



# CITY OF URBANDALE, IA 2011

Report of Demographic Subgroup Comparisons

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## **SURVEY BACKGROUND**

### **ABOUT THE NATIONAL CITIZEN SURVEY™**

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Urbandale staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Urbandale staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

One of the add-on options that Urbandale chose was to have crosstabulations of evaluative questions 1-22 by demographic questions D3 (number of years in Urbandale), D7 (presence of children 17 or under in household), D12 (age of respondent), and D13 (gender of respondent).

## UNDERSTANDING THE RESULTS

### “DON’T KNOW” RESPONSES

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### UNDERSTANDING THE TABLES

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. 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.” Where differences were statistically significant, they are marked in grey.

## COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")														
Please rate each of the following aspects of quality of life in Urbandale:	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Urbandale as a place to live	95%	96%	99%	96%	97%	96%	96%	97%	97%	99%	97%	99%	95%	97%
Your neighborhood as a place to live	90%	94%	98%	93%	94%	93%	93%	89%	97%	94%	94%	95%	93%	94%
Urbandale as a place to raise children	95%	95%	99%	96%	95%	97%	96%	95%	96%	98%	97%	99%	94%	97%
Urbandale as a place to work	79%	83%	95%	85%	86%	82%	84%	79%	83%	91%	84%	83%	86%	84%
Urbandale as a place to retire	69%	84%	91%	81%	81%	80%	80%	74%	76%	89%	81%	85%	76%	81%
The overall quality of life in Urbandale	93%	94%	99%	95%	95%	94%	95%	93%	96%	98%	96%	97%	94%	96%

Question 2: Community Characteristics (Percent "excellent" or "good")														
Please rate each of the following characteristics as they relate to Urbandale as a whole:	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Sense of community	67%	78%	84%	75%	73%	78%	75%	65%	75%	86%	76%	82%	69%	76%
Openness and acceptance of the community towards people of diverse backgrounds	73%	77%	85%	78%	80%	73%	78%	68%	77%	87%	78%	77%	80%	78%
Overall appearance of Urbandale	86%	90%	94%	90%	91%	88%	90%	88%	89%	94%	90%	91%	90%	90%
Cleanliness of Urbandale	88%	94%	94%	92%	92%	91%	92%	90%	91%	95%	92%	93%	91%	92%

Question 2: Community Characteristics (Percent "excellent" or "good")														
Please rate each of the following characteristics as they relate to Urbandale as a whole:	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Overall quality of new development in Urbandale	79%	89%	88%	85%	84%	89%	86%	81%	88%	88%	86%	88%	84%	86%
Variety of housing options	75%	79%	83%	79%	78%	79%	79%	78%	75%	85%	79%	81%	77%	79%
Overall quality of business and service establishments in Urbandale	75%	78%	84%	78%	81%	74%	78%	74%	74%	88%	79%	79%	78%	79%
Shopping opportunities	66%	63%	61%	63%	66%	59%	63%	63%	56%	74%	64%	65%	62%	64%
Opportunities to attend cultural activities	37%	41%	46%	41%	46%	32%	41%	31%	33%	57%	41%	41%	41%	41%
Recreational opportunities	70%	68%	78%	71%	72%	71%	72%	74%	65%	79%	72%	75%	69%	72%
Employment opportunities	53%	52%	64%	55%	56%	54%	55%	51%	59%	53%	55%	50%	61%	55%
Educational opportunities	79%	74%	85%	79%	77%	81%	79%	77%	76%	84%	79%	79%	79%	79%
Opportunities to participate in social events and activities	64%	71%	74%	69%	69%	68%	69%	59%	68%	77%	69%	71%	66%	69%
Opportunities to participate in religious or spiritual events and activities	78%	79%	90%	82%	84%	79%	82%	81%	78%	88%	82%	80%	84%	82%
Opportunities to volunteer	68%	83%	86%	79%	77%	82%	79%	64%	80%	89%	79%	78%	81%	79%
Opportunities to participate in community matters	72%	78%	81%	77%	79%	74%	77%	67%	74%	89%	78%	77%	79%	78%
Ease of car travel in Urbandale	81%	88%	92%	87%	86%	89%	87%	80%	89%	91%	87%	89%	86%	88%
Ease of bus travel in Urbandale	39%	46%	52%	45%	49%	41%	46%	36%	41%	59%	46%	47%	44%	46%
Ease of bicycle travel in Urbandale	65%	79%	78%	74%	72%	78%	74%	66%	75%	80%	74%	77%	71%	74%
Ease of walking in Urbandale	84%	88%	93%	88%	86%	92%	88%	83%	87%	93%	88%	90%	85%	88%
Availability of paths and walking trails	87%	88%	95%	89%	91%	88%	90%	87%	88%	94%	90%	87%	92%	90%
Traffic flow on major streets	77%	75%	79%	77%	76%	79%	77%	77%	74%	80%	77%	78%	76%	77%
Amount of public parking	76%	75%	84%	78%	79%	77%	78%	85%	72%	79%	78%	77%	79%	78%
Availability of affordable quality housing	70%	74%	86%	75%	75%	77%	76%	78%	72%	79%	76%	74%	78%	76%
Availability of affordable quality child care	59%	69%	87%	70%	75%	67%	71%	62%	67%	86%	71%	73%	68%	71%

