



THE NCSTM
The National Citizen SurveyTM

Urbandale, IA

Supplemental Online Survey Results

2018



NRC

National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Contents

About this Report.....	1
Complete Survey Responses.....	2



The National Citizen Survey™
© 2001-2018 National Research Center, Inc.

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.

About this Report

As part of its participation in The National Citizen Survey™, the City of Urbandale conducted a survey of 1,800 residents. The initial invitation postcard was mailed to randomly selected households on September 24, 2018 and data were collected through November 12, 2018. After the official data collection period was underway (see the report, *The National Citizen Survey: Community Livability Report, Urbandale, IA, 2018*), the City made available a web-based survey to its residents through a link on the City's website. Visitors to the site were able to complete the survey during October and November and 139 surveys were received.

This report contains the results of this administration of the web-based survey that have not been weighted to current population estimates of Urbandale.

Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Responses excluding “don’t know”

Table 1: Question 1

Please rate each of the following aspects of quality of life in Urbandale:	Excellent		Good		Fair		Poor		Total	
Urbandale as a place to live	58%	N=80	35%	N=49	7%	N=10	0%	N=0	100%	N=139
Your neighborhood as a place to live	56%	N=77	39%	N=54	3%	N=4	1%	N=2	100%	N=137
Urbandale as a place to raise children	55%	N=68	40%	N=49	5%	N=6	0%	N=0	100%	N=123
Urbandale as a place to work	40%	N=36	40%	N=36	17%	N=15	3%	N=3	100%	N=90
Urbandale as a place to visit	20%	N=26	43%	N=56	27%	N=35	10%	N=13	100%	N=130
Urbandale as a place to retire	36%	N=36	39%	N=39	19%	N=19	5%	N=5	100%	N=99
The overall quality of life in Urbandale	48%	N=66	46%	N=64	6%	N=8	0%	N=0	100%	N=138

Table 2: Question 2

Please rate each of the following characteristics as they relate to Urbandale as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Urbandale	52%	N=67	42%	N=54	6%	N=8	1%	N=1	100%	N=130
Overall ease of getting to the places you usually have to visit	43%	N=56	43%	N=56	12%	N=16	1%	N=1	100%	N=129
Quality of overall natural environment in Urbandale	40%	N=51	49%	N=63	9%	N=12	2%	N=3	100%	N=129
Overall "built environment" of Urbandale (including overall design, buildings, parks and transportation systems)	19%	N=25	59%	N=76	19%	N=24	3%	N=4	100%	N=129
Health and wellness opportunities in Urbandale	24%	N=29	48%	N=57	20%	N=24	8%	N=9	100%	N=119
Overall opportunities for education and enrichment	28%	N=34	55%	N=66	14%	N=17	3%	N=4	100%	N=121
Overall economic health of Urbandale	31%	N=36	59%	N=69	10%	N=12	0%	N=0	100%	N=117
Sense of community	26%	N=33	49%	N=63	16%	N=21	9%	N=11	100%	N=128
Overall image or reputation of Urbandale	38%	N=48	48%	N=62	11%	N=14	3%	N=4	100%	N=128

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Urbandale to someone who asks	67%	N=80	26%	N=31	5%	N=6	3%	N=3	100%	N=120
Remain in Urbandale for the next five years	71%	N=84	20%	N=24	5%	N=6	4%	N=5	100%	N=119

The National Citizen Survey™

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	79%	N=95	14%	N=17	2%	N=2	4%	N=5	2%	N=2	100%	N=121
In Urbandale's downtown/commercial area during the day	67%	N=72	23%	N=25	6%	N=6	3%	N=3	1%	N=1	100%	N=107

Table 5: Question 5

Please rate each of the following characteristics as they relate to Urbandale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	10%	N=12	64%	N=75	21%	N=24	5%	N=6	100%	N=117
Ease of travel by car in Urbandale	26%	N=30	57%	N=67	15%	N=17	3%	N=3	100%	N=117
Ease of travel by public transportation in Urbandale	10%	N=5	13%	N=6	23%	N=11	54%	N=26	100%	N=48
Ease of travel by bicycle in Urbandale	22%	N=19	50%	N=43	20%	N=17	8%	N=7	100%	N=86
Ease of walking in Urbandale	31%	N=35	51%	N=58	15%	N=17	3%	N=3	100%	N=113
Availability of paths and walking trails	48%	N=54	38%	N=43	12%	N=13	3%	N=3	100%	N=113
Air quality	56%	N=63	42%	N=47	3%	N=3	0%	N=0	100%	N=113
Cleanliness of Urbandale	44%	N=51	47%	N=54	9%	N=11	0%	N=0	100%	N=116
Overall appearance of Urbandale	41%	N=48	42%	N=49	16%	N=19	1%	N=1	100%	N=117
Public places where people want to spend time	30%	N=34	47%	N=54	18%	N=21	5%	N=6	100%	N=115
Variety of housing options	23%	N=25	58%	N=63	10%	N=11	8%	N=9	100%	N=108
Availability of affordable quality housing	18%	N=16	50%	N=45	20%	N=18	12%	N=11	100%	N=90
Fitness opportunities (including exercise classes and paths or trails, etc.)	30%	N=33	50%	N=55	16%	N=18	5%	N=5	100%	N=111
Recreational opportunities	27%	N=30	45%	N=50	22%	N=24	6%	N=7	100%	N=111
Availability of affordable quality food	31%	N=36	51%	N=59	12%	N=14	6%	N=7	100%	N=116
Availability of affordable quality health care	29%	N=28	59%	N=56	7%	N=7	4%	N=4	100%	N=95
Availability of preventive health services	28%	N=24	57%	N=50	11%	N=10	3%	N=3	100%	N=87
Availability of affordable quality mental health care	19%	N=10	23%	N=12	33%	N=17	25%	N=13	100%	N=52

