



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Urbandale, IA

Comparisons by Demographic Subgroups

2016



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# Summary

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. This report discusses differences in opinion of survey respondents by length of residency in Urbandale, households with children 17 and under, age and sex.

Responses in the following tables 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 attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (444 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Residents with children tended to rate Urbandale as a place to live and as a place to raise children higher than residents without children. However, residents without children tended to rate shopping opportunities higher than their counterparts with children.
- When compared to older survey participants, respondents aged 18-34 tended to give lower ratings to several aspects of general Community Characteristics, including the overall quality of life, their neighborhoods as places to live, Urbandale as place to raise children and the city as a place to retire. Residents between the ages of 18-34 also tended to give higher ratings to the overall built environment compared to older residents.
- Where differences occurred, female participants tended to give higher ratings than their male counterparts across almost every facet of Community Characteristics.
- Within the pillar of Governance, residents who have lived in Urbandale for 5 years or less tended to give significantly higher ratings to aspects of Mobility such as street repair, street cleaning and street lighting than those who had lived in the city for six or more years.
- Where significant differences occurred, residents with children in their household tended to give higher ratings than their counterparts in the facets of General governance, Safety, Mobility, Built Environment and Education and Enrichment.
- Female residents rated economic development in Urbandale higher than their male counterparts.
- Male residents tended to be more likely to contact the City of Urbandale than their female counterparts.
- Nearly all residents reported they were likely to remain in Urbandale for the next five years; however, those who lived in the city for 5 years or less were most likely to report they were going to remain in the city.
- Where statistically significant differences occurred, residents aged 18-34 reported higher levels of participation than residents aged 55 or older in the facets of Built Environment, Recreation and Wellness and Education and Enrichment, but reported lower levels of participation in Community Engagement and Natural Environment.
- Residents with children in the home were more likely to report they were not victims of a crime compared to those without children; however, participants with no children in the home were more likely to report that they had stocked supplies in preparation for an emergency than their counterparts.
- It is also noteworthy that residents who had lived in the city for 5 years or less tended to report lower levels of participation than their counterparts in Community Engagement.

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- Respondents who had lived in Urbandale for 5 years or less, residents without children in the home, and 18-34 year olds were less likely than their respective counterparts to report that the overall built environment was essential or very important for the Urbandale community to address in the coming two years.
- Female residents tended to give higher ratings to aspects of the Urbandale Police Department's performance than male survey participants.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
The overall quality of life in Urbandale	94%	92%	96%	93%	96%	88%	95%	97%	94%	94%	94%
Overall image or reputation of Urbandale	91%	93%	94%	92%	91%	96%	91%	89%	92%	92%	92%
Urbandale as a place to live	97%	97%	97%	96%	99%	97%	95%	98%	99%	95%	97%
Your neighborhood as a place to live	91%	96%	95%	93%	96%	87%	97%	97%	93%	95%	94%
Urbandale as a place to raise children	96%	97%	95%	94%	98%	91%	98%	97%	95%	97%	96%
Urbandale as a place to retire	79%	85%	86%	85%	80%	75%	82%	88%	89%	76%	83%
Overall appearance of Urbandale	95%	91%	89%	91%	93%	88%	93%	94%	93%	91%	92%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Overall feeling of safety in Urbandale	98%	96%	97%	96%	99%	97%	97%	96%	98%	96%	96%
In your neighborhood during the day	100%	97%	96%	97%	100%	97%	98%	98%	99%	97%	98%
In Urbandale's downtown/commercial area during the day	93%	98%	95%	93%	99%	89%	99%	96%	93%	98%	95%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Overall ease of getting to the places you usually have to visit	89%	93%	93%	92%	90%	91%	90%	93%	91%	92%	91%
Traffic flow on major streets	63%	70%	84%	69%	75%	59%	74%	76%	70%	72%	71%
Ease of travel by car in Urbandale	82%	87%	91%	85%	88%	86%	85%	87%	88%	84%	86%
Ease of travel by public transportation in Urbandale	44%	40%	53%	41%	54%	33%	55%	36%	57%	34%	44%
Ease of travel by bicycle in Urbandale	84%	74%	72%	77%	77%	78%	81%	69%	78%	77%	76%
Ease of walking in Urbandale	87%	85%	90%	86%	90%	86%	87%	89%	90%	85%	87%
Availability of paths and walking trails	92%	93%	95%	91%	96%	91%	93%	94%	93%	92%	93%