Question 2: Community Characteristics (Percent "excellent" or "good")														
Please rate each of the following characteristics as they relate to Urbandale as a whole:	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Availability of affordable quality health care	76%	78%	78%	77%	76%	80%	78%	76%	78%	79%	78%	84%	72%	79%
Availability of affordable quality food	79%	82%	84%	82%	83%	79%	82%	84%	76%	88%	82%	82%	82%	82%
Availability of preventive health services	77%	84%	91%	83%	80%	89%	84%	83%	82%	88%	84%	87%	80%	84%
Air quality	96%	95%	94%	95%	95%	95%	95%	98%	92%	96%	95%	94%	96%	95%
Quality of overall natural environment in Urbandale	87%	89%	92%	89%	90%	89%	90%	91%	87%	93%	90%	89%	91%	90%
Overall image or reputation of Urbandale	88%	90%	95%	91%	91%	91%	91%	89%	90%	95%	91%	92%	91%	91%

Question 3: Growth (Percent of respondents)														
Please rate the speed of growth in the following categories in Urbandale over the past 2 years:	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Population growth too fast	18%	24%	14%	19%	20%	18%	19%	25%	19%	14%	19%	22%	15%	19%
Retail growth too slow	53%	34%	38%	41%	37%	46%	40%	50%	45%	28%	41%	37%	46%	41%
Job growth too slow	79%	69%	71%	73%	72%	74%	73%	84%	69%	71%	73%	71%	76%	73%

Question 4: Code Enforcement (Percent a "major" problem)														
	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Run down buildings, weed lots or junk vehicle a major problem in Urbandale	2%	2%	3%	2%	4%	0%	2%	0%	3%	3%	2%	2%	3%	2%

Question 5: Community Safety (Percent "very" or "somewhat" safe)														
Please rate how safe or unsafe you feel from the following in Urbandale:	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Violent crime (e.g., rape, assault, robbery)	86%	92%	92%	90%	89%	91%	90%	86%	90%	93%	90%	91%	90%	90%
Property crimes (e.g., burglary, theft)	81%	81%	90%	83%	86%	79%	83%	81%	81%	88%	84%	83%	85%	84%
Environmental hazards, including toxic waste	91%	90%	93%	91%	92%	90%	91%	93%	89%	94%	92%	92%	92%	92%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)														
Please rate how safe or unsafe you feel:	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
In your neighborhood during the day	96%	99%	99%	98%	98%	98%	98%	97%	98%	100%	98%	98%	98%	98%
In your neighborhood after dark	92%	92%	96%	93%	93%	93%	93%	95%	92%	94%	94%	92%	96%	94%
In Urbandale's downtown area during the day	93%	89%	96%	92%	95%	87%	92%	93%	88%	98%	93%	92%	94%	93%
In Urbandale's downtown area after dark	80%	72%	87%	79%	82%	75%	79%	79%	75%	85%	79%	78%	80%	79%

Question 7: Contact with Police Department (Percent "yes")														
	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Have you had any in-person or phone contact with an employee of the City of Urbandale Police Department within the last 12 months?	24%	31%	36%	30%	26%	35%	29%	14%	38%	31%	29%	29%	29%	29%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")														
	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
What was your overall impression of your most recent contact with the City of Urbandale Police Department?	95%	85%	94%	91%	92%	91%	91%	100%	90%	91%	92%	91%	92%	92%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")														
	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	4%	6%	6%	5%	3%	8%	5%	4%	9%	2%	5%	4%	7%	5%
If yes, was this crime (these crimes) reported to the police?	70%	75%	78%	74%	84%	67%	73%	0%	100%	60%	74%	61%	83%	74%