Table 6: Question 6

Please rate each of the following characteristics as they relate to Urbandale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	25%	N=14	40%	N=23	30%	N=17	5%	N=3	100%	N=57
K-12 education	41%	N=35	45%	N=38	12%	N=10	2%	N=2	100%	N=85
Adult educational opportunities	25%	N=18	49%	N=35	19%	N=14	7%	N=5	100%	N=72
Opportunities to attend cultural/arts/music activities	10%	N=9	39%	N=36	39%	N=36	12%	N=11	100%	N=92
Opportunities to participate in religious or spiritual events and activities	35%	N=27	59%	N=46	3%	N=2	4%	N=3	100%	N=78
Employment opportunities	18%	N=12	62%	N=40	14%	N=9	6%	N=4	100%	N=65
Shopping opportunities	11%	N=11	45%	N=46	30%	N=31	15%	N=15	100%	N=103
Cost of living in Urbandale	21%	N=22	52%	N=54	21%	N=22	6%	N=6	100%	N=104

The National Citizen Survey™

Please rate each of the following characteristics as they relate to Urbandale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall quality of business and service establishments in Urbandale	21%	N=22	58%	N=60	17%	N=18	3%	N=3	100%	N=103
Vibrant downtown/commercial area	6%	N=6	31%	N=29	36%	N=34	27%	N=26	100%	N=95
Overall quality of new development in Urbandale	17%	N=16	49%	N=47	25%	N=24	8%	N=8	100%	N=95
Opportunities to participate in social events and activities	14%	N=14	46%	N=45	33%	N=32	7%	N=7	100%	N=98
Opportunities to volunteer	26%	N=21	59%	N=47	14%	N=11	1%	N=1	100%	N=80
Opportunities to participate in community matters	23%	N=18	51%	N=41	21%	N=17	5%	N=4	100%	N=80
Openness and acceptance of the community toward people of diverse backgrounds	19%	N=16	52%	N=44	21%	N=18	7%	N=6	100%	N=84
Neighborliness of residents in Urbandale	23%	N=24	59%	N=61	17%	N=17	1%	N=1	100%	N=103

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	23%	N=23	77%	N=79	100%	N=102
Made efforts to make your home more energy efficient	22%	N=22	78%	N=80	100%	N=102
Observed a code violation or other hazard in Urbandale (weeds, abandoned buildings, etc.)	63%	N=64	37%	N=38	100%	N=102
Household member was a victim of a crime in Urbandale	94%	N=96	6%	N=6	100%	N=102
Reported a crime to the police in Urbandale	80%	N=82	20%	N=20	100%	N=102
Stocked supplies in preparation for an emergency	77%	N=79	23%	N=23	100%	N=102
Campaigned or advocated for an issue, cause or candidate	78%	N=80	22%	N=22	100%	N=102
Contacted the City of Urbandale (in-person, phone, email or web) for help or information	46%	N=47	54%	N=55	100%	N=102
Contacted Urbandale elected officials (in-person, phone, email or web) to express your opinion	82%	N=84	18%	N=18	100%	N=102

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Urbandale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Urbandale recreation centers or their services	7%	N=7	15%	N=15	32%	N=31	45%	N=44	100%	N=97
Visited a neighborhood park or City park	17%	N=17	48%	N=47	30%	N=29	5%	N=5	100%	N=98
Used Urbandale public library or their services	11%	N=11	29%	N=28	38%	N=37	22%	N=22	100%	N=98
Participated in religious or spiritual activities in Urbandale	7%	N=7	14%	N=14	13%	N=13	65%	N=64	100%	N=98
Attended a City-sponsored event	0%	N=0	5%	N=5	64%	N=63	31%	N=30	100%	N=98
Used bus or other public transportation instead of driving	0%	N=0	1%	N=1	3%	N=3	96%	N=94	100%	N=98
Carpooled with other adults or children instead of driving alone	10%	N=10	19%	N=19	15%	N=15	55%	N=54	100%	N=98
Walked or biked instead of driving	3%	N=3	15%	N=15	33%	N=32	49%	N=48	100%	N=98
Volunteered your time to some group/activity in Urbandale	4%	N=4	17%	N=17	36%	N=35	43%	N=42	100%	N=98
Participated in a club	4%	N=4	8%	N=8	16%	N=16	71%	N=70	100%	N=98
Talked to or visited with your immediate neighbors	48%	N=47	33%	N=32	15%	N=15	4%	N=4	100%	N=98
Done a favor for a neighbor	13%	N=13	32%	N=31	43%	N=42	12%	N=12	100%	N=98

The National Citizen Survey™

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=0	5%	N=5	33%	N=33	62%	N=61	100%	N=99
Watched (online or on television) a local public meeting	1%	N=1	0%	N=0	10%	N=10	89%	N=88	100%	N=99

