



Town of Gilbert Community Survey

Report of Results
July 2014

Prepared by:



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SURVEY BACKGROUND AND METHODS

The Town of Gilbert, Arizona contracted with National Research Center, Inc. (NRC) to conduct a community-wide survey. The 2014 Gilbert Community Survey allowed residents to provide feedback on a variety of issues facing the community and to communicate their priorities for community planning and resource allocation. The survey measured perceptions of quality of life in Gilbert, how residents get information about Town news and events, local government performance, drinking water quality, use of and interest in various parks and recreation amenities and need for social services in the town.

The 2014 Gilbert Community Survey was mailed to 3,000 randomly selected Gilbert households. Of the 2,889 households that received the survey (111 surveys were returned as undeliverable because the address was vacant), 824 completed and returned the mailed questionnaire, giving a response rate of 29% of deliverable surveys. With 824 responses, the margin of error is plus or minus three percentage points around any given percentage point for the entire sample. In 2013, the Town of Gilbert administered The National Citizen Survey™ (The NCS) to residents and some questions from The NCS were included on the 2014 Community Survey so that comparisons over time could be made. The margin of error rises to plus or minus seven percentage points when comparing results over time.

HOW THE RESULTS ARE REPORTED

For the most part, frequency distributions (the percent of respondents giving each possible response to a particular question) and the “percent positive” are presented in Survey Highlights and Survey Results sections. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “essential” and “very important,” etc.).

On many of the questions in the survey, respondents gave an answer of “don’t know.” The proportion of respondents giving this reply is shown in *Appendix A: Survey Results Including “Don’t know” Responses* and has been removed from the results presented in the Survey Highlights and Survey Results sections. The body of the report displays the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in more than one category. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the convention of rounding percentages to the nearest whole number.

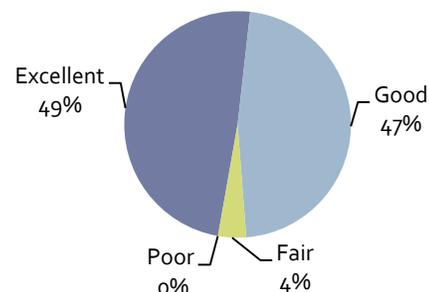
SURVEY HIGHLIGHTS

COMMUNITY QUALITY AND GOVERNMENT PERFORMANCE

GILBERT MAINTAINED A HIGH QUALITY OF LIFE IN 2014.

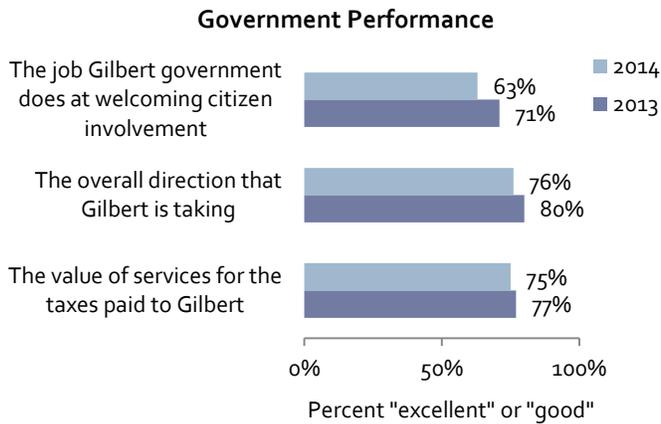
- Survey respondents were asked to assess various aspects of quality of life in Gilbert. Over 9 in 10 respondents gave “excellent” or “good” ratings of Gilbert as a place to live, their neighborhood as a place to live, and overall quality of life.
- About 7 in 10 rated Gilbert as an “excellent” or “good” place to work and visit.

Overall Quality of Life



OVERALL, GOVERNMENT PERFORMANCE EVALUATIONS REMAINED POSITIVE AND STABLE FROM 2013 TO 2014.

- Respondents were asked to evaluate aspects of Town government performance. Three-quarters of respondents felt positively about the overall direction that Gilbert is taking and the value of services for the taxes paid to Gilbert, ratings that were similar to 2013.

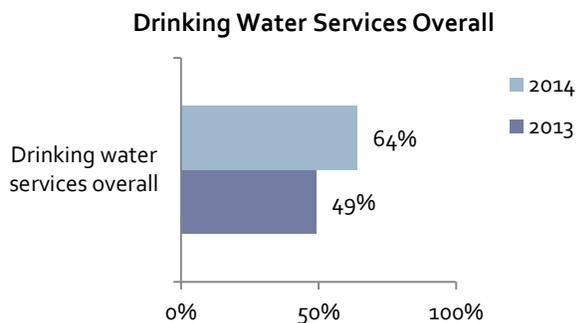


- Close to two-thirds of residents rated the job Gilbert government does at welcoming citizen involvement favorably, although this was a decrease from 2013.
- When asked to identify which sources they used to find out about news and events in Gilbert, residents most frequently used the Arizona Republic/Gilbert Republic and word of mouth. The Town could target these avenues to communicate with residents about how they can get involved in the local government.
- Residents gave high marks to emergency preparedness, with 86% rating it as “excellent” or “good,” a 22% increase from 2013. Only 14% gave “fair” or “poor” ratings.

WATER SERVICES IN GILBERT

RESIDENTS’ RATINGS OF WATER QUALITY CHARACTERISTICS RECEIVED MIXED REVIEWS, DRINKING WATER SERVICES OVERALL INCREASED FROM 2013 TO 2014.

- Survey respondents were asked to rate a variety of characteristics of drinking water in Gilbert. Ratings of overall drinking water services increased from 49% in 2013 to 64% in 2014.
- About 8 in 10 respondents rated water pressure, water color and water clarity as “excellent” or “good.”



- Only 38% of residents rated water taste as “excellent” or “good,” with 29% giving a “fair” rating and 33% saying water taste was “poor.”
- About half of Gilbert residents gave high marks to the cost of water. Thirty-seven percent felt the cost of water was “fair” and 7% said it was “poor.”
- Only 19% of residents had contact with the Public Works/Water Department within the last 12 months. Of those who did, 8 in 10 reported an “excellent” or “good” overall impression of their interaction.

- In addition to rating the quality of various characteristics of drinking water, respondents also were asked to assess the importance of each. In 2014, drinking water services overall was viewed as the most important, with at least 9 in 10 respondents rating it as “essential” or “very important.”
- About 9 in 10 reported water color, water clarity, water taste and the cost of water as “essential” or “very important.” Water pressure was viewed as slightly less important, with 8 in 10 respondents giving it high importance assessments.

THE MAJORITY OF RESIDENTS VALUE QUALITY DRINKING WATER AND USE BOTH TAP AND BOTTLED WATER FOR COOKING AND DRINKING.

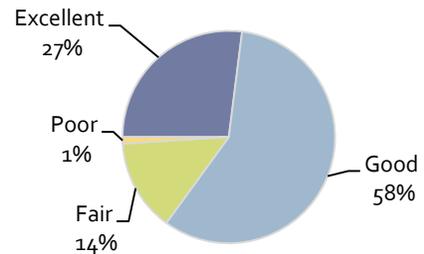
- When asked how they used tap and bottled water with regard to drinking and cooking, over three-quarters of residents reported “always” or “occasionally” using bottled water or filtered tap water for drinking. In comparison, only 38% of respondents said they drank unfiltered tap water.
- Respondents were more likely to use unfiltered tap water for cooking than drinking (83% used it “always” or “occasionally” for cooking) and were less likely to use bottled water for cooking than for drinking (29% reported “always” or “occasionally”).

PARKS AND RECREATION USE AND NEEDS

RESIDENTS GAVE POSITIVE REVIEWS OF PARKS AND RECREATION SERVICES AND FACILITIES OVERALL AND REPORTED USING TOWN PARKS AND FACILITIES AS WELL AS THOSE NOT AFFILIATED WITH THE TOWN.

- Eighty-five percent of residents rated the overall quality of parks and recreation services and facilities as “excellent” or “good.”
- Respondents also were asked to indicate their use of a variety of parks and recreation services and facilities provided by the Town of Gilbert as well as those provided by other entities in the last year.
- About one-third of respondents said they participated in a recreation program or activity and used recreation centers at a Town of Gilbert park or facility, while 8 in 10 had visited a park at a Town of Gilbert park or facility.
- One-third of residents had participated in a recreation program or activity at a private, HOA or school park or facility and one-quarter had done so at another jurisdiction. Only about one-quarter of respondents had used recreation centers provided by a private, HOA or school and another jurisdiction.
- Four in 10 respondents reported attending a special event at a Town of Gilbert park or facility as well as at a private, HOA or school park or facility and at another jurisdiction.

Parks and Recreation Services and Facilities Overall



NON-USERS OF GILBERT PARKS AND RECREATION MOST OFTEN CITED LACK OF AWARENESS AND TIME AS BARRIERS TO USE.

- Residents who reported never using a Gilbert recreation or community center or participating in a Town-sponsored recreation program or activity were asked why.
- About half of residents said they were not aware of the facilities or activities offered by the Town of Gilbert.

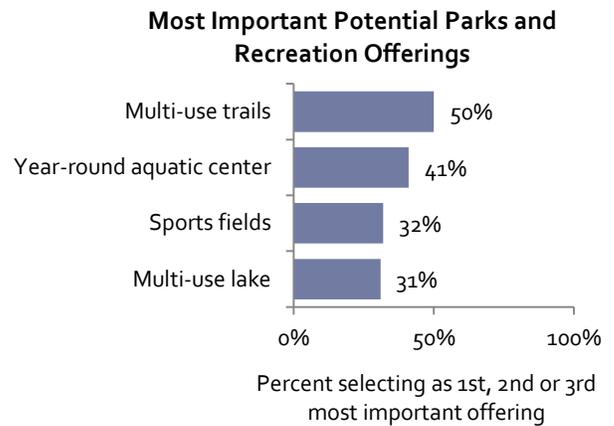
Biggest Barriers to Use of Town Parks and Recreation Facilities and Activities

- Lack of awareness
- Lack of time
- Lack of interest

- Forty-two percent reported they had no time to use or attend a Town park or facility and 48% said they did not have time to use or attend a recreation program or activity.
- One-quarter of respondents said that lack of interest in the facilities and activities offered and costs were barriers to using or participating in a Town recreation program or activity.
- Fourteen percent said activities of interest were not offered and a similar proportion said that class and program times were inconvenient.

RESIDENTS WOULD BE MOST LIKELY TO USE MULTI-USE TRAILS AND A MULTI-USE LAKE IF THE TOWN ADDED MORE PARKS AND RECREATION AMENITIES.

- Survey respondents were asked what new parks and recreation amenities they would likely use if they were to be offered by the Town. Eighty-six percent indicated they would be “very” or “somewhat” likely to use multi-use trails, while 8 in 10 said they would be likely to use a multi-use lake.
- Seven in 10 residents said they would likely use a year-round aquatic center and 6 in 10 felt they would be likely to use sports fields, community centers and splash pads. About half said they would use a community garden. Respondents were less likely to use a BMX bike park and shuffleboard.
- When asked to identify the three most important parks and recreation offerings for the Town to provide from the list of possible offerings, multi-use trails (50% selected as their first, second or third choice), year-round aquatic center (41%) and sports fields (32%) were most often selected as the first, second and third most important amenities.
- Respondents were asked to write-in three additional activities, facilities or amenities (not listed on the survey) that they would be most likely to participate in, if they were made available. A pool or water park; sports facilities, events or classes; and parks, playgrounds and dog parks were respondents’ top choices, each receiving 23% of respondents listing them as their first, second or third amenity they would like the Town to offer.



SAFE CONDITIONS, CLEANLINESS AND WELL-MAINTAINED FACILITIES AND AMENITIES WERE MOST IMPORTANT TO IMPROVE RESIDENT SATISFACTION WITH PARKS AND RECREATION SERVICES AND FACILITIES.

- The survey listed 15 ways the Town could consider improving resident satisfaction with parks and recreation services and facilities. Of those listed on the survey, most were felt to be at least “very important” by half or more of respondents.
- Over 9 in 10 respondents rated safe conditions, cleanliness and well-maintained facilities and amenities as “essential” or “very important” to improving their satisfaction with parks and recreation services and facilities, with at least 6 in 10 citing these as “essential.”
- Eighty-seven percent of residents said that affordability was “essential” or “very important” to improving their satisfaction with parks and recreation services and facilities and 79% said delivering services in a cost efficient way was at least “very important.”
- Volunteer opportunities and Park Ranger presence were deemed less important to improving resident satisfaction with parks and recreation services and facilities.

HEALTH AND HUMAN SERVICES USE AND NEEDS

FEW GILBERT RESIDENTS USED OR NEEDED HEALTH AND HUMAN SERVICES IN THE 12 MONTHS PRIOR TO THE SURVEY.

- Survey respondents were asked if they had used a variety of health and human services in Gilbert in the past 12 months. Up to 3% of residents had used homeless services, child services, disability services or veteran’s services in the last 12 months. Residents who used these services were asked to evaluate the ease of access, which varied depending on the service.
- When asked if they needed assistance (financial or otherwise) in eight health and human service areas, 19% of all respondents said they needed assistance. Of those who needed assistance, most requested services to provide youth in their household critical support needed to succeed academically, culturally and/or without fear.

SURVEY RESULTS

The tables below show the frequency of responses for each question excluding the “don’t know” responses. Most of the discussion in Survey Highlights includes only respondents who had an opinion. Eliminating “don’t know” responses allows for easier comparison between evaluative responses. The percent of respondents is shown for each response option followed by the number of respondents.

