

THE NCSTM
The National Citizen SurveyTM

Urbandale, IA

Comparisons by Demographic Subgroups

2018



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About

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 research methods and directly comparable results across The NCS communities. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Urbandale’s Comparisons by Demographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by length of residency in Urbandale, households with children 17 and under, age and sex of the respondents.

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

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

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

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

Figure 1: Community Characteristics – General (Example Only)

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

Findings

Notable differences between demographic subgroups included the following:

- Residents who had lived in Urbandale for more than two years gave higher ratings to Urbandale as a place to live, the overall ease of getting to places they had to visit, the quality of the overall natural environment in Urbandale, availability of affordable quality housing and public information services than those who had lived in Urbandale for less than two years.
- When differences were observed among residents with or without children 17 or under living in their household, those with children tended to give more positive ratings than residents without children. Residents from households with children were more likely to give positive ratings to several aspects of Built Environment, including variety of housing options, availability of affordable quality housing and the overall quality of new development in Urbandale. Residents with children were more likely to not be under housing cost stress, to positively rate the cost of living in Urbandale, to work in Urbandale and have a positive personal economic outlook. Further, these residents were more likely to give positive ratings for their neighborhood as a place to live, the availability of affordable quality health care and public information services.
- Residents aged 35 or older tended to give higher ratings than residents who were 18-34. These residents were more likely to positively rate the health and wellness opportunities in Urbandale, the availability of affordable quality health care and the availability of preventive health services. Residents aged 35 or older were also more likely to give positive ratings to their neighborhood as a place to live and to the overall appearance of Urbandale. Further, residents age 35 or older were more likely to be civically engaged than younger residents.
- Male residents were more likely to give positive ratings to the overall ease of getting to the places they usually visited and to the overall economic health of Urbandale. Male residents were also more likely to recycle at home, make efforts to make their home more energy efficient, make efforts to conserve water and have a positive personal economic outlook. Female residents were more likely to give positive marks to Urbandale as a place to retire, health and wellness opportunities in Urbandale and the availability of preventative health services. Further, female residents were more likely to give positive ratings to several aspects of Governance, including the value of services for the taxes paid to Urbandale, the job Urbandale government does at welcoming citizen involvement and overall confidence in Urbandale government.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
The overall quality of life in Urbandale	89%	100% A	95%	95%	94%	94%	97%	93%	96%	97%	94%	97%	95%
Overall image or reputation of Urbandale	86%	95%	92%	90%	90%	92%	92%	90%	93%	93%	90%	95%	91%
Urbandale as a place to live	87%	100% A	98% A	98% A	96% A	96%	99%	95%	98%	98%	96%	97%	97%
Your neighborhood as a place to live	89%	100% A C E	90%	97%	91%	92%	97% A	88%	97% A	96% A	94%	93%	94%
Urbandale as a place to raise children	100% C	99% C	93%	99% C	98% C	99% B	96%	98%	98%	98%	98%	98%	98%
Urbandale as a place to retire	76%	88%	81%	78%	81%	82%	83%	76%	84%	86%	87% B	75%	83%
Overall appearance of Urbandale	89%	90%	96%	91%	94%	91%	94%	88%	94% A	95% A	92%	92%	92%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Overall feeling of safety in Urbandale	89%	95%	93%	97%	91%	94%	92%	91%	94%	97%	93%	95%	94%
In your neighborhood during the day	89%	98% A	96%	98% A	96% A	96%	97%	92%	98% A	98% A	95%	97%	97%
In Urbandale's downtown/commercial area during the day	88%	95%	87%	97% C	91%	95% B	88%	88%	90%	98% A B	89%	96% A	93%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Overall ease of getting to the places you usually have to visit	72%	92% A	85% A	92% A	97% A C	90%	90%	87%	87%	95% B	87%	94% A	90%
Traffic flow on major streets	72%	77%	79%	73%	85% D	83% B	71%	72%	78%	84% A	83%	76%	79%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Ease of travel by car in Urbandale	74%	86%	91%	88%	90%	88%	86%	80%	91%	88%	87%	88%	88%
Ease of travel by public transportation in Urbandale	13%	55%	17%	46%	36%	35%	45%	43%	32%	40%	35%	42%	38%
Ease of travel by bicycle in Urbandale	68%	65%	66%	77%	78%	68%	76%	59%	76%	77%	69%	75%	73%
Ease of walking in Urbandale	71%	78%	83%	88%	91%	83%	84%	70%	89%	88%	86%	83%	85%
Availability of paths and walking trails	83%	91%	90%	91%	93%	92%	88%	86%	92%	92%	91%	89%	91%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Quality of overall natural environment in Urbandale	75%	94%	95%	89%	89%	89%	91%	86%	90%	94%	91%	89%	90%
Air quality	89%	97%	88%	96%	97%	93%	96%	86%	97%	99%	92%	96%	95%
Cleanliness of Urbandale	89%	83%	92%	92%	96%	90%	91%	77%	94%	97%	90%	89%	92%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Overall "built environment" of Urbandale (including overall design, buildings, parks and transportation systems)	86%	74%	86%	82%	82%	81%	84%	80%	83%	84%	86%	79%	83%
Public places where people want to spend time	67%	79%	81%	81%	89%	79%	85%	72%	81%	89%	85%	78%	82%
Variety of housing options	78%	85%	93%	88%	85%	82%	94%	83%	92%	83%	85%	89%	87%