Table 10: Question 10

Please rate the quality of each of the following services in Urbandale:	Excellent		Good		Fair		Poor		Total	
Police services	67%	N=62	29%	N=27	3%	N=3	0%	N=0	100%	N=92
Fire services	71%	N=55	28%	N=22	1%	N=1	0%	N=0	100%	N=78
Ambulance or emergency medical services	73%	N=47	25%	N=16	2%	N=1	0%	N=0	100%	N=64
Crime prevention	49%	N=41	42%	N=35	7%	N=6	2%	N=2	100%	N=84
Fire prevention and education	46%	N=33	48%	N=34	6%	N=4	0%	N=0	100%	N=71
Traffic enforcement	34%	N=31	48%	N=44	13%	N=12	4%	N=4	100%	N=91
Street repair	20%	N=19	44%	N=42	31%	N=30	5%	N=5	100%	N=96
Street cleaning	25%	N=23	54%	N=50	20%	N=19	1%	N=1	100%	N=93
Street lighting	33%	N=32	40%	N=38	24%	N=23	3%	N=3	100%	N=96
Snow removal	36%	N=34	51%	N=48	12%	N=11	1%	N=1	100%	N=94
Sidewalk maintenance	25%	N=21	51%	N=43	20%	N=17	5%	N=4	100%	N=85
Traffic signal timing	12%	N=11	48%	N=46	34%	N=32	6%	N=6	100%	N=95
Bus or transit services	8%	N=2	15%	N=4	23%	N=6	54%	N=14	100%	N=26
Garbage collection	57%	N=54	42%	N=40	1%	N=1	0%	N=0	100%	N=95
Recycling	56%	N=53	41%	N=39	0%	N=0	3%	N=3	100%	N=95
Yard waste pick-up	58%	N=49	38%	N=32	4%	N=3	0%	N=0	100%	N=84
Storm drainage	25%	N=22	47%	N=41	15%	N=13	13%	N=11	100%	N=87
Drinking water	45%	N=43	43%	N=41	11%	N=11	1%	N=1	100%	N=96
Sewer services	38%	N=34	54%	N=49	8%	N=7	0%	N=0	100%	N=90
Power (electric and/or gas) utility	46%	N=44	48%	N=46	5%	N=5	0%	N=0	100%	N=95
Water/garbage billing	41%	N=39	45%	N=42	13%	N=12	1%	N=1	100%	N=94
City parks	48%	N=43	42%	N=38	10%	N=9	0%	N=0	100%	N=90
Recreation programs or classes	29%	N=20	49%	N=34	20%	N=14	1%	N=1	100%	N=69
Recreation centers or facilities	19%	N=13	56%	N=38	22%	N=15	3%	N=2	100%	N=68
Land use, planning and zoning	20%	N=15	47%	N=35	22%	N=16	11%	N=8	100%	N=74
Code enforcement (weeds, abandoned buildings, etc.)	17%	N=10	45%	N=27	27%	N=16	12%	N=7	100%	N=60
Animal control	30%	N=16	56%	N=30	11%	N=6	4%	N=2	100%	N=54
Economic development	25%	N=18	53%	N=38	17%	N=12	6%	N=4	100%	N=72
Public library services	60%	N=50	35%	N=29	2%	N=2	2%	N=2	100%	N=83
Public information services	35%	N=25	47%	N=34	11%	N=8	7%	N=5	100%	N=72

The National Citizen Survey™

Please rate the quality of each of the following services in Urbandale:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	26%	N=15	60%	N=34	14%	N=8	0%	N=0	100%	N=57
Preservation of natural areas such as open space, farmlands and greenbelts	29%	N=24	44%	N=36	18%	N=15	9%	N=7	100%	N=82
Urbandale open space	26%	N=24	46%	N=42	21%	N=19	7%	N=6	100%	N=91
City-sponsored special events	31%	N=22	45%	N=32	20%	N=14	4%	N=3	100%	N=71
Overall customer service by Urbandale employees (police, receptionists, planners, etc.)	43%	N=38	47%	N=41	8%	N=7	2%	N=2	100%	N=88

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The City of Urbandale	40%	N=37	49%	N=46	8%	N=7	3%	N=3	100%	N=93
The Federal Government	10%	N=8	42%	N=35	39%	N=33	10%	N=8	100%	N=84

Table 12: Question 12

Please rate the following categories of Urbandale government performance:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Urbandale	35%	N=31	43%	N=38	20%	N=18	1%	N=1	100%	N=88
The overall direction that Urbandale is taking	28%	N=25	49%	N=43	19%	N=17	3%	N=3	100%	N=88
The job Urbandale government does at welcoming citizen involvement	26%	N=20	36%	N=28	24%	N=19	14%	N=11	100%	N=78
Overall confidence in Urbandale government	26%	N=22	53%	N=45	16%	N=14	5%	N=4	100%	N=85
Generally acting in the best interest of the community	25%	N=22	48%	N=42	22%	N=19	6%	N=5	100%	N=88
Being honest	38%	N=30	42%	N=33	15%	N=12	4%	N=3	100%	N=78
Treating all residents fairly	32%	N=24	49%	N=37	15%	N=11	4%	N=3	100%	N=75

Table 13: Question 13

Please rate how important, if at all, you think it is for the Urbandale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Urbandale	68%	N=63	26%	N=24	5%	N=5	0%	N=0	100%	N=92
Overall ease of getting to the places you usually have to visit	38%	N=35	38%	N=35	22%	N=20	1%	N=1	100%	N=91
Quality of overall natural environment in Urbandale	30%	N=27	62%	N=56	9%	N=8	0%	N=0	100%	N=91
Overall "built environment" of Urbandale (including overall design, buildings, parks and transportation systems)	28%	N=26	52%	N=48	20%	N=18	0%	N=0	100%	N=92
Health and wellness opportunities in Urbandale	17%	N=16	40%	N=37	42%	N=39	0%	N=0	100%	N=92
Overall opportunities for education and enrichment	38%	N=35	32%	N=29	26%	N=24	3%	N=3	100%	N=91
Overall economic health of Urbandale	42%	N=39	48%	N=44	10%	N=9	0%	N=0	100%	N=92
Sense of community	30%	N=28	52%	N=48	17%	N=16	0%	N=0	100%	N=92

The National Citizen Survey™

Table 14: Question 14

Please rate the job the Urbandale Police Department does at each of the following	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Enforcing the law	59%	N=48	38%	N=31	4%	N=3	0%	N=0	100%	N=82
Using appropriate (not excessive) force on suspects	58%	N=31	38%	N=20	0%	N=0	4%	N=2	100%	N=53
Protecting residents from violent crime	60%	N=44	37%	N=27	3%	N=2	0%	N=0	100%	N=73
Treating all residents fairly	64%	N=37	29%	N=17	3%	N=2	3%	N=2	100%	N=58
Customer service	62%	N=44	32%	N=23	6%	N=4	0%	N=0	100%	N=71