TABLE 1: QUESTION 1

Please rate each of the following aspects of quality of life in Gilbert:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Gilbert as a place to live	65%	N=528	34%	N=279	1%	N=11	0%	N=0	100%	N=818
Your neighborhood as a place to live	52%	N=423	41%	N=333	7%	N=60	0%	N=2	100%	N=818
Gilbert as a place to raise children	58%	N=432	36%	N=273	5%	N=40	0%	N=3	100%	N=747
Gilbert as a place to work	31%	N=160	39%	N=202	22%	N=115	7%	N=36	100%	N=513
Gilbert as a place to visit	30%	N=230	41%	N=318	24%	N=190	5%	N=41	100%	N=780
Gilbert as a place to retire	41%	N=265	44%	N=286	12%	N=80	2%	N=15	100%	N=647
The overall quality of life in Gilbert	49%	N=401	47%	N=387	4%	N=30	0%	N=0	100%	N=817

TABLE 2: QUESTION 2

How frequently, if ever, do you use each of the following sources to find out about news and events in Gilbert?	Always		Occasionally		Never		Total	
	%	N	%	N	%	N	%	N
East Valley Tribune	6%	N=46	33%	N=266	61%	N=498	100%	N=810
Arizona Republic/Gilbert Republic	18%	N=150	35%	N=287	46%	N=377	100%	N=815
Town website (www.gilbertaz.gov)	5%	N=42	47%	N=376	48%	N=390	100%	N=808
Email(s) from the Town	6%	N=46	19%	N=148	76%	N=604	100%	N=798
Town of Gilbert on Facebook	2%	N=13	8%	N=63	91%	N=726	100%	N=802
Town of Gilbert on Twitter	1%	N=4	2%	N=16	97%	N=775	100%	N=795
Word of mouth	19%	N=153	61%	N=489	21%	N=166	100%	N=808
Town of Gilbert's Municipal Channel 11	1%	N=9	12%	N=97	87%	N=696	100%	N=801
Radio	4%	N=34	29%	N=236	67%	N=536	100%	N=806

TABLE 3: QUESTION 2A

Is there a different method you would prefer the Town use to communicate with you?	Percent	Number
Mail/utility bill inserts	32%	N=48
Email	25%	N=37
Flyer/newsletter/sign	15%	N=22
Text/phone/mobile app	7%	N=10
Other online sources	9%	N=13
Other	13%	N=19
Total	100%	N=148

Percentages represent only those who provided a different method preference.

TABLE 4: QUESTION 3

Please rate the following categories of Gilbert government performance:	Excellent		Good		Fair		Poor		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
The value of services for the taxes paid to Gilbert	18%	N=130	57%	N=410	23%	N=168	2%	N=11	100%	N=720
The overall direction that Gilbert is taking	23%	N=168	53%	N=388	20%	N=145	5%	N=34	100%	N=735
The job Gilbert government does at welcoming citizen involvement	16%	N=94	47%	N=279	30%	N=177	7%	N=41	100%	N=591
Overall confidence in Gilbert government	16%	N=116	45%	N=314	32%	N=225	7%	N=49	100%	N=705
Generally acting in the best interest of the community	19%	N=135	45%	N=323	28%	N=200	8%	N=58	100%	N=715
Being honest	19%	N=121	47%	N=296	27%	N=168	6%	N=38	100%	N=623
Treating all residents fairly	18%	N=113	49%	N=313	27%	N=175	6%	N=36	100%	N=638

TABLE 5: QUESTION 4

Please rate the quality of emergency preparedness (services that prepare the community for natural disasters or other emergency situations) in Gilbert.	Percent	Number
Excellent	36%	N=149
Good	50%	N=212
Fair	12%	N=52
Poor	2%	N=7
Total	100%	N=421

TABLE 6: QUESTION 5 - QUALITY

Thinking about drinking water in Gilbert, please rate the quality of each of the following characteristics.	Excellent		Good		Fair		Poor		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Water pressure	33%	N=267	51%	N=415	12%	N=100	3%	N=26	100%	N=807
Water color	28%	N=228	57%	N=460	12%	N=93	3%	N=21	100%	N=802
Water clarity	25%	N=200	54%	N=430	17%	N=138	4%	N=33	100%	N=802
Water taste	8%	N=63	30%	N=227	29%	N=221	33%	N=248	100%	N=760
Cost of water	14%	N=105	43%	N=329	37%	N=288	6%	N=47	100%	N=770
Drinking water services overall	12%	N=93	52%	N=406	29%	N=223	7%	N=55	100%	N=776

TABLE 7: QUESTION 5 - IMPORTANCE

Thinking about drinking water in Gilbert, please rate the importance of each of the following characteristics.	Essential		Very important		Somewhat important		Not at all important		Total	
Water pressure	32%	N=224	51%	N=356	16%	N=111	0%	N=2	100%	N=693
Water color	48%	N=334	47%	N=323	5%	N=35	0%	N=1	100%	N=693
Water clarity	52%	N=362	43%	N=300	4%	N=30	0%	N=1	100%	N=692
Water taste	57%	N=399	35%	N=244	7%	N=46	1%	N=7	100%	N=696
Cost of water	36%	N=251	53%	N=366	11%	N=75	0%	N=1	100%	N=693
Drinking water services overall	45%	N=308	48%	N=332	7%	N=45	0%	N=3	100%	N=688

TABLE 8: QUESTION 6

How often, if ever, do you use the following types of water for drinking and cooking?	Always		Occasionally		Never		Total	
Tap water (unfiltered) for drinking	10%	N=77	28%	N=219	62%	N=482	100%	N=778
Tap water (filtered) for drinking	51%	N=397	25%	N=197	24%	N=192	100%	N=786
Bottled water for drinking	43%	N=345	49%	N=399	8%	N=64	100%	N=808
Tap water (unfiltered) for cooking	46%	N=344	37%	N=279	17%	N=129	100%	N=752
Tap water (filtered) for cooking	32%	N=233	40%	N=293	28%	N=203	100%	N=728
Bottled water for cooking	10%	N=70	19%	N=142	71%	N=520	100%	N=733

TABLE 9: QUESTION 7

Have you had any in-person or phone contact with an employee of the Town of Gilbert Public Works/Water Department within the last 12 months?	Percent	Number
No	81%	N=656
Yes	19%	N=154
Total	100%	N=810

TABLE 10: QUESTION 8

What was your overall impression of your most recent contact with the Town of Gilbert Public Works/Water Department?	Percent	Number
Excellent	41%	N=65
Good	41%	N=65
Fair	15%	N=24
Poor	3%	N=5
Total	100%	N=158

Asked only of those who had contact with a Public Works/Water Department employee in the last 12 months.

TABLE 11: QUESTION 9

Please indicate whether you or anyone in your household has done any of these activities in the past year at a Town of Gilbert park or facility, or at another park or facility (either a private facility or one belonging to another jurisdiction).	No		Yes		Total	
Participated in a recreation program or activity at a Town of Gilbert park or facility	69%	N=553	31%	N=252	100%	N=806
Used recreation centers at a Town of Gilbert park or facility	68%	N=545	32%	N=256	100%	N=800
Visited a park at a Town of Gilbert park or facility	21%	N=168	79%	N=639	100%	N=807
Attended a special event at a Town of Gilbert park or facility	61%	N=484	39%	N=304	100%	N=789
Participated in a recreation program or activity at another jurisdiction's park or facility	74%	N=533	26%	N=188	100%	N=721
Used recreation centers at another jurisdiction's park or facility	78%	N=560	22%	N=162	100%	N=722
Visited a park at another jurisdiction's park or facility	38%	N=274	62%	N=455	100%	N=729
Attended a special event at another jurisdiction's park or facility	62%	N=452	38%	N=274	100%	N=726
Participated in a recreation program or activity at a private, HOA or school park or facility	65%	N=473	35%	N=259	100%	N=732
Used recreation centers at a private, HOA or school park or facility	73%	N=532	27%	N=200	100%	N=732
Visited a park at a private, HOA or school park or facility	44%	N=330	56%	N=414	100%	N=744
Attended a special event at a private, HOA or school park or facility	62%	N=449	38%	N=279	100%	N=728

TABLE 12: QUESTION 10 - RECREATION OR COMMUNITY CENTER

If you have NOT used one of the Town's recreation or community centers in the past 12 months, why? (Select all that apply.)	Percent	Number
Not aware of facilities/activities offered	47%	N=66
Not interested in facilities/activities offered	26%	N=37
Activities of interest not offered	14%	N=19
Inconvenient class/program times	11%	N=15
Costs/pricing	8%	N=11
No time to use/attend	42%	N=59
Inconvenient location	15%	N=21
Some other reason	8%	N=12

Total may exceed 100% as respondents could select more than one option.

TABLE 13: QUESTION 10 - RECREATION PROGRAM OR ACTIVITY

If you have NOT participated in one of the Town's recreation program or activity in the past 12 months, why? (Select all that apply.)	Percent	Number
Not aware of facilities/activities offered	43%	N=28
Not interested in facilities/activities offered	23%	N=15
Activities of interest not offered	14%	N=9
Inconvenient class/program times	17%	N=11
Costs/pricing	18%	N=11
No time to use/attend	48%	N=31
Inconvenient location	13%	N=8
Some other reason	1%	N=1

Total may exceed 100% as respondents could select more than one option.

TABLE 14: QUESTION 11

The Town is considering adding new parks and recreation amenities. How likely, if at all, would you or another household member be to use each of the following new amenities?	Very likely		Somewhat likely		Not at all likely		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Sports fields	27%	N=205	38%	N=287	35%	N=269	100%	N=761
Year-round aquatic center	35%	N=269	35%	N=271	30%	N=232	100%	N=772
Community Center	18%	N=137	42%	N=315	40%	N=296	100%	N=747
Community garden	21%	N=155	35%	N=265	44%	N=333	100%	N=752
Multi-use trails	44%	N=344	42%	N=325	14%	N=112	100%	N=781
Splash pads	35%	N=262	25%	N=189	40%	N=298	100%	N=750
Shuffleboard	6%	N=47	22%	N=158	72%	N=524	100%	N=729
District park in the south area of town	29%	N=206	34%	N=245	37%	N=267	100%	N=717
BMX bike park	10%	N=72	11%	N=86	79%	N=597	100%	N=755
Multi-use lake (e.g., non-motorized boating, fishing)	37%	N=283	40%	N=308	23%	N=180	100%	N=772

TABLE 15: QUESTION 12

Please list up to three of the above parks and recreation offerings that you think are the most important for the Town of Gilbert to provide?	Percent rating each as the 1st, 2nd or 3rd most important offering	Number
Sports fields	32%	N=262
Year-round aquatic center	41%	N=337
Community Center	22%	N=181
Community garden	21%	N=175
Multi-use trails	50%	N=413
Splash pads	26%	N=215
Shuffleboard	2%	N=12
District park in the south area of town	20%	N=165
BMX bike park	6%	N=51
Multi-use lake (e.g., non-motorized boating, fishing)	31%	N=259
No response	12%	N=95

Total may exceed 100% as respondents could list up to three offerings.

TABLE 16: QUESTION 13

Please list up to three additional activities, facilities or amenities you or another household member would be mostly likely to participate in if they were available.	Percent rating each as the 1st, 2nd or 3rd most important activity	Number
Pool/water park	23%	N=69
Sports facilities/events/classes	23%	N=68
Trails/bike paths	14%	N=41
Fitness activities (e.g., martial arts, yoga, horseback riding)	9%	N=26
Outdoor activities (e.g., nature preserve, camping, lake, fishing, games)	6%	N=20
Rec center/gym/community center	10%	N=29
Community events/groups/clubs	13%	N=39
Theater/art/music/dance	15%	N=46
Educational programs/library	8%	N=24
Programs/facilities for youth & seniors	10%	N=30
Parks/playgrounds/dog parks	23%	N=68
Downtown development/transportation	6%	N=18
Other	9%	N=27

Total may exceed 100% as respondents could list up to three activities.

TABLE 17: QUESTION 14

Overall, how would you rate the quality of parks and recreation services and facilities provided by the Town of Gilbert?	Percent	Number
Excellent	27%	N=202
Good	58%	N=435
Fair	14%	N=102
Poor	1%	N=8
Total	100%	N=747

TABLE 18: QUESTION 15

The Town of Gilbert is always looking for ways to improve its parks and recreation services and facilities. How important, if at all, would each of the following be to improve your satisfaction?	Essential		Very important		Somewhat important		Not at all important/already satisfied		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Safe conditions	72%	N=560	20%	N=156	2%	N=18	5%	N=41	100%	N=775
Cleanliness	62%	N=482	32%	N=246	3%	N=20	4%	N=31	100%	N=779
Well-maintained facilities and amenities	57%	N=440	35%	N=268	4%	N=30	5%	N=35	100%	N=774
Variety of amenities	22%	N=169	51%	N=388	23%	N=176	3%	N=26	100%	N=760
Variety of recreation programs	20%	N=153	40%	N=303	32%	N=245	7%	N=53	100%	N=753
Variety of special events	14%	N=110	33%	N=247	43%	N=329	10%	N=75	100%	N=761
Innovations/new trends	16%	N=116	27%	N=200	43%	N=319	15%	N=110	100%	N=745
Delivery of services in a cost efficient way	36%	N=273	43%	N=323	16%	N=121	5%	N=38	100%	N=756
Affordability	46%	N=354	41%	N=314	9%	N=69	4%	N=34	100%	N=771
Family activities	39%	N=300	37%	N=284	14%	N=106	9%	N=70	100%	N=761
Proximity of facilities, amenities and activities to home	34%	N=264	43%	N=333	17%	N=129	5%	N=40	100%	N=766
Volunteer opportunities	11%	N=84	28%	N=207	39%	N=287	21%	N=156	100%	N=735
Park Ranger presence	14%	N=100	23%	N=171	43%	N=317	20%	N=146	100%	N=733
Online facility booking	16%	N=113	36%	N=262	36%	N=258	12%	N=90	100%	N=724
Customer service	32%	N=242	40%	N=302	19%	N=141	8%	N=62	100%	N=747

TABLE 19: QUESTION 16

Please list up to three of the above aspects of parks and recreation that you think are the MOST IMPORTANT to improve your satisfaction?	Percent rating each as the 1st, 2nd or 3rd most important aspect to improve satisfaction	Number
No response	18%	N=151
Safe conditions	55%	N=453
Cleanliness	44%	N=366
Well-maintained facilities and amenities	38%	N=311
Variety of amenities	10%	N=86
Variety of recreation programs	8%	N=67
Variety of special events	5%	N=43
Innovations/new trends	6%	N=47
Delivery of services in a cost efficient way	8%	N=68
Affordability	21%	N=175
Family activities	15%	N=124
Proximity of facilities, amenities and activities to home	14%	N=114
Volunteer opportunities	1%	N=11
Park ranger presence	5%	N=40
Online facility booking	2%	N=19
Customer service	5%	N=44

Total may exceed 100% as respondents could list up to three aspects to improve satisfaction.