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	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Availability of affordable quality housing	44%	67% A	71% A	77% A	72% A	59%	83% A	47%	78% A	74% A	70%	67%	70%
Overall quality of new development in Urbandale	80%	65%	70%	86% B C	84% B C	72%	86% A	66%	83% A	84% A	83%	75%	78%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Overall economic health of Urbandale	88%	92%	93%	90%	89%	88%	93%	85%	93% A	91%	86%	94% A	91%
Urbandale as a place to work	81%	95% A	88%	96% A	91%	93%	88%	89%	90%	95%	92%	90%	91%
Urbandale as a place to visit	71%	70%	67%	71%	72%	72%	70%	57%	71% A	82% A B	71%	69%	71%
Employment opportunities	80%	83%	81%	75%	84%	80%	82%	81%	85%	75%	84%	77%	81%
Shopping opportunities	63%	67%	67%	65%	61%	66%	61%	60%	65%	72%	69%	61%	65%
Cost of living in Urbandale	83%	75%	74%	73%	74%	71%	82% A	68%	79% A	77%	81% B	71%	76%
Overall quality of business and service establishments in Urbandale	86%	83%	84%	82%	80%	83%	82%	85%	82%	85%	83%	86%	83%
Vibrant downtown/commercial area	70% C D E	52%	39%	46%	40%	46%	49%	53%	45%	46%	51%	46%	48%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Health and wellness opportunities in Urbandale	75%	83%	79%	88%	81%	79%	86%	64%	88% A	88% A	87% B	77%	83%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Fitness opportunities (including exercise classes and paths or trails, etc.)	100% B D	84%	92%	86%	91%	87%	92%	92%	90%	87%	93%	87%	90%
Recreational opportunities	100% B C D E	84%	80%	78%	81%	83%	83%	86%	81%	85%	86%	82%	83%
Availability of affordable quality food	85%	74%	83%	86% B	86% B	83%	82%	78%	83%	88% A	86%	79%	84%
Availability of affordable quality health care	81%	82%	84%	85%	87%	81%	89% A	74%	88% A	87% A	88%	79%	85%
Availability of preventive health services	79%	81%	77%	87%	86%	79%	88% A	70%	86% A	87% A	87% B	77%	84%
Availability of affordable quality mental health care	42%	57%	61%	51%	46%	50%	59%	57%	50%	49%	44%	60%	54%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Overall opportunities for education and enrichment	81%	76%	85%	86%	81%	78%	89% A	72%	84% A	87% A	83%	80%	83%
Availability of affordable quality child care/preschool	82%	66%	80%	81%	82%	86%	74%	75%	79%	82%	81%	81%	78%
K-12 education	89%	95%	84%	89%	92%	92%	90%	92%	89%	92%	92%	91%	90%
Adult educational opportunities	22%	80% A	84% A	78% A	79% A	75%	80%	60%	80% A	83% A	79%	75%	76%
Opportunities to attend cultural/arts/music activities	49%	61%	61%	60%	63%	58%	65%	55%	62%	63%	62%	61%	61%
Opportunities to participate in religious or spiritual events and activities	92%	96%	90%	88%	89%	91%	91%	89%	91%	91%	91%	92%	90%