Table 15: Question 15

Please indicate whether you think you receive enough information about each of the following from the City of Urbandale:	Not enough information		About the right amount		Too much information		Total	
	%	N	%	N	%	N	%	N
Educational and recreational classes, programs and activities (offered by Parks & Recreation and the Public Library)	27%	N=22	73%	N=61	0%	N=0	100%	N=83
General City events and programs (e.g., National Night Out, Kid’s Fire Academy, Fourth of July)	27%	N=24	73%	N=64	0%	N=0	100%	N=88
Parks, trails and rental facilities locations/availability	42%	N=36	58%	N=49	0%	N=0	100%	N=85
City services (e.g., trash, permits, streets, library etc.)	22%	N=19	78%	N=69	0%	N=0	100%	N=88
Street and utility construction projects	53%	N=47	47%	N=42	0%	N=0	100%	N=89
City policies, codes and laws	37%	N=31	61%	N=51	1%	N=1	100%	N=83
Residential and commercial development projects	54%	N=46	46%	N=39	0%	N=0	100%	N=85
Business news (new businesses, expansions, etc.)	57%	N=47	43%	N=36	0%	N=0	100%	N=83
City Council and Board meeting agendas and minutes	44%	N=35	56%	N=44	0%	N=0	100%	N=79
Elections and voter information	25%	N=21	72%	N=61	4%	N=3	100%	N=85
News and events happening in my neighborhood	45%	N=40	55%	N=48	0%	N=0	100%	N=88
Messages from City leadership	55%	N=48	45%	N=39	0%	N=0	100%	N=87
Profiles of Urbandale residents	32%	N=21	67%	N=44	2%	N=1	100%	N=66
Volunteer opportunities	44%	N=35	55%	N=44	1%	N=1	100%	N=80

Table 16: Question 16

What was the most important factor in your decision to move to Urbandale? (Please select only one.)	Percent	Number
Employment	12%	N=11
Community ties (e.g., to be near family, friends, etc.)	10%	N=9
Quality of schools	24%	N=22
Central location in the Des Moines metro area	12%	N=11
Cost of living	4%	N=4
Appealing and affordable housing	24%	N=22
Parks & recreational opportunities	3%	N=3
Safety of the community	6%	N=5
Sense of community	3%	N=3
Total	100%	N=90

The National Citizen Survey™

Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	1%	N=1	1%	N=1	2%	N=2	13%	N=12	82%	N=75	100%	N=91
Recycle at home	1%	N=1	1%	N=1	2%	N=2	13%	N=12	82%	N=75	100%	N=91
Purchase goods or services from a business located in Urbandale	0%	N=0	5%	N=5	43%	N=39	43%	N=39	9%	N=8	100%	N=91
Eat at least 5 portions of fruits and vegetables a day	2%	N=2	14%	N=13	38%	N=35	37%	N=34	8%	N=7	100%	N=91
Participate in moderate or vigorous physical activity	1%	N=1	9%	N=8	40%	N=36	38%	N=35	12%	N=11	100%	N=91
Read or watch local news (via television, paper, computer, etc.)	1%	N=1	10%	N=9	26%	N=24	31%	N=28	32%	N=29	100%	N=91
Vote in local elections	1%	N=1	8%	N=7	7%	N=6	26%	N=24	58%	N=53	100%	N=91

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	23%	N=21
Very good	50%	N=45
Good	23%	N=21
Fair	2%	N=2
Poor	1%	N=1
Total	100%	N=90

Table 19: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	1%	N=1
Somewhat positive	24%	N=22
Neutral	57%	N=51
Somewhat negative	18%	N=16
Very negative	0%	N=0
Total	100%	N=90

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	81%	N=72
Working part time for pay	8%	N=7
Unemployed, looking for paid work	1%	N=1
Unemployed, not looking for paid work	2%	N=2
Fully retired	8%	N=7
Total	100%	N=89

The National Citizen Survey™

Table 21: Question D5

Do you work inside the boundaries of Urbandale?	Percent	Number
Yes, outside the home	36%	N=31
Yes, from home	14%	N=12
No	51%	N=44
Total	100%	N=87

Table 22: Question D6

How many years have you lived in Urbandale?	Percent	Number
Less than 2 years	4%	N=4
2 to 5 years	12%	N=11
6 to 10 years	20%	N=18
11 to 20 years	39%	N=35
More than 20 years	24%	N=21
Total	100%	N=89

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	93%	N=76
Building with two or more homes (duplex, townhome, apartment or condominium)	7%	N=6
Mobile home	0%	N=0
Other	0%	N=0
Total	100%	N=82

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	9%	N=7
Owned	91%	N=74
Total	100%	N=81

Table 25: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	4%	N=3
\$300 to \$599 per month	7%	N=6
\$600 to \$999 per month	8%	N=7
\$1,000 to \$1,499 per month	34%	N=29
\$1,500 to \$2,499 per month	39%	N=33
\$2,500 or more per month	8%	N=7
Total	100%	N=85

The National Citizen Survey™

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	47%	N=34
Yes	53%	N=39
Total	100%	N=73

Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	93%	N=68
Yes	7%	N=5
Total	100%	N=73

Table 28: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	2%	N=2
\$25,000 to \$49,999	6%	N=5
\$50,000 to \$99,999	17%	N=14
\$100,000 to \$149,999	34%	N=28
\$150,000 or more	40%	N=33
Total	100%	N=82

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	99%	N=85
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	N=1
Total	100%	N=86

Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	0%	N=0
Asian, Asian Indian or Pacific Islander	0%	N=0
Black or African American	0%	N=0
White	99%	N=82
Other	1%	N=1

Total may exceed 100% as respondents could select more than one option.

The National Citizen Survey™

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=1
25 to 34 years	12%	N=10
35 to 44 years	35%	N=30
45 to 54 years	26%	N=22
55 to 64 years	22%	N=19
65 to 74 years	5%	N=4
75 years or older	0%	N=0
Total	100%	N=86

Table 32: Question D16

What is your sex?	Percent	Number
Female	51%	N=28
Male	49%	N=27
Total	100%	N=55

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	75%	N=42
Land line	9%	N=5
Both	16%	N=9
Total	100%	N=56

The National Citizen Survey™

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=“).