TABLE 20: QUESTION 17 - USE

Please tell us if you or another household member have used each of the following services in the last 12 months.	No		Yes		Total	
Services for the homeless	99%	N=775	1%	N=9	100%	N=784
Child Services	98%	N=767	2%	N=17	100%	N=784
Disability Services	97%	N=761	3%	N=22	100%	N=783
Veteran's Services	98%	N=762	2%	N=19	100%	N=781

TABLE 21: QUESTION 17 - EASE OF ACCESS

If you have used the service, please tell us how easy it was to access it.	Very easy		Somewhat easy		Not at all easy		Total	
Services for the homeless	0%	N=0	0%	N=0	100%	N=5	100%	N=5
Child Services	52%	N=6	21%	N=2	27%	N=3	100%	N=12
Disability Services	15%	N=2	54%	N=8	31%	N=4	100%	N=14
Veteran's Services	17%	N=2	46%	N=6	37%	N=5	100%	N=14

Asked only of those who had used the service in the last 12 months.

TABLE 22: QUESTION 18

Please indicate if you or other household members are in need of assistance (financial or otherwise) in any of the following areas.	Percent	Number
Performing regular, daily activities, or meeting other challenges due to getting older (65 or over)	4%	N=30
Immediate support and emergency intervention for a critical or dangerous situation in your home	3%	N=22
Permanent shelter in a healthy environment due to homelessness	1%	N=10
Food, clothing, utilities, affordable housing or other basic needs	5%	N=38
Finding employment adequate to meet your basic needs	6%	N=48
Overcoming barriers related to immigrant status	2%	N=13
Affordable services for severe chronic physical, mental, emotional or developmental problems and/or disabilities	6%	N=47
Services to provide youth(s) in your household critical support needed to succeed academically, socially, culturally and/or without fear	8%	N=64
None of the above	81%	N=625

Total may exceed 100% as respondents could select more than one option.

TABLE 23: QUESTION D1

What is your employment status?	Percent	Number
Working full time for pay	67%	N=550
Working part time for pay	9%	N=76
Unemployed, looking for paid work	3%	N=23
Unemployed, not looking for paid work	8%	N=64
Fully retired	13%	N=104
Total	100%	N=817

TABLE 24: QUESTION D2

Do you work inside the boundaries of Gilbert?	Percent	Number
Yes, outside the home	27%	N=175
Yes, from home	13%	N=83
No	60%	N=389
Total	100%	N=648

TABLE 25: QUESTION D3

How many years have you lived in Gilbert?	Percent	Number
Less than 2 years	16%	N=130
2-5 years	24%	N=195
6-10 years	24%	N=199
11-20 years	27%	N=218
More than 20 years	9%	N=76
Total	100%	N=819

TABLE 26: QUESTION D4

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	87%	N=712
Building with two or more homes (duplex, townhome, apartment or condominium)	13%	N=102
Mobile home	0%	N=0
Other	0%	N=2
Total	100%	N=816

TABLE 27: QUESTION D5

Is this house, apartment or mobile home...	Percent	Number
Rented	25%	N=199
Owned	75%	N=611
Total	100%	N=810

TABLE 28: QUESTION D6

How many people live in your household?	Percent	Number
1	13%	N=104
2	31%	N=249
3	19%	N=152
4	21%	N=171
5	11%	N=92
6	3%	N=28
7	1%	N=8
8	0%	N=3
9	0%	N=1
11	0%	N=4
14	0%	N=0
15	0%	N=1
Total	100%	N=813

TABLE 29: QUESTION D7

Do any children age 12 or under live in your household?	Percent	Number
No	58%	N=475
Yes	42%	N=340
Total	100%	N=815

TABLE 30: QUESTION D8

Do any children ages 13-17 live in your household?	Percent	Number
No	83%	N=673
Yes	17%	N=141
Total	100%	N=814

TABLE 31: QUESTION D9

Are you or any other members of your household aged 65 or older?	Percent	Number
No	84%	N=687
Yes	16%	N=131
Total	100%	N=818

TABLE 32: QUESTION D10

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$12,000	1%	N=8
\$12,000 to \$24,999	3%	N=24
\$25,000 to \$34,999	6%	N=45
\$35,000 to \$49,999	15%	N=114
\$50,000 to \$74,999	15%	N=116
\$75,000 to \$99,999	19%	N=149
\$100,000 to \$149,999	28%	N=219
\$150,000 to \$199,999	8%	N=63
\$200,000 or more	6%	N=46
Total	100%	N=783

TABLE 33: QUESTION D11

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	89%	N=718
Yes, I consider myself to be Spanish, Hispanic or Latino	11%	N=90
Total	100%	N=808

TABLE 34: QUESTION D12

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=11
Asian, Asian Indian or Pacific Islander	8%	N=61
Black or African American	4%	N=33
White	85%	N=686
Other	7%	N=55

Total may exceed 100% as respondents could select more than one option.

TABLE 35: QUESTION D13

In which category is your age?	Percent	Number
18-24 years	4%	N=31
25-34 years	29%	N=232
35-44 years	21%	N=171
45-54 years	24%	N=194
55-64 years	10%	N=82
65-74 years	8%	N=69
75 years or older	4%	N=34
Total	100%	N=812

TABLE 36: QUESTION D14

What is your gender?	Percent	Number
Female	52%	N=420
Male	48%	N=389
Total	100%	N=809

TABLE 37: QUESTION D15

Are you a veteran?	Percent	Number
No	88%	N=721
Yes	12%	N=94
Total	100%	N=815

TABLE 38: QUESTION D16A

Are you an immigrant?	Percent	Number
No	92%	N=748
Yes	8%	N=64
Total	100%	N=812

TABLE 39: QUESTION D16A - COUNTRY OF ORIGIN

What is your country of origin?	Percent	Number
Africa	4%	N=2
Asia	48%	N=30
Canada	10%	N=6
Mexico & Central/South America	16%	N=10
Europe	22%	N=14
Total	100%	N=62

Asked only of those who said they were an immigrant.

TABLE 40: QUESTION D16B

How many years have you lived in the U.S.?	Percent	Number
1	2%	N=1
2	1%	N=0
3	1%	N=1
4	3%	N=2
6	2%	N=1
7	2%	N=1
9	2%	N=2
10	2%	N=1
11	5%	N=3
13	11%	N=7
14	2%	N=2
17	4%	N=2
18	2%	N=1
19	5%	N=3
20	2%	N=2
21	2%	N=1
22	4%	N=2
23	7%	N=5
24	2%	N=2
27	2%	N=1
28	1%	N=0
30	12%	N=8
32	2%	N=1
33	2%	N=1
34	5%	N=3
35	1%	N=0
39	1%	N=0
40	3%	N=2
45	3%	N=2

How many years have you lived in the U.S.?	Percent	Number
48	2%	N=1
49	1%	N=1
54	1%	N=1
57	1%	N=1
62	1%	N=0
63	1%	N=1
Total	100%	N=63

Asked only of those who said they were an immigrant.

TABLE 41: QUESTION D17A

Do you currently receive assistance or donations from a nonprofit or government agency to meet your current challenges?	Percent	Number
No	96%	N=778
Yes	4%	N=32
Total	100%	N=810

TABLE 42: QUESTION D17B

Is this agency in Gilbert?	Percent	Number
No	84%	N=25
Yes	16%	N=5
Total	100%	N=30

Asked only of those who said they currently receive assistance.

APPENDIX A: SURVEY RESULTS INCLUDING "DON'T KNOW" RESPONSES

The tables below show the frequency of responses for each question including the "don't know" responses. The percent of respondents is shown for each response option followed by the number of respondents.

TABLE 43: 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	64%	N=528	34%	N=279	1%	N=11	0%	N=0	0%	N=1	100%	N=819
Your neighborhood as a place to live	52%	N=423	41%	N=333	7%	N=60	0%	N=2	0%	N=1	100%	N=819
Gilbert as a place to raise children	53%	N=432	33%	N=273	5%	N=40	0%	N=3	9%	N=71	100%	N=818
Gilbert as a place to work	20%	N=160	25%	N=202	14%	N=115	4%	N=36	37%	N=297	100%	N=810
Gilbert as a place to visit	28%	N=230	39%	N=318	23%	N=190	5%	N=41	4%	N=36	100%	N=816
Gilbert as a place to retire	33%	N=265	35%	N=286	10%	N=80	2%	N=15	21%	N=167	100%	N=814
The overall quality of life in Gilbert	49%	N=401	47%	N=387	4%	N=30	0%	N=0	0%	N=1	100%	N=818

TABLE 44: QUESTION 2

How frequently, if ever, do you use each of the following sources to find out about news and events in Gilbert?	Always		Occasionally		Never		Total	
	%	N	%	N	%	N	%	N
East Valley Tribune	6%	N=46	33%	N=266	61%	N=498	100%	N=810
Arizona Republic/Gilbert Republic	18%	N=150	35%	N=287	46%	N=377	100%	N=815
Town website (www.gilbertaz.gov)	5%	N=42	47%	N=376	48%	N=390	100%	N=808
Email(s) from the Town	6%	N=46	19%	N=148	76%	N=604	100%	N=798
Town of Gilbert on Facebook	2%	N=13	8%	N=63	91%	N=726	100%	N=802
Town of Gilbert on Twitter	1%	N=4	2%	N=16	97%	N=775	100%	N=795
Word of mouth	19%	N=153	61%	N=489	21%	N=166	100%	N=808
Town of Gilbert's Municipal Channel 11	1%	N=9	12%	N=97	87%	N=696	100%	N=801
Radio	4%	N=34	29%	N=236	67%	N=536	100%	N=806

TABLE 45: QUESTION 2A

Is there a different method you would prefer the Town use to communicate with you?	Percent	Number
Mail/utility bill inserts	32%	N=48
Email	25%	N=37
Flyer/newsletter/sign	15%	N=22
Text/phone/mobile app	7%	N=10
Other online sources	9%	N=13
Other	13%	N=19
Total	100%	N=148

Percentages represent only those who provided a different method preference.

TABLE 46: QUESTION 3

Please rate the following categories of Gilbert government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Gilbert	16%	N=130	51%	N=410	21%	N=168	1%	N=11	11%	N=91	100%	N=811
The overall direction that Gilbert is taking	21%	N=168	48%	N=388	18%	N=145	4%	N=34	10%	N=80	100%	N=815
The job Gilbert government does at welcoming citizen involvement	12%	N=94	34%	N=279	22%	N=177	5%	N=41	27%	N=224	100%	N=815
Overall confidence in Gilbert government	14%	N=116	39%	N=314	28%	N=225	6%	N=49	13%	N=106	100%	N=812
Generally acting in the best interest of the community	17%	N=135	40%	N=323	25%	N=200	7%	N=58	12%	N=98	100%	N=812
Being honest	15%	N=121	36%	N=296	21%	N=168	5%	N=38	23%	N=191	100%	N=814
Treating all residents fairly	14%	N=113	38%	N=313	21%	N=175	4%	N=36	22%	N=178	100%	N=816

TABLE 47: QUESTION 4

Please rate the quality of emergency preparedness (services that prepare the community for natural disasters or other emergency situations) in Gilbert.	Percent	Number
Excellent	19%	N=149
Good	26%	N=212
Fair	6%	N=52
Poor	1%	N=7
Don't know	48%	N=383
Total	100%	N=804

TABLE 48: QUESTION 5 - QUALITY

Thinking about drinking water in Gilbert, please rate the quality of each of the following characteristics.	Excellent		Good		Fair		Poor		Don't know		Total	
Water pressure	33%	N=267	51%	N=415	12%	N=100	3%	N=26	1%	N=7	100%	N=814
Water color	28%	N=228	57%	N=460	11%	N=93	3%	N=21	1%	N=10	100%	N=812
Water clarity	25%	N=200	53%	N=430	17%	N=138	4%	N=33	1%	N=10	100%	N=812
Water taste	8%	N=63	28%	N=227	27%	N=221	31%	N=248	7%	N=53	100%	N=813
Cost of water	13%	N=105	41%	N=329	35%	N=288	6%	N=47	5%	N=43	100%	N=813
Drinking water services overall	11%	N=93	50%	N=406	28%	N=223	7%	N=55	4%	N=35	100%	N=811

TABLE 49: QUESTION 5 - IMPORTANCE

Thinking about drinking water in Gilbert, please rate the importance of each of the following characteristics.	Essential		Very important		Somewhat important		Not at all important		Total	
Water pressure	32%	N=224	51%	N=356	16%	N=111	0%	N=2	100%	N=693
Water color	48%	N=334	47%	N=323	5%	N=35	0%	N=1	100%	N=693
Water clarity	52%	N=362	43%	N=300	4%	N=30	0%	N=1	100%	N=692
Water taste	57%	N=399	35%	N=244	7%	N=46	1%	N=7	100%	N=696
Cost of water	36%	N=251	53%	N=366	11%	N=75	0%	N=1	100%	N=693
Drinking water services overall	45%	N=308	48%	N=332	7%	N=45	0%	N=3	100%	N=688

TABLE 50: QUESTION 6

How often, if ever, do you use the following types of water for drinking and cooking?	Always		Occasionally		Never		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N
Tap water (unfiltered) for drinking	10%	N=77	28%	N=219	61%	N=482	1%	N=10	100%	N=789
Tap water (filtered) for drinking	49%	N=397	25%	N=197	24%	N=192	2%	N=17	100%	N=803
Bottled water for drinking	43%	N=345	49%	N=399	8%	N=64	0%	N=1	100%	N=809
Tap water (unfiltered) for cooking	46%	N=344	37%	N=279	17%	N=129	0%	N=3	100%	N=756
Tap water (filtered) for cooking	31%	N=233	40%	N=293	27%	N=203	2%	N=12	100%	N=741
Bottled water for cooking	10%	N=70	19%	N=142	70%	N=520	1%	N=6	100%	N=739

TABLE 51: QUESTION 7

Have you had any in-person or phone contact with an employee of the Town of Gilbert Public Works/Water Department within the last 12 months?	Percent	Number
No	81%	N=656
Yes	19%	N=154
Total	100%	N=810

TABLE 52: QUESTION 8

What was your overall impression of your most recent contact with the Town of Gilbert Public Works/Water Department?	Percent	Number
Excellent	40%	N=65
Good	41%	N=65
Fair	15%	N=24
Poor	3%	N=5
Don't know	1%	N=2
Total	100%	N=160

Asked only of those who had contact with a Public Works/Water Department employee in the last 12 months.