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Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Opportunities to participate in social events and activities	56%	65%	70%	77% A	78% A	67%	78% A	61%	77% A	75% A	76%	67%	72%
Opportunities to volunteer	69%	74%	74%	86%	85%	77%	83%	58%	86% A	88% A	77%	80%	82%
Opportunities to participate in community matters	72%	68%	77%	83%	80%	76%	82%	61%	84% A	81% A	81%	77%	78%
Openness and acceptance of the community toward people of diverse backgrounds	57%	78% A	78% A	68%	83% A D	72%	81%	78%	76%	75%	74%	81%	76%
Neighborliness of residents in Urbandale	68%	83% C	67%	82% C	76%	74%	81%	70%	81% A	79%	74%	79%	77%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
The City of Urbandale	87%	93%	88%	91%	91%	90%	92%	85%	93%	93%	91%	89%	91%
The value of services for the taxes paid to Urbandale	78%	61%	72%	65%	73%	68%	74%	66%	68%	76%	77% B	65%	68%
The overall direction that Urbandale is taking	85%	86%	82%	82%	79%	82%	84%	83%	83%	85%	87%	80%	82%
The job Urbandale government does at welcoming citizen involvement	75%	72%	66%	69%	77%	71%	74%	66%	77%	73%	78% B	66%	71%
Overall confidence in Urbandale government	75%	76%	76%	76%	82%	77%	81%	71%	80%	82%	84% B	73%	78%
Generally acting in the best interest of the community	82%	78%	82%	75%	81%	79%	82%	78%	81%	81%	82%	76%	79%
Being honest	84%	77%	91% E	81%	77%	77%	89% A	74%	85% A	85% A	81%	80%	81%
Treating all residents fairly	83%	88% D	79%	73%	77%	80%	82%	81%	81%	80%	76%	86% A	80%
Overall customer service by Urbandale employees (police, receptionists, planners, etc.)	80%	93% A	92%	91%	91%	90%	94%	89%	93%	91%	89%	92%	91%

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Percent rating positively (e.g., excellent/good)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
The Federal Government	66% B C	40%	46%	54%	51%	52%	47%	50%	45%	57%	53%	44%	50%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Police services	81%	100% A C	91%	93% A	95% A	93%	96%	90%	95%	95%	93%	95%	94%
Fire services	100%	100%	98%	96%	99%	98%	99%	100%	97%	99%	98%	98%	98%
Ambulance or emergency medical services	100%	100%	99%	99%	98%	98%	100%	100%	99%	99%	100%	97%	99%
Crime prevention	100%	85%	87%	91%	88%	90%	88%	78%	91% A	93% A	90%	86%	89%
Fire prevention and education	100%	89%	98%	93%	91%	90%	96%	82%	96% A	96% A	94%	90%	93%
Animal control	100% D	87%	89%	80%	83%	85%	88%	90%	90%	80%	85%	87%	87%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	75%	79%	81%	89%	84%	80%	88%	76%	89% A	82%	84%	82%	83%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Traffic enforcement	79%	83%	82%	80%	84%	80%	86%	82%	83%	82%	87% B	76%	81%
Street repair	72%	62%	71% E	65%	57%	60%	71% A	62%	66%	66%	67%	63%	65%
Street cleaning	82%	82%	86%	81%	82%	82%	85%	84%	84%	82%	83%	83%	82%
Street lighting	76%	81%	89%	80%	80%	80%	85%	81%	83%	83%	83%	85%	82%