Table 34: Question 1

Please rate each of the following aspects of quality of life in Urbandale:	Excellent		Good		Fair		Poor		Don't know		Total	
	Urbandale as a place to live	58%	N=80	35%	N=49	7%	N=10	0%	N=0	0%	N=0	100%
Your neighborhood as a place to live	56%	N=77	39%	N=54	3%	N=4	1%	N=2	0%	N=0	100%	N=137
Urbandale as a place to raise children	50%	N=68	36%	N=49	4%	N=6	0%	N=0	10%	N=14	100%	N=137
Urbandale as a place to work	26%	N=36	26%	N=36	11%	N=15	2%	N=3	35%	N=48	100%	N=138
Urbandale as a place to visit	19%	N=26	41%	N=56	26%	N=35	10%	N=13	4%	N=6	100%	N=136
Urbandale as a place to retire	26%	N=36	28%	N=39	14%	N=19	4%	N=5	28%	N=38	100%	N=137
The overall quality of life in Urbandale	48%	N=66	46%	N=64	6%	N=8	0%	N=0	0%	N=0	100%	N=138

Table 35: Question 2

Please rate each of the following characteristics as they relate to Urbandale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Overall feeling of safety in Urbandale	52%	N=67	42%	N=54	6%	N=8	1%	N=1	0%	N=0	100%
Overall ease of getting to the places you usually have to visit	43%	N=56	43%	N=56	12%	N=16	1%	N=1	0%	N=0	100%	N=129
Quality of overall natural environment in Urbandale	40%	N=51	49%	N=63	9%	N=12	2%	N=3	0%	N=0	100%	N=129
Overall "built environment" of Urbandale (including overall design, buildings, parks and transportation systems)	19%	N=25	59%	N=76	19%	N=24	3%	N=4	0%	N=0	100%	N=129
Health and wellness opportunities in Urbandale	22%	N=29	44%	N=57	19%	N=24	7%	N=9	8%	N=10	100%	N=129
Overall opportunities for education and enrichment	27%	N=34	52%	N=66	13%	N=17	3%	N=4	5%	N=6	100%	N=127
Overall economic health of Urbandale	28%	N=36	54%	N=69	9%	N=12	0%	N=0	8%	N=10	100%	N=127
Sense of community	26%	N=33	49%	N=63	16%	N=21	9%	N=11	1%	N=1	100%	N=129
Overall image or reputation of Urbandale	38%	N=48	48%	N=62	11%	N=14	3%	N=4	0%	N=0	100%	N=128

Table 36: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Urbandale to someone who asks	66%	N=80	25%	N=31	5%	N=6	2%	N=3	2%	N=2	100%
Remain in Urbandale for the next five years	69%	N=84	20%	N=24	5%	N=6	4%	N=5	2%	N=2	100%	N=121

Table 37: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	79%	N=95	14%	N=17	2%	N=2	4%	N=5	2%	N=2	0%	N=0	100%

The National Citizen Survey™

Please rate how safe or unsafe you feel: In Urbandale's downtown/commercial area during the day	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	60%	N=72	21%	N=25	5%	N=6	2%	N=3	1%	N=1	12%	N=14	100%	N=121

Table 38: Question 5

Please rate each of the following characteristics as they relate to Urbandale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Traffic flow on major streets	10%	N=12	64%	N=75	21%	N=24	5%	N=6	0%	N=0	100%
Ease of travel by car in Urbandale	26%	N=30	57%	N=67	15%	N=17	3%	N=3	0%	N=0	100%	N=117
Ease of travel by public transportation in Urbandale	4%	N=5	5%	N=6	9%	N=11	22%	N=26	59%	N=69	100%	N=117
Ease of travel by bicycle in Urbandale	16%	N=19	37%	N=43	15%	N=17	6%	N=7	26%	N=31	100%	N=117
Ease of walking in Urbandale	30%	N=35	50%	N=58	15%	N=17	3%	N=3	3%	N=4	100%	N=117
Availability of paths and walking trails	46%	N=54	37%	N=43	11%	N=13	3%	N=3	3%	N=4	100%	N=117
Air quality	54%	N=63	40%	N=47	3%	N=3	0%	N=0	3%	N=4	100%	N=117
Cleanliness of Urbandale	44%	N=51	46%	N=54	9%	N=11	0%	N=0	1%	N=1	100%	N=117
Overall appearance of Urbandale	41%	N=48	42%	N=49	16%	N=19	1%	N=1	0%	N=0	100%	N=117
Public places where people want to spend time	29%	N=34	46%	N=54	18%	N=21	5%	N=6	2%	N=2	100%	N=117
Variety of housing options	21%	N=25	54%	N=63	9%	N=11	8%	N=9	8%	N=9	100%	N=117
Availability of affordable quality housing	14%	N=16	38%	N=45	15%	N=18	9%	N=11	23%	N=27	100%	N=117
Fitness opportunities (including exercise classes and paths or trails, etc.)	28%	N=33	47%	N=55	15%	N=18	4%	N=5	5%	N=6	100%	N=117
Recreational opportunities	26%	N=30	43%	N=50	21%	N=24	6%	N=7	5%	N=6	100%	N=117
Availability of affordable quality food	31%	N=36	50%	N=59	12%	N=14	6%	N=7	1%	N=1	100%	N=117
Availability of affordable quality health care	24%	N=28	48%	N=56	6%	N=7	3%	N=4	19%	N=22	100%	N=117
Availability of preventive health services	21%	N=24	43%	N=50	9%	N=10	3%	N=3	26%	N=30	100%	N=117
Availability of affordable quality mental health care	9%	N=10	10%	N=12	15%	N=17	11%	N=13	56%	N=65	100%	N=117

Table 39: Question 6

Please rate each of the following characteristics as they relate to Urbandale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Availability of affordable quality child care/preschool	13%	N=14	22%	N=23	16%	N=17	3%	N=3	45%	N=47	100%
K-12 education	34%	N=35	37%	N=38	10%	N=10	2%	N=2	18%	N=19	100%	N=104
Adult educational opportunities	17%	N=18	34%	N=35	13%	N=14	5%	N=5	31%	N=32	100%	N=104
Opportunities to attend cultural/arts/music activities	9%	N=9	35%	N=36	35%	N=36	11%	N=11	10%	N=10	100%	N=102
Opportunities to participate in religious or spiritual events and activities	26%	N=27	44%	N=46	2%	N=2	3%	N=3	25%	N=26	100%	N=104
Employment opportunities	12%	N=12	38%	N=40	9%	N=9	4%	N=4	38%	N=39	100%	N=104
Shopping opportunities	11%	N=11	44%	N=46	30%	N=31	14%	N=15	1%	N=1	100%	N=104
Cost of living in Urbandale	21%	N=22	52%	N=54	21%	N=22	6%	N=6	0%	N=0	100%	N=104

