

The National Citizen Survey™

Bettendorf, IA

Technical Appendices

2014

Contents

Appendix A: Complete Survey Responses	1
Appendix B: Benchmark Comparisons	17
Appendix C: Detailed Survey Methods	26
Appendix D: Survey Materials	31

The National Citizen Survey™
© 2001-2014 National Research Center, Inc.

National Research Center, Inc.
2955 Valmont Road, Suite 300
Boulder, CO 80301
www.n-r-c.com • 303-444-7863

International City/County Management Association
777 North Capitol Street NE, Suite 500
Washington, DC 20002
www.icma.org • 202-289-ICMA

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

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=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Bettendorf:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Bettendorf as a place to live	60%	N=256	38%	N=160	2%	N=11	0%	N=1	100%	N=427
Your neighborhood as a place to live	54%	N=229	37%	N=159	8%	N=34	1%	N=4	100%	N=427
Bettendorf as a place to raise children	61%	N=245	36%	N=143	3%	N=10	0%	N=0	100%	N=398
Bettendorf as a place to work	34%	N=109	49%	N=154	14%	N=43	4%	N=11	100%	N=318
Bettendorf as a place to visit	24%	N=97	46%	N=187	27%	N=112	3%	N=14	100%	N=409
Bettendorf as a place to retire	32%	N=118	44%	N=165	20%	N=75	4%	N=15	100%	N=373
The overall quality of life in Bettendorf	47%	N=199	48%	N=206	5%	N=20	0%	N=1	100%	N=425

Table 2: Question 2

Please rate each of the following characteristics as they relate to Bettendorf as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Bettendorf	50%	N=211	46%	N=196	4%	N=17	1%	N=3	100%	N=426
Overall ease of getting to the places you usually have to visit	43%	N=184	47%	N=199	7%	N=31	3%	N=11	100%	N=425
Quality of overall natural environment in Bettendorf	38%	N=162	55%	N=234	6%	N=26	0%	N=2	100%	N=424
Overall "built environment" of Bettendorf (including overall design, buildings, parks and transportation systems)	27%	N=115	58%	N=248	12%	N=50	2%	N=10	100%	N=423
Health and wellness opportunities in Bettendorf	40%	N=162	52%	N=211	8%	N=32	0%	N=1	100%	N=405
Overall opportunities for education and enrichment	47%	N=190	45%	N=185	7%	N=27	1%	N=4	100%	N=406
Overall economic health of Bettendorf	35%	N=143	55%	N=219	10%	N=39	0%	N=1	100%	N=402
Sense of community	30%	N=123	55%	N=226	14%	N=59	1%	N=6	100%	N=413
Overall image or reputation of Bettendorf	49%	N=207	48%	N=204	3%	N=14	0%	N=1	100%	N=426

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	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Bettendorf to someone who asks	79%	N=331	19%	N=79	2%	N=8	1%	N=3	100%	N=421
Remain in Bettendorf for the next five years	76%	N=316	18%	N=74	4%	N=18	2%	N=10	100%	N=418

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	82%	N=352	15%	N=62	2%	N=9	1%	N=4	0%	N=0	100%	N=426
In Bettendorf's downtown/commercial area during the day	59%	N=244	29%	N=118	11%	N=46	0%	N=1	0%	N=1	100%	N=411

The National Citizen Survey™

Table 5: Question 5

Please rate each of the following characteristics as they relate to Bettendorf as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	21%	N=90	59%	N=247	17%	N=72	3%	N=13	100%	N=422
Ease of public parking	23%	N=94	59%	N=241	14%	N=57	3%	N=14	100%	N=407
Ease of travel by car in Bettendorf	36%	N=151	54%	N=229	9%	N=38	1%	N=6	100%	N=424
Ease of travel by public transportation in Bettendorf	24%	N=40	45%	N=77	17%	N=30	14%	N=24	100%	N=171
Ease of travel by bicycle in Bettendorf	39%	N=125	47%	N=151	13%	N=42	0%	N=1	100%	N=319
Ease of walking in Bettendorf	47%	N=191	42%	N=172	10%	N=42	0%	N=2	100%	N=407
Availability of paths and walking trails	53%	N=216	40%	N=161	7%	N=27	0%	N=0	100%	N=405
Air quality	42%	N=175	51%	N=210	6%	N=27	0%	N=1	100%	N=413
Cleanliness of Bettendorf	41%	N=173	53%	N=224	6%	N=25	1%	N=3	100%	N=425
Overall appearance of Bettendorf	37%	N=156	55%	N=234	8%	N=32	1%	N=3	100%	N=425
Public places where people want to spend time	31%	N=129	57%	N=237	11%	N=48	1%	N=3	100%	N=416
Variety of housing options	25%	N=101	51%	N=205	21%	N=83	2%	N=10	100%	N=399
Availability of affordable quality housing	16%	N=64	42%	N=166	33%	N=128	9%	N=34	100%	N=392
Fitness opportunities (including exercise classes and paths or trails, etc.)	45%	N=184	49%	N=198	6%	N=23	0%	N=1	100%	N=406
Recreational opportunities	34%	N=138	55%	N=224	11%	N=44	1%	N=3	100%	N=409
Availability of affordable quality food	31%	N=133	50%	N=210	17%	N=71	2%	N=10	100%	N=424
Availability of affordable quality health care	31%	N=126	51%	N=204	16%	N=65	2%	N=8	100%	N=403
Availability of preventive health services	32%	N=122	52%	N=200	14%	N=53	2%	N=7	100%	N=383
Availability of affordable quality mental health care	26%	N=62	37%	N=87	23%	N=54	13%	N=30	100%	N=233

Table 6: Question 6

Please rate each of the following characteristics as they relate to Bettendorf as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	31%	N=65	47%	N=97	19%	N=40	3%	N=6	100%	N=209
K-12 education	60%	N=195	35%	N=114	4%	N=14	0%	N=0	100%	N=323
Adult educational opportunities	23%	N=70	56%	N=174	19%	N=58	2%	N=7	100%	N=309
Opportunities to attend cultural/arts/music activities	18%	N=66	50%	N=186	30%	N=110	3%	N=10	100%	N=373
Opportunities to participate in religious or spiritual events and activities	39%	N=140	52%	N=187	9%	N=32	1%	N=3	100%	N=361
Employment opportunities	11%	N=34	44%	N=132	35%	N=106	10%	N=31	100%	N=303
Shopping opportunities	16%	N=69	47%	N=199	31%	N=130	6%	N=26	100%	N=424
Cost of living in Bettendorf	11%	N=47	45%	N=186	37%	N=155	7%	N=28	100%	N=416
Overall quality of business and service establishments in Bettendorf	17%	N=70	60%	N=249	20%	N=82	3%	N=13	100%	N=414
Vibrant downtown/commercial area	7%	N=27	25%	N=100	42%	N=165	26%	N=105	100%	N=396
Overall quality of new development in Bettendorf	18%	N=70	50%	N=198	29%	N=114	3%	N=13	100%	N=395
Opportunities to participate in social events and activities	18%	N=70	57%	N=223	22%	N=88	3%	N=11	100%	N=392
Opportunities to volunteer	28%	N=93	55%	N=185	15%	N=50	3%	N=11	100%	N=338
Opportunities to participate in community matters	22%	N=77	54%	N=186	21%	N=71	4%	N=13	100%	N=347
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=75	56%	N=197	19%	N=67	4%	N=15	100%	N=355
Neighborliness of residents in Bettendorf	27%	N=113	50%	N=209	19%	N=78	4%	N=17	100%	N=417

The National Citizen Survey™

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	24%	N=104	76%	N=323	100%	N=427
Made efforts to make your home more energy efficient	22%	N=95	78%	N=329	100%	N=425
Observed a code violation or other hazard in Bettendorf	63%	N=261	37%	N=154	100%	N=415
Household member was a victim of a crime in Bettendorf	93%	N=392	7%	N=32	100%	N=424
Reported a crime to the police in Bettendorf	85%	N=359	15%	N=64	100%	N=423
Stocked supplies in preparation for an emergency	73%	N=308	27%	N=114	100%	N=421
Campaigned or advocated for an issue, cause or candidate	83%	N=352	17%	N=74	100%	N=426
Contacted Bettendorf (in-person, phone, email or web) for help or information	56%	N=238	44%	N=186	100%	N=425
Contacted Bettendorf elected officials (in-person, phone, email or web) to express your opinion	85%	N=362	15%	N=63	100%	N=425

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 Bettendorf?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Bettendorf recreation centers or their services	18%	N=74	16%	N=68	32%	N=134	34%	N=145	100%	N=421
Visited a neighborhood park or City park	20%	N=86	31%	N=133	36%	N=153	12%	N=51	100%	N=423
Used Bettendorf public libraries or their services	9%	N=38	29%	N=121	39%	N=163	24%	N=102	100%	N=423
Participated in religious or spiritual activities in Bettendorf	14%	N=59	24%	N=103	13%	N=54	49%	N=208	100%	N=424
Attended a City-sponsored event	1%	N=6	8%	N=32	43%	N=179	48%	N=198	100%	N=415
Used bus, rail, subway or other public transportation instead of driving	1%	N=4	1%	N=2	2%	N=10	96%	N=406	100%	N=422
Carpooled with other adults or children instead of driving alone	7%	N=29	13%	N=55	20%	N=86	60%	N=254	100%	N=424
Walked or biked instead of driving	12%	N=51	13%	N=56	26%	N=111	48%	N=204	100%	N=422
Volunteered your time to some group/activity in Bettendorf	5%	N=21	13%	N=54	19%	N=82	63%	N=265	100%	N=422
Participated in a club	5%	N=21	9%	N=40	13%	N=55	73%	N=307	100%	N=423
Talked to or visited with your immediate neighbors	55%	N=233	28%	N=118	13%	N=53	5%	N=20	100%	N=426
Done a favor for a neighbor	26%	N=112	31%	N=133	33%	N=138	10%	N=41	100%	N=425

