

# The National Citizen Survey™

## Bettendorf, IA

Comparisons by Geographic  
Subgroups

2014

# 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 Ward.

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 Wards 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 (428 completed surveys). For each Ward, the margin of error rises to approximately plus or minus 13 percentage points since sample sizes were approximately 103 for Ward 1, 54 for Ward 2, 76 for Ward 3, 103 for Ward 4 and 92 for Ward 5.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Ward					Overall
	1	2	3	4	5	
The overall quality of life in Bettendorf	90%	96%	96%	97%	99%	95%
Overall image or reputation of Bettendorf	96%	95%	98%	97%	98%	97%
Bettendorf as a place to live	95%	99%	96%	97%	99%	97%
Your neighborhood as a place to live	82%	86%	91%	97%	99%	91%
Bettendorf as a place to raise children	93%	99%	99%	98%	100%	97%
Bettendorf as a place to retire	79%	67%	74%	80%	76%	76%
Overall appearance of Bettendorf	91%	92%	91%	90%	95%	92%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward					Overall
	1	2	3	4	5	
Overall feeling of safety in Bettendorf	94%	91%	95%	96%	100%	95%
In your neighborhood during the day	97%	91%	98%	98%	100%	97%
In Bettendorf's downtown/commercial area during the day	86%	80%	94%	88%	92%	88%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward					Overall
	1	2	3	4	5	
Overall ease of getting to the places you usually have to visit	81%	94%	96%	90%	94%	90%
Traffic flow on major streets	71%	71%	88%	79%	91%	80%
Ease of public parking	79%	68%	86%	84%	92%	83%
Ease of travel by car in Bettendorf	82%	89%	93%	89%	97%	90%
Ease of travel by public transportation in Bettendorf	83%	81%	68%	51%	63%	69%
Ease of travel by bicycle in Bettendorf	87%	78%	82%	87%	97%	86%
Ease of walking in Bettendorf	85%	85%	84%	95%	95%	89%
Availability of paths and walking trails	94%	95%	93%	90%	95%	93%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward					Overall
	1	2	3	4	5	
Quality of overall natural environment in Bettendorf	87%	94%	100%	92%	97%	94%
Air quality	88%	90%	98%	96%	96%	93%
Cleanliness of Bettendorf	90%	88%	95%	97%	97%	93%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward					Overall
	1	2	3	4	5	
Overall "built environment" of Bettendorf (including overall design, buildings, parks and transportation systems)	82%	84%	92%	84%	88%	86%
Public places where people want to spend time	87%	86%	90%	85%	91%	88%
Variety of housing options	74%	54%	84%	80%	86%	77%
Availability of affordable quality housing	56%	37%	67%	59%	72%	59%
Overall quality of new development in Bettendorf	57%	65%	72%	71%	75%	68%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward					Overall
	1	2	3	4	5	
Overall economic health of Bettendorf	87%	76%	97%	92%	95%	90%
Bettendorf as a place to work	75%	78%	92%	88%	82%	83%
Bettendorf as a place to visit	73%	64%	66%	68%	73%	69%
Employment opportunities	63%	43%	54%	51%	59%	55%
Shopping opportunities	72%	61%	60%	59%	61%	63%
Cost of living in Bettendorf	55%	28%	62%	66%	64%	56%
Overall quality of business and service establishments in Bettendorf	69%	78%	73%	84%	82%	77%
Vibrant downtown/commercial area	29%	39%	28%	29%	39%	32%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward					Overall
	1	2	3	4	5	
Health and wellness opportunities in Bettendorf	83%	90%	95%	97%	96%	92%
Fitness opportunities (including exercise classes and paths or trails, etc.)	97%	92%	91%	96%	93%	94%
Recreational opportunities	83%	83%	89%	94%	91%	88%
Availability of affordable quality food	81%	78%	77%	89%	79%	81%
Availability of affordable quality health care	78%	81%	78%	90%	82%	82%
Availability of preventive health services	84%	83%	78%	91%	82%	84%
Availability of affordable quality mental health care	62%	48%	65%	71%	67%	64%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward					Overall
	1	2	3	4	5	
Overall opportunities for education and enrichment	95%	83%	95%	94%	91%	92%
Availability of affordable quality child care/preschool	78%	74%	92%	71%	73%	78%
K-12 education	96%	100%	90%	96%	97%	96%
Adult educational opportunities	83%	69%	73%	79%	86%	79%
Opportunities to attend cultural/arts/music activities	71%	58%	70%	62%	74%	68%
Opportunities to participate in religious or spiritual events and activities	86%	88%	88%	93%	95%	90%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward					Overall
	1	2	3	4	5	
Opportunities to participate in social events and activities	77%	66%	75%	80%	73%	75%
Opportunities to volunteer	77%	80%	92%	79%	84%	82%
Opportunities to participate in community matters	73%	66%	73%	79%	84%	76%
Openness and acceptance of the community toward people of diverse backgrounds	70%	75%	75%	82%	82%	77%
Neighborliness of residents in Bettendorf	70%	66%	81%	80%	87%	77%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Ward					Overall
	1	2	3	4	5	
The City of Bettendorf	93%	82%	93%	91%	95%	91%
The value of services for the taxes paid to Bettendorf	72%	60%	84%	79%	80%	76%
The overall direction that Bettendorf is taking	83%	71%	88%	85%	86%	83%
The job Bettendorf government does at welcoming citizen involvement	71%	64%	81%	73%	80%	74%

