



CITY OF URBANDALE, IA 2009

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 1-18 by demographic questions D3 (number of years in Urbandale), D5 (rent or own home), D12 (age) and D13 (gender).

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")										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Urbandale as a place to live	95%	99%	94%	96%	97%	98%	95%	99%	98%	96%
Your neighborhood as a place to live	87%	99%	93%	85%	95%	90%	94%	96%	93%	94%
Urbandale as a place to raise children	97%	99%	92%	97%	97%	98%	96%	96%	97%	96%
Urbandale as a place to work	81%	85%	86%	77%	86%	83%	81%	88%	83%	85%
Urbandale as a place to retire	68%	79%	77%	76%	74%	68%	70%	84%	80%	70%
The overall quality of life in Urbandale	94%	98%	94%	96%	96%	98%	93%	98%	96%	96%

Question 2: Community Characteristics (Percent "excellent" or "good")										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Sense of community	68%	83%	86%	77%	79%	70%	78%	86%	82%	75%
Openness and acceptance of the community towards people of diverse backgrounds	70%	79%	68%	68%	75%	69%	72%	81%	76%	71%
Overall appearance of Urbandale	85%	91%	83%	84%	88%	89%	84%	91%	89%	86%
Cleanliness of Urbandale	89%	91%	85%	84%	90%	93%	86%	91%	91%	87%
Overall quality of new development in Urbandale	81%	84%	84%	83%	83%	85%	78%	90%	85%	82%
Variety of housing options	82%	91%	87%	78%	89%	88%	82%	94%	88%	87%
Overall quality of business and service establishments in Urbandale	76%	81%	82%	73%	81%	88%	71%	86%	78%	82%
Shopping opportunities	58%	63%	70%	75%	60%	66%	57%	69%	63%	62%
Opportunities to attend cultural activities	39%	47%	44%	40%	44%	44%	37%	54%	42%	44%
Recreational opportunities	68%	73%	76%	81%	70%	76%	66%	78%	75%	68%
Employment opportunities	45%	50%	59%	55%	50%	48%	49%	57%	55%	45%
Educational opportunities	70%	77%	79%	79%	75%	74%	72%	83%	78%	74%
Opportunities to participate in social events and activities	60%	74%	80%	68%	71%	69%	69%	76%	72%	71%

Question 2: Community Characteristics (Percent "excellent" or "good")										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Opportunities to participate in religious or spiritual events and activities	70%	78%	86%	76%	78%	71%	74%	89%	80%	76%
Opportunities to volunteer	68%	78%	80%	75%	76%	64%	75%	85%	78%	73%
Opportunities to participate in community matters	61%	78%	82%	69%	74%	69%	73%	77%	73%	76%
Ease of car travel in Urbandale	79%	94%	90%	80%	89%	88%	82%	95%	89%	86%
Ease of bus travel in Urbandale	46%	53%	64%	38%	57%	51%	53%	58%	51%	57%
Ease of bicycle travel in Urbandale	77%	78%	79%	73%	79%	82%	76%	78%	74%	81%
Ease of walking in Urbandale	81%	91%	89%	87%	87%	89%	83%	91%	88%	86%
Availability of paths and walking trails	84%	88%	90%	92%	86%	89%	82%	92%	87%	86%
Traffic flow on major streets	64%	73%	80%	63%	73%	69%	65%	80%	75%	68%
Amount of public parking	67%	74%	76%	72%	73%	71%	72%	74%	78%	67%
Availability of affordable quality housing	72%	78%	74%	61%	78%	78%	71%	79%	74%	76%
Availability of affordable quality child care	69%	65%	68%	59%	69%	79%	56%	81%	65%	69%
Availability of affordable quality health care	81%	77%	80%	71%	80%	86%	74%	82%	82%	77%
Availability of affordable quality food	81%	85%	85%	83%	84%	88%	78%	89%	85%	84%
Availability of preventive health services	81%	74%	82%	75%	79%	90%	71%	82%	80%	78%
Air quality	94%	91%	94%	94%	93%	94%	93%	92%	92%	94%
Quality of overall natural environment in Urbandale	85%	88%	86%	90%	86%	88%	83%	91%	88%	85%
Overall image or reputation of Urbandale	86%	94%	88%	90%	90%	94%	85%	95%	91%	89%

Question 3: Growth (Percent "too fast")										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Population growth	28%	22%	25%	24%	25%	23%	27%	22%	25%	21%
Retail growth (stores, restaurants, etc.)	9%	9%	10%	6%	10%	7%	10%	9%	8%	9%
Jobs growth	1%	0%	6%	0%	2%	0%	3%	1%	1%	3%

Question 4: Code Enforcement (Percent at least a "minor" problem)										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Urbandale?	64%	68%	81%	63%	71%	61%	73%	74%	70%	69%