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	
Attended a local public meeting	0%	N=0	1%	N=5	14%	N=61	84%	N=359	100%	N=425
Watched (online or on television) a local public meeting	3%	N=11	4%	N=15	19%	N=82	75%	N=318	100%	N=426

Table 10: Question 10

Please rate the quality of each of the following services in Bettendorf:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	50%	N=194	45%	N=176	4%	N=17	0%	N=1	100%	N=388
Fire services	53%	N=190	44%	N=158	2%	N=8	0%	N=1	100%	N=356
Ambulance or emergency medical services	54%	N=184	44%	N=148	2%	N=6	0%	N=0	100%	N=338
Crime prevention	41%	N=145	52%	N=185	6%	N=23	1%	N=3	100%	N=356
Fire prevention and education	38%	N=125	56%	N=184	5%	N=18	0%	N=1	100%	N=327
Traffic enforcement	30%	N=114	56%	N=211	11%	N=41	3%	N=10	100%	N=376

The National Citizen Survey™

Please rate the quality of each of the following services in Bettendorf:	Excellent		Good		Fair		Poor		Total	
Street repair	16%	N=65	43%	N=178	30%	N=125	11%	N=47	100%	N=416
Street cleaning	27%	N=108	53%	N=217	18%	N=73	2%	N=8	100%	N=407
Street lighting	24%	N=101	55%	N=228	17%	N=70	4%	N=18	100%	N=418
Snow removal	50%	N=211	41%	N=174	4%	N=17	4%	N=17	100%	N=420
Sidewalk maintenance	25%	N=99	54%	N=209	20%	N=77	1%	N=3	100%	N=388
Traffic signal timing	15%	N=60	54%	N=219	23%	N=95	8%	N=33	100%	N=408
Bus or transit services	29%	N=47	49%	N=80	12%	N=19	11%	N=17	100%	N=164
Garbage collection	47%	N=188	44%	N=176	8%	N=31	1%	N=2	100%	N=397
Recycling	47%	N=186	43%	N=169	8%	N=32	2%	N=7	100%	N=394
Yard waste pick-up	47%	N=174	40%	N=149	10%	N=37	3%	N=11	100%	N=371
Storm drainage	26%	N=95	57%	N=210	14%	N=51	3%	N=12	100%	N=369
Drinking water	33%	N=139	48%	N=200	16%	N=64	3%	N=11	100%	N=415
Sewer services	32%	N=124	59%	N=230	8%	N=32	1%	N=6	100%	N=391
Power (electric and/or gas) utility	34%	N=139	58%	N=238	7%	N=29	0%	N=2	100%	N=408
Utility billing	26%	N=105	57%	N=228	14%	N=57	3%	N=12	100%	N=402
City parks	53%	N=212	41%	N=163	5%	N=21	0%	N=1	100%	N=398
Recreation programs or classes	34%	N=103	56%	N=166	7%	N=21	3%	N=9	100%	N=298
Recreation centers or facilities	32%	N=103	57%	N=183	7%	N=23	3%	N=10	100%	N=319
Land use, planning and zoning	20%	N=63	52%	N=162	19%	N=59	8%	N=26	100%	N=309
Code enforcement (weeds, abandoned buildings, etc.)	17%	N=55	49%	N=154	25%	N=78	9%	N=29	100%	N=316
Animal control	26%	N=77	51%	N=152	16%	N=47	7%	N=20	100%	N=296
Economic development	20%	N=67	57%	N=193	17%	N=58	6%	N=19	100%	N=337
Health services	28%	N=103	57%	N=207	12%	N=43	2%	N=8	100%	N=360
Public library services	54%	N=200	40%	N=149	5%	N=18	1%	N=3	100%	N=370
Public information services	31%	N=103	55%	N=180	12%	N=40	2%	N=5	100%	N=328
Cable television	17%	N=55	38%	N=124	27%	N=89	18%	N=60	100%	N=327
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	25%	N=79	50%	N=155	21%	N=66	4%	N=12	100%	N=312
Preservation of natural areas such as open space, farmlands and greenbelts	22%	N=71	44%	N=140	24%	N=78	9%	N=28	100%	N=317
Bettendorf open space	20%	N=73	54%	N=195	23%	N=84	3%	N=12	100%	N=364
City-sponsored special events	20%	N=63	63%	N=197	15%	N=48	1%	N=5	100%	N=313
Overall customer service by Bettendorf employees (police, receptionists, planners, etc.)	37%	N=133	50%	N=183	11%	N=42	2%	N=8	100%	N=365

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	
The City of Bettendorf	38%	N=154	53%	N=215	8%	N=32	1%	N=4	100%	N=404
The Federal Government	7%	N=25	32%	N=120	35%	N=133	27%	N=102	100%	N=379

Table 12: Question 12

Please rate the following categories of Bettendorf government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Bettendorf	19%	N=76	56%	N=218	21%	N=80	4%	N=15	100%	N=389
The overall direction that Bettendorf is taking	23%	N=90	60%	N=233	16%	N=61	1%	N=5	100%	N=388

The National Citizen Survey™

Please rate the following categories of Bettendorf government performance:	Excellent		Good		Fair		Poor		Total	
The job Bettendorf government does at welcoming citizen involvement	21%	N=70	53%	N=180	22%	N=73	4%	N=14	100%	N=338
Overall confidence in Bettendorf government	22%	N=87	55%	N=215	19%	N=74	3%	N=12	100%	N=389
Generally acting in the best interest of the community	24%	N=92	56%	N=221	15%	N=60	5%	N=19	100%	N=392
Being honest	24%	N=86	57%	N=199	16%	N=56	3%	N=11	100%	N=352
Treating all residents fairly	23%	N=83	52%	N=188	19%	N=68	6%	N=21	100%	N=361

Table 13: Question 13

Please rate how important, if at all, you think it is for the Bettendorf community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Bettendorf	65%	N=276	28%	N=116	6%	N=26	1%	N=4	100%	N=423
Overall ease of getting to the places you usually have to visit	29%	N=123	48%	N=203	21%	N=88	2%	N=9	100%	N=422
Quality of overall natural environment in Bettendorf	33%	N=141	47%	N=198	18%	N=75	2%	N=9	100%	N=423
Overall "built environment" of Bettendorf (including overall design, buildings, parks and transportation systems)	29%	N=120	48%	N=203	20%	N=84	3%	N=12	100%	N=419
Health and wellness opportunities in Bettendorf	32%	N=133	45%	N=188	21%	N=86	3%	N=12	100%	N=420
Overall opportunities for education and enrichment	48%	N=203	38%	N=159	12%	N=52	2%	N=8	100%	N=421
Overall economic health of Bettendorf	57%	N=241	38%	N=162	4%	N=18	1%	N=2	100%	N=422
Sense of community	36%	N=153	47%	N=198	15%	N=63	2%	N=9	100%	N=423

Table 14: 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	4%	N=18	2%	N=8	10%	N=42	25%	N=105	59%	N=245	100%	N=418
Purchase goods or services from a business located in Bettendorf	0%	N=1	1%	N=5	24%	N=101	54%	N=227	20%	N=84	100%	N=418
Eat at least 5 portions of fruits and vegetables a day	1%	N=5	19%	N=79	37%	N=155	33%	N=135	10%	N=39	100%	N=413
Participate in moderate or vigorous physical activity	4%	N=18	11%	N=48	31%	N=130	33%	N=136	20%	N=85	100%	N=416
Read or watch local news (via television, paper, computer, etc.)	1%	N=5	6%	N=25	15%	N=65	28%	N=118	49%	N=205	100%	N=418
Vote in local elections	7%	N=30	9%	N=37	15%	N=61	29%	N=120	41%	N=169	100%	N=418

Table 15: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	20%	N=84
Very good	43%	N=180
Good	28%	N=118
Fair	8%	N=33
Poor	1%	N=3
Total	100%	N=418

The National Citizen Survey™

Table 16: 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	5%	N=20
Somewhat positive	23%	N=94
Neutral	51%	N=211
Somewhat negative	18%	N=73
Very negative	3%	N=12
Total	100%	N=410

Table 17: Question D4

What is your employment status?	Percent	Number
Working full time for pay	62%	N=257
Working part time for pay	9%	N=38
Unemployed, looking for paid work	2%	N=7
Unemployed, not looking for paid work	3%	N=14
Fully retired	23%	N=96
Total	100%	N=413

Table 18: Question D5

Do you work inside the boundaries of Bettendorf?	Percent	Number
Yes, outside the home	26%	N=104
Yes, from home	4%	N=17
No	70%	N=281
Total	100%	N=401

Table 19: Question D6

How many years have you lived in Bettendorf?	Percent	Number
Less than 2 years	12%	N=50
2 to 5 years	18%	N=74
6 to 10 years	18%	N=77
11 to 20 years	20%	N=82
More than 20 years	32%	N=133
Total	100%	N=415

Table 20: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	74%	N=308
Building with two or more homes (duplex, townhome, apartment or condominium)	25%	N=105
Mobile home	0%	N=0
Other	1%	N=3
Total	100%	N=415

The National Citizen Survey™

Table 21: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	23%	N=94
Owned	77%	N=316
Total	100%	N=410

Table 22: 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	6%	N=23
\$300 to \$599 per month	15%	N=58
\$600 to \$999 per month	28%	N=111
\$1,000 to \$1,499 per month	25%	N=101
\$1,500 to \$2,499 per month	18%	N=73
\$2,500 or more per month	8%	N=34
Total	100%	N=400

Table 23: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	62%	N=260
Yes	38%	N=158
Total	100%	N=418

Table 24: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	75%	N=311
Yes	25%	N=106
Total	100%	N=417

Table 25: 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	9%	N=36
\$25,000 to \$49,999	21%	N=82
\$50,000 to \$99,999	30%	N=117
\$100,000 to \$149,999	21%	N=83
\$150,000 or more	18%	N=71
Total	100%	N=390

