



CITY OF URBANDALE, IA 2009

Report of Geographic Subgroup Comparisons

CONTENTS

Survey Background.....	1
About The National Citizen Survey™	1
Understanding the Results	2
“Don’t Know” Responses	2
Understanding the Tables.....	2
Comparisons	3

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.

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 geographic 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 geographic 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.

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (424 completed surveys). For each area (East or West), the margin of error rises to approximately + or - 10% since sample sizes were approximately 92 for the Eastern section of the city and 322 for the Western portion of the city.

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")		
	Area	
	East	West
Urbandale as a place to live	97%	95%
Your neighborhood as a place to live	93%	93%
Urbandale as a place to raise children	97%	94%
Urbandale as a place to work	84%	85%
Urbandale as a place to retire	76%	71%
The overall quality of life in Urbandale	97%	93%

Question 2: Community Characteristics (Percent "excellent" or "good")		
	Area	
	East	West
Sense of community	83%	62%
Openness and acceptance of the community towards people of diverse backgrounds	76%	65%
Overall appearance of Urbandale	89%	80%
Cleanliness of Urbandale	90%	84%
Overall quality of new development in Urbandale	83%	83%
Variety of housing options	86%	90%
Overall quality of business and service establishments in Urbandale	81%	76%
Shopping opportunities	67%	46%
Opportunities to attend cultural activities	44%	43%
Recreational opportunities	74%	66%
Employment opportunities	51%	48%
Educational opportunities	77%	71%
Opportunities to participate in social events and activities	73%	64%
Opportunities to participate in religious or spiritual events and activities	81%	69%
Opportunities to volunteer	79%	64%
Opportunities to participate in community matters	76%	64%

Question 2: Community Characteristics (Percent "excellent" or "good")

	Area	
	East	West
Ease of car travel in Urbandale	90%	76%
Ease of bus travel in Urbandale	56%	44%
Ease of bicycle travel in Urbandale	78%	77%
Ease of walking in Urbandale	90%	76%
Availability of paths and walking trails	91%	71%
Traffic flow on major streets	75%	57%
Amount of public parking	75%	60%
Availability of affordable quality housing	75%	73%
Availability of affordable quality child care	68%	65%
Availability of affordable quality health care	79%	78%
Availability of affordable quality food	86%	77%
Availability of preventive health services	81%	72%
Air quality	93%	93%
Quality of overall natural environment in Urbandale	88%	83%
Overall image or reputation of Urbandale	92%	81%

Question 3: Growth (Percent "too fast")

	Area	
	East	West
Population growth	21%	35%
Retail growth (stores, restaurants, etc.)	8%	11%
Jobs growth	0%	7%

Question 4: Code Enforcement (Percent at least a "minor" problem)

	Area	
	East	West
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Urbandale?	71%	66%

Question 5: Community Safety (Percent "very" or "somewhat" safe)		
	Area	
	East	West
Violent crime (e.g., rape, assault, robbery)	92%	88%
Property crimes (e.g., burglary, theft)	79%	73%
Environmental hazards, including toxic waste	90%	93%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)		
	Area	
	East	West
In your neighborhood during the day	97%	96%
In your neighborhood after dark	90%	94%
In Urbandale's commercial areas during the day	95%	95%
In Urbandale's commercial areas after dark	82%	77%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")		
	Area	
	East	West
During the past twelve months, were you or anyone in your household the victim of any crime?	7%	2%
If yes, was this crime (these crimes) reported to the police?	83%	56%