The National Citizen Survey™

Please rate each of the following characteristics as they relate to Urbandale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall quality of business and service establishments in Urbandale	21%	N=22	58%	N=60	17%	N=18	3%	N=3	1%	N=1	100%	N=104
Vibrant downtown/commercial area	6%	N=6	28%	N=29	33%	N=34	25%	N=26	8%	N=8	100%	N=103
Overall quality of new development in Urbandale	15%	N=16	45%	N=47	23%	N=24	8%	N=8	9%	N=9	100%	N=104
Opportunities to participate in social events and activities	14%	N=14	44%	N=45	31%	N=32	7%	N=7	5%	N=5	100%	N=103
Opportunities to volunteer	20%	N=21	45%	N=47	11%	N=11	1%	N=1	23%	N=24	100%	N=104
Opportunities to participate in community matters	17%	N=18	40%	N=41	17%	N=17	4%	N=4	22%	N=23	100%	N=103
Openness and acceptance of the community toward people of diverse backgrounds	16%	N=16	43%	N=44	17%	N=18	6%	N=6	18%	N=19	100%	N=103
Neighborliness of residents in Urbandale	23%	N=24	59%	N=61	17%	N=17	1%	N=1	0%	N=0	100%	N=103

Table 40: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	23%	N=23	77%	N=79	100%	N=102
Made efforts to make your home more energy efficient	22%	N=22	78%	N=80	100%	N=102
Observed a code violation or other hazard in Urbandale (weeds, abandoned buildings, etc.)	63%	N=64	37%	N=38	100%	N=102
Household member was a victim of a crime in Urbandale	94%	N=96	6%	N=6	100%	N=102
Reported a crime to the police in Urbandale	80%	N=82	20%	N=20	100%	N=102
Stocked supplies in preparation for an emergency	77%	N=79	23%	N=23	100%	N=102
Campaigned or advocated for an issue, cause or candidate	78%	N=80	22%	N=22	100%	N=102
Contacted the City of Urbandale (in-person, phone, email or web) for help or information	46%	N=47	54%	N=55	100%	N=102
Contacted Urbandale elected officials (in-person, phone, email or web) to express your opinion	82%	N=84	18%	N=18	100%	N=102

Table 41: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Urbandale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Urbandale recreation centers or their services	7%	N=7	15%	N=15	32%	N=31	45%	N=44	100%	N=97
Visited a neighborhood park or City park	17%	N=17	48%	N=47	30%	N=29	5%	N=5	100%	N=98
Used Urbandale public library or their services	11%	N=11	29%	N=28	38%	N=37	22%	N=22	100%	N=98
Participated in religious or spiritual activities in Urbandale	7%	N=7	14%	N=14	13%	N=13	65%	N=64	100%	N=98
Attended a City-sponsored event	0%	N=0	5%	N=5	64%	N=63	31%	N=30	100%	N=98
Used bus or other public transportation instead of driving	0%	N=0	1%	N=1	3%	N=3	96%	N=94	100%	N=98
Carpooled with other adults or children instead of driving alone	10%	N=10	19%	N=19	15%	N=15	55%	N=54	100%	N=98
Walked or biked instead of driving	3%	N=3	15%	N=15	33%	N=32	49%	N=48	100%	N=98
Volunteered your time to some group/activity in Urbandale	4%	N=4	17%	N=17	36%	N=35	43%	N=42	100%	N=98
Participated in a club	4%	N=4	8%	N=8	16%	N=16	71%	N=70	100%	N=98
Talked to or visited with your immediate neighbors	48%	N=47	33%	N=32	15%	N=15	4%	N=4	100%	N=98
Done a favor for a neighbor	13%	N=13	32%	N=31	43%	N=42	12%	N=12	100%	N=98

The National Citizen Survey™

Table 42: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=0	5%	N=5	33%	N=33	62%	N=61	100%	N=99
Watched (online or on television) a local public meeting	1%	N=1	0%	N=0	10%	N=10	89%	N=88	100%	N=99

Table 43: Question 10

Please rate the quality of each of the following services in Urbandale:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	65%	N=62	28%	N=27	3%	N=3	0%	N=0	4%	N=4	100%	N=96
Fire services	57%	N=55	23%	N=22	1%	N=1	0%	N=0	19%	N=18	100%	N=96
Ambulance or emergency medical services	49%	N=47	17%	N=16	1%	N=1	0%	N=0	33%	N=32	100%	N=96
Crime prevention	43%	N=41	36%	N=35	6%	N=6	2%	N=2	13%	N=12	100%	N=96
Fire prevention and education	34%	N=33	35%	N=34	4%	N=4	0%	N=0	26%	N=25	100%	N=96
Traffic enforcement	32%	N=31	46%	N=44	13%	N=12	4%	N=4	5%	N=5	100%	N=96
Street repair	20%	N=19	44%	N=42	31%	N=30	5%	N=5	0%	N=0	100%	N=96
Street cleaning	24%	N=23	52%	N=50	20%	N=19	1%	N=1	3%	N=3	100%	N=96
Street lighting	33%	N=32	40%	N=38	24%	N=23	3%	N=3	0%	N=0	100%	N=96
Snow removal	35%	N=34	50%	N=48	11%	N=11	1%	N=1	2%	N=2	100%	N=96
Sidewalk maintenance	22%	N=21	45%	N=43	18%	N=17	4%	N=4	11%	N=11	100%	N=96
Traffic signal timing	11%	N=11	48%	N=46	33%	N=32	6%	N=6	1%	N=1	100%	N=96
Bus or transit services	2%	N=2	4%	N=4	6%	N=6	15%	N=14	73%	N=70	100%	N=96
Garbage collection	56%	N=54	42%	N=40	1%	N=1	0%	N=0	1%	N=1	100%	N=96
Recycling	55%	N=53	41%	N=39	0%	N=0	3%	N=3	1%	N=1	100%	N=96
Yard waste pick-up	52%	N=49	34%	N=32	3%	N=3	0%	N=0	12%	N=11	100%	N=95
Storm drainage	23%	N=22	43%	N=41	14%	N=13	11%	N=11	9%	N=9	100%	N=96
Drinking water	45%	N=43	43%	N=41	11%	N=11	1%	N=1	0%	N=0	100%	N=96
Sewer services	35%	N=34	51%	N=49	7%	N=7	0%	N=0	6%	N=6	100%	N=96
Power (electric and/or gas) utility	46%	N=44	48%	N=46	5%	N=5	0%	N=0	1%	N=1	100%	N=96
Water/garbage billing	41%	N=39	44%	N=42	13%	N=12	1%	N=1	2%	N=2	100%	N=96
City parks	45%	N=43	40%	N=38	9%	N=9	0%	N=0	5%	N=5	100%	N=95
Recreation programs or classes	21%	N=20	35%	N=34	15%	N=14	1%	N=1	28%	N=27	100%	N=96
Recreation centers or facilities	14%	N=13	40%	N=38	16%	N=15	2%	N=2	29%	N=28	100%	N=96
Land use, planning and zoning	16%	N=15	36%	N=35	17%	N=16	8%	N=8	23%	N=22	100%	N=96
Code enforcement (weeds, abandoned buildings, etc.)	10%	N=10	28%	N=27	17%	N=16	7%	N=7	38%	N=36	100%	N=96
Animal control	17%	N=16	31%	N=30	6%	N=6	2%	N=2	44%	N=42	100%	N=96
Economic development	19%	N=18	40%	N=38	13%	N=12	4%	N=4	25%	N=24	100%	N=96
Public library services	52%	N=50	30%	N=29	2%	N=2	2%	N=2	14%	N=13	100%	N=96
Public information services	26%	N=25	35%	N=34	8%	N=8	5%	N=5	25%	N=24	100%	N=96