The National Citizen Survey™

Table 26: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=403
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=11
Total	100%	N=414

Table 27: 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	2%	N=8
Asian, Asian Indian or Pacific Islander	2%	N=7
Black or African American	2%	N=9
White	94%	N=390
Other	2%	N=8

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

Table 28: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=7
25 to 34 years	21%	N=86
35 to 44 years	17%	N=72
45 to 54 years	21%	N=88
55 to 64 years	17%	N=70
65 to 74 years	12%	N=52
75 years or older	10%	N=40
Total	100%	N=414

Table 29: Question D16

What is your sex?	Percent	Number
Female	54%	N=221
Male	46%	N=192
Total	100%	N=413

Table 30: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	59%	N=245
Land line	23%	N=95
Both	18%	N=75
Total	100%	N=415

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 31: Question 1

Please rate each of the following aspects of quality of life in Bettendorf:	Excellent		Good		Fair		Poor		Don't know		Total	
Bettendorf as a place to live	60%	N=256	38%	N=160	2%	N=11	0%	N=1	0%	N=0	100%	N=427
Your neighborhood as a place to live	54%	N=229	37%	N=159	8%	N=34	1%	N=4	0%	N=0	100%	N=427
Bettendorf as a place to raise children	57%	N=245	34%	N=143	2%	N=10	0%	N=0	7%	N=29	100%	N=427
Bettendorf as a place to work	26%	N=109	36%	N=154	10%	N=43	3%	N=11	25%	N=106	100%	N=424
Bettendorf as a place to visit	23%	N=97	45%	N=187	27%	N=112	3%	N=14	2%	N=10	100%	N=419
Bettendorf as a place to retire	28%	N=118	39%	N=165	18%	N=75	4%	N=15	12%	N=50	100%	N=424
The overall quality of life in Bettendorf	47%	N=199	48%	N=206	5%	N=20	0%	N=1	0%	N=1	100%	N=426

Table 32: Question 2

Please rate each of the following characteristics as they relate to Bettendorf as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Bettendorf	50%	N=211	46%	N=196	4%	N=17	1%	N=3	0%	N=0	100%	N=426
Overall ease of getting to the places you usually have to visit	43%	N=184	47%	N=199	7%	N=31	3%	N=11	0%	N=0	100%	N=425
Quality of overall natural environment in Bettendorf	38%	N=162	55%	N=234	6%	N=26	0%	N=2	1%	N=2	100%	N=426
Overall "built environment" of Bettendorf (including overall design, buildings, parks and transportation systems)	27%	N=115	58%	N=248	12%	N=50	2%	N=10	1%	N=3	100%	N=426
Health and wellness opportunities in Bettendorf	38%	N=162	50%	N=211	7%	N=32	0%	N=1	4%	N=18	100%	N=423
Overall opportunities for education and enrichment	44%	N=190	43%	N=185	6%	N=27	1%	N=4	5%	N=20	100%	N=427
Overall economic health of Bettendorf	34%	N=143	52%	N=219	9%	N=39	0%	N=1	5%	N=20	100%	N=422
Sense of community	29%	N=123	54%	N=226	14%	N=59	1%	N=6	1%	N=6	100%	N=419
Overall image or reputation of Bettendorf	49%	N=207	48%	N=204	3%	N=14	0%	N=1	0%	N=1	100%	N=427

Table 33: 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 Bettendorf to someone who asks	78%	N=331	19%	N=79	2%	N=8	1%	N=3	1%	N=4	100%	N=424
Remain in Bettendorf for the next five years	74%	N=316	17%	N=74	4%	N=18	2%	N=10	2%	N=7	100%	N=424

Table 34: 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	82%	N=352	15%	N=62	2%	N=9	1%	N=4	0%	N=0	0%	N=0	100%	N=427
In Bettendorf's downtown/commercial area during the day	57%	N=244	28%	N=118	11%	N=46	0%	N=1	0%	N=1	3%	N=15	100%	N=426

Table 35: Question 5

Please rate each of the following characteristics as they relate to Bettendorf as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	21%	N=90	58%	N=247	17%	N=72	3%	N=13	0%	N=1	100%	N=424
Ease of public parking	22%	N=94	57%	N=241	14%	N=57	3%	N=14	4%	N=16	100%	N=423
Ease of travel by car in Bettendorf	36%	N=151	54%	N=229	9%	N=38	1%	N=6	0%	N=1	100%	N=425

The National Citizen Survey™

Please rate each of the following characteristics as they relate to Bettendorf as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Ease of travel by public transportation in Bettendorf	10%	N=40	18%	N=77	7%	N=30	6%	N=24	59%	N=250	100%	N=421
Ease of travel by bicycle in Bettendorf	30%	N=125	36%	N=151	10%	N=42	0%	N=1	24%	N=101	100%	N=421
Ease of walking in Bettendorf	45%	N=191	41%	N=172	10%	N=42	0%	N=2	4%	N=18	100%	N=425
Availability of paths and walking trails	51%	N=216	38%	N=161	6%	N=27	0%	N=0	5%	N=21	100%	N=425
Air quality	41%	N=175	50%	N=210	6%	N=27	0%	N=1	2%	N=10	100%	N=423
Cleanliness of Bettendorf	41%	N=173	53%	N=224	6%	N=25	1%	N=3	0%	N=1	100%	N=426
Overall appearance of Bettendorf	37%	N=156	55%	N=234	8%	N=32	1%	N=3	0%	N=1	100%	N=426
Public places where people want to spend time	30%	N=129	56%	N=237	11%	N=48	1%	N=3	2%	N=9	100%	N=425
Variety of housing options	24%	N=101	49%	N=205	20%	N=83	2%	N=10	5%	N=21	100%	N=420
Availability of affordable quality housing	15%	N=64	39%	N=166	30%	N=128	8%	N=34	8%	N=35	100%	N=427
Fitness opportunities (including exercise classes and paths or trails, etc.)	43%	N=184	46%	N=198	5%	N=23	0%	N=1	5%	N=20	100%	N=426
Recreational opportunities	32%	N=138	53%	N=224	10%	N=44	1%	N=3	4%	N=17	100%	N=426
Availability of affordable quality food	31%	N=133	49%	N=210	17%	N=71	2%	N=10	1%	N=2	100%	N=426
Availability of affordable quality health care	30%	N=126	48%	N=204	15%	N=65	2%	N=8	5%	N=23	100%	N=426
Availability of preventive health services	29%	N=122	47%	N=200	13%	N=53	2%	N=7	9%	N=39	100%	N=422
Availability of affordable quality mental health care	14%	N=62	20%	N=87	13%	N=54	7%	N=30	45%	N=193	100%	N=425

Table 36: Question 6

Please rate each of the following characteristics as they relate to Bettendorf as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	15%	N=65	23%	N=97	10%	N=40	2%	N=6	50%	N=213	100%	N=422
K-12 education	46%	N=195	27%	N=114	3%	N=14	0%	N=0	23%	N=98	100%	N=421
Adult educational opportunities	17%	N=70	41%	N=174	14%	N=58	2%	N=7	27%	N=113	100%	N=422
Opportunities to attend cultural/arts/music activities	16%	N=66	44%	N=186	26%	N=110	2%	N=10	12%	N=49	100%	N=422
Opportunities to participate in religious or spiritual events and activities	33%	N=140	44%	N=187	8%	N=32	1%	N=3	15%	N=63	100%	N=424
Employment opportunities	8%	N=34	32%	N=132	25%	N=106	8%	N=31	28%	N=115	100%	N=418
Shopping opportunities	16%	N=69	47%	N=199	31%	N=130	6%	N=26	0%	N=1	100%	N=425
Cost of living in Bettendorf	11%	N=47	44%	N=186	37%	N=155	7%	N=28	1%	N=5	100%	N=421
Overall quality of business and service establishments in Bettendorf	17%	N=70	59%	N=249	19%	N=82	3%	N=13	2%	N=9	100%	N=423
Vibrant downtown/commercial area	6%	N=27	24%	N=100	39%	N=165	25%	N=105	7%	N=29	100%	N=425
Overall quality of new development in Bettendorf	17%	N=70	47%	N=198	27%	N=114	3%	N=13	6%	N=26	100%	N=421
Opportunities to participate in social events and activities	16%	N=70	53%	N=223	21%	N=88	3%	N=11	8%	N=32	100%	N=424
Opportunities to volunteer	22%	N=93	44%	N=185	12%	N=50	3%	N=11	20%	N=85	100%	N=423
Opportunities to participate in community matters	18%	N=77	44%	N=186	17%	N=71	3%	N=13	17%	N=73	100%	N=420
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=75	47%	N=197	16%	N=67	3%	N=15	16%	N=68	100%	N=423
Neighborliness of residents in Bettendorf	27%	N=113	50%	N=209	19%	N=78	4%	N=17	1%	N=5	100%	N=422

Table 37: 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	24%	N=104	76%	N=323	100%	N=427
Made efforts to make your home more energy efficient	22%	N=95	78%	N=329	100%	N=425
Observed a code violation or other hazard in Bettendorf	63%	N=261	37%	N=154	100%	N=415

The National Citizen Survey™

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Household member was a victim of a crime in Bettendorf	93%	N=392	7%	N=32	100%	N=424
Reported a crime to the police in Bettendorf	85%	N=359	15%	N=64	100%	N=423
Stocked supplies in preparation for an emergency	73%	N=308	27%	N=114	100%	N=421
Campaigned or advocated for an issue, cause or candidate	83%	N=352	17%	N=74	100%	N=426
Contacted Bettendorf (in-person, phone, email or web) for help or information	56%	N=238	44%	N=186	100%	N=425
Contacted Bettendorf elected officials (in-person, phone, email or web) to express your opinion	85%	N=362	15%	N=63	100%	N=425