Question 11: Resident Behaviors (Percent at least once in past 12 months)														
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Urbandale?	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Used Urbandale public libraries or their services	72%	74%	84%	76%	75%	76%	76%	69%	77%	79%	75%	77%	74%	76%
Used Urbandale recreation centers	43%	49%	57%	49%	45%	55%	49%	52%	48%	48%	49%	51%	47%	49%
Participated in a recreation program or activity	32%	37%	49%	38%	34%	45%	38%	38%	40%	37%	39%	41%	35%	38%
Visited a neighborhood park or City park	85%	85%	92%	87%	83%	94%	87%	93%	89%	81%	88%	86%	90%	88%
Ridden a local bus within Urbandale	3%	4%	3%	4%	3%	5%	3%	3%	4%	4%	4%	5%	2%	4%
Attended a meeting of local elected officials or other local public meeting	5%	14%	18%	12%	11%	13%	12%	3%	12%	17%	11%	11%	12%	12%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	11%	20%	19%	17%	20%	11%	17%	11%	12%	25%	16%	19%	14%	16%
Read Urbandale Newsletter	88%	90%	92%	90%	91%	87%	90%	89%	89%	91%	90%	91%	88%	90%
Visited the City of Urbandale Web site (at www.urbandale.org)	59%	67%	59%	62%	53%	78%	62%	66%	69%	49%	62%	65%	59%	62%

Question 11: Resident Behaviors (Percent at least once in past 12 months)														
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Urbandale?	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Recycled used paper, cans or bottles from your home	81%	92%	97%	89%	89%	89%	89%	84%	93%	90%	90%	89%	89%	89%
Volunteered your time to some group or activity in Urbandale	17%	37%	53%	34%	31%	39%	34%	19%	38%	40%	34%	31%	36%	33%
Participated in religious or spiritual activities in Urbandale	27%	42%	58%	41%	42%	39%	41%	27%	44%	48%	41%	45%	36%	41%
Participated in a club or civic group in Urbandale	14%	21%	32%	21%	18%	26%	21%	16%	20%	27%	21%	24%	17%	21%
Provided help to a friend or neighbor	91%	95%	94%	93%	92%	95%	93%	95%	95%	90%	93%	94%	91%	93%

Question 12: Neighborliness (Percent at least several times a week)														
	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Visit with neighbors at least several times a week	39%	58%	58%	51%	47%	59%	51%	34%	57%	59%	52%	56%	45%	51%

Question 13: Service Quality (Percent "excellent" or "good")														
Please rate the quality of each of the following services in Urbandale:	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Police services	95%	87%	97%	92%	94%	90%	92%	95%	87%	98%	93%	93%	93%	93%
Fire services	97%	92%	100%	96%	97%	94%	96%	97%	92%	100%	96%	97%	96%	96%
Ambulance or emergency medical services	96%	93%	100%	96%	96%	95%	96%	97%	93%	99%	96%	96%	96%	96%
Crime prevention	91%	88%	92%	90%	91%	89%	90%	93%	84%	96%	90%	93%	88%	90%
Fire prevention and education	86%	93%	94%	91%	92%	90%	91%	91%	88%	96%	92%	95%	88%	91%
Traffic enforcement	88%	85%	83%	86%	87%	83%	85%	90%	83%	87%	86%	87%	85%	86%
Street repair	58%	66%	62%	62%	61%	65%	62%	63%	60%	66%	63%	62%	64%	63%
Street cleaning	76%	77%	79%	77%	77%	78%	77%	83%	73%	78%	78%	76%	79%	78%
Street lighting	69%	77%	84%	76%	75%	78%	76%	68%	75%	86%	76%	79%	74%	76%
Snow removal	76%	81%	85%	80%	83%	78%	81%	77%	77%	88%	81%	80%	83%	81%
Sidewalk maintenance	69%	76%	80%	75%	75%	74%	75%	75%	73%	77%	75%	74%	76%	75%
Traffic signal timing	57%	62%	58%	59%	58%	61%	59%	55%	56%	68%	60%	71%	46%	60%
Bus or transit services	56%	56%	53%	55%	53%	59%	55%	38%	50%	70%	55%	63%	48%	55%
Garbage collection	94%	95%	96%	95%	96%	94%	95%	93%	96%	97%	95%	93%	99%	96%
Recycling	88%	96%	97%	93%	93%	95%	94%	87%	94%	98%	94%	93%	95%	94%
Yard waste pick-up	96%	95%	100%	97%	99%	94%	97%	95%	97%	99%	97%	96%	98%	97%
Storm drainage	85%	75%	89%	82%	84%	78%	82%	89%	74%	86%	82%	78%	86%	82%
Drinking water	92%	83%	96%	89%	92%	87%	90%	95%	82%	95%	90%	92%	86%	90%
Sewer services	92%	87%	93%	90%	90%	90%	90%	92%	85%	95%	90%	89%	91%	90%
Power (electric and/or gas) utility	92%	93%	93%	93%	91%	97%	93%	92%	92%	96%	93%	94%	93%	93%
City parks	95%	92%	97%	94%	92%	98%	94%	98%	91%	94%	94%	95%	93%	94%
Recreation programs or classes	81%	81%	88%	83%	85%	80%	83%	100%	72%	88%	84%	88%	80%	84%
Recreation centers or facilities	80%	73%	89%	80%	83%	77%	80%	91%	68%	89%	80%	83%	78%	81%
Land use, planning and zoning	66%	73%	74%	71%	73%	68%	71%	78%	63%	79%	72%	78%	65%	72%
Code enforcement (weeds, abandoned)	76%	71%	62%	70%	68%	72%	70%	75%	67%	71%	70%	72%	69%	70%