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Percent rating positively (e.g., excellent/good)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Snow removal	90%	80%	86%	83%	80%	83%	83%	75%	84%	86% A	86%	83%	83%
Sidewalk maintenance	76%	76%	73%	74%	73%	73%	76%	72%	71%	81%	73%	77%	75%
Traffic signal timing	51%	72% A	70% A	67%	69% A	65%	72%	65%	71%	68%	72%	64%	67%
Bus or transit services	0%	63% A	48%	49%	49%	52%	52%	63%	38%	54%	53%	52%	53%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Garbage collection	88%	97%	93%	92%	97% A	95%	94%	93%	94%	96%	91%	98% A	95%
Recycling	67%	87% A	88% A	92% A	98% A B C	87%	94% A	80%	91% A	94% A	87%	90%	90%
Yard waste pick-up	100% B	85%	94% B	87%	97% B D	93%	92%	88%	91%	96%	93%	91%	93%
Drinking water	79%	81%	78%	88%	94% A B C	81%	93% A	72%	88% A	92% A	87%	83%	86%
Preservation of natural areas such as open space, farmlands and greenbelts	66%	78%	79%	76%	73%	74%	80%	63%	83% A	78% A	79%	74%	75%
Urbandale open space	82%	70%	80%	76%	77%	76%	78%	62%	83% A	81% A	80%	76%	77%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Storm drainage	75%	74%	81%	70%	77%	75%	77%	72%	77%	77%	73%	77%	76%
Sewer services	87%	83%	95% B	91%	92%	86%	97% A	80%	95% A	92% A	91%	88%	90%
Power (electric and/or gas) utility	81%	90%	95% A	90%	96% A	90%	95%	84%	94% A	95% A	90%	93%	92%

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Percent rating positively (e.g., excellent/good)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Water/garbage billing	77%	78%	76%	81%	80%	79%	82%	72%	83% A	80%	79%	81%	80%
Land use, planning and zoning	90% E	73%	75%	74%	70%	77%	72%	79%	74%	75%	78%	76%	75%
Code enforcement (weeds, abandoned buildings, etc.)	64%	86% C D E	66%	64%	58%	65%	72%	68%	70%	64%	64%	73%	67%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Economic development	93% B	74%	80%	88%	83%	84%	83%	82%	82%	88%	87%	80%	84%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
City parks	85%	89%	92%	87%	92%	90%	89%	85%	90%	93%	92%	86%	90%
Recreation programs or classes	49%	74% A	84% A	86% A	87% A	78%	84%	60%	85% A	91% A	88% B	72%	81%
Recreation centers or facilities	73%	74%	81%	73%	81%	76%	78%	62%	77% A	87% A	81%	74%	78%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Public library services	100%	100% E	98%	97%	93%	97%	98%	100%	96%	98%	98%	96%	97%
City-sponsored special events	73%	79%	75%	84%	82%	80%	81%	68%	83% A	84% A	84%	75%	81%

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Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Public information services	52%	77% A	90% A	89% A	90% A B	80%	91% A	70%	90% A	86% A	86%	84%	85%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Sense of community	78%	80% C	65%	72%	83% C	76%	77%	74%	74%	81%	78%	74%	77%
Recommend living in Urbandale to someone who asks	100%	97%	94%	97%	99%	99%	96%	97%	99%	98%	98%	98%	97%
Remain in Urbandale for the next five years	100% C	95%	91%	95%	95%	95%	94%	93%	98% A C	93%	94%	96%	94%
Contacted the City of Urbandale (in-person, phone, email or web) for help or information	36%	38%	40%	50%	56% A B C	47%	44%	24%	49% A	56% A	40%	51% A	47%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Was NOT the victim of a crime	100% C	98% C	91%	95%	97% C	96%	96%	98%	95%	96%	94%	97%	96%
Did NOT report a crime	88%	91% E	84%	92% E	81%	85%	89%	87%	86%	88%	82%	91% A	87%
Stocked supplies in preparation for an emergency	17%	22%	28%	22%	20%	23%	23%	20%	20%	27%	21%	26%	22%