The National Citizen Survey™

Please rate the quality of each of the following services in Urbandale:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	N=15	35%	N=34	8%	N=8	0%	N=0	41%	N=39	100%	N=96
Preservation of natural areas such as open space, farmlands and greenbelts	25%	N=24	38%	N=36	16%	N=15	7%	N=7	15%	N=14	100%	N=96
Urbandale open space	25%	N=24	44%	N=42	20%	N=19	6%	N=6	5%	N=5	100%	N=96
City-sponsored special events	23%	N=22	33%	N=32	15%	N=14	3%	N=3	26%	N=25	100%	N=96
Overall customer service by Urbandale employees (police, receptionists, planners, etc.)	40%	N=38	43%	N=41	7%	N=7	2%	N=2	8%	N=8	100%	N=96

Table 44: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of Urbandale	39%	N=37	49%	N=46	7%	N=7	3%	N=3	1%	N=1	100%	N=94
The Federal Government	9%	N=8	37%	N=35	35%	N=33	9%	N=8	11%	N=10	100%	N=94

Table 45: Question 12

Please rate the following categories of Urbandale government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Urbandale	34%	N=31	41%	N=38	20%	N=18	1%	N=1	4%	N=4	100%	N=92
The overall direction that Urbandale is taking	27%	N=25	47%	N=43	18%	N=17	3%	N=3	4%	N=4	100%	N=92
The job Urbandale government does at welcoming citizen involvement	22%	N=20	30%	N=28	21%	N=19	12%	N=11	15%	N=14	100%	N=92
Overall confidence in Urbandale government	24%	N=22	49%	N=45	15%	N=14	4%	N=4	7%	N=6	100%	N=91
Generally acting in the best interest of the community	24%	N=22	46%	N=42	21%	N=19	5%	N=5	3%	N=3	100%	N=91
Being honest	33%	N=30	36%	N=33	13%	N=12	3%	N=3	14%	N=13	100%	N=91
Treating all residents fairly	26%	N=24	40%	N=37	12%	N=11	3%	N=3	18%	N=17	100%	N=92

Table 46: Question 13

Please rate how important, if at all, you think it is for the Urbandale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Urbandale	68%	N=63	26%	N=24	5%	N=5	0%	N=0	100%	N=92
Overall ease of getting to the places you usually have to visit	38%	N=35	38%	N=35	22%	N=20	1%	N=1	100%	N=91
Quality of overall natural environment in Urbandale	30%	N=27	62%	N=56	9%	N=8	0%	N=0	100%	N=91
Overall "built environment" of Urbandale (including overall design, buildings, parks and transportation systems)	28%	N=26	52%	N=48	20%	N=18	0%	N=0	100%	N=92
Health and wellness opportunities in Urbandale	17%	N=16	40%	N=37	42%	N=39	0%	N=0	100%	N=92
Overall opportunities for education and enrichment	38%	N=35	32%	N=29	26%	N=24	3%	N=3	100%	N=91
Overall economic health of Urbandale	42%	N=39	48%	N=44	10%	N=9	0%	N=0	100%	N=92
Sense of community	30%	N=28	52%	N=48	17%	N=16	0%	N=0	100%	N=92

The National Citizen Survey™

Table 47: Question 14

Please rate the job the Urbandale Police Department does at each of the following:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Enforcing the law	53%	N=48	34%	N=31	3%	N=3	0%	N=0	10%	N=9	100%	N=91
Using appropriate (not excessive) force on suspects	34%	N=31	22%	N=20	0%	N=0	2%	N=2	42%	N=38	100%	N=91
Protecting residents from violent crime	49%	N=44	30%	N=27	2%	N=2	0%	N=0	19%	N=17	100%	N=90
Treating all residents fairly	41%	N=37	19%	N=17	2%	N=2	2%	N=2	36%	N=33	100%	N=91
Customer service	48%	N=44	25%	N=23	4%	N=4	0%	N=0	22%	N=20	100%	N=91