TABLE 53: QUESTION 9

Please indicate whether you or anyone in your household has done any of these activities in the past year at a Town of Gilbert park or facility, or at another park or facility (either a private facility or one belonging to another jurisdiction).	No		Yes		Total	
Participated in a recreation program or activity at a Town of Gilbert park or facility	69%	N=553	31%	N=252	100%	N=806
Used recreation centers at a Town of Gilbert park or facility	68%	N=545	32%	N=256	100%	N=800
Visited a park at a Town of Gilbert park or facility	21%	N=168	79%	N=639	100%	N=807
Attended a special event at a Town of Gilbert park or facility	61%	N=484	39%	N=304	100%	N=789
Participated in a recreation program or activity at another jurisdiction's park or facility	74%	N=533	26%	N=188	100%	N=721
Used recreation centers at another jurisdiction's park or facility	78%	N=560	22%	N=162	100%	N=722
Visited a park at another jurisdiction's park or facility	38%	N=274	62%	N=455	100%	N=729
Attended a special event at another jurisdiction's park or facility	62%	N=452	38%	N=274	100%	N=726
Participated in a recreation program or activity at a private, HOA or school park or facility	65%	N=473	35%	N=259	100%	N=732
Used recreation centers at a private, HOA or school park or facility	73%	N=532	27%	N=200	100%	N=732
Visited a park at a private, HOA or school park or facility	44%	N=330	56%	N=414	100%	N=744
Attended a special event at a private, HOA or school park or facility	62%	N=449	38%	N=279	100%	N=728

TABLE 54: QUESTION 10 - RECREATION OR COMMUNITY CENTER

If you have NOT used one of the Town's recreation or community centers in the past 12 months, why? (Select all that apply.)	Percent	Number
Not aware of facilities/activities offered	47%	N=66
Not interested in facilities/activities offered	26%	N=37
Activities of interest not offered	14%	N=19
Inconvenient class/program times	11%	N=15
Costs/pricing	8%	N=11
No time to use/attend	42%	N=59
Inconvenient location	15%	N=21
Some other reason	8%	N=12

Total may exceed 100% as respondents could select more than one option.

TABLE 55: QUESTION 10 - RECREATION PROGRAM OR ACTIVITY

If you have NOT participated in one of the Town's recreation program or activity in the past 12 months, why? (Select all that apply.)	Percent	Number
Not aware of facilities/activities offered	43%	N=28
Not interested in facilities/activities offered	23%	N=15
Activities of interest not offered	14%	N=9
Inconvenient class/program times	17%	N=11
Costs/pricing	18%	N=11
No time to use/attend	48%	N=31
Inconvenient location	13%	N=8
Some other reason	1%	N=1

Total may exceed 100% as respondents could select more than one option.

TABLE 56: QUESTION 11

The Town is considering adding new parks and recreation amenities. How likely, if at all, would you or another household member be to use each of the following new amenities?	Very likely		Somewhat likely		Not at all likely		Don't know		Total	
Sports fields	26%	N=205	36%	N=287	34%	N=269	4%	N=30	100%	N=791
Year-round aquatic center	34%	N=269	34%	N=271	29%	N=232	3%	N=27	100%	N=799
Community Center	17%	N=137	40%	N=315	37%	N=296	6%	N=46	100%	N=793
Community garden	20%	N=155	34%	N=265	42%	N=333	4%	N=35	100%	N=788
Multi-use trails	43%	N=344	41%	N=325	14%	N=112	2%	N=14	100%	N=795
Splash pads	33%	N=262	24%	N=189	38%	N=298	5%	N=44	100%	N=794
Shuffleboard	6%	N=47	20%	N=158	67%	N=524	7%	N=57	100%	N=786
District park in the south area of town	26%	N=206	31%	N=245	34%	N=267	9%	N=69	100%	N=785
BMX bike park	9%	N=72	11%	N=86	76%	N=597	4%	N=29	100%	N=783
Multi-use lake (e.g., non-motorized boating, fishing)	35%	N=283	39%	N=308	23%	N=180	3%	N=26	100%	N=798

TABLE 57: QUESTION 12

Please list up to three of the above parks and recreation offerings that you think are the most important for the Town of Gilbert to provide?	Percent rating each as the 1st, 2nd or 3rd most important offering	Number
Sports fields	32%	N=262
Year-round aquatic center	41%	N=337
Community Center	22%	N=181
Community garden	21%	N=175
Multi-use trails	50%	N=413
Splash pads	26%	N=215
Shuffleboard	2%	N=12
District park in the south area of town	20%	N=165
BMX bike park	6%	N=51
Multi-use lake (e.g., non-motorized boating, fishing)	31%	N=259
No response	12%	N=95

Total may exceed 100% as respondents could list up to three offerings.

TABLE 58: QUESTION 13

Please list up to three additional activities, facilities or amenities you or another household member would be mostly likely to participate in if they were available.	Percent rating each as the 1st, 2nd or 3rd most important activity	Number
Pool/water park	23%	N=69
Sports facilities/events/classes	23%	N=68
Trails/bike paths	14%	N=41
Fitness activities (e.g., martial arts, yoga, horseback riding)	9%	N=26
Outdoor activities (e.g., nature preserve, camping, lake, fishing, games)	6%	N=20
Rec center/gym/community center	10%	N=29
Community events/groups/clubs	13%	N=39
Theater/art/music/dance	15%	N=46
Educational programs/library	8%	N=24
Programs/facilities for youth & seniors	10%	N=30
Parks/playgrounds/dog parks	23%	N=68
Downtown development/transportation	6%	N=18
Other	9%	N=27

Total may exceed 100% as respondents could list up to three activities.

TABLE 59: QUESTION 14

Overall, how would you rate the quality of parks and recreation services and facilities provided by the Town of Gilbert?	Percent	Number
Excellent	25%	N=202
Good	54%	N=435
Fair	13%	N=102
Poor	1%	N=8
Don't know	7%	N=60
Total	100%	N=807

TABLE 6o: QUESTION 15

The Town of Gilbert is always looking for ways to improve its parks and recreation services and facilities. How important, if at all, would each of the following be to improve your satisfaction?	Essential		Very important		Somewhat important		Not at all important/already satisfied		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Safe conditions	70%	N=560	20%	N=156	2%	N=18	5%	N=41	3%	N=20	100%	N=796
Cleanliness	60%	N=482	31%	N=246	2%	N=20	4%	N=31	3%	N=20	100%	N=799
Well-maintained facilities and amenities	55%	N=440	34%	N=268	4%	N=30	4%	N=35	3%	N=22	100%	N=797
Variety of amenities	22%	N=169	49%	N=388	22%	N=176	3%	N=26	3%	N=26	100%	N=786
Variety of recreation programs	19%	N=153	38%	N=303	31%	N=245	7%	N=53	5%	N=38	100%	N=792
Variety of special events	14%	N=110	31%	N=247	41%	N=329	9%	N=75	4%	N=32	100%	N=793
Innovations/new trends	15%	N=116	25%	N=200	41%	N=319	14%	N=110	5%	N=42	100%	N=787
Delivery of services in a cost efficient way	35%	N=273	41%	N=323	15%	N=121	5%	N=38	4%	N=36	100%	N=791
Affordability	44%	N=354	39%	N=314	9%	N=69	4%	N=34	3%	N=26	100%	N=797
Family activities	38%	N=300	36%	N=284	13%	N=106	9%	N=70	4%	N=32	100%	N=794
Proximity of facilities, amenities and activities to home	33%	N=264	42%	N=333	16%	N=129	5%	N=40	3%	N=25	100%	N=790
Volunteer opportunities	11%	N=84	26%	N=207	36%	N=287	20%	N=156	7%	N=56	100%	N=790
Park Ranger presence	13%	N=100	22%	N=171	40%	N=317	18%	N=146	8%	N=60	100%	N=793
Online facility booking	14%	N=113	33%	N=262	33%	N=258	11%	N=90	8%	N=67	100%	N=791
Customer service	31%	N=242	38%	N=302	18%	N=141	8%	N=62	5%	N=43	100%	N=790

TABLE 61: QUESTION 16

Please list up to three of the above aspects of parks and recreation that you think are the MOST IMPORTANT to improve your satisfaction?	Percent rating each as the 1st, 2nd or 3rd most important aspect to improve satisfaction	Number
No response	18%	N=151
Safe conditions	55%	N=453
Cleanliness	44%	N=366
Well-maintained facilities and amenities	38%	N=311
Variety of amenities	10%	N=86
Variety of recreation programs	8%	N=67
Variety of special events	5%	N=43
Innovations/new trends	6%	N=47
Delivery of services in a cost efficient way	8%	N=68
Affordability	21%	N=175
Family activities	15%	N=124
Proximity of facilities, amenities and activities to home	14%	N=114
Volunteer opportunities	1%	N=11
Park ranger presence	5%	N=40
Online facility booking	2%	N=19
Customer service	5%	N=44

Total may exceed 100% as respondents could list up to three aspects to improve satisfaction.

TABLE 62: QUESTION 17 - USE

Please tell us if you or another household member have used each of the following services in the last 12 months.	No		Yes		Total	
Services for the homeless	99%	N=775	1%	N=9	100%	N=784
Child Services	98%	N=767	2%	N=17	100%	N=784
Disability Services	97%	N=761	3%	N=22	100%	N=783
Veteran's Services	98%	N=762	2%	N=19	100%	N=781

TABLE 63: QUESTION 17 - EASE OF ACCESS

If you have used the service, please tell us how easy it was to access it.	Very easy		Somewhat easy		Not at all easy		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N
Services for the homeless	0%	N=0	0%	N=0	73%	N=5	27%	N=2	100%	N=7
Child Services	42%	N=6	17%	N=2	21%	N=3	20%	N=3	100%	N=15
Disability Services	13%	N=2	44%	N=8	25%	N=4	18%	N=3	100%	N=17
Veteran's Services	14%	N=2	37%	N=6	30%	N=5	18%	N=3	100%	N=17

Asked only of those who had used the service in the last 12 months.

TABLE 64: QUESTION 18

Please indicate if you or other household members are in need of assistance (financial or otherwise) in any of the following areas.	Percent	Number
Performing regular, daily activities, or meeting other challenges due to getting older (65 or over)	4%	N=30
Immediate support and emergency intervention for a critical or dangerous situation in your home	3%	N=22
Permanent shelter in a healthy environment due to homelessness	1%	N=10
Food, clothing, utilities, affordable housing or other basic needs	5%	N=38
Finding employment adequate to meet your basic needs	6%	N=48
Overcoming barriers related to immigrant status	2%	N=13
Affordable services for severe chronic physical, mental, emotional or developmental problems and/or disabilities	6%	N=47
Services to provide youth(s) in your household critical support needed to succeed academically, socially, culturally and/or without fear	8%	N=64
None of the above	81%	N=625

Total may exceed 100% as respondents could select more than one option.

TABLE 65: QUESTION D1

What is your employment status?	Percent	Number
Working full time for pay	67%	N=550
Working part time for pay	9%	N=76
Unemployed, looking for paid work	3%	N=23
Unemployed, not looking for paid work	8%	N=64
Fully retired	13%	N=104
Total	100%	N=817

TABLE 66: QUESTION D₂

Do you work inside the boundaries of Gilbert?	Percent	Number
Yes, outside the home	27%	N=175
Yes, from home	13%	N=83
No	60%	N=389
Total	100%	N=648

TABLE 67: QUESTION D₃

How many years have you lived in Gilbert?	Percent	Number
Less than 2 years	16%	N=130
2-5 years	24%	N=195
6-10 years	24%	N=199
11-20 years	27%	N=218
More than 20 years	9%	N=76
Total	100%	N=819

TABLE 68: QUESTION D₄

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	87%	N=712
Building with two or more homes (duplex, townhome, apartment or condominium)	13%	N=102
Mobile home	0%	N=0
Other	0%	N=2
Total	100%	N=816

TABLE 69: QUESTION D5

Is this house, apartment or mobile home...	Percent	Number
Rented	25%	N=199
Owned	75%	N=611
Total	100%	N=810

TABLE 70: QUESTION D6

How many people live in your household?	Percent	Number
1	13%	N=104
2	31%	N=249
3	19%	N=152
4	21%	N=171
5	11%	N=92
6	3%	N=28
7	1%	N=8
8	0%	N=3
9	0%	N=1
11	0%	N=4
14	0%	N=0
15	0%	N=1
Total	100%	N=813

TABLE 71: QUESTION D7

Do any children age 12 or under live in your household?	Percent	Number
No	58%	N=475
Yes	42%	N=340
Total	100%	N=815

TABLE 72: QUESTION D8

Do any children ages 13-17 live in your household?	Percent	Number
No	83%	N=673
Yes	17%	N=141
Total	100%	N=814

TABLE 73: QUESTION D9

Are you or any other members of your household aged 65 or older?	Percent	Number
No	84%	N=687
Yes	16%	N=131
Total	100%	N=818

TABLE 74: QUESTION D10

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$12,000	1%	N=8
\$12,000 to \$24,999	3%	N=24
\$25,000 to \$34,999	6%	N=45
\$35,000 to \$49,999	15%	N=114
\$50,000 to \$74,999	15%	N=116
\$75,000 to \$99,999	19%	N=149
\$100,000 to \$149,999	28%	N=219
\$150,000 to \$199,999	8%	N=63
\$200,000 or more	6%	N=46
Total	100%	N=783

TABLE 75: QUESTION D11

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	89%	N=718
Yes, I consider myself to be Spanish, Hispanic or Latino	11%	N=90
Total	100%	N=808

TABLE 76: QUESTION D12

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=11
Asian, Asian Indian or Pacific Islander	8%	N=61
Black or African American	4%	N=33
White	85%	N=686
Other	7%	N=55

Total may exceed 100% as respondents could select more than one option.