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Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Walked or biked instead of driving	56%	51%	57%	49%	50%	56% B	46%	50%	54%	51%	53%	51%	52%
Carpooled with other adults or children instead of driving alone	50% C D E	37%	25%	27%	27%	27%	39% A	36%	31%	28%	35% B	25%	31%
Used bus or other public transportation instead of driving	9% C	7%	0%	4%	6%	7% B	2%	6%	6%	3%	3%	8% A	4%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Recycle at home	79%	86%	96% A B	100% A B	93% A B	90%	96% A	75%	99% A	97% A	89%	95% A	92%
Made efforts to make your home more energy efficient	72%	71%	67%	83% C E	70%	72%	73%	65%	74%	76%	67%	77% A	73%
Made efforts to conserve water	90% B C E	68%	65%	79% C E	66%	70%	73%	68%	73%	73%	66%	76% A	71%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
NOT under housing cost stress	84%	92%	87%	82%	83%	82%	92% A	88% C	92% C	76%	88%	87%	86%
Did NOT observe a code violation	69%	79% E	65%	67%	59%	61%	75% A	73%	67%	61%	61%	70%	68%

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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Purchase goods or services from a business located in Urbandale	98%	94%	96%	94%	99%	96%	97%	95%	96%	98%	97%	96%	96%
Economy will have positive impact on income	30%	32%	36%	45%	32%	30%	47% A	32%	40%	33%	31%	42% A	35%
Work in Urbandale	45% E	38%	35%	42% E	26%	30%	47% A	46% C	45% C	19%	39%	41%	36%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Used Urbandale recreation centers or their services	37%	37%	42%	46%	45%	37%	50% A	41%	45%	40%	39%	46%	43%
Visited a neighborhood park or City park	99% B D E	86%	97% B D E	87%	86%	85%	98% A	95% C	95% C	82%	92%	89%	90%
Eat at least 5 portions of fruits and vegetables a day	78%	84%	87% E	90% E	74%	74%	94% A	84%	85%	76%	81%	82%	82%
Participate in moderate or vigorous physical activity	80%	95% A D E	87%	84%	81%	79%	96% A	86%	89%	82%	78%	93% A	85%
Reported being in "very good" or "excellent" health	50%	69% A	73% A E	73% A E	58%	61%	75% A	61%	73% A C	61%	64%	68%	66%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Used Urbandale public library or their services	60%	69%	71%	77% A	72%	61%	88% A	69%	72%	73%	73%	70%	71%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Participated in religious or spiritual activities in Urbandale	26%	24%	38%	37%	52% A B D	37%	38%	24%	42% A	44% A	31%	42% A	38%
Attended a City-sponsored event	30%	49% A	51% A	51% A	54% A	37%	70% A	43%	60% A C	44%	44%	57% A	50%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Campaigned or advocated for an issue, cause or candidate	40% B D	16%	32% B	24%	36% B	33% B	22%	26%	29%	31%	31%	25%	28%
Contacted Urbandale elected officials (in-person, phone, email or web) to express your opinion	0%	4%	15% A B	6%	22% A B D	12%	10%	2%	12% A	17% A	8%	13%	12%
Volunteered your time to some group/activity in Urbandale	16%	22%	31%	39% A B	36% A B	23%	42% A	23%	39% A C	27%	27%	37% A	29%
Participated in a club	14%	8%	19%	21% B	27% B	17%	22%	7%	20% A	26% A	17%	20%	18%
Talked to or visited with your immediate neighbors	89%	87%	96% B	99% A B	97% A B	91%	100% A	81%	98% A	98% A	97% B	91%	94%
Done a favor for a neighbor	51%	72% A	88% A B	94% A B	92% A B	77%	92% A	53%	93% A	92% A	80%	87%	84%
Attended a local public meeting	3%	14%	17% A	18% A	22% A	16%	17%	6%	18% A	21% A	16%	19%	16%
Watched (online or on television) a local public meeting	10%	11%	10%	16%	16%	16%	10%	11%	13%	17%	12%	18%	13%
Read or watch local news (via television, paper, computer, etc.)	65%	62%	89% A B	92% A B	95% A B	83%	82%	62%	87% A	93% A	81%	85%	84%
Vote in local elections	72%	75%	89% A B	94% A B	94% A B	87%	86%	74%	87% A	94% A	82%	91% A	87%

