

THE NCS™

The National Community Survey™

Urbandale, IA

*Comparisons by Demographic Subgroups
2020*



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About the Demographic Comparisons

The National Community 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.



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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

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.

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 uppercase 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 uppercase letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 1 on the following page, respondents age 35 to 54 (B) and 55 and over (C) gave significantly higher rating to the overall quality of life than those age 18 to 34 (A), as denoted by the “A” listed in the cell of the ratings for those 35 to 54 and 55+. This was also true of women (A) over men (B).

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TABLE 1: QUALITY OF LIFE

Percent rating positively (e.g., excellent/good, very/somewhat likely)	Length of residency			Household with children 17 or younger		Age			Sex		Overall (A)
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Overall image or reputation of Urbandale	84%	88%	88%	87%	87%	77%	89% A	91% A	91% B	82%	87%
The overall quality of life in Urbandale	92%	93%	95%	91%	96%	87%	94% A	97% A	97% B	88%	93%
Urbandale as a place to live	95%	92%	98% B	93%	98% A	89%	96% A	97% A	99% B	89%	95%
Recommend living in Urbandale to someone who asks	94%	90%	94%	91%	95%	78%	97% A	98% A	95% B	89%	92%
Remain in Urbandale for the next five years	87%	83%	92% B	85%	91%	64%	91% A	97% A	95% B	78%	87%

TABLE 2: GOVERNANCE

Percent rating positively (e.g., excellent/good)	Length of residency			Household with children 17 or younger		Age			Sex		Overall (A)
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Overall confidence in Urbandale government	68%	77%	83% A	71%	85% A	56%	78% A	84% A	82% B	69%	76%
The overall direction that Urbandale is taking	73%	75%	81%	75%	77%	65%	77% A	83% A	88% B	64%	76%
The value of services for the taxes paid to Urbandale	69%	71%	75%	72%	71%	65%	70%	78% A	81% B	61%	72%
Generally acting in the best interest of the community	76%	79%	82%	76%	82%	63%	81% A	85% A	87% B	70%	79%

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Percent rating positively (e.g., excellent/good)	Length of residency			Household with children 17 or younger		Age			Sex		Overall (A)
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18- 34	35- 54	55+	Female	Male	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Being honest	86%	80%	80%	80%	87%	84%	79%	85%	88% B	76%	82%
Being open and transparent to the public	81%	71%	76%	73%	79%	77%	73%	79%	78%	72%	76%
Informing residents about issues facing the community	55%	61%	71% A	61%	63%	43%	62% A	73% A	67%	57%	62%
The job Urbandale government does at welcoming resident involvement	62%	63%	75%	60%	75% A	47%	70% A	75% A	76% B	57%	66%
Treating all residents fairly	78%	75%	79%	74%	83%	70%	78%	82%	84% B	70%	77%
Treating residents with respect	82%	80%	83%	77%	90% A	74%	80%	89% A	89% B	74%	82%
Overall customer service by Urbandale employees (police, receptionists, planners, etc.)	89%	91%	89%	88%	94%	79%	89% A	96% A	95% B	83%	90%
Public information services	81%	77%	86%	77%	89% A	69%	81%	87% A	85% B	77%	81%
The City of Urbandale	88%	88%	88%	87%	91%	77%	91% A	92% A	93% B	83%	88%
The Federal Government	43%	39%	43%	40%	43%	49% B	34%	47% B	43%	39%	41%

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TABLE 3: ECONOMY

Percent rating positively (e.g., excellent/good, very/somewhat positive)	Length of residency			Household with children 17 or younger		Age			Sex		Overall (A)
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Overall economic health of Urbandale	86%	86%	97% A B	89%	90%	87%	86%	95% B	95% B	83%	89%
Economic development	78%	68%	84% B	74%	82%	64%	76%	86% A	83% B	70%	76%
Overall quality of business and service establishments in Urbandale	65%	77% A	92% A B	79%	74%	45%	82% A	93% A B	84% B	70%	77%
Variety of business and service establishments in Urbandale	60%	67%	87% A B	74% B	61%	47%	69% A	85% A B	72%	68%	70%
Vibrancy of downtown/commercial area	49% B	36%	61% B	51%	41%	40%	45%	57% A B	54% B	42%	48%
Shopping opportunities	56%	50%	60%	56%	52%	47%	55%	60%	61% B	49%	55%
Urbandale as a place to visit	57%	61%	87% A B	71% B	60%	51%	65% A	82% A B	72% B	61%	67%
Urbandale as a place to work	83%	86%	91%	88%	84%	74%	89% A	93% A	94% B	79%	87%
Employment opportunities	64% B	49%	74% B	62%	58%	50%	58%	72% A B	71% B	51%	61%
Cost of living in Urbandale	70%	61%	79% B	68%	70%	63%	71%	70%	74% B	63%	69%
Economy will have positive impact on income	21%	26%	35% A	28%	25%	29%	26%	26%	22%	33% A	27%
NOT under housing cost stress	78%	79%	74%	73%	85% A	89% C	81% C	64%	76%	79%	77%