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Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Quality of overall natural environment in Urbandale	96%	91%	90%	91%	96%	93%	93%	91%	93%	92%	92%
Air quality	98%	92%	95%	95%	95%	92%	96%	96%	97%	93%	95%
Cleanliness of Urbandale	95%	96%	92%	93%	98%	93%	96%	95%	95%	94%	95%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Overall "built environment" of Urbandale (including overall design, buildings, parks and transportation systems)	94%	80%	85%	87%	86%	94%	82%	85%	90%	82%	86%
Public places where people want to spend time	89%	82%	82%	82%	89%	81%	85%	85%	83%	86%	85%
Variety of housing options	73%	87%	85%	80%	83%	75%	83%	84%	78%	85%	81%
Availability of affordable quality housing	69%	77%	79%	73%	77%	69%	77%	75%	75%	73%	74%
Overall quality of new development in Urbandale	77%	74%	75%	73%	79%	78%	76%	73%	78%	72%	75%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Overall economic health of Urbandale	86%	92%	89%	89%	90%	82%	92%	91%	88%	90%	89%
Urbandale as a place to work	73%	88%	87%	86%	80%	76%	81%	90%	81%	86%	83%
Urbandale as a place to visit	67%	66%	83%	70%	72%	58%	70%	83%	79%	63%	71%
Employment opportunities	52%	79%	59%	57%	76%	59%	68%	63%	63%	66%	64%
Shopping opportunities	69%	62%	61%	68%	57%	59%	62%	70%	64%	64%	65%
Cost of living in Urbandale	68%	75%	76%	70%	77%	76%	73%	68%	73%	71%	72%
Overall quality of business and service establishments in Urbandale	83%	84%	77%	80%	85%	84%	82%	78%	79%	84%	81%
Vibrant downtown/commercial area	48%	34%	45%	45%	36%	45%	39%	42%	48%	36%	41%

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Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Health and wellness opportunities in Urbandale	92%	78%	85%	90%	75%	85%	80%	90%	86%	83%	84%
Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	87%	87%	80%	86%	76%	81%	90%	80%	85%	82%
Recreational opportunities	83%	81%	80%	80%	83%	74%	84%	81%	85%	76%	81%
Availability of affordable quality food	89%	87%	85%	87%	87%	90%	85%	88%	85%	89%	87%
Availability of affordable quality health care	91%	84%	88%	87%	88%	84%	89%	88%	88%	87%	88%
Availability of preventive health services	92%	84%	84%	86%	88%	83%	90%	86%	87%	87%	87%
Availability of affordable quality mental health care	69%	70%	62%	62%	77%	66%	75%	59%	70%	66%	68%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Overall opportunities for education and enrichment	86%	84%	82%	87%	79%	84%	83%	86%	87%	81%	84%
Availability of affordable quality child care/preschool	79%	68%	78%	81%	69%	61%	76%	83%	84%	65%	75%
K-12 education	81%	87%	82%	86%	81%	67%	87%	89%	84%	83%	84%
Adult educational opportunities	57%	84%	72%	66%	82%	59%	75%	74%	72%	72%	72%
Opportunities to attend cultural/arts/music activities	56%	55%	55%	55%	57%	48%	58%	58%	61%	48%	56%
Opportunities to participate in religious or spiritual events and activities	68%	90%	85%	76%	89%	64%	90%	82%	77%	84%	81%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Opportunities to participate in social events and activities	64%	70%	70%	62%	76%	60%	73%	66%	64%	71%	67%
Opportunities to volunteer	72%	82%	74%	72%	83%	77%	75%	78%	77%	75%	76%
Opportunities to participate in community matters	66%	74%	75%	68%	78%	72%	68%	76%	71%	72%	72%
Openness and acceptance of the community toward people of diverse backgrounds	72%	76%	73%	69%	83%	69%	78%	73%	74%	74%	74%
Neighborliness of residents in Urbandale	69%	81%	82%	70%	88%	75%	80%	74%	76%	79%	77%