Table 38: 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 Bettendorf?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Bettendorf recreation centers or their services	18%	N=74	16%	N=68	32%	N=134	34%	N=145	100%	N=421
Visited a neighborhood park or City park	20%	N=86	31%	N=133	36%	N=153	12%	N=51	100%	N=423
Used Bettendorf public libraries or their services	9%	N=38	29%	N=121	39%	N=163	24%	N=102	100%	N=423
Participated in religious or spiritual activities in Bettendorf	14%	N=59	24%	N=103	13%	N=54	49%	N=208	100%	N=424
Attended a City-sponsored event	1%	N=6	8%	N=32	43%	N=179	48%	N=198	100%	N=415
Used bus, rail, subway or other public transportation instead of driving	1%	N=4	1%	N=2	2%	N=10	96%	N=406	100%	N=422
Carpooled with other adults or children instead of driving alone	7%	N=29	13%	N=55	20%	N=86	60%	N=254	100%	N=424
Walked or biked instead of driving	12%	N=51	13%	N=56	26%	N=111	48%	N=204	100%	N=422
Volunteered your time to some group/activity in Bettendorf	5%	N=21	13%	N=54	19%	N=82	63%	N=265	100%	N=422
Participated in a club	5%	N=21	9%	N=40	13%	N=55	73%	N=307	100%	N=423
Talked to or visited with your immediate neighbors	55%	N=233	28%	N=118	13%	N=53	5%	N=20	100%	N=426
Done a favor for a neighbor	26%	N=112	31%	N=133	33%	N=138	10%	N=41	100%	N=425

Table 39: 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	
Attended a local public meeting	0%	N=0	1%	N=5	14%	N=61	84%	N=359	100%	N=425
Watched (online or on television) a local public meeting	3%	N=11	4%	N=15	19%	N=82	75%	N=318	100%	N=426

Table 40: Question 10

Please rate the quality of each of the following services in Bettendorf:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	46%	N=194	42%	N=176	4%	N=17	0%	N=1	8%	N=34	100%	N=422
Fire services	45%	N=190	37%	N=158	2%	N=8	0%	N=1	16%	N=67	100%	N=423
Ambulance or emergency medical services	44%	N=184	35%	N=148	2%	N=6	0%	N=0	20%	N=83	100%	N=421
Crime prevention	35%	N=145	44%	N=185	5%	N=23	1%	N=3	15%	N=64	100%	N=420
Fire prevention and education	30%	N=125	44%	N=184	4%	N=18	0%	N=1	22%	N=92	100%	N=419
Traffic enforcement	27%	N=114	50%	N=211	10%	N=41	2%	N=10	11%	N=46	100%	N=422
Street repair	15%	N=65	42%	N=178	30%	N=125	11%	N=47	2%	N=6	100%	N=422
Street cleaning	26%	N=108	52%	N=217	17%	N=73	2%	N=8	3%	N=14	100%	N=420
Street lighting	24%	N=101	54%	N=228	17%	N=70	4%	N=18	1%	N=4	100%	N=421
Snow removal	50%	N=211	41%	N=174	4%	N=17	4%	N=17	1%	N=2	100%	N=423

The National Citizen Survey™

Please rate the quality of each of the following services in Bettendorf:	Excellent		Good		Fair		Poor		Don't know		Total	
Sidewalk maintenance	24%	N=99	50%	N=209	18%	N=77	1%	N=3	7%	N=31	100%	N=419
Traffic signal timing	14%	N=60	52%	N=219	23%	N=95	8%	N=33	3%	N=13	100%	N=421
Bus or transit services	11%	N=47	19%	N=80	5%	N=19	4%	N=17	61%	N=254	100%	N=418
Garbage collection	45%	N=188	42%	N=176	7%	N=31	0%	N=2	6%	N=24	100%	N=421
Recycling	44%	N=186	40%	N=169	8%	N=32	2%	N=7	7%	N=28	100%	N=423
Yard waste pick-up	42%	N=174	36%	N=149	9%	N=37	3%	N=11	11%	N=48	100%	N=418
Storm drainage	23%	N=95	50%	N=210	12%	N=51	3%	N=12	12%	N=49	100%	N=418
Drinking water	33%	N=139	47%	N=200	15%	N=64	3%	N=11	2%	N=8	100%	N=423
Sewer services	30%	N=124	55%	N=230	8%	N=32	1%	N=6	6%	N=27	100%	N=418
Power (electric and/or gas) utility	33%	N=139	57%	N=238	7%	N=29	0%	N=2	3%	N=11	100%	N=419
Utility billing	25%	N=105	54%	N=228	13%	N=57	3%	N=12	5%	N=20	100%	N=422
City parks	51%	N=212	39%	N=163	5%	N=21	0%	N=1	5%	N=20	100%	N=418
Recreation programs or classes	25%	N=103	40%	N=166	5%	N=21	2%	N=9	29%	N=120	100%	N=419
Recreation centers or facilities	25%	N=103	44%	N=183	5%	N=23	2%	N=10	23%	N=95	100%	N=414
Land use, planning and zoning	15%	N=63	40%	N=162	14%	N=59	6%	N=26	25%	N=102	100%	N=411
Code enforcement (weeds, abandoned buildings, etc.)	13%	N=55	37%	N=154	19%	N=78	7%	N=29	24%	N=101	100%	N=418
Animal control	18%	N=77	36%	N=152	11%	N=47	5%	N=20	30%	N=125	100%	N=421
Economic development	16%	N=67	46%	N=193	14%	N=58	5%	N=19	19%	N=80	100%	N=417
Health services	24%	N=103	49%	N=207	10%	N=43	2%	N=8	14%	N=58	100%	N=419
Public library services	47%	N=200	35%	N=149	4%	N=18	1%	N=3	12%	N=52	100%	N=422
Public information services	25%	N=103	43%	N=180	10%	N=40	1%	N=5	21%	N=89	100%	N=416
Cable television	13%	N=55	30%	N=124	22%	N=89	14%	N=60	21%	N=85	100%	N=412
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	19%	N=79	37%	N=155	16%	N=66	3%	N=12	25%	N=106	100%	N=419
Preservation of natural areas such as open space, farmlands and greenbelts	17%	N=71	33%	N=140	19%	N=78	7%	N=28	24%	N=101	100%	N=419
Bettendorf open space	18%	N=73	47%	N=195	20%	N=84	3%	N=12	13%	N=54	100%	N=418
City-sponsored special events	16%	N=63	49%	N=197	12%	N=48	1%	N=5	23%	N=92	100%	N=405
Overall customer service by Bettendorf employees (police, receptionists, planners, etc.)	32%	N=133	44%	N=183	10%	N=42	2%	N=8	12%	N=48	100%	N=413

Table 41: 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	
The City of Bettendorf	36%	N=154	51%	N=215	7%	N=32	1%	N=4	4%	N=18	100%	N=423
The Federal Government	6%	N=25	28%	N=120	31%	N=133	24%	N=102	10%	N=44	100%	N=423

Table 42: Question 12

Please rate the following categories of Bettendorf government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Bettendorf	18%	N=76	51%	N=218	19%	N=80	3%	N=15	8%	N=35	100%	N=424
The overall direction that Bettendorf is taking	21%	N=90	55%	N=233	14%	N=61	1%	N=5	8%	N=33	100%	N=421
The job Bettendorf government does at welcoming citizen involvement	17%	N=70	42%	N=180	17%	N=73	3%	N=14	20%	N=86	100%	N=424
Overall confidence in Bettendorf government	21%	N=87	51%	N=215	17%	N=74	3%	N=12	8%	N=36	100%	N=425
Generally acting in the best interest of the community	22%	N=92	52%	N=221	14%	N=60	4%	N=19	7%	N=31	100%	N=424

The National Citizen Survey™

Please rate the following categories of Bettendorf government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
Being honest	20%	N=86	47%	N=199	13%	N=56	3%	N=11	17%	N=71	100%	N=423
Treating all residents fairly	20%	N=83	44%	N=188	16%	N=68	5%	N=21	15%	N=64	100%	N=424

Table 43: Question 13

Please rate how important, if at all, you think it is for the Bettendorf community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Bettendorf	65%	N=276	28%	N=116	6%	N=26	1%	N=4	100%	N=423
Overall ease of getting to the places you usually have to visit	29%	N=123	48%	N=203	21%	N=88	2%	N=9	100%	N=422
Quality of overall natural environment in Bettendorf	33%	N=141	47%	N=198	18%	N=75	2%	N=9	100%	N=423
Overall "built environment" of Bettendorf (including overall design, buildings, parks and transportation systems)	29%	N=120	48%	N=203	20%	N=84	3%	N=12	100%	N=419
Health and wellness opportunities in Bettendorf	32%	N=133	45%	N=188	21%	N=86	3%	N=12	100%	N=420
Overall opportunities for education and enrichment	48%	N=203	38%	N=159	12%	N=52	2%	N=8	100%	N=421
Overall economic health of Bettendorf	57%	N=241	38%	N=162	4%	N=18	1%	N=2	100%	N=422
Sense of community	36%	N=153	47%	N=198	15%	N=63	2%	N=9	100%	N=423

Table 44: 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	4%	N=18	2%	N=8	10%	N=42	25%	N=105	59%	N=245	100%	N=418
Purchase goods or services from a business located in Bettendorf	0%	N=1	1%	N=5	24%	N=101	54%	N=227	20%	N=84	100%	N=418
Eat at least 5 portions of fruits and vegetables a day	1%	N=5	19%	N=79	37%	N=155	33%	N=135	10%	N=39	100%	N=413
Participate in moderate or vigorous physical activity	4%	N=18	11%	N=48	31%	N=130	33%	N=136	20%	N=85	100%	N=416
Read or watch local news (via television, paper, computer, etc.)	1%	N=5	6%	N=25	15%	N=65	28%	N=118	49%	N=205	100%	N=418
Vote in local elections	7%	N=30	9%	N=37	15%	N=61	29%	N=120	41%	N=169	100%	N=418