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Percent rating positively (e.g., excellent/good)	Ward					Overall
	1	2	3	4	5	
Overall confidence in Bettendorf government	72%	76%	84%	80%	78%	78%
Generally acting in the best interest of the community	78%	78%	81%	79%	83%	80%
Being honest	78%	77%	87%	80%	82%	81%
Treating all residents fairly	69%	67%	73%	82%	81%	75%
Overall customer service by Bettendorf employees (police, receptionists, planners, etc.)	89%	84%	89%	80%	89%	86%
The Federal Government	35%	33%	43%	41%	39%	38%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Ward					Overall
	1	2	3	4	5	
Police/Sheriff services	92%	93%	100%	94%	99%	95%
Fire services	99%	98%	97%	95%	99%	98%
Ambulance or emergency medical services	99%	99%	98%	95%	100%	98%
Crime prevention	89%	90%	95%	90%	99%	93%
Fire prevention and education	94%	96%	94%	92%	96%	94%
Animal control	68%	73%	75%	82%	91%	77%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	78%	72%	80%	63%	82%	75%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Ward					Overall
	1	2	3	4	5	
Traffic enforcement	76%	86%	91%	86%	95%	86%
Street repair	49%	50%	61%	61%	71%	59%
Street cleaning	68%	78%	84%	85%	86%	80%
Street lighting	69%	74%	83%	82%	87%	79%
Snow removal	88%	83%	96%	92%	99%	92%
Sidewalk maintenance	67%	64%	93%	80%	90%	79%
Traffic signal timing	66%	60%	79%	61%	76%	68%
Bus or transit services	82%	89%	70%	73%	76%	78%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Ward					Overall
	1	2	3	4	5	
Garbage collection	84%	85%	99%	99%	92%	92%
Recycling	86%	78%	95%	96%	95%	90%
Yard waste pick-up	81%	75%	84%	96%	96%	87%
Drinking water	72%	73%	82%	87%	93%	82%
Preservation of natural areas such as open space, farmlands and greenbelts	62%	66%	69%	67%	69%	67%
Bettendorf open space	61%	76%	79%	75%	81%	74%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Ward					Overall
	1	2	3	4	5	
Storm drainage	82%	70%	85%	92%	83%	83%
Sewer services	87%	92%	89%	88%	97%	90%
Power (electric and/or gas) utility	85%	90%	97%	94%	98%	92%
Utility billing	70%	73%	91%	91%	89%	83%