Question 13: Service Quality (Percent "excellent" or "good")														
Please rate the quality of each of the following services in Urbandale:	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
buildings, etc.)														
Animal control	88%	75%	77%	79%	80%	78%	79%	96%	73%	76%	79%	81%	78%	80%
Economic development	67%	65%	79%	69%	66%	74%	69%	61%	65%	83%	70%	72%	67%	69%
Health services	81%	80%	89%	83%	85%	80%	83%	81%	78%	93%	84%	85%	81%	84%
Services to seniors	86%	83%	87%	85%	84%	88%	86%	96%	82%	84%	85%	88%	83%	86%
Services to youth	83%	79%	83%	81%	80%	83%	81%	91%	78%	82%	82%	82%	81%	82%
Services to low-income people	71%	62%	62%	64%	62%	69%	64%	66%	61%	68%	65%	68%	62%	65%
Public library services	94%	93%	95%	94%	94%	94%	94%	95%	91%	98%	94%	94%	95%	94%
Public information services	78%	78%	86%	80%	79%	82%	80%	81%	72%	91%	81%	87%	75%	81%
Public schools	88%	85%	91%	88%	88%	87%	88%	92%	81%	94%	88%	90%	85%	88%
Cable television	59%	64%	61%	62%	60%	66%	62%	66%	56%	67%	62%	69%	56%	63%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	70%	79%	85%	78%	80%	74%	78%	79%	74%	85%	79%	75%	83%	79%
Preservation of natural areas such as open space, farmlands and greenbelts	75%	76%	72%	75%	77%	71%	75%	74%	72%	81%	75%	74%	77%	75%

Question 14: Government Services Overall (Percent "excellent" or "good")														
Overall, how would you rate the quality of the services provided by each of the following?	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
The City of Urbandale	92%	87%	93%	90%	91%	89%	90%	94%	83%	99%	91%	94%	87%	91%
The Federal Government	42%	46%	38%	43%	38%	50%	43%	42%	39%	49%	43%	48%	38%	43%
The State Government	49%	57%	52%	53%	47%	64%	53%	49%	53%	58%	54%	59%	49%	54%
Polk County Government	54%	55%	62%	56%	54%	61%	57%	52%	54%	65%	57%	61%	52%	57%
Dallas County Government	66%	67%	59%	65%	58%	75%	66%	67%	68%	64%	67%	66%	66%	66%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)														
Please indicate how likely or unlikely you are to do each of the following:	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Recommend living in Urbandale to someone who asks	94%	94%	98%	95%	95%	95%	95%	95%	94%	100%	96%	99%	93%	96%
Remain in Urbandale for the next five years	80%	93%	95%	89%	88%	91%	89%	82%	91%	97%	90%	92%	87%	90%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)														
	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	18%	15%	7%	14%	17%	10%	14%	18%	14%	13%	14%	13%	16%	14%

Question 17: Contact with Fire Department (Percent "yes")														
	Number of years in Urbandale				Presence of children 17 or under in household			Age			Gender			
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Have you had any in-person or phone contact with an employee of the City of Urbandale Fire Department within the last 12 months?	6%	9%	9%	8%	9%	6%	8%	2%	8%	13%	8%	9%	8%	8%