Table 45: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	20%	N=84
Very good	43%	N=180
Good	28%	N=118
Fair	8%	N=33
Poor	1%	N=3
Total	100%	N=418

Table 46: 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	5%	N=20
Somewhat positive	23%	N=94
Neutral	51%	N=211
Somewhat negative	18%	N=73
Very negative	3%	N=12
Total	100%	N=410

The National Citizen Survey™

Table 47: Question D4

What is your employment status?	Percent	Number
Working full time for pay	62%	N=257
Working part time for pay	9%	N=38
Unemployed, looking for paid work	2%	N=7
Unemployed, not looking for paid work	3%	N=14
Fully retired	23%	N=96
Total	100%	N=413

Table 48: Question D5

Do you work inside the boundaries of Bettendorf?	Percent	Number
Yes, outside the home	26%	N=104
Yes, from home	4%	N=17
No	70%	N=281
Total	100%	N=401

Table 49: Question D6

How many years have you lived in Bettendorf?	Percent	Number
Less than 2 years	12%	N=50
2 to 5 years	18%	N=74
6 to 10 years	18%	N=77
11 to 20 years	20%	N=82
More than 20 years	32%	N=133
Total	100%	N=415

Table 50: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	74%	N=308
Building with two or more homes (duplex, townhome, apartment or condominium)	25%	N=105
Mobile home	0%	N=0
Other	1%	N=3
Total	100%	N=415

Table 51: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	23%	N=94
Owned	77%	N=316
Total	100%	N=410

The National Citizen Survey™

Table 52: 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	6%	N=23
\$300 to \$599 per month	15%	N=58
\$600 to \$999 per month	28%	N=111
\$1,000 to \$1,499 per month	25%	N=101
\$1,500 to \$2,499 per month	18%	N=73
\$2,500 or more per month	8%	N=34
Total	100%	N=400

Table 53: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	62%	N=260
Yes	38%	N=158
Total	100%	N=418

Table 54: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	75%	N=311
Yes	25%	N=106
Total	100%	N=417

Table 55: 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	9%	N=36
\$25,000 to \$49,999	21%	N=82
\$50,000 to \$99,999	30%	N=117
\$100,000 to \$149,999	21%	N=83
\$150,000 or more	18%	N=71
Total	100%	N=390

Table 56: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=403
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=11
Total	100%	N=414

The National Citizen Survey™

Table 57: 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	2%	N=8
Asian, Asian Indian or Pacific Islander	2%	N=7
Black or African American	2%	N=9
White	94%	N=390
Other	2%	N=8

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

Table 58: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=7
25 to 34 years	21%	N=86
35 to 44 years	17%	N=72
45 to 54 years	21%	N=88
55 to 64 years	17%	N=70
65 to 74 years	12%	N=52
75 years or older	10%	N=40
Total	100%	N=414

Table 59: Question D16

What is your sex?	Percent	Number
Female	54%	N=221
Male	46%	N=192
Total	100%	N=413

Table 60: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	59%	N=245
Land line	23%	N=95
Both	18%	N=75
Total	100%	N=415

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Bettendorf chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Bettendorf’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Bettendorf’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Bettendorf’s rating to the benchmark.

In that final column, Bettendorf’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Bettendorf residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 61: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Bettendorf	95%	37	366	Higher
Overall image or reputation of Bettendorf	97%	16	279	Much higher
Bettendorf as a place to live	97%	32	307	Higher
Your neighborhood as a place to live	91%	31	245	Higher
Bettendorf as a place to raise children	97%	17	305	Higher
Bettendorf as a place to retire	76%	69	292	Similar
Overall appearance of Bettendorf	92%	36	283	Higher

Table 62: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Bettendorf	95%	24	128	Higher
	In your neighborhood during the day	97%	43	281	Similar
	In Bettendorf's downtown/commercial area during the day	88%	127	243	Similar
Mobility	Overall ease of getting to the places you usually have to visit	90%	5	47	Higher
	Availability of paths and walking trails	93%	4	221	Much higher
	Ease of walking in Bettendorf	89%	11	236	Much higher
	Ease of travel by bicycle in Bettendorf	86%	8	243	Much higher
	Ease of travel by public transportation in Bettendorf	69%	16	72	Higher
	Ease of travel by car in Bettendorf	90%	6	240	Higher
	Ease of public parking	83%	6	36	Higher
Natural Environment	Traffic flow on major streets	80%	8	276	Higher
	Quality of overall natural environment in Bettendorf	94%	27	225	Higher
	Cleanliness of Bettendorf	93%	24	221	Higher
Built Environment	Air quality	93%	13	206	Higher
	Overall "built environment" of Bettendorf (including overall design, buildings, parks and transportation systems)	86%	3	44	Higher
	Overall quality of new development in Bettendorf	68%	52	228	Similar
	Availability of affordable quality housing	59%	42	248	Similar
	Variety of housing options	77%	16	214	Higher
Economy	Public places where people want to spend time	88%	5	42	Higher
	Overall economic health of Bettendorf	90%	4	47	Higher
	Vibrant downtown/commercial area	32%	29	42	Similar
	Overall quality of business and service establishments in Bettendorf	77%	52	212	Similar
	Cost of living in Bettendorf	56%	9	44	Similar
	Shopping opportunities	63%	88	235	Similar
	Employment opportunities	55%	26	252	Higher
	Bettendorf as a place to visit	69%	21	56	Similar
	Bettendorf as a place to work	83%	32	281	Higher
	Recreation and Wellness	Health and wellness opportunities in Bettendorf	92%	6	44
Availability of affordable quality mental health care		64%	10	42	Higher
Availability of preventive health services		84%	7	176	Higher
Availability of affordable quality health care		82%	11	211	Higher
Availability of affordable quality food		81%	13	176	Higher
	Recreational opportunities	88%	24	245	Higher

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Fitness opportunities (including exercise classes and paths or trails, etc.)	94%	3	44	Higher
Education and Enrichment	Opportunities to participate in religious or spiritual events and activities	90%	10	171	Similar
	Opportunities to attend cultural/arts/music activities	68%	72	242	Similar
	Adult educational opportunities	79%	7	41	Higher
	K-12 education	96%	6	201	Much higher
	Availability of affordable quality child care/preschool	78%	2	210	Much higher
Community Engagement	Opportunities to participate in social events and activities	75%	56	202	Similar
	Neighborliness of Bettendorf	77%	4	43	Higher
	Openness and acceptance of the community toward people of diverse backgrounds	77%	39	234	Similar
	Opportunities to participate in community matters	76%	40	210	Similar
	Opportunities to volunteer	82%	55	214	Similar

Table 63: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Bettendorf	91%	19	341	Higher
Overall customer service by Bettendorf employees (police, receptionists, planners, etc.)	86%	74	292	Similar
Value of services for the taxes paid to Bettendorf	76%	17	324	Higher
Overall direction that Bettendorf is taking	83%	13	266	Higher
Job Bettendorf government does at welcoming citizen involvement	74%	8	247	Higher
Overall confidence in Bettendorf government	78%	2	46	Higher
Generally acting in the best interest of the community	80%	2	44	Higher
Being honest	81%	4	44	Higher
Treating all residents fairly	75%	6	44	Higher
Services provided by the Federal Government	38%	139	203	Similar

Table 64: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	95%	9	342	Higher
	Fire services	98%	52	288	Similar
	Ambulance or emergency medical services	98%	26	272	Similar
	Crime prevention	93%	5	280	Higher
	Fire prevention and education	94%	16	236	Higher
	Animal control	77%	27	261	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	75%	37	235	Similar
	Traffic enforcement	86%	5	304	Higher
	Street repair	59%	102	349	Similar
	Street cleaning	80%	21	236	Higher
Mobility	Street lighting	79%	22	261	Higher
	Snow removal	92%	4	237	Much higher
	Sidewalk maintenance	79%	6	241	Higher
	Traffic signal timing	68%	18	204	Similar
	Bus or transit services	78%	18	178	Higher
Natural Environment	Garbage collection	92%	24	280	Similar
	Recycling	90%	25	291	Higher

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Yard waste pick-up	87%	19	211	Higher
	Drinking water	82%	54	263	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	67%	69	212	Similar
Built Environment	Bettendorf open space	74%	19	56	Similar
	Storm drainage	83%	17	289	Higher
	Sewer services	90%	23	247	Similar
	Power (electric and/or gas) utility	92%	5	121	Similar
	Utility billing	83%	10	48	Similar
	Land use, planning and zoning	73%	12	238	Higher
	Code enforcement (weeds, abandoned buildings, etc.)	66%	53	290	Higher
Economy	Cable television	55%	92	160	Similar
Recreation and Wellness	Economic development	77%	15	227	Higher
	City parks	94%	16	260	Higher
	Recreation programs or classes	90%	35	266	Higher
	Recreation centers or facilities	90%	36	226	Higher
Education and Enrichment	Health services	86%	17	162	Higher
	City-sponsored special events	83%	13	47	Similar
Community Engagement	Public library services	94%	28	277	Higher
	Public information services	86%	10	219	Higher

Table 65: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	84%	22	247	Higher
Recommend living in Bettendorf to someone who asks	97%	8	216	Higher
Remain in Bettendorf for the next five years	93%	10	216	Higher
Contacted Bettendorf (in-person, phone, email or web) for help or information	44%	166	244	Similar