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TABLE 4: MOBILITY

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Length of residency			Household with children 17 or younger		Age			Sex		Overall (A)
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Overall quality of the transportation system (auto, bicycle, foot, bus) in Urbandale	68%	79% A	88% A	78%	79%	57%	81% A	87% A	79%	77%	78%
Traffic flow on major streets	74%	76%	86% A	74%	86% A	64%	78% A	87% A B	80%	75%	78%
Ease of travel by car in Urbandale	96% C	95% C	88%	91%	97% A	92%	94%	93%	95%	91%	93%
Ease of travel by public transportation in Urbandale	34%	30%	42%	32%	43%	22%	36%	42% A	35%	36%	36%
Ease of travel by bicycle in Urbandale	57%	73% A	87% A B	69%	76%	53%	75% A	81% A	71%	73%	72%
Ease of walking in Urbandale	78%	85%	88% A	83%	86%	62%	89% A	92% A	87%	80%	84%
Ease of public parking	88%	83%	85%	81%	93% A	84%	83%	89%	90% B	81%	85%
Bus or transit services	39%	43%	56%	42%	55%	24%	45%	59% A	44%	47%	46%
Traffic enforcement	79%	78%	76%	75%	82%	65%	80% A	82% A	81%	74%	78%
Traffic signal timing	63%	62%	64%	60%	69%	56%	59%	71% A B	68% B	57%	63%
Street repair	58%	55%	65%	56%	63%	39%	59% A	69% A	65% B	50%	58%
Street cleaning	81%	74%	82%	78%	80%	69%	77%	85% A	84% B	72%	78%

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Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Length of residency			Household with children 17 or younger		Age			Sex		Overall (A)
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Street lighting	85%	76%	82%	80%	81%	74%	77%	88%	83%	77%	80%
Snow removal	69%	78%	86% A	76%	79%	60%	76% A	88% A B	77%	76%	77%
Sidewalk maintenance	78%	75%	74%	75%	78%	77%	71%	81%	80% B	70%	76%
Used bus, rail, subway, or other public transportation instead of driving	2%	8% A	6%	5%	7%	0%	8% A	6% A	2%	10% A	6%
Carpooled with other adults or children instead of driving alone	34% C	37% C	22%	28%	41% A	35%	36%	25%	37% B	27%	32%
Walked or biked instead of driving	56%	62%	62%	59%	62%	55%	66%	55%	63%	57%	60%

TABLE 5: COMMUNITY DESIGN

Percent rating positively (e.g., excellent/good)	Length of residency			Household with children 17 or younger		Age			Sex		Overall (A)
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Overall design or layout of Urbandale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	71%	79%	93% A B	78%	84%	64%	86% A	86% A	86% B	74%	80%
Overall appearance of Urbandale	84%	86%	87%	82%	91% A	74%	87% A	90% A	89% B	81%	85%
Your neighborhood as a place to live	88%	92%	98% A	92%	92%	87%	92%	96% A	95% B	88%	92%

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Percent rating positively (e.g., excellent/good)	Length of residency			Household with children 17 or younger		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Overall quality of new development in Urbandale	80% B	69%	80%	73%	83% A	57%	79% A	87% A	83% B	70%	76%
Well-planned residential growth	75%	73%	81%	74%	79%	49%	82% A	88% A	86% B	67%	76%
Well-planned commercial growth	65%	65%	72%	66%	69%	37%	75% A	80% A	75% B	60%	67%
Well-designed neighborhoods	74%	75%	80%	71%	86% A	59%	80% A	82% A	85% B	67%	76%
Preservation of the historical or cultural character of the community	55%	63%	74% A	60%	72% A	34%	70% A	76% A	71% B	57%	64%
Public places where people want to spend time	78%	71%	78%	73%	79%	68%	74%	81% A	79%	71%	75%
Variety of housing options	82% B	68%	79%	71%	85% A	68%	79%	77%	78%	73%	76%
Availability of affordable quality housing	54%	59%	68% A	53%	72% A	49%	65% A	60%	62%	57%	60%
Land use, planning, and zoning	70%	63%	72%	65%	75%	47%	74% A	78% A	79% B	59%	68%
Code enforcement (weeds, abandoned buildings, etc.)	56%	63%	53%	56%	61%	52%	59%	61%	65% B	52%	58%