Question 5: Community Safety (Percent "very" or "somewhat" safe)										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Violent crime (e.g., rape, assault, robbery)	88%	93%	93%	90%	91%	89%	90%	95%	92%	91%
Property crimes (e.g., burglary, theft)	68%	84%	81%	77%	77%	70%	76%	87%	79%	78%
Environmental hazards, including toxic waste	91%	91%	91%	93%	90%	92%	90%	93%	90%	93%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
In your neighborhood during the day	96%	99%	97%	98%	97%	96%	96%	100%	98%	96%
In your neighborhood after dark	90%	92%	90%	89%	91%	86%	91%	95%	90%	91%
In Urbandale's commercial areas during the day	95%	95%	95%	98%	94%	92%	96%	97%	97%	94%
In Urbandale's commercial areas after dark	80%	83%	80%	90%	79%	84%	79%	82%	79%	84%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
During the past twelve months, were you or anyone in your household the victim of any crime?	4%	5%	9%	12%	4%	5%	7%	4%	6%	5%
If yes, was this crime (these crimes) reported to the police?	76%	79%	82%	69%	88%	71%	80%	89%	95%	65%

Question 9: Resident Behaviors (Percent at least once in past 12 months)

	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Used Urbandale public libraries or their services	71%	83%	79%	75%	78%	76%	77%	79%	79%	77%
Used Urbandale recreation centers	51%	58%	52%	47%	55%	63%	55%	46%	55%	55%
Participated in a recreation program or activity	44%	46%	45%	32%	48%	54%	46%	35%	43%	47%
Visited a neighborhood park or City park	85%	86%	84%	77%	87%	90%	85%	82%	86%	85%
Ridden a local bus within Urbandale	6%	8%	8%	8%	7%	3%	9%	8%	8%	7%
Attended a meeting of local elected officials or other local public meeting	12%	19%	21%	5%	20%	6%	22%	19%	17%	18%
Watched a meeting of local elected officials or other local public meeting on cable television	20%	21%	32%	18%	24%	15%	22%	32%	20%	27%
Read Urbandale Newsletter	96%	97%	93%	93%	96%	93%	98%	95%	96%	95%
Visited the City of Urbandale Web site (at www.urbandale.org)	64%	66%	58%	37%	70%	76%	70%	44%	61%	67%
Recycled used paper, cans or bottles from your home	93%	94%	96%	80%	98%	89%	96%	96%	92%	96%
Volunteered your time to some group or activity in Urbandale	25%	43%	44%	23%	40%	20%	51%	31%	40%	34%
Participated in religious or spiritual activities in Urbandale	33%	48%	53%	29%	47%	26%	48%	52%	46%	41%
Participated in a club or civic group in Urbandale	19%	24%	31%	12%	27%	17%	27%	25%	28%	21%
Provided help to a friend or neighbor	95%	98%	96%	89%	98%	92%	98%	98%	96%	97%

Question 10: Neighborliness (Percent at least once per month)

	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	85%	90%	95%	81%	92%	82%	89%	95%	90%	88%

Question 11: Service Quality (Percent "excellent" or "good")										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Police services	85%	90%	91%	87%	89%	80%	87%	96%	93%	84%
Fire services	93%	97%	95%	95%	95%	96%	94%	97%	97%	94%
Ambulance or emergency medical services	93%	98%	94%	95%	95%	95%	93%	97%	97%	93%
Crime prevention	80%	83%	84%	91%	80%	80%	78%	89%	86%	79%
Fire prevention and education	88%	86%	91%	90%	87%	88%	85%	92%	93%	83%
Traffic enforcement	71%	79%	78%	75%	76%	66%	75%	83%	81%	72%
Street repair	50%	60%	64%	63%	56%	44%	55%	70%	63%	52%
Street cleaning	69%	78%	81%	79%	75%	76%	71%	82%	77%	73%
Street lighting	70%	80%	79%	79%	76%	71%	73%	84%	77%	76%
Snow removal	75%	86%	86%	81%	83%	74%	78%	94%	83%	81%
Sidewalk maintenance	67%	79%	74%	74%	73%	77%	65%	82%	75%	72%
Traffic signal timing	60%	61%	62%	68%	59%	67%	58%	61%	67%	56%
Bus or transit services	44%	66%	59%	48%	62%	59%	56%	63%	60%	58%
Garbage collection	93%	97%	93%	88%	96%	96%	90%	99%	96%	93%
Recycling	90%	98%	92%	77%	96%	89%	92%	98%	94%	93%
Yard waste pick-up	82%	92%	91%	76%	91%	85%	87%	94%	90%	89%
Storm drainage	76%	81%	82%	84%	79%	84%	75%	82%	83%	77%
Drinking water	79%	93%	95%	80%	91%	87%	87%	93%	90%	89%
Sewer services	93%	94%	93%	93%	94%	99%	90%	95%	93%	94%
City parks	89%	93%	95%	95%	91%	96%	89%	93%	94%	90%
Recreation programs or classes	84%	84%	86%	92%	83%	88%	79%	91%	90%	78%
Recreation centers or facilities	75%	73%	75%	94%	70%	78%	67%	81%	80%	67%
Land use, planning and zoning	65%	64%	63%	77%	61%	63%	58%	73%	69%	60%
Code enforcement (weeds, abandoned buildings, etc)	65%	67%	60%	66%	64%	67%	59%	67%	66%	61%
Animal control	75%	80%	68%	76%	75%	77%	74%	77%	77%	74%
Economic development	70%	72%	73%	79%	70%	72%	66%	79%	76%	67%
Services to seniors	83%	82%	87%	85%	84%	83%	81%	87%	83%	85%