Table 66: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	27%	33	41	Lower
	Did NOT report a crime to the police	85%	14	43	Similar
	Household member was NOT a victim of a crime	93%	43	220	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	4%	37	39	Much lower
	Carpooled with other adults or children instead of driving alone	40%	28	43	Similar
	Walked or biked instead of driving	52%	26	43	Similar
Natural Environment	Made efforts to conserve water	76%	34	42	Similar
	Made efforts to make your home more energy efficient	78%	27	42	Similar
	Recycle at home	94%	52	209	Similar
Built Environment	Did NOT observe a code violation or other hazard in Bettendorf	63%	12	43	Similar
	NOT experiencing housing costs stress	81%	10	205	Higher
Economy	Purchase goods or services from a business located in Bettendorf	99%	4	42	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Economy will have positive impact on income	28%	40	205	Similar
	Work inside boundaries of Bettendorf	30%	32	42	Lower
Recreation and Wellness	Used Bettendorf recreation centers or their services	66%	30	186	Similar
	Visited a neighborhood park or City park	88%	82	214	Similar
	Eat at least 5 portions of fruits and vegetables a day	80%	32	42	Similar
	Participate in moderate or vigorous physical activity	84%	19	42	Similar
	In very good to excellent health	63%	27	42	Similar
	Used Bettendorf public libraries or their services	76%	46	192	Similar
Education and Enrichment	Participated in religious or spiritual activities in Bettendorf	51%	91	164	Similar
	Attended City-sponsored event	52%	19	42	Similar
	Campaigned or advocated for an issue, cause or candidate	17%	34	42	Similar
Community Engagement	Contacted Bettendorf elected officials (in-person, phone, email or web) to express your opinion	15%	30	42	Similar
	Volunteered your time to some group/activity in Bettendorf	37%	143	213	Similar
	Participated in a club	27%	108	188	Similar
	Talked to or visited with your immediate neighbors	95%	6	42	Similar
	Done a favor for a neighbor	90%	2	40	Similar
	Attended a local public meeting	16%	192	215	Similar
	Watched (online or on television) a local public meeting	25%	135	179	Similar
	Read or watch local news (via television, paper, computer, etc.)	93%	5	42	Similar
	Vote in local elections	84%	52	205	Similar

Communities included in national comparisons

The communities included in Bettendorf's comparisons are listed on the following pages along with their population according to the 2010 Census.

Abilene city, KS.....	6,844	Aurora city, CO.....	325,078
Adams County, CO.....	441,603	Austin city, TX.....	790,390
Airway Heights city, WA.....	6,114	Bainbridge Island city, WA.....	23,025
Albany city, OR.....	50,158	Baltimore city, MD.....	620,961
Albemarle County, VA.....	98,970	Baltimore County, MD.....	805,029
Albert Lea city, MN.....	18,016	Battle Creek city, MI.....	52,347
Altoona city, IA.....	14,541	Bay City city, MI.....	34,932
Ames city, IA.....	58,965	Baytown city, TX.....	71,802
Andover CDP, MA.....	8,762	Bedford town, MA.....	13,320
Ankeny city, IA.....	45,582	Bellevue city, WA.....	122,363
Ann Arbor city, MI.....	113,934	Beltrami County, MN.....	44,442
Annapolis city, MD.....	38,394	Benbrook city, TX.....	21,234
Apple Valley town, CA.....	69,135	Benicia city, CA.....	26,997
Arlington city, TX.....	365,438	Bettendorf city, IA.....	33,217
Arlington County, VA.....	207,627	Billings city, MT.....	104,170
Arvada city, CO.....	106,433	Blaine city, MN.....	57,186
Ashland city, OR.....	20,078	Bloomfield Hills city, MI.....	3,869
Ashland town, VA.....	7,225	Bloomington city, IL.....	76,610
Aspen city, CO.....	6,658	Bloomington city, MN.....	82,893
Auburn city, AL.....	53,380	Blue Springs city, MO.....	52,575
Auburn city, WA.....	70,180	Boise City city, ID.....	205,671

The National Citizen Survey™

Boonville city, MO	8,319	Derby city, KS.....	22,158
Boulder city, CO.....	97,385	Des Moines city, IA	203,433
Boulder County, CO.....	294,567	Destin city, FL.....	12,305
Bowling Green city, KY	58,067	Dewey-Humboldt town, AZ.....	3,894
Bristol city, TN	26,702	Dorchester County, MD	32,618
Broken Arrow city, OK.....	98,850	Dothan city, AL.....	65,496
Brookfield city, WI	37,920	Douglas County, CO.....	285,465
Brookline CDP, MA.....	58,732	Dover city, NH	29,987
Brookline town, NH.....	4,991	Dublin city, OH	41,751
Broomfield city, CO	55,889	Duluth city, MN.....	86,265
Brownsburg town, IN	21,285	Duncanville city, TX.....	38,524
Bryan city, TX	76,201	Durham city, NC	228,330
Burleson city, TX.....	36,690	East Grand Forks city, MN	8,601
Cabarrus County, NC.....	178,011	East Lansing city, MI	48,579
Cambridge city, MA.....	105,162	Eau Claire city, WI	65,883
Canton city, SD.....	3,057	Eden Prairie city, MN.....	60,797
Cape Coral city, FL.....	154,305	Edgerton city, KS	1,671
Cape Girardeau city, MO.....	37,941	Edina city, MN	47,941
Carlisle borough, PA.....	18,682	Edmonds city, WA.....	39,709
Carlsbad city, CA.....	105,328	El Cerrito city, CA.....	23,549
Cartersville city, GA.....	19,731	El Paso city, TX.....	649,121
Cary town, NC.....	135,234	Elk Grove city, CA	153,015
Casa Grande city, AZ.....	48,571	Elk River city, MN.....	22,974
Casper city, WY	55,316	Elko New Market city, MN.....	4,110
Castle Pines North city, CO	10,360	Elmhurst city, IL.....	44,121
Castle Rock town, CO.....	48,231	Encinitas city, CA	59,518
Cedar Falls city, IA.....	39,260	Englewood city, CO.....	30,255
Cedar Rapids city, IA.....	126,326	Erie town, CO	18,135
Centennial city, CO.....	100,377	Escambia County, FL.....	297,619
Centralia city, IL	13,032	Estes Park town, CO.....	5,858
Chambersburg borough, PA.....	20,268	Farmington Hills city, MI.....	79,740
Chandler city, AZ	236,123	Fayetteville city, NC.....	200,564
Chanhassen city, MN.....	22,952	Fishers town, IN.....	76,794
Chapel Hill town, NC	57,233	Flagstaff city, AZ.....	65,870
Charlotte city, NC.....	731,424	Flower Mound town, TX.....	64,669
Charlotte County, FL.....	159,978	Flushing city, MI	8,389
Charlottesville city, VA.....	43,475	Forest Grove city, OR	21,083
Chesterfield County, VA.....	316,236	Fort Collins city, CO.....	143,986
Chippewa Falls city, WI	13,661	Fort Smith city, AR.....	86,209
Citrus Heights city, CA.....	83,301	Fort Worth city, TX.....	741,206
Clayton city, MO	15,939	Fountain Hills town, AZ	22,489
Clive city, IA	15,447	Franklin city, TN.....	62,487
Clovis city, CA.....	95,631	Fredericksburg city, VA.....	24,286
College Park city, MD	30,413	Freeport CDP, ME	1,485
College Station city, TX	93,857	Freeport city, IL	25,638
Colleyville city, TX.....	22,807	Fremont city, CA	214,089
Collinsville city, IL	25,579	Friendswood city, TX.....	35,805
Columbia city, MO.....	108,500	Fruita city, CO.....	12,646
Columbus city, WI.....	4,991	Gainesville city, FL	124,354
Commerce City city, CO.....	45,913	Gaithersburg city, MD.....	59,933
Concord city, CA	122,067	Galveston city, TX	47,743
Concord town, MA.....	17,668	Garden City city, KS	26,658
Conyers city, GA	15,195	Gardner city, KS.....	19,123
Cookeville city, TN	30,435	Geneva city, NY	13,261
Coon Rapids city, MN	61,476	Georgetown city, TX.....	47,400
Cooper City city, FL.....	28,547	Gilbert town, AZ.....	208,453
Coronado city, CA	18,912	Gillette city, WY	29,087
Corvallis city, OR.....	54,462	Globe city, AZ	7,532
Cross Roads town, TX	1,563	Goodyear city, AZ	65,275
Crystal Lake city, IL.....	40,743	Grafton village, WI.....	11,459
Dade City city, FL.....	6,437	Grand Island city, NE	48,520
Dakota County, MN.....	398,552	Greeley city, CO.....	92,889
Dallas city, OR	14,583	Green Valley CDP, AZ.....	21,391
Dallas city, TX.....	1,197,816	Greenwood Village city, CO.....	13,925
Davenport city, IA.....	99,685	Greer city, SC	25,515
Davidson town, NC.....	10,944	Gunnison County, CO	15,324
Decatur city, GA.....	19,335	Hailey city, ID	7,960
Delray Beach city, FL.....	60,522	Haines Borough, AK	2,508
Denison city, TX.....	22,682	Hallandale Beach city, FL.....	37,113
Denver city, CO.....	600,158	Hamilton city, OH.....	62,477

