
Access to recreational opportunities	1	2	3
Access to convenient transportation	1	2	3
Housing options	1	2	3
Job opportunities/job availability.....	1	2	3
Close to work	1	2	3
Close to friends and/or family/grew up in Gilbert.....	1	2	3
Retirement.....	1	2	3
For the weather/climate.....	1	2	3
Feel safe in Gilbert	1	2	3
Image or reputation of Gilbert.....	1	2	3
Sense of community	1	2	3
Openness and acceptance of community toward people of diverse backgrounds.....	1	2	3

15. If you were planning to relocate, please indicate how much of an influence, if at all, each of the following would have on your decision to move to another community:

	<i>Major influence</i>	<i>Minor influence</i>	<i>Not an influence</i>
Quality of life in general	1	2	3
Cost of living.....	1	2	3
Quality of schools & educational opportunities.....	1	2	3
Access to health and wellness opportunities.....	1	2	3
Access to recreational opportunities	1	2	3
Access to convenient transportation	1	2	3
Better housing options.....	1	2	3
Job opportunities/job availability.....	1	2	3
Move closer to work	1	2	3
Close to friends and/or family/grew up in other community.....	1	2	3
Retirement.....	1	2	3
Different weather/climate	1	2	3
Feel safer in other community.....	1	2	3
Image or reputation of new community	1	2	3
Sense of community	1	2	3
Openness and acceptance of community toward people of diverse backgrounds.....	1	2	3

16. The Town currently either hosts or co-sponsors several community events. Please indicate your opinion regarding the variety and frequency of special events in which the Town participates. Select one response from each column.

Variety

- I'd prefer more variety of events offered
- The current variety of events is about right
- I'd prefer less variety of events offered
- Don't know

Frequency

- I'd prefer more events
- The current frequency of events is about right
- I'd prefer fewer events
- Don't know

The Town of Gilbert 2019 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 Gilbert	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, online, 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 Gilbert?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Gilbert?

- 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



Town of Gilbert
50 E. Civic Center Drive
Gilbert, AZ 85296

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The National Community Survey

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2019 rating compared to 2017	Comparison to benchmark			
		2013	2015	2017	2019		2013	2015	2017	2019
Community Engagement	Attended a Town-sponsored event	NA	49%	41%	49%	Higher	NA	Similar	Lower	Similar
	Campaigned for an issue, cause or candidate	NA	13%	19%	18%	Similar	NA	Similar	Similar	Similar
	Contacted Gilbert elected officials	NA	10%	12%	12%	Similar	NA	Similar	Similar	Similar
	Volunteered	42%	36%	40%	31%	Lower	Similar	Similar	Similar	Similar
	Participated in a club	27%	24%	24%	17%	Lower	Similar	Similar	Similar	Similar
	Talked to or visited with neighbors	NA	92%	91%	92%	Similar	NA	Similar	Similar	Similar
	Done a favor for a neighbor	NA	78%	82%	78%	Similar	NA	Similar	Similar	Similar
	Attended a local public meeting	15%	22%	20%	21%	Similar	Much lower	Similar	Similar	Similar
	Watched a local public meeting	26%	20%	17%	19%	Similar	Much lower	Similar	Similar	Similar
	Read or watched local news	NA	80%	78%	75%	Similar	NA	Similar	Similar	Similar
Voted in local elections	77%	78%	88%	86%	Similar	Similar	Similar	Similar	Similar	