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TABLE 6: UTILITIES

Percent rating positively (e.g., excellent/good)	Length of residency			Household with children 17 or younger		Age			Sex		Overall (A)
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Overall quality of the utility infrastructure in Urbandale (water, sewer, storm water, electric/gas)	82%	93% A	88%	87%	90%	84%	88%	90%	90%	86%	88%
Affordable high-speed internet access	56%	53%	61%	54%	61%	49%	57%	60%	56%	56%	56%
Power (electric and/or gas) utility	91%	85%	88%	87%	90%	74%	88% A	95% A	90%	85%	88%
Garbage collection	96%	95%	91%	93%	98% A	86%	95% A	98% A	96%	92%	94%
Drinking water	86%	89%	86%	87%	88%	80%	88%	91% A	88%	87%	87%
Sewer services	95%	92%	88%	91%	93%	85%	92%	94% A	92%	91%	92%
Storm water management (storm drainage, dams, levees, etc.)	95% B C	81%	76%	81%	88%	90%	83%	80%	84%	84%	84%
Utility billing	87%	80%	82%	84%	81%	74%	79%	93% A B	83%	82%	83%

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TABLE 7: SAFETY

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Household with children 17 or younger		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Overall feeling of safety in Urbandale	84%	91% A	90%	85%	95% A	74%	90% A	95% A	90%	86%	88%
Police services	88%	95% A C	87%	89%	93%	91%	86%	96% B	97% B	84%	91%
Crime prevention	91%	89%	88%	88%	93%	86%	88%	94%	95% B	84%	90%
Animal control	91% C	89%	80%	85%	91%	88%	87%	87%	91%	83%	87%
Ambulance or emergency medical services	90%	98% A C	90%	91%	96%	90%	90%	99% B	99% B	88%	93%
Fire services	95%	99% C	90%	95%	96%	92%	94%	99%	99% B	91%	95%
Fire prevention and education	85%	85%	85%	80%	93% A	76%	83%	94% A B	92% B	79%	85%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	79%	78%	81%	74%	89% A	67%	82% A	82% A	85% B	73%	79%
Feel safe in your neighborhood during the day	97%	97%	94%	96%	96%	85%	100% A	98% A	99% B	92%	96%
Feel safe in Urbandale's downtown/commercial area during the day	95%	90%	93%	91%	97% A	85%	94% A	96% A	95%	90%	93%
Feel safe in from property crime	93%	86%	88%	85%	97% A	86%	90%	90%	91%	87%	89%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Household with children 17 or younger		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Feel safe in from violent crime	97%	94%	93%	93%	98% A	89%	97% A	95%	95%	94%	95%
Feel safe in from fire, flood, or other natural disaster	75%	92% A	86% A	83%	87%	74%	90% A	83%	86%	82%	84%

TABLE 8: NATURAL ENVIRONMENT

Percent rating positively (e.g., excellent/good)	Length of residency			Household with children 17 or younger		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Overall quality of natural environment in Urbandale	88%	91%	89%	88%	92%	87%	86%	96% A B	97% B	81%	89%
Cleanliness of Urbandale	93%	94% C	86%	88%	98% A	80%	94% A	95% A	96% B	86%	91%
Water resources (beaches, lakes, ponds, riverways, etc.)	44%	44%	58% A B	49%	45%	35%	46%	58% A B	52%	43%	47%
Air quality	93%	91%	89%	87%	99% A	76%	97% A	94% A	95% B	86%	91%
Preservation of natural areas (open space, farmlands, and greenbelts)	70%	75%	76%	76%	70%	55%	75% A	82% A	85% B	62%	74%
Urbandale open space	72%	79%	76%	75%	77%	59%	77% A	84% A	84% B	67%	76%
Recycling	77%	84%	87% A	80%	87%	68%	85% A	87% A	83%	81%	82%