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Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Overall feeling of safety in Urbandale	92%	95%	92%	92%	92%	93%	93%	91%	94%	93%	95%	92%	93%
Overall ease of getting to the places you usually have to visit	77%	86%	77%	88%	85%	86%	80%	76%	86% A	88% A	88% B	81%	84%
Quality of overall natural environment in Urbandale	86%	90% C	77%	84%	84%	87%	80%	88%	82%	84%	87%	82%	84%
Overall "built environment" of Urbandale (including overall design, buildings, parks and transportation systems)	80% C	81% C	51%	80% C	71% C	73%	70%	73%	69%	74%	71%	74%	72%
Health and wellness opportunities in Urbandale	83% C	75% C	56%	75% C	70% C	71%	70%	77% B	64%	75% B	74%	71%	71%
Overall opportunities for education and enrichment	84% C	71%	63%	79% C	77% C	74%	75%	74%	71%	80%	76%	73%	74%
Overall economic health of Urbandale	90%	87%	88%	93%	92%	89%	91%	87%	90%	92%	90%	90%	90%
Sense of community	91%	81%	79%	83%	81%	82%	84%	77%	85%	85%	90% B	77%	82%

Table 29: Urbandale Police Department Ratings

Percent rating positively (e.g., excellent/good)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Enforcing the law	82%	99% A C	85%	91%	95% A C	90%	95%	91%	91%	93%	91%	93%	92%
Using appropriate (not excessive) force on suspects	79%	86%	92%	96% A	94% A	88%	95%	82%	93% A	94% A	91%	90%	91%
Protecting residents from violent crime	83%	98% A	92% A	99% A	97% A	94%	97%	90%	96%	97% A	94%	96%	95%
Treating all residents fairly	80%	82%	90%	96% A B	87%	84%	95% A	78%	92% A	91% A	90%	87%	88%
Customer service	82%	98% A C	89%	96% A	91%	92%	94%	91%	92%	95%	92%	95%	92%

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Table 30: Information Received from the City of Urbandale

Percent rating positively (e.g., about the right amount)	How many years have you lived in Urbandale?					Do any children 17 or under live in your household?		Age			Sex		Overall
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Educational and recreational classes, programs and activities (offered by Parks & Recreation and the Public Library)	35%	69% A	75% A	81% A	78% A	69%	76%	56%	76% A	78% A	71%	74%	72%
General City events and programs (e.g., National Night Out, Kid's Fire Academy, Fourth of July)	60%	53%	71% B	73% B	73% B	67%	70%	52%	73% A	72% A	66%	71%	68%
Parks, trails and rental facilities locations/availability	48%	56%	59%	68% A	70% A	65%	58%	50%	63% A	70% A	60%	65%	63%
City services (e.g., trash, permits, streets, library etc.)	74%	69%	86% B	82% B	82% B	80%	78%	67%	83% A	85% A	82%	79%	80%
Street and utility construction projects	47%	51%	48%	51%	58%	54%	46%	42%	51%	60% A	52%	52%	52%
City policies, codes and laws	53%	59%	69%	65%	67%	60%	67%	49%	70% A	66% A	62%	61%	64%
Residential and commercial development projects	47%	46%	49%	50%	49%	51%	46%	37%	51% A	56% A	51%	47%	48%
Business news (new businesses, expansions, etc.)	42%	49%	62% A	67% A B	59%	57%	59%	37%	61% A	67% A	57%	56%	58%
City Council and Board meeting agendas and minutes	64% B	37%	59% B	64% B	66% B	55%	62%	38%	65% A	61% A	60%	50%	57%
Elections and voter information	50%	65%	76% A	78% A	83% A B	73%	74%	53%	81% A	80% A	72%	77%	74%
News and events happening in my neighborhood	55%	54%	68%	56%	57%	60%	56%	61%	57%	58%	55%	62%	58%
Messages from City leadership	69%	50%	62%	58%	61%	59%	57%	60%	61%	56%	57%	61%	59%
Profiles of Urbandale residents	52%	70%	76% A	73% A	70%	67%	74%	59%	75% A	71%	67%	70%	70%
Volunteer opportunities	64% B	42%	63% B	64% B	65% B	55%	65%	50%	65% A	58%	55%	63%	59%