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Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
The City of Urbandale	96%	85%	94%	90%	94%	87%	91%	95%	96%	86%	91%
The value of services for the taxes paid to Urbandale	69%	65%	82%	66%	79%	55%	74%	77%	78%	62%	71%
The overall direction that Urbandale is taking	87%	84%	88%	82%	92%	85%	88%	84%	87%	85%	86%
The job Urbandale government does at welcoming citizen involvement	61%	72%	73%	58%	83%	59%	70%	73%	66%	70%	68%
Overall confidence in Urbandale government	82%	72%	83%	73%	88%	70%	80%	81%	84%	72%	78%
Generally acting in the best interest of the community	82%	79%	86%	75%	94%	77%	85%	82%	85%	79%	82%
Being honest	81%	83%	86%	77%	92%	85%	83%	83%	85%	81%	83%
Treating all residents fairly	73%	76%	81%	70%	85%	64%	79%	79%	79%	73%	76%
Overall customer service by Urbandale employees (police, receptionists, planners, etc.)	91%	87%	90%	88%	92%	90%	86%	93%	93%	84%	89%
The Federal Government	57%	48%	46%	49%	55%	63%	48%	46%	60%	42%	51%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Police/Sheriff services	98%	95%	95%	94%	99%	94%	97%	96%	97%	95%	95%
Fire services	99%	98%	96%	97%	99%	97%	98%	98%	99%	96%	98%
Ambulance or emergency medical services	100%	100%	96%	98%	100%	97%	100%	99%	100%	98%	99%
Crime prevention	97%	89%	90%	90%	95%	94%	90%	93%	94%	90%	92%
Fire prevention and education	99%	97%	87%	94%	95%	95%	93%	96%	97%	92%	94%
Animal control	93%	84%	70%	78%	92%	92%	87%	73%	81%	86%	83%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	87%	74%	86%	80%	86%	75%	85%	83%	89%	75%	82%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Traffic enforcement	81%	79%	81%	76%	87%	74%	87%	76%	84%	75%	80%
Street repair	72%	50%	61%	61%	63%	59%	64%	60%	62%	61%	61%
Street cleaning	88%	69%	76%	78%	78%	74%	75%	84%	80%	75%	77%
Street lighting	89%	74%	74%	82%	75%	79%	79%	82%	79%	81%	79%

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Percent rating positively (e.g., excellent/good)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Snow removal	86%	79%	91%	82%	89%	71%	89%	89%	85%	84%	85%
Sidewalk maintenance	74%	63%	74%	68%	74%	61%	73%	75%	74%	66%	70%
Traffic signal timing	65%	59%	61%	57%	71%	63%	63%	59%	69%	54%	62%
Bus or transit services	74%	71%	58%	57%	87%	55%	83%	56%	80%	57%	67%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Garbage collection	99%	95%	95%	96%	98%	96%	96%	97%	96%	97%	97%
Recycling	94%	93%	94%	93%	95%	94%	95%	92%	94%	93%	93%
Yard waste pick-up	94%	94%	93%	95%	92%	90%	94%	95%	93%	94%	93%
Drinking water	86%	85%	88%	84%	90%	78%	91%	86%	87%	85%	86%
Preservation of natural areas such as open space, farmlands and greenbelts	94%	63%	82%	80%	78%	80%	80%	76%	85%	71%	78%
Urbandale open space	91%	64%	84%	81%	76%	77%	78%	80%	84%	73%	78%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Storm drainage	82%	76%	82%	76%	85%	69%	84%	81%	83%	75%	80%
Sewer services	89%	87%	90%	87%	92%	80%	91%	93%	88%	89%	88%
Power (electric and/or gas) utility	96%	89%	94%	93%	92%	89%	93%	95%	93%	93%	93%
Utility billing	92%	84%	93%	88%	92%	88%	87%	93%	91%	87%	89%
Land use, planning and zoning	82%	74%	72%	69%	85%	80%	77%	71%	82%	70%	75%
Code enforcement (weeds, abandoned buildings, etc.)	76%	67%	60%	69%	67%	75%	72%	57%	75%	61%	68%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Economic development	88%	69%	80%	79%	78%	74%	80%	80%	84%	72%	78%