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Percent rating positively (e.g., excellent/good)	Length of residency			Household with children 17 or younger		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Yard waste pick-up	87%	90%	89%	85%	95% A	75%	89% A	94% A	91%	85%	88%

TABLE 9: PARKS AND RECREATION

Percent rating positively (e.g., excellent/good)	Length of residency			Household with children 17 or younger		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Overall quality of parks and recreation opportunities	92%	91%	91%	93%	89%	91%	90%	94%	95% B	87%	91%
Availability of paths and walking trails	89%	89%	88%	88%	89%	80%	87%	95% A B	95% B	80%	88%
City parks	89%	91%	88%	89%	91%	74%	94% A	95% A	93% B	86%	90%
Recreational opportunities	68%	68%	83% A B	71%	73%	56%	72% A	82% A	80% B	63%	72%
Recreation programs or classes	69%	74%	81%	74%	77%	50%	75% A	87% A B	84% B	64%	75%
Recreation centers or facilities	67%	69%	77%	71%	71%	51%	72% A	83% A	78% B	64%	71%
Fitness opportunities (including exercise classes and paths or trails, etc.)	83%	84%	83%	82%	86%	73%	82%	91% A B	89% B	76%	83%

TABLE 10: HEALTH AND WELLNESS

Percent rating positively (e.g., excellent/good, excellent/very good)	Length of residency			Household with children 17 or younger		Age			Sex		Overall (A)
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Overall health and wellness opportunities in Urbandale	79%	83%	86%	82%	83%	72%	82% A	91% A B	88% B	76%	83%
Health services	83%	82%	82%	83%	81%	74%	79%	90% A B	90% B	74%	82%
Availability of affordable quality health care	82%	81%	85%	82%	84%	73%	83%	87% A	88% B	76%	83%
Availability of preventive health services	81%	77%	85%	78%	85%	68%	84% A	84% A	87% B	73%	80%
Availability of affordable quality mental health care	71%	59%	57%	58%	71%	65%	72% C	49%	60%	65%	62%
Availability of affordable quality food	75%	80%	80%	78%	78%	69%	78%	84% A	83% B	72%	78%
Would you say that in general your health is:	74%	79%	79%	72%	87% A	74%	81%	73%	73%	81%	77%

TABLE 11: EDUCATION, ARTS, AND CULTURE

Percent rating positively (e.g., excellent/good)	Length of residency			Household with children 17 or younger		Age			Sex		Overall (A)
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Overall opportunities for education, culture, and the arts	58%	65%	82% A B	68%	65%	45%	68% A	80% A B	71%	62%	67%
Opportunities to attend cultural/arts/music activities	39%	42%	53%	47%	39%	30%	41%	57% A B	48%	40%	44%

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Percent rating positively (e.g., excellent/good)	Length of residency			Household with children 17 or younger		Age			Sex		Overall (A)
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Community support for the arts	52%	53%	56%	54%	54%	35%	57% A	62% A	57%	50%	54%
Availability of affordable quality childcare/preschool	77%	63%	64%	67%	69%	52%	72% A	78% A	80% B	58%	68%
K-12 education	78%	85%	80%	82%	80%	63%	85% A	87% A	88% B	75%	82%
Adult educational opportunities	53%	62%	75% A	57%	78% A	39%	66% A	72% A	70% B	57%	64%
Opportunities to attend special events and festivals	53%	58%	72% A B	60%	60%	29%	62% A	78% A B	65%	56%	60%
Public library services	95%	91%	88%	90%	95%	91%	90%	94%	92%	90%	92%

TABLE 12: INCLUSIVITY AND ENGAGEMENT

Percent rating positively (e.g., excellent/good)	Length of residency			Household with children 17 or younger		Age			Sex		Overall (A)
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Residents' connection and engagement with their community	50%	65% A	76% A	63%	64%	33%	70% A	74% A	67%	60%	64%
Sense of community	61%	77% A	84% A	73%	73%	51%	77% A	83% A	78% B	68%	73%
Sense of civic/community pride	68%	74%	86% A B	74%	77%	45%	85% A	84% A	81% B	70%	76%
Neighborliness of residents in Urbandale	64%	73%	89% A B	71%	82% A	50%	83% A	77% A	81% B	68%	75%