The National Citizen Survey™

Hampton city, VA.....	137,436	Lynnwood city, WA	35,836
Hanover County, VA.....	99,863	Madison city, WI	233,209
Harrisonburg city, VA	48,914	Mankato city, MN	39,309
Harrisonville city, MO	10,019	Maple Grove city, MN	61,567
Hayward city, CA	144,186	Maple Valley city, WA	22,684
Henderson city, NV	257,729	Maricopa County, AZ	3,817,117
Hermiston city, OR.....	16,745	Marin County, CA	252,409
High Point city, NC.....	104,371	Maryland Heights city, MO.....	27,472
Highland Park city, IL.....	29,763	McAllen city, TX	129,877
Highlands Ranch CDP, CO	96,713	McDonough city, GA.....	22,084
Hillsborough town, NC.....	6,087	McKinney city, TX.....	131,117
Holden town, MA	17,346	McMinnville city, OR	32,187
Holland city, MI.....	33,051	Mecklenburg County, NC	919,628
Honolulu County, HI.....	953,207	Medford city, OR.....	74,907
Hooksett town, NH.....	13,451	Menlo Park city, CA	32,026
Hopkins city, MN.....	17,591	Meridian charter township, MI	39,688
Hopkinton town, MA.....	14,925	Meridian city, ID	75,092
Hoquiam city, WA	8,726	Merriam city, KS.....	11,003
Houston city, TX	2,099,451	Merrill city, WI	9,661
Hudson city, OH.....	22,262	Mesa city, AZ.....	439,041
Hudson town, CO.....	2,356	Mesa County, CO	146,723
Hudsonville city, MI.....	7,116	Miami Beach city, FL	87,779
Huntersville town, NC.....	46,773	Miami city, FL	399,457
Hurst city, TX.....	37,337	Midland city, MI	41,863
Hutchinson city, MN	14,178	Milford city, DE	9,559
Hutto city, TX	14,698	Minneapolis city, MN	382,578
Hyattsville city, MD	17,557	Mission Viejo city, CA	93,305
Indian Trail town, NC	33,518	Modesto city, CA	201,165
Indianola city, IA	14,782	Monterey city, CA.....	27,810
Iowa City city, IA	67,862	Montgomery County, MD.....	971,777
Jackson County, MI.....	160,248	Montgomery County, VA.....	94,392
Jefferson City city, MO	43,079	Montpelier city, VT.....	7,855
Jefferson County, CO	534,543	Mooreville town, NC.....	32,711
Jerome city, ID	10,890	Morristown city, TN.....	29,137
Johnson City city, TN.....	63,152	Moscow city, ID	23,800
Johnson County, KS	544,179	Mountlake Terrace city, WA	19,909
Jupiter town, FL.....	55,156	Munster town, IN.....	23,603
Kalamazoo city, MI.....	74,262	Muscataine city, IA	22,886
Kansas City city, MO.....	459,787	Naperville city, IL	141,853
Kenmore city, WA	20,460	Needham CDP, MA.....	28,886
Kennett Square borough, PA.....	6,072	New Braunfels city, TX	57,740
Kirkland city, WA.....	48,787	New Brighton city, MN.....	21,456
La Mesa city, CA	57,065	New Orleans city, LA	343,829
La Plata town, MD.....	8,753	Newport Beach city, CA	85,186
La Porte city, TX	33,800	Newport city, RI.....	24,672
La Vista city, NE.....	15,758	Newport News city, VA	180,719
Lafayette city, CO	24,453	Noblesville city, IN	51,969
Laguna Beach city, CA.....	22,723	Nogales city, AZ	20,837
Laguna Hills city, CA.....	30,344	Norfolk city, VA.....	242,803
Lake Oswego city, OR	36,619	Norman city, OK	110,925
Lake Zurich village, IL	19,631	North Las Vegas city, NV	216,961
Lakeville city, MN	55,954	Northglenn city, CO.....	35,789
Lakewood city, CO	142,980	Novato city, CA	51,904
Lane County, OR.....	351,715	Novi city, MI	55,224
Larimer County, CO.....	299,630	O'Fallon city, IL.....	28,281
Las Cruces city, NM.....	97,618	Oak Park village, IL	51,878
Las Vegas city, NV	583,756	Oakland Park city, FL	41,363
Lawrence city, KS.....	87,643	Ogdensburg city, NY	11,128
League City city, TX	83,560	Oklahoma City city, OK.....	579,999
Lee County, FL.....	618,754	Olathe city, KS.....	125,872
Lewiston city, ME	36,592	Olmsted County, MN	144,248
Lincoln city, NE	258,379	Orland Park village, IL	56,767
Lindsborg city, KS	3,458	Oshkosh city, WI.....	66,083
Littleton city, CO	41,737	Otsego County, MI	24,164
Livermore city, CA.....	80,968	Oviedo city, FL.....	33,342
Lone Tree city, CO	10,218	Paducah city, KY	25,024
Longmont city, CO	86,270	Palm Coast city, FL.....	75,180
Los Alamos County, NM.....	17,950	Palm Springs city, CA	44,552
Louisville city, CO.....	18,376	Palo Alto city, CA	64,403
Lynchburg city, VA.....	75,568	Panama City city, FL.....	36,484

The National Citizen Survey™

Papillion city, NE.....	18,894	Sangamon County, IL.....	197,465
Park City city, UT.....	7,558	Santa Clarita city, CA.....	176,320
Parker town, CO.....	45,297	Santa Fe County, NM.....	144,170
Pasadena city, CA.....	137,122	Santa Monica city, CA.....	89,736
Pasco city, WA.....	59,781	Sarasota County, FL.....	379,448
Pasco County, FL.....	464,697	Savage city, MN.....	26,911
Peachtree City city, GA.....	34,364	Savannah city, GA.....	136,286
Pearland city, TX.....	91,252	Scarborough CDP, ME.....	4,403
Peoria city, AZ.....	154,065	Scott County, MN.....	129,928
Peoria city, IL.....	115,007	Scottsdale city, AZ.....	217,385
Peoria County, IL.....	186,494	Seaside city, CA.....	33,025
Peters township, PA.....	21,213	SeaTac city, WA.....	26,909
Petoskey city, MI.....	5,670	Sevierville city, TN.....	14,807
Pflugerville city, TX.....	46,936	Shawnee city, KS.....	62,209
Phoenix city, AZ.....	1,445,632	Sheboygan city, WI.....	49,288
Pinal County, AZ.....	375,770	Shorewood city, MN.....	7,307
Pinehurst village, NC.....	13,124	Sioux Falls city, SD.....	153,888
Piqua city, OH.....	20,522	Skokie village, IL.....	64,784
Platte City city, MO.....	4,691	Snellville city, GA.....	18,242
Plymouth city, MN.....	70,576	South Lake Tahoe city, CA.....	21,403
Pocatello city, ID.....	54,255	South Portland city, ME.....	25,002
Port Huron city, MI.....	30,184	Southborough town, MA.....	9,767
Port Orange city, FL.....	56,048	Southlake city, TX.....	26,575
Port St. Lucie city, FL.....	164,603	Sparks city, NV.....	90,264
Portland city, OR.....	583,776	Spokane Valley city, WA.....	89,755
Post Falls city, ID.....	27,574	Springboro city, OH.....	17,409
Prince William County, VA.....	402,002	Springfield city, OR.....	59,403
Provo city, UT.....	112,488	Springville city, UT.....	29,466
Pueblo city, CO.....	106,595	St. Charles city, IL.....	32,974
Purcellville town, VA.....	7,727	St. Cloud city, MN.....	65,842
Queen Creek town, AZ.....	26,361	St. Joseph city, MO.....	76,780
Radford city, VA.....	16,408	St. Louis County, MN.....	200,226
Radnor township, PA.....	31,531	St. Louis Park city, MN.....	45,250
Rapid City city, SD.....	67,956	Stallings town, NC.....	13,831
Raymore city, MO.....	19,206	State College borough, PA.....	42,034
Redmond city, WA.....	54,144	Sterling Heights city, MI.....	129,699
Rehoboth Beach city, DE.....	1,327	Sugar Grove village, IL.....	8,997
Reno city, NV.....	225,221	Sugar Land city, TX.....	78,817
Reston CDP, VA.....	58,404	Summit city, NJ.....	21,457
Richmond city, CA.....	103,701	Sunnyvale city, CA.....	140,081
Richmond Heights city, MO.....	8,603	Surprise city, AZ.....	117,517
Rifle city, CO.....	9,172	Suwanee city, GA.....	15,355
River Falls city, WI.....	15,000	Tacoma city, WA.....	198,397
Riverdale city, UT.....	8,426	Takoma Park city, MD.....	16,715
Riverside city, CA.....	303,871	Temecula city, CA.....	100,097
Riverside city, MO.....	2,937	Tempe city, AZ.....	161,719
Rochester city, MI.....	12,711	Temple city, TX.....	66,102
Rochester Hills city, MI.....	70,995	The Woodlands CDP, TX.....	93,847
Rock Hill city, SC.....	66,154	Thornton city, CO.....	118,772
Rockford city, IL.....	152,871	Thousand Oaks city, CA.....	126,683
Rockville city, MD.....	61,209	Tualatin city, OR.....	26,054
Rolla city, MO.....	19,559	Tulsa city, OK.....	391,906
Roswell city, GA.....	88,346	Twin Falls city, ID.....	44,125
Round Rock city, TX.....	99,887	Tyler city, TX.....	96,900
Royal Oak city, MI.....	57,236	Umatilla city, OR.....	6,906
Saco city, ME.....	18,482	Upper Arlington city, OH.....	33,771
Sahuarita town, AZ.....	25,259	Urbandale city, IA.....	39,463
Salida city, CO.....	5,236	Vail town, CO.....	5,305
Salt Lake City city, UT.....	186,440	Vancouver city, WA.....	161,791
Sammamish city, WA.....	45,780	Ventura CCD, CA.....	111,889
San Antonio city, TX.....	1,327,407	Vestavia Hills city, AL.....	34,033
San Carlos city, CA.....	28,406	Virginia Beach city, VA.....	437,994
San Diego city, CA.....	1,307,402	Wake Forest town, NC.....	30,117
San Francisco city, CA.....	805,235	Walnut Creek city, CA.....	64,173
San Jose city, CA.....	945,942	Washington County, MN.....	238,136
San Juan County, NM.....	130,044	Washoe County, NV.....	421,407
San Marcos city, TX.....	44,894	Watauga city, TX.....	23,497
San Rafael city, CA.....	57,713	Wauwatosa city, WI.....	46,396
Sandy Springs city, GA.....	93,853	Waverly city, IA.....	9,874
Sanford city, FL.....	53,570	Weddington town, NC.....	9,459