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Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
City parks	98%	91%	93%	93%	96%	92%	95%	94%	96%	91%	94%
Recreation programs or classes	96%	86%	84%	90%	89%	96%	86%	87%	91%	87%	89%
Recreation centers or facilities	94%	82%	83%	89%	83%	96%	81%	86%	89%	85%	86%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Public library services	99%	94%	93%	93%	99%	96%	96%	95%	97%	93%	96%
City-sponsored special events	91%	78%	81%	81%	86%	87%	83%	79%	85%	81%	82%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Public information services	90%	81%	85%	86%	85%	85%	86%	86%	87%	84%	85%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Sense of community	81%	75%	87%	78%	85%	74%	82%	83%	81%	80%	80%
Recommend living in Urbandale to someone who asks	97%	98%	95%	95%	99%	97%	95%	97%	98%	95%	96%
Remain in Urbandale for the next five years	100%	94%	95%	95%	98%	100%	95%	95%	96%	96%	96%
Contacted the City of Urbandale (in-person, phone, email or web) for help or information	43%	41%	51%	45%	42%	42%	41%	50%	38%	52%	44%

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Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Was NOT the victim of a crime	91%	96%	96%	91%	98%	89%	98%	93%	91%	97%	94%
Did NOT report a crime	85%	92%	86%	86%	90%	85%	88%	89%	85%	90%	88%
Stocked supplies in preparation for an emergency	34%	13%	25%	28%	17%	35%	18%	22%	26%	23%	24%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Walked or biked instead of driving	53%	48%	54%	52%	49%	56%	52%	46%	52%	51%	52%
Carpooled with other adults or children instead of driving alone	26%	33%	31%	26%	35%	28%	33%	28%	30%	29%	30%
Used bus, rail, subway or other public transportation instead of driving	4%	7%	5%	6%	4%	3%	8%	5%	4%	8%	6%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Recycle at home	84%	97%	98%	91%	95%	84%	94%	97%	90%	95%	92%
Made efforts to make your home more energy efficient	74%	75%	82%	75%	79%	70%	78%	80%	77%	76%	77%
Made efforts to conserve water	69%	64%	79%	74%	64%	54%	71%	82%	73%	66%	70%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
NOT under housing cost stress	80%	85%	84%	84%	81%	91%	80%	80%	80%	86%	83%
Did NOT observe a code violation	78%	71%	50%	68%	69%	76%	69%	61%	69%	67%	69%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Purchase goods or services from a business located in Urbandale	93%	98%	99%	98%	93%	99%	94%	97%	96%	97%	96%
Economy will have positive impact on income	30%	26%	22%	25%	28%	31%	29%	19%	25%	28%	26%
Work in Urbandale	22%	34%	21%	22%	34%	20%	35%	20%	28%	24%	26%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Used Urbandale recreation centers or their services	62%	59%	60%	55%	71%	62%	63%	55%	57%	65%	60%
Visited a neighborhood park or City park	91%	90%	83%	87%	92%	100%	89%	80%	87%	91%	88%
Eat at least 5 portions of fruits and vegetables a day	86%	79%	83%	82%	85%	91%	82%	78%	86%	79%	83%
Participate in moderate or vigorous physical activity	86%	83%	81%	82%	86%	95%	83%	76%	84%	82%	84%
Reported being in "very good" or "excellent" health	67%	68%	77%	64%	80%	78%	67%	67%	73%	66%	70%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Used Urbandale public libraries or their services	64%	73%	70%	63%	80%	65%	74%	64%	72%	66%	68%