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Percent rating positively (e.g., excellent/good)	Length of residency			Household with children 17 or younger		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18- 34	35- 54	55+	Female	Male	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Urbandale as a place to raise children	97%	95%	95%	94%	98%	89%	98% A	99% A	99% B	92%	96%
Urbandale as a place to retire	73%	73%	91% A B	83% B	69%	65%	78% A	87% A	81%	76%	79%
Openness and acceptance of the community toward people of diverse backgrounds	60%	69%	76% A	65%	74%	46%	76% A	70% A	71%	65%	68%
Making all residents feel welcome	80%	78%	90% B	79%	87% A	76%	84%	83%	86% B	77%	82%
Attracting people from diverse backgrounds	55%	72% A	77% A	68%	66%	54%	68% A	77% A	67%	68%	67%
Valuing/respecting residents from diverse backgrounds	65%	75%	78% A	69%	77%	53%	77% A	79% A	76%	68%	72%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	69%	73%	76%	69%	80%	50%	84% A	73% A	72%	74%	73%
Opportunities to participate in social events and activities	55%	65%	76% A	62%	69%	40%	69% A	75% A	70% B	59%	65%
Opportunities to volunteer	62%	66%	84% A B	71%	70%	43%	72% A	86% A B	78% B	62%	70%
Opportunities to participate in community matters	54%	62%	83% A B	63%	71%	33%	73% A	78% A	71%	60%	66%

TABLE 13: PARTICIPATION

Percent rating positively (e.g., yes in the last 12 months)	Length of residency			Household with children 17 or younger		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Contacted the City of Urbandale (in-person, phone, email or web) for help or information	38%	53% A	58% A	48%	53%	34%	48% A	61% A B	44%	55% A	50%
Contacted Urbandale elected officials (in-person, phone, email or web) to express your opinion	13%	12%	15%	17% B	7%	13%	8%	20% B	12%	15%	13%
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	8%	17% A	16%	15%	12%	3%	14% A	20% A	14%	14%	14%
Watched (online or on television) a local public meeting	11%	14%	11%	8%	20% A	5%	18% A C	10%	12%	13%	12%
Volunteered your time to some group/activity in Urbandale	21%	30%	27%	23%	32%	19%	30%	26%	30% B	21%	26%
Campaigned or advocated for a local issue, cause or candidate	13%	13%	19%	16%	12%	9%	10%	24% A B	13%	16%	14%
Voted in your most recent local election	66%	81% A	84% A	81% B	68%	71%	73%	85% A B	71%	82% A	77%

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TABLE 14: ONLINE ENGAGEMENT

Percent rating positively (e.g., at least once every few weeks)	Length of residency			Household with children 17 or younger		Age			Sex		Overall (A)
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Access the internet from your home using a computer, laptop or tablet computer	98%	99%	98%	98%	100%	100% C	99% C	96%	97%	100%	98%
Access the internet from your cell phone	98% C	96%	91%	93%	99% A	100% C	98% C	88%	96%	94%	95%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	95% B C	84%	76%	81%	94% A	90% C	92% C	75%	92% B	79%	86%
Use or check email	98%	100%	100%	100%	99%	100%	99%	99%	100%	99%	99%
Share your opinions online	33%	37%	27%	30%	40%	33%	36%	29%	30%	37%	33%
Shop online	60%	52%	52%	47%	69% A	51%	67% A C	41%	51%	60%	55%

TABLE 15: COMMUNITY FOCUS AREAS

Percent rating positively (e.g., essential/very important)	Length of residency			Household with children 17 or younger		Age			Sex		Overall (A)
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Overall economic health of Urbandale	84%	91%	90%	87%	91%	75%	89% A	95% A	91%	85%	88%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Urbandale	73%	69%	79%	74%	71%	53%	73% A	87% A B	75%	71%	73%
Overall design or layout of Urbandale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	76% B	65%	75%	72%	71%	61%	69%	83% A B	72%	72%	72%
Overall quality of the utility infrastructure in Urbandale (water, sewer, storm water, electric/gas)	84%	93% A	90%	89%	91%	81%	87%	97% A B	92%	86%	89%
Overall feeling of safety in Urbandale	85%	92%	91%	88%	92%	81%	89%	95% A	91%	87%	89%
Overall quality of natural environment in Urbandale	77%	85%	79%	82%	76%	66%	78% A	92% A B	82%	78%	80%
Overall quality of parks and recreation opportunities	83%	81%	79%	79%	85%	65%	83% A	88% A	81%	81%	81%
Overall health and wellness opportunities in Urbandale	73%	79%	71%	78% B	69%	59%	74% A	85% A B	80% B	69%	75%
Overall opportunities for education, culture and the arts	76%	71%	67%	73%	68%	65%	72%	75%	78% B	64%	72%
Residents' connection and engagement with their community	69%	69%	73%	69%	72%	44%	76% A	79% A	77% B	62%	70%