TABLE 77: QUESTION D13

In which category is your age?	Percent	Number
18-24 years	4%	N=31
25-34 years	29%	N=232
35-44 years	21%	N=171
45-54 years	24%	N=194
55-64 years	10%	N=82
65-74 years	8%	N=69
75 years or older	4%	N=34
Total	100%	N=812

TABLE 78: QUESTION D14

What is your gender?	Percent	Number
Female	52%	N=420
Male	48%	N=389
Total	100%	N=809

TABLE 79: QUESTION D15

Are you a veteran?	Percent	Number
No	88%	N=721
Yes	12%	N=94
Total	100%	N=815

TABLE 80: QUESTION D16A

Are you an immigrant?	Percent	Number
No	92%	N=748
Yes	8%	N=64
Total	100%	N=812

TABLE 81: QUESTION D16A - COUNTRY OF ORIGIN

What is your country of origin?	Percent	Number
Africa	4%	N=2
Asia	48%	N=30
Canada	10%	N=6
Mexico & Central/South America	16%	N=10
Europe	22%	N=14
Total	100%	N=62

Asked only of those who said they were an immigrant.

TABLE 82: QUESTION D16B

How many years have you lived in the U.S.?	Percent	Number
1	2%	N=1
2	1%	N=0
3	1%	N=1
4	3%	N=2
6	2%	N=1
7	2%	N=1
9	2%	N=2
10	2%	N=1
11	5%	N=3
13	11%	N=7
14	2%	N=2
17	4%	N=2
18	2%	N=1
19	5%	N=3
20	2%	N=2
21	2%	N=1
22	4%	N=2
23	7%	N=5
24	2%	N=2
27	2%	N=1
28	1%	N=0
30	12%	N=8
32	2%	N=1
33	2%	N=1
34	5%	N=3
35	1%	N=0

How many years have you lived in the U.S.?	Percent	Number
39	1%	N=0
40	3%	N=2
45	3%	N=2
48	2%	N=1
49	1%	N=1
54	1%	N=1
57	1%	N=1
62	1%	N=0
63	1%	N=1
Total	100%	N=63

Asked only of those who said they were an immigrant.

TABLE 83: QUESTION D17A

Do you currently receive assistance or donations from a nonprofit or government agency to meet your current challenges?	Percent	Number
No	96%	N=778
Yes	4%	N=32
Total	100%	N=810

TABLE 84: QUESTION D17B

Is this agency in Gilbert?	Percent	Number
No	84%	N=25
Yes	16%	N=5
Total	100%	N=30

Asked only of those who said they currently receive assistance.

APPENDIX B: SURVEY RESULTS COMPARED BY DEMOGRAPHIC SUBGROUPS

The following pages contain breakdowns of the survey results by demographic subgroups within the Town of Gilbert. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Cells shaded grey indicate statistically significant differences ($p < .05$) between at least two of the subgroups.

Notable differences between demographic subgroups included the following:

- Few differences by age were observed. Residents age 35 and older rated their neighborhood as a place to live and Gilbert as a place to visit more highly than younger residents (age 18-34). Overall, participation in a recreation program and use a facility in the prior 12 month period tended to decrease with age. Younger residents (18-34) were more likely to give positive ratings to the overall quality of life in Gilbert and the job the Town government does at being honest than were older residents.
- Several questions showed large differences by length of residency. Residents who had lived in Gilbert less than two years gave more favorable ratings to most aspects of local government performance than did those who had lived in Gilbert two years or more. Those who had lived in Gilbert more than 10 years gave lower quality ratings to water color, water clarity, water taste and drinking water services overall than those with a shorter tenure in Gilbert. Residents who had lived in Gilbert less than two years were more likely to have visited a park at another jurisdiction's park or facility and visited a park at a private, HOA or school park or facility than residents who have lived in Gilbert for more than 10 years. Overall, residents with a longer tenure in the town were less likely to indicate a desire to use any of the possible new parks and recreation amenities than were those who had lived in the town for a shorter period of time.
- In general, residents with a household income of \$100,000 or more tended to give higher quality evaluations to water clarity and drinking water services overall than those with lower household income levels. Residents with a household income of \$100,000 or more generally were more likely to participate in and use parks and recreation programs, activities and facilities. Households with that income also were more likely to indicate that they would use the possible new parks and recreation amenities.
- Survey questions related to parks and recreation had the greatest number of differences by households with children. Residents who had children 17 years or younger in their household were more likely to use and participate in parks and recreation facilities and activities offered by the Town of Gilbert or other entities (private, HOA, schools or other communities) than were households without children. Households with children also were more likely to rate the importance of aspects to improve satisfaction with parks and recreation (such as safety, variety of amenities, variety of recreation programs, family activities, proximity of facilities, amenities and activities to home and online booking) as more important than those who did not have children.

TABLE 85: ASPECTS OF QUALITY OF LIFE COMPARED BY DEMOGRAPHIC CHARACTERISTICS

Please rate each of the following aspects of quality of life in Gilbert: (Percent "excellent" or "good")	Household income			Length of residency				Children under 18 in household		Age			Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Less than 2 years	2-5 years	6-10 years	More than 10 years	Yes	No	18-34	35-54	55+	
Gilbert as a place to live	98%	99%	99%	99%	100%	97%	98%	99%	99%	99%	99%	98%	99%
Your neighborhood as a place to live	91%	93%	93%	94%	92%	94%	91%	93%	91%	88%	94%	95%	92%
Gilbert as a place to raise children	95%	92%	96%	96%	97%	92%	93%	94%	95%	94%	95%	92%	94%
Gilbert as a place to work	74%	67%	72%	73%	65%	71%	72%	71%	71%	69%	71%	73%	71%
Gilbert as a place to visit	72%	70%	69%	76%	69%	64%	72%	68%	73%	62%	73%	77%	70%
Gilbert as a place to retire	88%	86%	83%	91%	90%	86%	80%	85%	86%	90%	82%	86%	85%
The overall quality of life in Gilbert	98%	96%	97%	100%	97%	97%	94%	98%	95%	100%	96%	93%	96%

TABLE 86: ASPECTS OF GOVERNMENT PERFORMANCE COMPARED BY DEMOGRAPHIC CHARACTERISTICS

Please rate the following categories of Gilbert government performance: (Percent "excellent" or "good")	Household income			Length of residency				Children under 18 in household		Age			Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Less than 2 years	2-5 years	6-10 years	More than 10 years	Yes	No	18-34	35-54	55+	
The value of services for the taxes paid to Gilbert	77%	72%	78%	84%	79%	78%	67%	76%	75%	82%	71%	74%	75%
The overall direction that Gilbert is taking	78%	74%	77%	86%	74%	77%	72%	77%	74%	78%	77%	70%	76%
The job Gilbert government does at welcoming citizen involvement	71%	61%	62%	66%	66%	67%	58%	66%	61%	68%	63%	57%	63%
Overall confidence in Gilbert government	67%	62%	59%	75%	62%	64%	54%	59%	63%	64%	60%	61%	61%
Generally acting in the best interest of the community	65%	62%	66%	78%	64%	66%	57%	64%	64%	65%	64%	64%	64%
Being honest	74%	66%	65%	88%	64%	65%	63%	69%	65%	71%	65%	65%	67%
Treating all residents fairly	72%	65%	67%	82%	69%	63%	63%	68%	66%	69%	65%	66%	67%

TABLE 87: EMERGENCY PREPAREDNESS COMPARED BY DEMOGRAPHIC CHARACTERISTICS

(Percent "excellent" or "good")	Household income			Length of residency				Children under 18 in household		Age			Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Less than 2 years	2-5 years	6-10 years	More than 10 years	Yes	No	18-34	35-54	55+	
Please rate the quality of emergency preparedness (services that prepare the community for natural disasters or other emergency situations) in Gilbert.	87%	89%	83%	91%	78%	87%	87%	86%	86%	78%	89%	86%	86%

TABLE 88: ASPECTS OF WATER QUALITY COMPARED BY DEMOGRAPHIC CHARACTERISTICS

Thinking about drinking water in Gilbert, please rate the quality of each of the following characteristics. (Percent "excellent" or "good")	Household income			Length of residency				Children under 18 in household		Age			Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Less than 2 years	2-5 years	6-10 years	More than 10 years	Yes	No	18-34	35-54	55+	
Water pressure	79%	88%	87%	80%	88%	85%	83%	86%	83%	84%	85%	84%	84%
Water color	85%	88%	87%	90%	89%	91%	79%	87%	84%	86%	87%	84%	86%
Water clarity	76%	77%	83%	79%	81%	85%	73%	79%	78%	76%	81%	79%	79%
Water taste	40%	35%	41%	41%	47%	39%	30%	37%	40%	37%	39%	37%	38%
Cost of water	49%	60%	59%	53%	54%	68%	51%	57%	56%	62%	54%	53%	56%
Drinking water services overall	60%	62%	70%	62%	70%	69%	58%	64%	64%	66%	64%	62%	64%

TABLE 89: IMPORTANCE OF ASPECTS OF WATER QUALITY COMPARED BY DEMOGRAPHIC CHARACTERISTICS

Thinking about drinking water in Gilbert, please rate the importance of each of the following characteristics. (Percent "essential" or "very important")	Household income			Length of residency				Children under 18 in household		Age			Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Less than 2 years	2-5 years	6-10 years	More than 10 years	Yes	No	18-34	35-54	55+	
Water pressure	74%	86%	88%	81%	83%	79%	89%	83%	85%	73%	88%	92%	84%
Water color	98%	94%	94%	91%	97%	94%	96%	94%	96%	95%	95%	94%	95%
Water clarity	99%	94%	95%	94%	96%	96%	96%	95%	96%	96%	97%	94%	96%
Water taste	91%	94%	91%	93%	96%	85%	95%	92%	93%	88%	94%	97%	92%
Cost of water	88%	91%	87%	93%	88%	83%	92%	89%	89%	87%	89%	92%	89%
Drinking water services overall	89%	93%	96%	91%	91%	92%	96%	94%	93%	89%	96%	95%	93%

TABLE 90: PARTICIPATION IN PARKS AND RECREATION ACTIVITIES COMPARED BY DEMOGRAPHIC CHARACTERISTICS

Please indicate whether you or anyone in your household has done any of these activities in the past year at a Town of Gilbert park or facility, or at another park or facility (either a private facility or one belonging to another jurisdiction) (Percent "yes").	Household income			Length of residency				Children under 18 in household		Age			Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Less than 2 years	2-5 years	6-10 years	More than 10 years	Yes	No	18-34	35-54	55+	
Participated in a recreation program or activity at a Town of Gilbert park or facility	21%	32%	38%	29%	28%	34%	33%	46%	16%	30%	38%	22%	31%
Used recreation centers at a Town of Gilbert park or facility	23%	31%	39%	26%	35%	34%	32%	43%	20%	33%	37%	20%	32%
Visited a park at a Town of Gilbert park or facility	76%	80%	84%	79%	84%	81%	76%	90%	68%	90%	80%	64%	79%
Attended a special event at a Town of Gilbert park or facility	35%	39%	44%	36%	32%	46%	40%	49%	28%	43%	39%	34%	39%

Please indicate whether you or anyone in your household has done any of these activities in the past year at a Town of Gilbert park or facility, or at another park or facility (either a private facility or one belonging to another jurisdiction) (Percent "yes").	Household income			Length of residency				Children under 18 in household		Age			Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Less than 2 years	2-5 years	6-10 years	More than 10 years	Yes	No	18-34	35-54	55+	
Participated in a recreation program or activity at another jurisdiction's park or facility	14%	27%	33%	28%	27%	27%	25%	33%	19%	26%	30%	18%	26%
Used recreation centers at another jurisdiction's park or facility	17%	24%	26%	31%	19%	21%	22%	31%	14%	22%	27%	15%	22%
Visited a park at another jurisdiction's park or facility	51%	64%	70%	71%	69%	61%	56%	76%	48%	73%	66%	39%	62%
Attended a special event at another jurisdiction's park or facility	30%	43%	40%	41%	36%	40%	36%	44%	32%	41%	40%	29%	38%
Participated in a recreation program or activity at a private, HOA or school park or facility	20%	35%	45%	34%	37%	33%	37%	48%	22%	31%	41%	30%	35%
Used recreation centers at a private, HOA or school park or facility	19%	26%	34%	23%	29%	29%	26%	33%	21%	26%	31%	22%	27%
Visited a park at a private, HOA or school park or facility	40%	56%	67%	72%	54%	55%	51%	72%	39%	58%	62%	38%	56%
Attended a special event at a private, HOA or school park or facility	26%	43%	45%	43%	41%	36%	37%	49%	27%	40%	41%	31%	38%

TABLE 91: LIKELIHOOD OF USING NEW PARKS AND RECREATION AMENITIES COMPARED BY DEMOGRAPHIC CHARACTERISTICS

The Town is considering adding new parks and recreation amenities. How likely, if at all, would you or another household member be to use each of the following new amenities? (Percent "very" or "somewhat" likely).	Household income			Length of residency				Children under 18 in household		Age			Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Less than 2 years	2-5 years	6-10 years	More than 10 years	Yes	No	18-34	35-54	55+	
Sports fields	51%	59%	73%	82%	71%	60%	50%	81%	43%	77%	68%	31%	62%
Year-round aquatic center	61%	67%	75%	81%	67%	71%	60%	86%	49%	75%	76%	40%	68%
Community Center	58%	58%	58%	64%	64%	55%	51%	68%	46%	57%	62%	47%	57%
Community garden	49%	57%	55%	60%	58%	55%	46%	58%	48%	62%	55%	37%	53%
Multi-use trails	75%	86%	92%	91%	87%	85%	80%	91%	77%	90%	92%	62%	84%
Splash pads	47%	63%	62%	75%	63%	57%	46%	77%	35%	74%	58%	29%	57%
Shuffleboard	20%	26%	32%	30%	36%	21%	21%	28%	24%	31%	27%	17%	26%
District park in the south area of town	49%	59%	64%	65%	63%	63%	46%	70%	44%	68%	60%	37%	57%
BMX bike park	18%	17%	26%	17%	27%	20%	17%	27%	13%	16%	29%	9%	20%
Multi-use lake (e.g., non-motorized boating, fishing)	68%	76%	80%	78%	76%	75%	72%	82%	66%	80%	82%	53%	74%