Table 48: Question 15

Please indicate whether you think you receive enough information about each of the following from the City of Urbandale:	Not enough information		About the right amount		Too much information		Not applicable/not interested		Total	
	%	N	%	N	%	N	%	N	%	N
Educational and recreational classes, programs and activities (offered by Parks & Recreation and the Public Library)	24%	N=22	68%	N=61	0%	N=0	8%	N=7	100%	N=90
General City events and programs (e.g., National Night Out, Kid's Fire Academy, Fourth of July)	27%	N=24	72%	N=64	0%	N=0	1%	N=1	100%	N=89
Parks, trails and rental facilities locations/availability	40%	N=36	54%	N=49	0%	N=0	6%	N=5	100%	N=90
City services (e.g., trash, permits, streets, library etc.)	21%	N=19	77%	N=69	0%	N=0	2%	N=2	100%	N=90
Street and utility construction projects	52%	N=47	47%	N=42	0%	N=0	1%	N=1	100%	N=90
City policies, codes and laws	34%	N=31	57%	N=51	1%	N=1	8%	N=7	100%	N=90
Residential and commercial development projects	51%	N=46	43%	N=39	0%	N=0	6%	N=5	100%	N=90
Business news (new businesses, expansions, etc.)	53%	N=47	40%	N=36	0%	N=0	7%	N=6	100%	N=89
City Council and Board meeting agendas and minutes	39%	N=35	49%	N=44	0%	N=0	12%	N=11	100%	N=90
Elections and voter information	23%	N=21	68%	N=61	3%	N=3	6%	N=5	100%	N=90
News and events happening in my neighborhood	44%	N=40	53%	N=48	0%	N=0	2%	N=2	100%	N=90
Messages from City leadership	54%	N=48	44%	N=39	0%	N=0	2%	N=2	100%	N=89
Profiles of Urbandale residents	24%	N=21	49%	N=44	1%	N=1	26%	N=23	100%	N=89
Volunteer opportunities	39%	N=35	49%	N=44	1%	N=1	10%	N=9	100%	N=89

Table 49: Question 16

What was the most important factor in your decision to move to Urbandale? (Please select only one.)	Percent	Number
Employment	12%	N=11
Community ties (e.g., to be near family, friends, etc.)	10%	N=9
Quality of schools	24%	N=22
Central location in the Des Moines metro area	12%	N=11
Cost of living	4%	N=4
Appealing and affordable housing	24%	N=22
Parks & recreational opportunities	3%	N=3

The National Citizen Survey™

What was the most important factor in your decision to move to Urbandale? (Please select only one.)	Percent	Number
Safety of the community	6%	N=5
Sense of community	3%	N=3
Total	100%	N=90

Table 50: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	1%	N=1	1%	N=1	2%	N=2	13%	N=12	82%	N=75	100%	N=91
Purchase goods or services from a business located in Urbandale	0%	N=0	5%	N=5	43%	N=39	43%	N=39	9%	N=8	100%	N=91
Eat at least 5 portions of fruits and vegetables a day	2%	N=2	14%	N=13	38%	N=35	37%	N=34	8%	N=7	100%	N=91
Participate in moderate or vigorous physical activity	1%	N=1	9%	N=8	40%	N=36	38%	N=35	12%	N=11	100%	N=91
Read or watch local news (via television, paper, computer, etc.)	1%	N=1	10%	N=9	26%	N=24	31%	N=28	32%	N=29	100%	N=91
Vote in local elections	1%	N=1	8%	N=7	7%	N=6	26%	N=24	58%	N=53	100%	N=91

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	23%	N=21
Very good	50%	N=45
Good	23%	N=21
Fair	2%	N=2
Poor	1%	N=1
Total	100%	N=90

Table 52: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	1%	N=1
Somewhat positive	24%	N=22
Neutral	57%	N=51
Somewhat negative	18%	N=16
Very negative	0%	N=0
Total	100%	N=90

The National Citizen Survey™

Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	81%	N=72
Working part time for pay	8%	N=7
Unemployed, looking for paid work	1%	N=1
Unemployed, not looking for paid work	2%	N=2
Fully retired	8%	N=7
Total	100%	N=89

Table 54: Question D5

Do you work inside the boundaries of Urbandale?	Percent	Number
Yes, outside the home	36%	N=31
Yes, from home	14%	N=12
No	51%	N=44
Total	100%	N=87

Table 55: Question D6

How many years have you lived in Urbandale?	Percent	Number
Less than 2 years	4%	N=4
2 to 5 years	12%	N=11
6 to 10 years	20%	N=18
11 to 20 years	39%	N=35
More than 20 years	24%	N=21
Total	100%	N=89

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	93%	N=76
Building with two or more homes (duplex, townhome, apartment or condominium)	7%	N=6
Mobile home	0%	N=0
Other	0%	N=0
Total	100%	N=82

Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	9%	N=7
Owned	91%	N=74
Total	100%	N=81

The National Citizen Survey™

Table 58: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	4%	N=3
\$300 to \$599 per month	7%	N=6
\$600 to \$999 per month	8%	N=7
\$1,000 to \$1,499 per month	34%	N=29
\$1,500 to \$2,499 per month	39%	N=33
\$2,500 or more per month	8%	N=7
Total	100%	N=85

Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	47%	N=34
Yes	53%	N=39
Total	100%	N=73

Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	93%	N=68
Yes	7%	N=5
Total	100%	N=73

Table 61: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	2%	N=2
\$25,000 to \$49,999	6%	N=5
\$50,000 to \$99,999	17%	N=14
\$100,000 to \$149,999	34%	N=28
\$150,000 or more	40%	N=33
Total	100%	N=82

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	99%	N=85
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	N=1
Total	100%	N=86

The National Citizen Survey™

Table 63: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	0%	N=0
Asian, Asian Indian or Pacific Islander	0%	N=0
Black or African American	0%	N=0
White	99%	N=82
Other	1%	N=1

Total may exceed 100% as respondents could select more than one option.

Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=1
25 to 34 years	12%	N=10
35 to 44 years	35%	N=30
45 to 54 years	26%	N=22
55 to 64 years	22%	N=19
65 to 74 years	5%	N=4
75 years or older	0%	N=0
Total	100%	N=86

Table 65: Question D16

What is your sex?	Percent	Number
Female	51%	N=28
Male	49%	N=27
Total	100%	N=55

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	75%	N=42
Land line	9%	N=5
Both	16%	N=9
Total	100%	N=56