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Percent rating positively (e.g., excellent/good)	Ward					Overall
	1	2	3	4	5	
Land use, planning and zoning	76%	60%	74%	76%	74%	73%
Code enforcement (weeds, abandoned buildings, etc.)	59%	51%	68%	71%	83%	66%
Cable television	54%	44%	52%	58%	62%	55%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Ward					Overall
	1	2	3	4	5	
Economic development	75%	77%	73%	80%	78%	77%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Ward					Overall
	1	2	3	4	5	
City parks	87%	97%	99%	94%	99%	94%
Recreation programs or classes	90%	92%	80%	92%	96%	90%
Recreation centers or facilities	94%	88%	86%	87%	92%	90%
Health services	81%	85%	85%	87%	92%	86%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Ward					Overall
	1	2	3	4	5	
Public library services	89%	94%	95%	98%	95%	94%
City-sponsored special events	87%	88%	80%	80%	82%	83%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Ward					Overall
	1	2	3	4	5	
Public information services	91%	87%	73%	88%	90%	86%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward					Overall
	1	2	3	4	5	
Sense of community	79%	70%	93%	89%	90%	84%
Recommend living in Bettendorf to someone who asks	98%	94%	99%	98%	98%	97%
Remain in Bettendorf for the next five years	96%	99%	93%	90%	90%	93%
Contacted Bettendorf (in-person, phone, email or web) for help or information	50%	52%	32%	49%	35%	44%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward					Overall
	1	2	3	4	5	
Was NOT the victim of a crime	84%	95%	98%	94%	95%	93%
Did NOT report a crime	73%	90%	90%	85%	90%	85%
Stocked supplies in preparation for an emergency	18%	47%	29%	18%	30%	27%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward					Overall
	1	2	3	4	5	
Walked or biked instead of driving	48%	58%	55%	57%	45%	52%
Carpooled with other adults or children instead of driving alone	35%	31%	35%	45%	52%	40%
Used bus, rail, subway or other public transportation instead of driving	4%	2%	3%	4%	6%	4%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward					Overall
	1	2	3	4	5	
Recycle at home	88%	99%	92%	99%	92%	94%
Made efforts to make your home more energy efficient	85%	75%	77%	79%	69%	78%
Made efforts to conserve water	72%	90%	69%	72%	79%	76%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward					Overall
	1	2	3	4	5	
NOT under housing cost stress	74%	91%	72%	89%	81%	81%
Did NOT observe a code violation	46%	54%	65%	73%	76%	63%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward					Overall
	1	2	3	4	5	
Purchase goods or services from a business located in Bettendorf	100%	94%	99%	98%	100%	99%
Economy will have positive impact on income	23%	24%	34%	30%	29%	28%
Work in Bettendorf	36%	17%	37%	38%	19%	30%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward					Overall
	1	2	3	4	5	
Used Bettendorf recreation centers or their services	63%	70%	57%	69%	69%	66%
Visited a neighborhood park or City park	88%	89%	86%	90%	87%	88%
Eat at least 5 portions of fruits and vegetables a day	84%	81%	74%	79%	81%	80%
Participate in moderate or vigorous physical activity	87%	84%	73%	87%	88%	84%
Reported being in "very good" or "excellent" health	57%	50%	58%	74%	74%	63%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward					Overall
	1	2	3	4	5	
Used Bettendorf public libraries or their services	74%	73%	76%	83%	72%	76%
Participated in religious or spiritual activities in Bettendorf	39%	47%	55%	60%	56%	51%
Attended a City-sponsored event	48%	51%	43%	60%	57%	52%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward					Overall
	1	2	3	4	5	
Campaigned or advocated for an issue, cause or candidate	18%	10%	15%	22%	20%	17%
Contacted Bettendorf elected officials (in-person, phone, email or web) to express your opinion	16%	19%	8%	17%	14%	15%
Volunteered your time to some group/activity in Bettendorf	32%	33%	31%	51%	37%	37%
Participated in a club	20%	17%	29%	37%	32%	27%
Talked to or visited with your immediate neighbors	91%	98%	96%	100%	93%	95%
Done a favor for a neighbor	87%	89%	91%	94%	92%	90%
Attended a local public meeting	17%	14%	16%	17%	15%	16%
Watched (online or on television) a local public meeting	33%	17%	30%	20%	24%	25%
Read or watch local news (via television, paper, computer, etc.)	96%	90%	92%	89%	96%	93%
Vote in local elections	87%	71%	84%	89%	85%	84%

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Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Ward					Overall
	1	2	3	4	5	
Overall feeling of safety in Bettendorf	93%	91%	97%	94%	89%	93%
Overall ease of getting to the places you usually have to visit	73%	76%	78%	82%	77%	77%
Quality of overall natural environment in Bettendorf	79%	83%	83%	77%	81%	80%
Overall "built environment" of Bettendorf (including overall design, buildings, parks and transportation systems)	71%	63%	86%	75%	88%	77%
Health and wellness opportunities in Bettendorf	76%	66%	94%	75%	72%	77%
Overall opportunities for education and enrichment	90%	78%	97%	83%	81%	86%
Overall economic health of Bettendorf	88%	95%	99%	96%	99%	95%
Sense of community	80%	80%	89%	81%	85%	83%