TABLE 92: QUALITY OF PARKS AND RECREATION SERVICES COMPARED BY DEMOGRAPHIC CHARACTERISTICS

(Percent "excellent" or "good")	Household income			Length of residency				Children under 18 in household		Age			Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Less than 2 years	2-5 years	6-10 years	More than 10 years	Yes	No	18-34	35-54	55+	
Overall, how would you rate the quality of parks and recreation services and facilities provided by the Town of Gilbert?	86%	88%	84%	90%	82%	85%	86%	86%	85%	85%	86%	84%	85%

TABLE 93: IMPORTANCE OF ASPECTS TO IMPROVE SATISFACTION WITH PARKS AND RECREATION SERVICES COMPARED BY DEMOGRAPHIC CHARACTERISTICS

The Town of Gilbert is always looking for ways to improve its parks and recreation services and facilities. How important, if at all, would each of the following be to improve your satisfaction? (Percent "essential" or "very important").	Household income			Length of residency				Children under 18 in household		Age			Overall
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Less than 2 years	2-5 years	6-10 years	More than 10 years	Yes	No	18-34	35-54	55+	
Safe conditions	89%	93%	93%	96%	90%	92%	93%	93%	91%	87%	94%	96%	92%
Cleanliness	91%	95%	93%	96%	91%	92%	95%	95%	92%	89%	95%	96%	93%
Well-maintained facilities and amenities	90%	93%	91%	90%	90%	90%	94%	92%	91%	85%	94%	95%	92%
Variety of amenities	66%	76%	73%	64%	75%	71%	78%	77%	70%	68%	76%	76%	73%
Variety of recreation programs	56%	66%	58%	45%	62%	60%	68%	64%	57%	52%	64%	69%	61%
Variety of special events	50%	48%	44%	34%	45%	46%	55%	45%	49%	35%	52%	57%	47%
Innovations/new trends	45%	43%	41%	32%	37%	48%	48%	40%	45%	35%	45%	50%	43%
Delivery of services in a cost efficient way	80%	77%	79%	76%	84%	73%	82%	80%	78%	75%	79%	86%	79%
Affordability	88%	88%	85%	83%	87%	83%	91%	86%	88%	83%	88%	90%	87%
Family activities	72%	80%	77%	71%	72%	78%	82%	87%	65%	69%	82%	78%	77%
Proximity of facilities, amenities and activities to home	76%	76%	80%	76%	72%	80%	82%	83%	72%	73%	81%	81%	78%
Volunteer opportunities	44%	38%	39%	41%	36%	42%	40%	38%	42%	33%	40%	51%	40%
Park Ranger presence	47%	36%	30%	34%	33%	33%	43%	34%	40%	26%	38%	53%	37%
Online facility booking	48%	57%	49%	48%	48%	56%	53%	58%	45%	44%	55%	57%	52%
Customer service	74%	77%	68%	71%	71%	68%	78%	73%	72%	62%	75%	84%	73%

APPENDIX C: SURVEY RESULTS COMPARED BY YEAR

Results for some of the questions on the 2014 Community Survey could be compared to the results from The National Citizen Survey administered to Gilbert residents in 2013. Those comparisons appear in the tables below. Differences between the 2013 and 2014 results can be considered “statistically significant” if they are eight percentage points or greater.

TABLE 94: ASPECTS OF QUALITY OF LIFE COMPARED BY YEAR

Please rate each of the following aspects of quality of life in Gilbert:	2014	2013
Gilbert as a place to live	99%	98%
Your neighborhood as a place to live	92%	92%
Gilbert as a place to raise children	94%	96%
Gilbert as a place to work	71%	70%
Gilbert as a place to visit	70%	NA
Gilbert as a place to retire	85%	81%
The overall quality of life in Gilbert	96%	96%

TABLE 95: GOVERNMENT PERFORMANCE COMPARED BY YEAR

Please rate the following categories of Gilbert government performance:	2014	2013
The value of services for the taxes paid to Gilbert	75%	77%
The overall direction that Gilbert is taking	76%	80%
The job Gilbert government does at welcoming citizen involvement	63%	71%

TABLE 96: QUALITY OF EMERGENCY PREPAREDNESS COMPARED BY YEAR

Please rate the quality of emergency preparedness (services that prepare the community for natural disasters or other emergency situations) in Gilbert.	2014	2013
Please rate the quality of emergency preparedness (services that prepare the community for natural disasters or other emergency situations) in Gilbert.	86%	64%

TABLE 97: DRINKING WATER SERVICES OVERALL COMPARED BY YEAR

Please rate the quality of drinking water services overall.	2014	2013
Drinking water services overall	64%	49%

- with the flyer for our water bill.

Other online sources

- az central.com
- Better use of town website/calender. Why are council mtg. Under clerk not councils?
- I get news media updates on my facebook maybe facebook?
- I would use website if i was to inquire.
- Instagram
- It would be great to see how Gilbert is performing without having to visit the town website at the right time. I think the town should send out an email

with updates from time-to-time to the community.

- Online
- Town website
- Will look at fb page

Text/phone/mobile app

- An app for iphone
- Phone
- Phone app-bill pay information
- Sms
- Text
- Text
- Text
- Text
- Text message
- Text to phone

Other

- Didnt know their was a chanel 11
- Direct TV.
- Face to face Gilbert paper.
- Gilbert paper
- I use to read the little newspaper that was delivered when that ended-I stopped being informed
- Local news tv
- Local newspaper
- More on TV.
- Newspaper is great.
- Town type newspaper
- TV or
- TV. Advertisement mail

Question 10: "Other" response to "If you have NOT used one of the Town's recreation or community centers in the past 12 months, why?"

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • Age • Age • Age & physical/medical limitations • Belong to gym • Belong to la fitness • Belong to lifetime Fitness • Crippled feet, can't walk much • Disabled • Disabled • Disabled • Dogs/Pregnant • Don't drive • Elderly do not drive. • Freestone recreation center employees not professional • Gilbert is for Mormons only. • Have community center where we live • Health | <ul style="list-style-type: none"> • Health-age • Houses • Just moved to Gilbert 2 months ago. • Lazy • Limited access • Medical • Medical • Mobility • My age is 94 • Need to plan ahead schedule • New in town • New to gilbert • New to gilbert • No pool! • No tennis program in Gilbert. 190 to Chandler • Not geared for seniors during day etc • Online registration is horrible | <ul style="list-style-type: none"> • Out of town a lot • Participants • Rec activities are full • Retired seniors • Stay busy • The air is polluted my doctor says i should stay in • The old bad vision problem • Time • time has not permit me from attending • To old • Too busy • Too crowded • Too crowded • Tools • Use Hoa's • Mcqueen |
|---|--|---|

Question 10: "Other" response to "If you have NOT participated in a recreation program or activity in the past 12 months, why?"

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> • Belong to lifetime fitness • choice • Have only been here 3 months • Health • Hoa Retirement • I go with my grandchildren to activities • I have dogs I want to bring | <ul style="list-style-type: none"> • Just moved to Gilbert 2 months ago. • Limited access to online catalog see comment page 4 please. • Most classes are for age 3 and above • No • Rec center is) too far | <ul style="list-style-type: none"> • Resident of valvista lakes and have access to facilities • Retired seniors • Same • Time • Too busy • Too old |
|---|--|--|

- Use facility of medicare refundable in part.

Question 13a, 13b and 13c: Please list up to three additional activities, facilities or amenities you or another household member would be the most likely to participate in if they were available.

Pool/water park

- A better pool/aquatics center, courts:tennis, basketball, volleyball, etc., community center for south east Gilbert. W/gym & preschool play activity They are too far away! Chandler's are closer & nicer.
- A closer library, Computer classes, Indoor lap pool
- a park with a gilbert gift shop in it
- Basketball courts youth, Covered play area, Water recreation
- Beer festivals, water park, food trucks
- Bmx, aquatic, trails
- Community pool-water park
- Concert venue, water park, animal rescue
- Dog parks, Climbing walls, Pool at high schools
- Drinking fountain, Safer cross-ways across roads, More community pools non Hoa associated.
- Farmers markets, pools
- Fitness center, swim, bolwing
- Golf course, water park, more sports fields
- Good community pool
- Gym in south Gilbert, swimming pool, child playgrounds.
- indoor ramadas
- Indoor pool, community garden, family anything.
- Indoor pool, large playground, lake
- Lake
- Largest dedcted/new parks, Water park like oasis mesquita lake chambers
- Local Pool, Dog Park
- mini roller coaster theme park
- More traditional academies
- Multi-use trails, splash pads, district park in area of farm.
- New water park
- Pool
- Public pool, Additional dog park
- Public pools, drive in movies, camp grounds.
- Skate board park, Water park south east, community Festival
- Skating, bowling, pools
- Splash pad, More trail usage, Community center
- Splash pads.
- Splashpad, Children's Museum, place for live entertainment or performing arts center
- Tennis country like trantional park, pap pool, Community center.
- Theme Park
- Trails, splash pad, aquatics
- Trails, Swimming pools, Excercise
- Water Park
- Water park
- Water park
- Water park
- Water park, bowling Alley, More events life festivals

- Water park, dog parks, bike trails
- Water park, Wildlife park, Camping
- Waterpark, six flags, game works

Sports facilities/events/classes

- 1) Another skate park 2) Volleyball courts 3) Trails/lakes
- 1) Pickle ball 2) Fitness challenge course 3) Frisbee golf
- A better pool/aquatics center, courts:tennis, basketball, volleyball, etc., community center for south east Gilbert. W/gym & preschool play activity They are too far away! Chandler's are closer & nicer.
- A cheaper gym with machines, More softballs fields, Supervised a painting room like "as you wish"
- Adult tennis
- Affordable golf course, Spanish classes, More trees & picnic benches in parks for picnics
- Archery
- Archery range
- Archery range, more fishing.
- Archery range, Shooting range
- Archery range/field, this would absolutely amazing as I used to compete before moved to AZ.
- Baseball fields, Tennis courts
- Baseball, Indoor golf
- Basketball courts
- Basketball courts
- Basketball courts youth, Covered play area, Water recreation
- Basketball courts.
- Basketball facility, golf driving range (south side), Rodeo ground
- Bike trails, Dance club, Soccer fields
- Billards
- Book club, Tennis
- Bowling Alley more in the Santan market area, More classic car shows events in Gilbert (Santan valley), Paint ball/Laser tag arenas.
- Community golf course/driving
- Concerts, senior classes, sports field for grandchildren
- Cooking Classes
- Dog parks, Climbing walls, Pool at high schools
- Exercise for 50yr, Exercise in parks, Team sports, Soccer, tennis,
- Fitness center, swim, bowling
- Free kids football, soccer, lake
- Golf
- Golf course
- Golf course, mountain trails
- Golf course, water park, more sports fields
- Golf courses
- Gun range, motocross track, drag strip
- Gym, running track, shooting range.
- Housing park/sports fields for kids in wheel chairs
- In door shooting range, Trap & skeet range, Rodeo grounds
- In door soccer, Boca ball, Water ski
- Indoor basketball courts, baseball field
- Indoor volleyball courts, Library
- La crusse, More basketball
- More Tennis Courts
- New skatepark

- Not sure-maybe some interests for the teenage children. Maybe a park inclusive of batting cage, volleyball, tennis etc.
- Outdoor amphitheater, Indoor basketball, Childrens sports
- Pickle ball courts, Parks w/ picnic tables.
- Pickleball
- Raquetball, bike trails, volleyball, sand
- Rec center, Shooting/archery range
- Road bike, Tennis, Softball
- Shooting range
- Skate board park, Water park south east, community Festival
- Skate park
- Skating, bowling, pools
- Soccer for adults
- Softball
- Softball, Volleyball, Wrestling.
- State park, theme park
- Tennis center, Rec center w/raquetball rock wall like in north Gilbert.
- Tennis classes
- Tennis country like trantional park, pap pool, Community center.
- Tennis courts
- Tennis courts, Pickle ball courts
- Tennis/Badminton courts
- Water park, bowling Alley, More events life festivals

Parks/playgrounds/dog parks

- 1) More community parks 2) Festivals i.e. Like the Halloween carnival
- 1) Ramada rental prices like chandler
- a park with a gilbert gift shop in it
- Affordable golf course, Spanish classes, More trees & picnic benches in parks for picnics
- Basketball courts youth, Covered play area, Water recreation
- Bike trails, awesome playgrounds
- Community gym, no new park, enhance current ones -ie. Crossroads grass!
- Comunity center will pool tables, Dog park
- Cover playgrounds.
- Dog agility facility
- Dog park
- Dog park NW of, Gilbert
- Dog park w/shade, "Woof stock", Play ground equipment back into neighborhood parks.
- Dog park, concerts, food trucks
- Dog park, cooking classes, disc golf.
- Dog park, phein movie theater
- Dog parks
- Dog parks, Climbing walls, Pool at high schools
- Dog parks, covered play areas
- Dog parks, preschool additional programs, dance classes for adults, square dancing.
- Freestone park, Mcqueen park, Southeast Regional
- Gym in south Gilbert, swimming pool, child playgrounds.