TABLE 16: QUESTION 13

Percent who had contact at least one time over last 12 months).	Length of residency			Household with children 17 or younger		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
If you had contact with the City of Urbandale Police Department, please indicate about how many times you've been in contact over the last 12 months.	27%	31%	32%	30%	28%	22%	34% A	30%	24%	37% A	30%

TABLE 17: QUESTION 14

Based on your most recent contact with a member of the Urbandale Police Department, please rate each of the following aspects of the employee with whom you had contact. (Percent rating as "excellent" or "good").	Length of residency			Household with children 17 or younger		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Fairness	95%	92%	83%	88%	96%	79%	93%	91%	93%	88%	90%
Responsiveness to requests and/or needs	81%	89%	84%	79%	98% A	53%	91% A	93% A	91%	81%	85%
Level of interest in addressing your concerns	72%	85%	79%	75%	88%	38%	87% A	89% A	85%	75%	79%
Helpfulness	73%	89%	79%	75%	95% A	38%	91% A	88% A	82%	81%	81%
Knowledge	81%	93%	81%	82%	96% A	53%	95% A	89% A	94% B	80%	86%
Timeliness of handling the situation	73%	92% A	83%	77%	98% A	53%	88% A	94% A	93% B	77%	84%
Use of force in fair and effective way	91%	90%	70%	80%	93%	59%	89% A	89% A	93% B	75%	85%

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Based on your most recent contact with a member of the Urbandale Police Department, please rate each of the following aspects of the employee with whom you had contact. (Percent rating as "excellent" or "good").	Length of residency			Household with children 17 or younger		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Resolution of concerns	66%	85%	80%	71%	98% A	19%	89% A	86% A	83%	75%	78%
Overall impression of staff members	83%	95%	82%	82%	100% A	53%	96% A	93% A	95% B	82%	88%

TABLE 18: QUESTION 15

Please rate the job the Urbandale Police Department does at each of the following in Urbandale. (Percent rating as "excellent" or "good").	Length of residency			Household with children 17 or younger		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Crime solving	87%	87%	82%	80%	97% A	70%	85% A	94% A	97% B	76%	85%
Maintaining public order	89%	92%	86%	86%	95% A	77%	90% A	97% A	94% B	85%	89%
Providing public information and education	82%	86%	83%	81%	90%	63%	84% A	94% A B	91% B	77%	84%
Protecting individual civil rights	86%	90%	81%	82%	92% A	65%	89% A	93% A	96% B	77%	86%
Assisting fire responders with disasters	96%	94%	90%	90%	97%	77%	93% A	99% A	99% B	86%	93%

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TABLE 19: QUESTION 16

Please rate the Urbandale Police Department on the following. (Percent rating as "excellent" or "good").	Length of residency			Household with children 17 or younger		Age			Sex		Overall
	5 years or less	6 to 20 years	More than 20 years	No	Yes	18-34	35-54	55+	Female	Male	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	
Being trustworthy	92%	91%	85%	88%	93%	75%	90% A	96% A	94% B	85%	89%
Acting in the best interest of the community	95% C	91%	86%	87%	97% A	77%	90% A	97% A	95% B	86%	90%
Treating all residents fairly	87%	86%	81%	80%	95% A	72%	83%	93% A B	93% B	78%	85%
Being sensitive to residents' concerns	93%	85%	84%	83%	95% A	73%	86% A	94% A	93% B	81%	87%
Responding to citizens' emergency calls for service	92%	93%	90%	91%	93%	66%	95% A	99% A	98% B	85%	92%
Caring about the well-being of the people they deal with	95%	86%	87%	85%	95% A	76%	88%	95% A	93% B	85%	89%
Working with people in your neighborhood to solve neighborhood problems	78%	89%	79%	83%	83%	46%	93% A	90% A	92% B	76%	83%
Communicating regularly with community members (e.g., websites, emails or public meetings)	95% B C	79%	77%	80%	85%	73%	83%	86%	88% B	78%	82%
Inviting community members to provide input (e.g., comments, suggestions and concerns)	82%	74%	74%	74%	79%	68%	72%	85%	85% B	70%	76%