Participated in religious or spiritual activities in Urbandale	26%	44%	53%	40%	39%	40%	35%	45%	39%	41%	40%
Attended a City-sponsored event	50%	50%	61%	52%	54%	65%	49%	48%	51%	55%	52%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Campaigned or advocated for an issue, cause or candidate	24%	15%	29%	28%	11%	28%	12%	28%	19%	25%	23%
Contacted Urbandale elected officials (in-person, phone, email or web) to express your opinion	11%	10%	11%	14%	5%	8%	8%	17%	9%	13%	11%
Volunteered your time to some group/activity in Urbandale	22%	40%	47%	34%	37%	34%	35%	34%	29%	41%	34%
Participated in a club	17%	25%	35%	24%	25%	20%	24%	28%	21%	28%	25%
Talked to or visited with your immediate neighbors	84%	93%	98%	90%	92%	82%	92%	96%	91%	90%	91%
Done a favor for a neighbor	60%	91%	91%	75%	85%	61%	82%	89%	75%	84%	80%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Attended a local public meeting	18%	12%	28%	22%	13%	10%	19%	26%	16%	22%	18%
Watched (online or on television) a local public meeting	14%	18%	18%	17%	16%	16%	21%	12%	14%	20%	17%
Read or watch local news (via television, paper, computer, etc.)	88%	93%	100%	94%	91%	86%	93%	98%	95%	90%	93%
Vote in local elections	76%	96%	97%	89%	88%	84%	88%	94%	87%	91%	89%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Overall feeling of safety in Urbandale	91%	96%	96%	94%	94%	89%	98%	92%	95%	93%	94%
Overall ease of getting to the places you usually have to visit	76%	87%	87%	82%	84%	78%	84%	85%	83%	82%	83%
Quality of overall natural environment in Urbandale	83%	82%	84%	80%	88%	83%	84%	82%	82%	85%	83%
Overall "built environment" of Urbandale (including overall design, buildings, parks and transportation systems)	64%	77%	78%	68%	82%	55%	78%	80%	71%	76%	73%
Health and wellness opportunities in Urbandale	60%	66%	78%	67%	66%	51%	66%	79%	71%	61%	67%
Overall opportunities for education and enrichment	71%	71%	75%	72%	72%	60%	76%	77%	80%	63%	72%
Overall economic health of Urbandale	90%	86%	91%	87%	91%	79%	93%	91%	92%	85%	89%
Sense of community	77%	85%	89%	79%	91%	78%	85%	84%	84%	82%	83%

Table 29: Police Department Performance

Please rate the job the Urbandale Police Department does at each of the following: (Percent rating as "Excellent" or "Good").	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Enforcing the law	92%	91%	95%	92%	92%	83%	95%	97%	94%	90%	92%
Using appropriate (not excessive) force on suspects	99%	92%	99%	95%	99%	99%	95%	97%	98%	95%	96%
Protecting residents from violent crime	97%	95%	94%	95%	98%	94%	97%	95%	98%	93%	95%
Treating all residents fairly	94%	86%	93%	89%	96%	90%	92%	91%	94%	88%	91%
Customer service	95%	89%	93%	90%	96%	91%	93%	92%	96%	88%	92%

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Table 30: City of Urbandale Reputation and Promotion

Please rate the job the City of Urbandale does at each of the following: (Percent rating as "Excellent" or "Good").	Length of residency in Urbandale			Do any children 17 or under live in your household?		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
Distinguishing itself from surrounding communities	71%	72%	83%	72%	79%	62%	81%	77%	76%	72%	75%
Promoting its services to Urbandale residents	66%	61%	70%	67%	63%	59%	66%	71%	69%	62%	66%