- Having a municipal park in the southern part of town
- Horse riding classes, kids activities like archery, discovery parks for kids
- indoor basketball gym
- Indoor pool, large playground, lake
- Lake
- Largest dected/new parks, Water park like oasis mesquita lake chambers
- Local Pool, Dog Park
- More bike trails, More shaded parks.
- More dog parks w/water to swim.
- More out door children parks w/ playground equipment,
- More parks with Ramadas for family picnics.
- More playgrounds, foreign language classes, sign language classes.
- Multi-use trails, splash pads, district park in area of farm.
- Park
- Park w/ large tot lot
- Park which has horse paths
- Parks & open spaces
- Pickle ball courts, Parks w/ picnic tables.
- Picnic, Fishing, Skate
- Play ground, Fishing
- Public pool, Additional dog park
- Quality of parks.
- Shaded playground, park movie night, community bike activity
- skate park
- Walking trails, Picnic areas
- Waste transfer facility, Park in south gilbert
- Water park, dog parks, bike trails

Trails/bike paths

- 1) Another skate park 2) Volleyball courts 3) Trails/lakes
- Additional bike trails
- Bigger/wider & more cycling pathways safer for kids, outdoor exercise stations, kung fu for kids.
- Bike Lanes
- bike lanes!!!!
- Bike lanes/paths, access to light-rail
- Bike paths downtown
- Bike trails
- Bike trails, awesome playgrounds
- Bike trails, Dance club, Soceor fields
- Bmx, aquatic, trails
- connected green belt for biking, walking, etc.
- Golf course, mountain trails
- Hiking trail
- Hiking trails
- In SE gilbert-comon center, SE gilbert-walking trails
- Indoor walking path, Rail to phoenix/airport
- Indoor walking path.
- Lake
- lighting along canal/multi use path
- More bike line
- More bike paths, community golf

- More bike route
- More bike trails
- More bike trails, More shaded parks.
- Multi use trail
- Multi-use trails, splash pads, district park in area of farm.
- Nature preserve, San tan mtn similar to Hikin trails, piestewa peak in central ph San tan mtn park.
- Nicer canal paths
- Outdoor Fitness Trail
- Paved trails @ all canals
- Raquetball, bike trails, volleyball, sand
- Road bike, Tennis, Softball
- Running trails, Biking trails
- safer options for riding bike to work
- Shaded walking trails
- Splash pad, More trail usage, Community center
- Trails, Fishing, Community ctr
- Trails, nature reserves,
- Trails, splash pad, aquatics
- Trails, Swimming pools, Excercise
- Walking trails, Picnic areas
- Water park, dog parks, bike trails

Theater/art/music/dance

- 1 movie theater, Family science center
- A cheaper gym with machines, More softballs fields, Supervised a painting room like "as you wish"
- Art event cultural event, food fair/event, art museum.
- Art museum
- Arts distict
- Bike trails, Dance club, Soceor fields
- Birding activities, Music fests
- Chamber orchestra
- Community garden, Bands & music, Exercise programs
- Concert hall, community events-downtown, adult activities 30-50 years old.
- Concert series, service projects, multi generational Rec centers.
- Concert venue, University
- Concert venue, water park, animal rescue
- Concerts, senior classes, sports field for grandchildren
- Dance hall
- Dancing, Concerts
- Dog park, concerts, food trucks
- Dog park, phein movie theater
- Dog parks, preschool additional programs, dance classes for adults, square dancing.
- Drive in, Movie, Theater
- Event center for concerts etc
- Festivals, art walks, craft shows
- jazz concerts
- jazz concerts
- jazz concerts
- Light rail or computer train into old town Gilbert, live concerts w/bands that cater to younger adults.
- More art classes, pottery
- More festivals, Bigger downtown area, Concerts in park

- More town festivals bbq fest, wine fest, Public transportation lightrail expansion, Livelier downtown art walks night
- Music
- Music concerts, community dance, movie nights
- Music festivals, Markets farmers craftset, special holiday events, look to Chandler for inspiration. They've got it figured out!
- Music venue, Lecture series, Town-wide yard sale
- Offer more classes, Fitness awareness, Dance classes
- Oil painting Advanced
- Outdoor amphitheater, Indoor basketball, Childrens sports
- Performing arts center, public gardens
- Public art, Offer kid activities when working parents can take their kids
- Public pools, drive in movies, camp grounds.
- Senior community center, movie theater, senior housing south
- Splashpad, Children's Museum, place for live entertainment or performing arts center
- Theatre/center of the arts,Public transportation

Community events/groups/clubs

- 1) More community parks 2) Festivals i.e. Like the Halloween carnival
- Adult education programs, Community discussion oppt proposals, Recycling/green initiatives
- Art event cultural event,food fair/event, art museum.
- Beer festivals, water park, food trucks
- Bingo, Cards, Casino
- Birding activities, Music fests
- Book club, Tennis
- Bowling Alley more in the Santan market area, More classic car shows events in Gilbert (Santan valley), Paint ball/Laser tag arenas.
- Bulk trash pick up, free CPR classes, something like the Chandler ostrich festival annually
- Concert hall, community events-downtown, adult activities 30-50 years old.
- Concert series, service projects, multi generational Rec centers.
- connected green belt for biking, walking, etc.
- Craft programmer, Hobby shops, car clubs
- Cultural activities, Youth development program
- Dog park, concerts, food trucks
- Exercise classes, farmer's market
- Farmers markets, pools
- Festivals, art walks, craft shows
- Fitness center, community farm, equestrian center
- Gyms or Ymca, Youth groups 3) Adult meet & greet.
- Holiday programs, Summer festivals
- Horseback Riding, Hiking club
- Indoor pool, community garden, family anything.
- Large farmer's market
- More festivals, Bigger downtown area, Concerts in park
- Music festivals, Markets farmers craftset, special holiday events, look to Chandler for inspiration. They've got it figured out!
- Music venue, Lecture series, Town-wide yard sale
- Nature preserve, organized community service on going projects.
- Organized card games, Bingo, bunco
- Patriotic book club, We love constitution bay
- Photography classes, Exercise classes, Scrapbooking
- Shaded playground, park movie night, community bike activity

- Sidewalk chalk festival, Movie in the park night
- Single adult activities.
- Skate board park, Water park south east, community Festival
- Special events
- Water park, bowling Alley, More events life festivals
- Work out facility, Meet & greet for boomers, Book clubs

Rec center/gym/community center

- A better pool/aquatics center, courts:tennis, basketball, volleyball, etc., community center for south east Gilbert. W/gym & preschool play activity They are too far away! Chandler's are closer & nicer.
- A cheaper gym with machines, More softballs fields, Supervised a painting room like "as you wish"
- Community gym, no new park, enhance current ones-ie. Crossroads grass!
- Community center will pool tables, Dog park
- Concert series, service projects, multi generational Rec centers.
- Fitness center, community farm, equestrian center
- Fitness center, swim, bowling
- Gym in south Gilbert, swimming pool, child playgrounds.
- Gym, running track, shooting range.
- Gyms or Ymca, Youth groups 3) Adult meet & greet.
- In SE gilbert-comon center, SE gilbert-walking trails
- indoor basketball gym
- Rec center in southeast Gilbert, more communities in S.E. Gilbert.
- Rec center, Shooting/archery range
- recreation center south east part of city
- Senior center, Ymca (so east)
- Something like the chandler tumbleweed ins Gilbert
- Splash pad, More trail usage, Community center
- Tennis center, Rec center w/raquetball rock wall like in north Gilbert.
- Tennis country like transitional park, pap pool, Community center.
- Trails, Fishing, Community ctr
- Work out facility, Meet & greet for boomers, Book clubs
- Year round community rec program for all ages similar to Tempe's.
- Ymca

Programs/facilities for youth and seniors

- Bigger/wider & more cycling pathways safer for kids, outdoor exercise stations, kung fu for kids.
- Bocce ball court, horse shoes court, senior center
- Boys volleyball
- Concerts, senior classes, sports field for grandchildren
- Cultural activities, Youth development program
- Dog parks, preschool additional programs, dance classes for adults, square dancing.
- Exercise for 50yr, Exercise in parks, Team sports, Soccer,tennis,
- Expanded senior center
- Free kids football, soccer, lake
- Gyms or Ymca, Youth groups 3) Adult meet & greet.
- Horse riding classes, kids activities like archery, discovery parks for kids
- Housing park/sports fields for kids in wheel chairs
- Indoor pool, community garden, family anything.
- Kids museams
- Library, University/campus, Children's museum
- More senior svcs

- North senior center
- Not sure-maybe some interests for the teenage children. Maybe a park inclusive of batting cage, volleyball, tennis etc.
- Outdoor amphitheater, Indoor basketball, Childrens sports
- Public art, Offer kid activities when working parents can take their kids
- Senior activites
- Senior activity, senior body ald, senior board supervision
- Senior adult center
- Senior center
- Senior center
- Senior center
- Senior center, Casino
- Senior center, Ymca (so east)
- Senior centers, Library w/ wi fi and internet, Science center
- Senior community center, movie theater, senior housing south
- Snowboard park snowflex, Community service programs for kids, Community martial arts
- Splashpad, Children's Museum, place for live entertainment or performing arts center
- Taichi, Senior events/programs

Fitness activities (e.g., martial arts, yoga, horseback riding)

- 1) Pickle ball 2) Fitness challange coase 3) Frisbee golf
- Ad w/t class
- Archery
- Archery
- Bigger/wider & more cycling pathways safer for kids, outdoor exercise stations, kung fu for kids.
- Billards
- Community garden, Bands & music, Exercise programs
- Equestion park, equestion park, equestion park.
- Equine center
- Exercise classes, farmer's market
- Exercise for 50yr, Exercise in parks, Team sports, Soccer,tennis,
- Fitness center, community farm, equestrian center
- Gardening classes, Yoga classes, Tai chi classes
- Horse riding classes, kids activities like archery, discovery parks for kids
- Horse shoe pits 2) Obstacle courses
- Horseback Riding, Hiking club
- indoor ramadas
- indoor basketball gym
- More traditional academies
- Offer more classes, Fitness awareness, Dance classes
- Photography classes, Exercise classes, Scrapbooking
- Snowboard park snowflex, Community service programs for kids, Community martial arts
- Taichi, Senior events/programs
- tennis facility
- Trails, Swimming pools, Excercise
- Water arobics, Exercize for arthritis

Educational programs/libraries

- 1 movie theater, Family science center
- A closer library, Computer classes, Indoor lap pool
- Adult education programs, Community discussion oppt proposals, Recycling/green initiatives
- Affordable golf course, Spanish classes, More trees & picnic benches in parks for picnics

- Better library-more books available
- Bulk trash pick up, free CPR classes, something like the Chandler ostrich festival annually
- Concert venue, University
- Cooking Classes
- Cultural pass offered at the library or town
- Dog park, cooking classes, disc golf.
- Education center-teach self sustaining living skills, Agricultural (Gardens) teaching how-to.
- Indoor volleyball courts, Library
- Library
- Library (east area) (power road), Amusement park, What happen to "copley station" on recker and williams?
- Library, University/campus, Children's museum
- More playgrounds, foreign language classes, sign language classes.
- More traditional academies
- Music venue, Lecture series, Town-wide yard sale
- Photography classes, Exercise classes, Scrapbooking
- Senior centers, Library w/ wi fi and internet, Science center

Outdoor activities (e.g., nature preserve, camping, lake, fishing, games)

- Archery range, more fishing.
- Area for paragliding, area for rc Gliders.
- Bocce ball court, horse shoes court, senior center
- Disc golf
- Dog park, cooking classes, disc golf.
- Free kids football, soccer, lake
- Frisbee golf
- Horse shoe pits 2) Obstacle courses
- Indoor pool, large playground, lake
- Mini-golf, Go-karts, A place to run & track miles
- More bike paths, community golf
- Nature preserve, organized community service on going projects.
- Nature preserve, San tan mtn similar to Hikin trails, piestewa peak in central ph San tan mtn park.
- Picnic, Fishing, Skate
- Play ground, Fishing
- Public pools, drive in movies, camp grounds.
- Snowboard park snowflex, Community service programs for kids, Community martial arts
- Trails, Fishing, Community ctr
- Trails, nature reserves,
- Walking around lake, Gondola rides, Restarants
- Water park, Wildlife park, Camping

Downtown development/transportation

- Bike lanes/paths, access to light-rail
- Community rail/trolley.
- Downtown restaurant district, Bike rentals, Public transportation-car service, tram
- Indoor mall, miniature golf, amusement park
- Indoor walking path, Rail to phoenix/airport
- Lack of shopping, restaurants, etc, in SE gilbert
- Light rail or computer train into old town Gilbert, live concerts w/bands that cater to younger adults.
- More festivals, Bigger downtown area, Concerts in park
- More Retail
- More Retail

- More town festivals bbq fest, wine fest, Public transportation lightrail expansion, Livelier downtown art walks night
- Outlet stores, Industries, less schools
- Resorts
- Theatre/center of the arts,Public transportation
- Walking around lake, Gondola rides, Restarants

Other

- a park with a gilbert gift shop in it
- Amusement park
- Cemetary, cemetary, cemetary
- Classes offered further south
- Flower field, crimed 200
- Free group service, community needs center.
- Free skating rink, Free multicultural teacher
- Free wifi
- indoor ramadas
- Indoor mall, miniature golf, amusement park
- Library (east area) (power road), Amusement park, What happen to "copley station" on recker and williams?
- Meals not every body have computer to get news.
- Mini-golf, Go-karts, A place to run & track miles
- No kill animal shelter.
- Ping pong, Off track betting
- Please no, bmx park
- State park, theme park
- Swap meet
- Town cemetary.
- Waste transfer facility, Park in south gilbert
- Waterpark, six flags, game works

Question D16: What is your country of origin?