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

	Area	
	East	West
Used Urbandale public libraries or their services	82%	60%
Used Urbandale recreation centers	56%	45%
Participated in a recreation program or activity	47%	38%
Visited a neighborhood park or City park	85%	87%
Ridden a local bus within Urbandale	9%	1%
Attended a meeting of local elected officials or other local public meeting	18%	15%
Watched a meeting of local elected officials or other local public meeting on cable television	23%	25%
Read Urbandale Newsletter	95%	97%
Visited the City of Urbandale Web site (at www.urbandale.org)	63%	67%
Recycled used paper, cans or bottles from your home	93%	99%
Volunteered your time to some group or activity in Urbandale	37%	36%
Participated in religious or spiritual activities in Urbandale	47%	32%
Participated in a club or civic group in Urbandale	23%	26%
Provided help to a friend or neighbor	95%	99%

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

	Area	
	East	West
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)?	89%	92%

Question 11: Service Quality (Percent "excellent" or "good")

	Area	
	East	West
Police services	91%	82%
Fire services	96%	91%
Ambulance or emergency medical services	96%	90%
Crime prevention	84%	75%
Fire prevention and education	90%	82%
Traffic enforcement	77%	73%

Question 11: Service Quality (Percent "excellent" or "good")		
	Area	
	East	West
Street repair	60%	49%
Street cleaning	78%	64%
Street lighting	79%	66%
Snow removal	84%	76%
Sidewalk maintenance	74%	72%
Traffic signal timing	62%	59%
Bus or transit services	59%	53%
Garbage collection	96%	90%
Recycling	93%	95%
Yard waste pick-up	90%	84%
Storm drainage	81%	73%
Drinking water	89%	90%
Sewer services	94%	92%
City parks	95%	80%
Recreation programs or classes	87%	76%
Recreation centers or facilities	77%	60%
Land use, planning and zoning	65%	59%
Code enforcement (weeds, abandoned buildings, etc)	66%	57%
Animal control	77%	71%
Economic development	74%	63%
Services to seniors	85%	79%
Services to youth	77%	83%
Services to low-income people	65%	80%
Public library services	95%	86%
Public information services	87%	74%
Public schools	90%	80%
Cable television	65%	57%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	76%	61%
Preservation of natural areas such as open space, farmlands and greenbelts	69%	64%

Question 12: Government Services Overall (Percent "excellent" or "good")		
	Area	
	East	West
The City of Urbandale	90%	78%
The Federal Government	44%	45%
The State Government	50%	50%
Polk County Government	52%	54%

Question 13: Contact with City Employees (Percent "yes")		
	Area	
	East	West
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)?	54%	55%

Question 14: City Employees (Percent "excellent" or "good")		
	Area	
	East	West
Knowledge	89%	70%
Responsiveness	84%	73%
Courtesy	86%	66%
Overall impression	86%	62%

Question 15: Government Performance (Percent "excellent" or "good")		
	Area	
	East	West
The value of services for the taxes paid to Urbandale	72%	49%
The overall direction that Urbandale is taking	79%	67%
The job Urbandale government does at welcoming citizen involvement	64%	45%
The job Urbandale government does at listening to citizens	61%	47%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)		
	Area	
	East	West
Recommend living in Urbandale to someone who asks	96%	93%
Remain in Urbandale for the next five years	90%	90%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)		
	Area	
	East	West
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%	12%

Question 18a: Policy Question 1 (Percent "excellent" or "good")		
	Area	
	East	West
Indoor swimming pool	71%	61%
Senior center	93%	88%

Question 18b: Policy Question 2 (Percent "very important" or "essential")		
	Area	
	East	West
Indoor swimming pool water fitness classes	56%	28%
Indoor swimming pool themed birthday parties	28%	12%
American Red Cross First Aid/CPR classes	75%	59%
Indoor swimming pool 'open swim' (drop-in swim or lap swim)	62%	47%
Indoor swimming pool swimming lessons	73%	51%

Question 18c:Policy Question 3 (Percent "very important" or "essential")		
	Area	
	East	West
Fitness programs (e.g., Wii Sports League, Yoga, Tai Chi)	64%	45%
Congregate (subsidized group) meal programs	73%	54%
Educational programs (e.g., MS Office, line dancing, singing)	58%	38%
AARP Driver Safety program	72%	53%