Question 18: Ratings of Contact with Fire Department (Percent "excellent" or "good")														
	Number of years in Urbandale				Presence of children 17 or under in household			Age			Gender			
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
What was your overall impression of your most recent contact with the City of Urbandale Fire Department?	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 19: Contact with City Employees (Percent "yes")														
	Number of years in Urbandale				Presence of children 17 or under in household			Age			Gender			
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Have you had any in-person, phone or email with an employee of the City of Urbandale within the last 12 months (including police, receptionists, planners or any others)?	36%	45%	44%	42%	40%	44%	42%	30%	47%	44%	41%	46%	35%	41%

Question 20: City Employees (Percent "excellent" or "good")														
What was your impression of the employee(s) of the City of Urbandale in your most recent contact?	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Knowledge	85%	85%	99%	89%	92%	83%	89%	89%	86%	98%	90%	92%	88%	90%
Responsiveness	88%	81%	89%	85%	89%	80%	85%	89%	83%	92%	87%	90%	82%	87%
Courtesy	93%	86%	94%	90%	90%	90%	90%	94%	88%	95%	91%	95%	86%	91%
Overall impression	75%	85%	91%	83%	83%	83%	83%	71%	86%	91%	85%	85%	84%	85%

Question 21: Government Performance (Percent "excellent" or "good")														
Please rate the following categories of Urbandale government performance:	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
The value of services for the taxes paid to Urbandale	73%	72%	82%	75%	75%	77%	75%	83%	67%	82%	76%	78%	74%	76%
The overall direction that Urbandale is taking	85%	80%	87%	83%	85%	82%	84%	85%	80%	89%	84%	85%	83%	84%
The job Urbandale government does at welcoming citizen involvement	59%	64%	84%	68%	68%	68%	68%	62%	62%	82%	68%	73%	63%	68%

Question 22a: Custom Question 1														
The City of Urbandale is considering renovating the Urbandale Swimming pool or replacing it with a new pool. Please select which of the following statements best reflects your view:	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
	I am willing to continue to pay the current subsidy (about \$9.07 per year, based on a \$170,000 home) to keep the indoor pool open.	51%	43%	52%	48%	51%	43%	48%	52%	44%	51%	48%	44%	53%
I am willing to increase the subsidy to \$20 per year, in order to cover the cost of renovations to the indoor pool.	20%	23%	26%	23%	22%	24%	23%	21%	22%	26%	23%	31%	15%	23%
I am willing to increase the subsidy to \$50 per year, in order to cover the cost of a new indoor pool.	13%	15%	7%	12%	10%	16%	12%	13%	13%	11%	13%	12%	13%	13%
I am not willing to pay any subsidy, which would results in the closing of the current pool.	16%	18%	15%	16%	16%	17%	16%	14%	20%	12%	16%	13%	19%	16%
Overall	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 22b: Custom Question 2(Percent 'somewhat' or 'strongly' support)														
	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
The State of Iowa currently provides financial incentives for economic development (e.g. tax incentives, forgivable loans). The State may cut this funding. If that occurs, the City of Urbandale may provide financial incentives to companies to relocate to Urbandale. (e.g. tax incentives, low interest loans). Please indicate the extent to which you would support or oppose the City taking such action.	82%	81%	87%	83%	82%	85%	83%	85%	85%	82%	84%	88%	79%	84%

Question 22c: Custom Question 3 (percent 'somewhat' or 'completely' meeting needs)														
Overall, to what extent do you think parks, trails, recreation facilities and programs provided in Urbandale are currently meeting the needs of the community, if at all?	Number of years in Urbandale				Presence of children 17 or under in household			Age				Gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	No	Yes	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Parks	97%	97%	98%	98%	97%	99%	97%	98%	95%	100%	97%	97%	98%	97%
Trails	98%	97%	98%	97%	97%	98%	97%	98%	96%	99%	97%	97%	98%	97%
Playgrounds	97%	98%	98%	98%	98%	99%	98%	98%	97%	100%	98%	97%	99%	98%
Tennis courts	97%	91%	92%	93%	95%	89%	93%	96%	89%	96%	93%	92%	94%	93%
Green space	95%	96%	98%	96%	95%	97%	96%	98%	92%	99%	96%	96%	96%	96%
Senior programming	92%	94%	96%	94%	94%	95%	94%	100%	89%	96%	95%	98%	91%	95%
Indoor swimming pool	92%	89%	90%	90%	93%	86%	90%	90%	85%	98%	90%	92%	88%	90%
Shelter rental facilities	96%	95%	93%	95%	94%	95%	95%	100%	91%	96%	95%	97%	93%	96%
Recreation & community education programs and activities	95%	96%	92%	94%	93%	95%	94%	93%	94%	96%	95%	97%	92%	95%