- | | | | |
|----------------------------|-----------------------|--------------------|-------------------|
| • Bangladesh | • Germany | • Mexico | • Russia |
| • Canada | • Germany | • Mexico | • Singapore |
| • Canada | • Germany. | • Mexico | • Taiwan |
| • Canada | • Hong kong | • Mexico | • The netherlands |
| • Canada | • Hong Kong | • Mexico | • Turkey |
| • Canada | • India | • Northern ireland | • U.k. |
| • Canada | • India | • Philipines | • U.K. |
| • Canada | • India | • Philippines | • U.K. |
| • China | • india | • Philippines | • UK |
| • China | • india | • Phillepluer | • UK |
| • Costa rica | • Ireland | • Phils | • Uk british |
| • Demo. Republic of Cengo. | • Kenya | • Poland | • Uruguay |
| • El salvador | • Korea | • Poland | |
| • Europe. | • Legal-north ireland | • Poland | |
| | • Mexico | • Portugal | |

APPENDIX E: SURVEY METHODOLOGY

DEVELOPING THE QUESTIONNAIRE

The Town of Gilbert, Arizona contracted with National Research Center, Inc. (NRC) to conduct a community-wide survey that asked residents to provide feedback on a variety of issues facing the community and to communicate their priorities for community planning and resource allocation. The 2014 survey was developed by first reviewing The National Citizen Survey™ (The NCS) that was administered to Gilbert residents in 2013. To measure trends over time, some questions from the 2013 survey were included on the 2014 survey. A list of topics for new questions for the 2014 survey was generated. All questions were prioritized and an optimal composition of topics and questions were selected to be included on the final survey. Through this iterative process between Town staff and NRC staff, a final four-page questionnaire was created.

SELECTING SURVEY RECIPIENTS

Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data as the first step in selecting the households within Gilbert.

All addresses falling into Gilbert zip codes were “geocoded” to eliminate addresses from the list that were outside the study boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside these boundaries. All addresses determined to be outside the study boundaries were eliminated from the sample. Any addresses that were outside of the town limits were removed.

An individual within each household was selected randomly to complete the survey 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.

SURVEY ADMINISTRATION AND RESPONSE

Each of the 3,000 households was contacted three times. First, a prenotification postcard announcement was sent, informing the household members that they had been selected to participate in the Town of Gilbert 2014 Community Survey. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by the mayor enlisting participation. A second survey packet was mailed containing the same material. With this second wave of surveys, respondents were instructed to not fill out another survey and recycle the documents instead. Both waves of survey materials invited respondents to take the survey online. These packets also contained a postage-paid pre-addressed return envelope in which the survey recipients could return the completed questionnaire to NRC.

The mailings began in April 2014. Completed surveys were collected over the following six weeks. About 111 of the 3,000 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 2,889 households that have received the survey mailings, 824 completed the survey (with 78 of those responding online), providing a response rate of 29%.

Margin of Error

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 resident opinions are relied on to estimate all opinions. The margin of error around results for the entire sample (824 respondents) is plus or minus three percentage points around any given percentage.

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 indicate that they thought something was “essential,” then a 3% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire target population is between 72% and 78%. This source of error is called sampling error. The practical difficulties of conducting any survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all desired households, some selected households will decline participation in the survey (potentially introducing non-response error) and some eligible households may be unintentionally excluded from the sample (referred to as coverage error).

Results for subgroups will have wider confidence intervals. The margin of error rises to plus or minus 14% for a sample size of 50 and plus or minus 10% for 100 completed surveys. Therefore, where estimates are given for subgroups, they are less precise than the overall margin of error.

Differences between the 2013 and 2014 survey results can be considered “statistically significant” if they are eight percentage points or more.

Survey Processing (Data Entry)

Mailed surveys were returned to NRC via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to select one response out of a list of five, but the respondent checked two; staff would choose randomly one of the two selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Data from the web surveys were automatically collected and stored while respondents answered the questions. The online survey data were downloaded, cleaned as necessary and appended to the mail survey data to create a final, complete dataset.

SURVEY ANALYSIS

Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and the 2011 American Community Survey (ACS) estimates for adults in the town. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the town. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent housing tenure, housing unit type, gender, age, race and ethnicity.

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting.

Several different weighting “schemes” are tested to ensure the best fit for the data. The results of the weighting scheme are presented in the table below.

TABLE 98: TOWN OF GILBERT 2014 CITIZEN SURVEY WEIGHTING TABLE

Characteristics	2010 Census	Unweighted Data	Weighted Data
Rent	25%	14%	25%
Own	75%	86%	75%
Attached*	87%	91%	87%
Detached*	13%	9%	13%
White	83%	87%	81%
not White	17%	13%	19%
not Hispanic	87%	92%	89%
Hispanic	13%	8%	11%
Female	52%	57%	52%
Male	48%	43%	48%
Age 18-34	33%	14%	32%
Age 35-54	45%	43%	45%
Age 55 and over	21%	43%	23%
Female 18-34	17%	10%	17%
Female 35-54	23%	25%	23%
Female 55 and over	11%	22%	12%
Male 18-34	16%	3%	15%
Male 35-54	22%	18%	22%
Male 55 and over	10%	21%	11%

* ACS 2011

Among other household characteristics, household income has not been included as one of the variables for weighting. Most attributes are intercorrelated and even though a relatively higher proportion of respondents skip the income question due to its sensitive nature, or over-report their income levels, the income profile of survey respondents aligns fairly well with the Census profile for households in Gilbert.

Analyzing the Data

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix A: Survey Results Including “Don’t know” Responses*.

Also included are results by respondent characteristics (*Appendix B: Survey Results Compared by Demographic Subgroups*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected 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. Where differences between subgroups are statistically significant, they have been marked with grey shading in the appendices.

APPENDIX F: SURVEY QUESTIONNAIRE

The following pages contain the survey instrument that was sent to Gilbert residents.

Gilbert, AZ Community Survey 2014

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. 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. How frequently, if ever, do you use each of the following sources to find out about news and events in Gilbert?

	<i>Always</i>	<i>Occasionally</i>	<i>Never</i>
East Valley Tribune	1	2	3
Arizona Republic/Gilbert Republic.....	1	2	3
Town website (www.gilbertaz.gov)	1	2	3
Email(s) from the Town	1	2	3
Town of Gilbert on Facebook.....	1	2	3
Town of Gilbert on Twitter	1	2	3
Word of mouth	1	2	3
Town of Gilbert's Municipal Channel 11.....	1	2	3
Radio	1	2	3

2A. Is there a different method you would prefer the Town use to communicate with you? _____

3. 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

4. Please rate the quality of emergency preparedness (services that prepare the community for natural disasters or other emergency situations) in Gilbert.

- Excellent
- Good
- Fair
- Poor
- Don't know

5. Thinking about drinking water in Gilbert, first please rate the quality of each of the following characteristics, then rate the importance of each.

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>				
						<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Water pressure	1	2	3	4	5	1	2	3	4
Water color	1	2	3	4	5	1	2	3	4
Water clarity	1	2	3	4	5	1	2	3	4
Water taste	1	2	3	4	5	1	2	3	4
Cost of water	1	2	3	4	5	1	2	3	4
Drinking water services overall.....	1	2	3	4	5	1	2	3	4

6. How often, if ever, do you use the following types of water for drinking and cooking?

	DRINKING				COOKING			
	Always	Occasionally	Never	Don't know	Always	Occasionally	Never	Don't know
Tap water (unfiltered).....	1	2	3	4	1	2	3	4
Tap water (filtered).....	1	2	3	4	1	2	3	4
Bottled water.....	1	2	3	4	1	2	3	4

7. Have you had any in-person or phone contact with an employee of the Town of Gilbert Public Works/Water Department within the last 12 months?

- No → go to question 9 Yes → go to question 8

8. What was your overall impression of your most recent contact with the Town of Gilbert Public Works/Water Department?

- Excellent Good Fair Poor Don't know

9. Please indicate whether you or anyone in your household has done any of these activities in the past year at a Town of Gilbert park or facility, or at another park or facility (either a private facility or one belonging to another jurisdiction).

	Did at a Town of Gilbert park or facility		Did at another jurisdiction's park or facility		Did at a private, HOA, or school park or facility	
	No	Yes	No	Yes	No	Yes
Participated in a recreation program or activity.....	1	2	1	2	1	2
Used recreation centers.....	1	2	1	2	1	2
Visited a park.....	1	2	1	2	1	2
Attended a special event.....	1	2	1	2	1	2

10. If you have NOT used one of the Town's recreation or community centers or participated in a recreation program or activity in the past 12 months, why? (Select all that apply.)

	Recreation/community centers	Any recreation program or activity (including those outside recreation/community centers)
Not aware of facilities/activities offered.....	<input type="radio"/>	<input type="radio"/>
Not interested in facilities/activities offered.....	<input type="radio"/>	<input type="radio"/>
Activities of interest not offered.....	<input type="radio"/>	<input type="radio"/>
Inconvenient class/program times.....	<input type="radio"/>	<input type="radio"/>
Costs/pricing.....	<input type="radio"/>	<input type="radio"/>
No time to use/attend.....	<input type="radio"/>	<input type="radio"/>
Inconvenient location.....	<input type="radio"/>	<input type="radio"/>
Some other reason(s).....	_____	_____

11. The Town is considering adding new parks and recreation amenities. How likely, if at all, would you or another household member be to use each of the following new amenities?

	Very likely	Somewhat likely	Not at all likely	Don't know
a. Sports fields.....	1	2	3	4
b. Year-round aquatic center.....	1	2	3	4
c. Community Center.....	1	2	3	4
d. Community garden.....	1	2	3	4
e. Multi-use trails.....	1	2	3	4
f. Splash pads.....	1	2	3	4
g. Shuffleboard.....	1	2	3	4
h. District park in the south area of town.....	1	2	3	4
i. BMX bike park.....	1	2	3	4
j. Multi-use lake (e.g., non-motorized boating, fishing).....	1	2	3	4

12. Please list up to three of the above parks and recreation offerings that you think are the MOST IMPORTANT for the Town of Gilbert to provide? _____

(write in the letter of the items above in question 11)

13. Thinking about amenities that are not provided currently in the Town of Gilbert and those not listed in question 11 above, please list up to THREE additional activities, facilities or amenities would you or another household member be the most likely to participate in if they were available?

1) _____ 2) _____ 3) _____

14. Overall, how would you rate the quality of parks and recreation services and facilities provided by the Town of Gilbert?

- Excellent Good Fair Poor Don't know

15. The Town of Gilbert is always looking for ways to improve its parks and recreation services and facilities. How important, if at all, would each of the following be to improve your satisfaction?

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important/ already satisfied</i>	<i>Don't know</i>
a. Safe conditions	1	2	3	4	5
b. Cleanliness	1	2	3	4	5
c. Well-maintained facilities and amenities	1	2	3	4	5
d. Variety of amenities	1	2	3	4	5
e. Variety of recreation programs	1	2	3	4	5
f. Variety of special events.....	1	2	3	4	5
g. Innovations/new trends	1	2	3	4	5
h. Delivery of services in a cost efficient way	1	2	3	4	5
i. Affordability	1	2	3	4	5
j. Family activities	1	2	3	4	5
k. Proximity of facilities, amenities and activities to home.....	1	2	3	4	5
l. Volunteer opportunities	1	2	3	4	5
m. Park Ranger presence	1	2	3	4	5
n. Online facility booking	1	2	3	4	5
o. Customer service	1	2	3	4	5

16. Please list up to three of the above aspects of parks and recreation that you think are the MOST IMPORTANT to improve your satisfaction?

_____ (write in the letter of the items above in question 15)

17. First, please tell us if you or another household member have used each of the following services in the last 12 months. Then, if you have used the service, please tell us how easy it was to access it.

	<i>No</i>	<i>Yes</i>	<i>Very easy</i>	<i>Somewhat easy</i>	<i>Not at all easy</i>	<i>Don't know</i>
Services for the homeless	1	2	1	2	3	4
Child Services	1	2	1	2	3	4
Disability Services	1	2	1	2	3	4
Veteran's Services	1	2	1	2	3	4

18. While the Town does not provide a variety of social services, the Town considers the needs of Gilbert residents in identifying partnership opportunities with various organizations. Please indicate if you or other household members are in need of assistance (financial or otherwise) in any of the following areas. Please check all that apply.

- Performing regular, daily activities, or meeting other challenges due to getting older (65 or over)
- Immediate support and emergency intervention for a critical or dangerous situation in your home
- Permanent shelter in a healthy environment due to homelessness
- Food, clothing, utilities, affordable housing or other basic needs
- Finding employment adequate to meet your basic needs
- Overcoming barriers related to immigrant status
- Affordable services for severe chronic physical, mental, emotional or developmental problems and/or disabilities
- Services to provide youth(s) in your household critical support needed to succeed academically, socially, culturally and/or without fear
- None of the above

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. 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
- D2. Do you work inside the boundaries of Gilbert?**
- Yes, outside the home
 - Yes, from home
 - No
- D3. How many years have you lived in Gilbert?**
- Less than 2 years
 - 2-5 years
 - 6-10 years
 - 11-20 years
 - More than 20 years
- D4. 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
- D5. Is this house, apartment or mobile home...**
- Rented
 - Owned
- D6. How many people live in your household? _____**
- D7. Do any children age 12 or under live in your household?**
- No
 - Yes
- D8. Do any children ages 13-17 live in your household?**
- No
 - Yes
- D9. Are you or any other members of your household aged 65 or older?**
- No
 - Yes
- D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**
- Less than \$12,000
 - \$12,000 to \$24,999
 - \$25,000 to \$34,999
 - \$35,000 to \$49,999
 - \$50,000 to \$74,999
 - \$75,000 to \$99,999
 - \$100,000 to \$149,999
 - \$150,000 to \$199,999
 - \$200,000 or more

Please respond to both questions D11 and D12:

- D11. Are you Spanish, Hispanic or Latino?**
- No, not Spanish, Hispanic or Latino
 - Yes, I consider myself to be Spanish, Hispanic or Latino
- D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**
- American Indian or Alaskan Native
 - Asian, Asian Indian or Pacific Islander
 - Black or African American
 - White
 - Other
- D13. In which category is your age?**
- 18-24 years
 - 25-34 years
 - 35-44 years
 - 45-54 years
 - 55-64 years
 - 65-74 years
 - 75 years or older
- D14. What is your gender?**
- Female
 - Male
- D15. Are you a veteran?**
- No
 - Yes
- D16. Are you an immigrant?**
- No
 - Yes → What is your country of origin?

- How many years have you lived in the U.S.? _____
- D17. Do you currently receive assistance or donations from a nonprofit or governmental agency to meet your current challenges?**
- No
 - Yes → Is the agency in Gilbert?
 No Yes

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