Question 11: Service Quality (Percent "excellent" or "good")										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Services to youth	79%	83%	70%	82%	77%	80%	73%	87%	76%	81%
Services to low-income people	62%	75%	60%	62%	69%	61%	64%	76%	65%	68%
Public library services	91%	96%	93%	93%	94%	92%	91%	98%	97%	90%
Public information services	81%	85%	88%	84%	85%	91%	76%	91%	87%	81%
Public schools	84%	91%	86%	87%	88%	93%	82%	92%	90%	85%
Cable television	55%	67%	66%	75%	60%	63%	58%	71%	72%	55%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	77%	67%	77%	81%	71%	89%	59%	80%	72%	74%
Preservation of natural areas such as open space, farmlands and greenbelts	66%	68%	71%	75%	66%	58%	70%	74%	73%	65%

Question 12: Government Services Overall (Percent "excellent" or "good")										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
The City of Urbandale	81%	91%	92%	84%	89%	85%	83%	96%	90%	84%
The Federal Government	45%	43%	45%	46%	44%	39%	43%	50%	49%	39%
The State Government	53%	46%	52%	47%	51%	51%	47%	53%	54%	45%
Polk County Government	52%	48%	60%	47%	54%	48%	49%	59%	57%	47%

Question 13: Contact with City Employees (Percent "yes")										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Have you had any in-person or phone contact with an employee of the City of Urbandale within the last 12 months (including police, receptionists, planners or any others)?	44%	56%	65%	31%	59%	38%	60%	56%	55%	53%

Question 14: City Employees (Percent "excellent" or "good")										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55 +	Female	Male
Knowledge	83%	87%	85%	100%	83%	86%	79%	94%	89%	82%
Responsiveness	74%	87%	82%	95%	80%	71%	79%	92%	89%	77%
Courtesy	77%	87%	80%	89%	81%	71%	77%	96%	90%	74%
Overall impression	75%	85%	82%	89%	80%	75%	75%	94%	87%	75%

Question 15: Government Performance (Percent "excellent" or "good")										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55 +	Female	Male
The value of services for the taxes paid to Urbandale	57%	69%	75%	76%	66%	56%	63%	80%	76%	59%
The overall direction that Urbandale is taking	75%	79%	75%	82%	76%	82%	71%	82%	81%	74%
The job Urbandale government does at welcoming citizen involvement	50%	63%	68%	60%	60%	60%	57%	66%	66%	55%
The job Urbandale government does at listening to citizens	52%	60%	61%	60%	58%	54%	57%	63%	62%	56%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55 +	Female	Male
Recommend living in Urbandale to someone who asks	93%	98%	94%	96%	95%	95%	95%	97%	97%	94%
Remain in Urbandale for the next five years	81%	97%	92%	88%	91%	83%	92%	94%	91%	90%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
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:	16%	16%	20%	18%	17%	12%	15%	22%	16%	18%

Question 18a: Policy Question 1 (Percent "excellent" or "good")										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Indoor swimming pool	75%	71%	63%	85%	66%	78%	59%	82%	72%	65%
Senior center	91%	90%	96%	90%	93%	97%	87%	97%	92%	94%

Question 18b: Policy Question 2 (Percent "very important" or "essential")										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Indoor swimming pool water fitness classes	43%	51%	59%	63%	47%	41%	45%	64%	63%	36%
Indoor swimming pool themed birthday parties	17%	28%	29%	34%	21%	23%	22%	29%	30%	19%
American Red Cross First Aid/CPR classes	67%	72%	78%	77%	71%	67%	71%	77%	80%	64%
Indoor swimming pool 'open swim' (drop-in swim or lap swim)	43%	60%	77%	57%	59%	43%	63%	64%	70%	47%
Indoor swimming pool swimming lessons	63%	68%	78%	74%	67%	62%	69%	73%	79%	58%

Question 18c:Policy Question 3 (Percent "very important" or "essential")										
	Number of years in Urbandale			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Fitness programs (e.g., Wii Sports League, Yoga, Tai Chi)	52%	60%	70%	62%	59%	56%	55%	69%	74%	45%
Congregate (subsidized group) meal programs	65%	67%	75%	71%	68%	69%	64%	73%	79%	56%
Educational programs (e.g., MS Office, line dancing, singing)	48%	51%	63%	61%	51%	60%	47%	58%	62%	43%
AARP Driver Safety program	64%	66%	76%	80%	64%	77%	66%	64%	80%	55%