The National Citizen Survey™

Wentzville city, MO.....	29,070	Wilmington city, NC.....	106,476
West Carrollton city, OH	13,143	Wilsonville city, OR.....	19,509
West Chester borough, PA.....	18,461	Winchester city, VA	26,203
West Des Moines city, IA.....	56,609	Windsor town, CO.....	18,644
West Richland city, WA.....	11,811	Windsor town, CT	29,044
Westerville city, OH.....	36,120	Winston-Salem city, NC	229,617
Westlake town, TX.....	992	Winter Garden city, FL.....	34,568
Westminster city, CO.....	106,114	Woodland city, CA.....	55,468
Weston town, MA.....	11,261	Woodland city, WA.....	5,509
Wheat Ridge city, CO	30,166	Wrentham town, MA	10,955
White House city, TN	10,255	Yakima city, WA.....	91,067
Whitewater township, MI.....	2,597	York County, VA.....	65,464
Wichita city, KS.....	382,368	Yuma city, AZ	93,064
Williamsburg city, VA.....	14,068		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™) was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a

body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

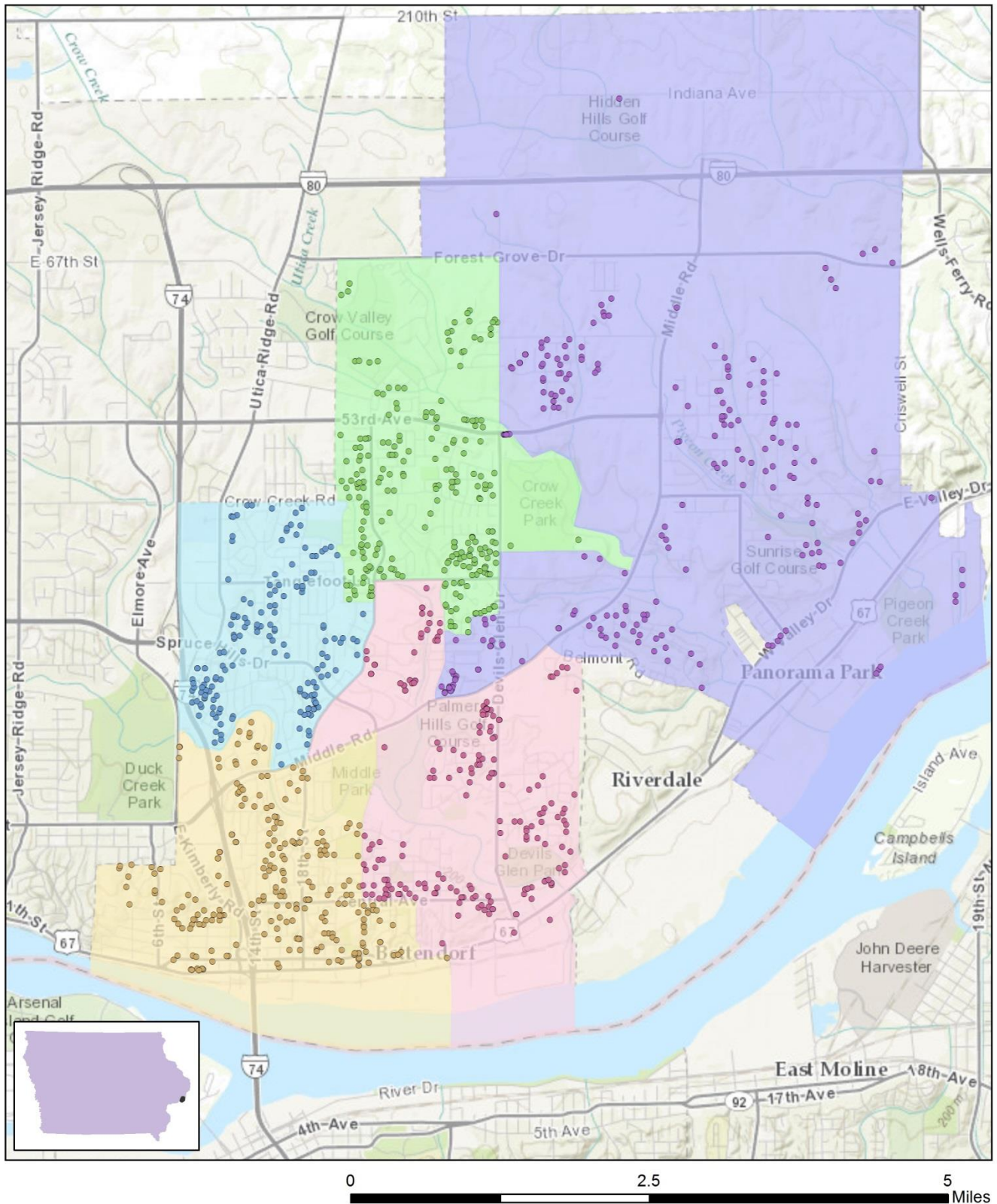
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Bettendorf were eligible to participate in the survey. A list of all households was represented by a United States Postal Service listing of housing units within the zip codes serving Bettendorf. Since some of the zip codes that serve the City of Bettendorf households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Bettendorf boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the five Wards.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every *Nth* one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



Survey Recipients in Bettendorf, IA

- In Ward 1 ● In Ward 4 ● Ward 1 ● Ward 4
- In Ward 2 ● In Ward 5 ● Ward 2 ● Ward 5
- In Ward 3 ● Ward 3



Survey Administration and Response

Selected households received three mailings, one week apart, beginning in April 2014. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Administrator inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Respondents could opt to take the survey online. Completed surveys were collected over the following six weeks.

About 3% of the 1,200 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,162 households that received the survey, 428 completed the survey, providing an overall response rate of 37%; average response rates for a mailed resident survey range from 25% to 40%. Of the 428 completed surveys 18 were completed online. Additionally, responses were tracked by Ward; response rates by Ward ranged from 32% to 42%.

Table 67: Survey Response Rates by Ward

	Number mailed	Undeliverable	Eligible	Returned	Response rate
Ward 1	276	14	262	103	39%
Ward 2	164	2	162	54	33%
Ward 3	246	8	238	76	32%
Ward 4	252	4	248	103	42%
Ward 5	262	10	252	92	37%
Overall	1,200	38	1,162	428	37%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.¹

The margin of error for the City of Bettendorf survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (428 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.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Bettendorf. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics

¹ A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

The National Citizen Survey™

used for weighting were housing tenure, housing unit type and sex and age. The results of the weighting scheme are presented in the following table.

Table 68: Bettendorf, IA 2014 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	23%	15%	23%
Own home	77%	85%	77%
Detached unit	75%	70%	74%
Attached unit	25%	30%	26%
Race and Ethnicity			
White	93%	94%	92%
Not white	7%	6%	8%
Not Hispanic	97%	98%	97%
Hispanic	3%	2%	3%
Sex and Age			
Female	52%	57%	54%
Male	48%	43%	46%
18-34 years of age	23%	7%	22%
35-54 years of age	39%	26%	39%
55+ years of age	38%	67%	39%
Females 18-34	12%	4%	12%
Females 35-54	20%	14%	20%
Females 55+	21%	38%	22%
Males 18-34	11%	3%	11%
Males 35-54	19%	11%	19%
Males 55+	17%	29%	17%
Ward			
Ward 1	20%	24%	25%
Ward 2	16%	13%	15%
Ward 3	20%	18%	17%
Ward 4	21%	24%	21%
Ward 5	23%	21%	21%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Bettendorf Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,



Decker Ploehn
City Administrator

Dear Bettendorf Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,



Decker Ploehn
City Administrator

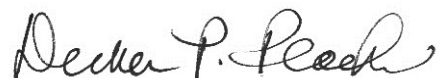
Dear Bettendorf Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,



Decker Ploehn
City Administrator

Dear Bettendorf Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,



Decker Ploehn
City Administrator



1609 State Street • Bettendorf, Iowa 52722-4937

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



1609 State Street • Bettendorf, Iowa 52722-4937

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



1609 State Street • Bettendorf, Iowa 52722-4937

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



1609 State Street • Bettendorf, Iowa 52722-4937

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



1609 State Street • Bettendorf, Iowa 52722-4937 • (563) 344-4000

May 2014

Dear City of Bettendorf Resident:

Please help us shape the future of Bettendorf! You have been selected at random to participate in the 2014 Bettendorf Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Bettendorf make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**
www.n-r-c.com/survey/bettendorf.htm

If you have any questions about the survey please call 563-344-4033.

Thank you for your time and participation!

Sincerely,

Decker Ploehn
City Administrator



1609 State Street • Bettendorf, Iowa 52722-4937 • (563) 344-4000

May 2014

Dear City of Bettendorf Resident:

Here's a second chance if you haven't already responded to the 2014 Bettendorf Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Bettendorf! You have been selected at random to participate in the 2014 Bettendorf Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Bettendorf make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**
www.n-r-c.com/survey/bettendorfsurvey.htm

If you have any questions about the survey please call 563-344-4033.

Thank you for your time and participation!

Sincerely,

Decker Ploehn
City Administrator

The City of Bettendorf 2014 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Bettendorf:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Bettendorf as a place to live	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Bettendorf as a place to raise children	1	2	3	4	5
Bettendorf as a place to work.....	1	2	3	4	5
Bettendorf as a place to visit	1	2	3	4	5
Bettendorf as a place to retire	1	2	3	4	5
The overall quality of life in Bettendorf	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Bettendorf as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Bettendorf.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Bettendorf	1	2	3	4	5
Overall "built environment" of Bettendorf (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Bettendorf	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Bettendorf.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Bettendorf	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Bettendorf to someone who asks.....	1	2	3	4	5
Remain in Bettendorf for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Bettendorf's downtown/commercial area during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Bettendorf as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Bettendorf.....	1	2	3	4	5
Ease of travel by public transportation in Bettendorf	1	2	3	4	5
Ease of travel by bicycle in Bettendorf.....	1	2	3	4	5
Ease of walking in Bettendorf	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Bettendorf	1	2	3	4	5
Overall appearance of Bettendorf.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Bettendorf as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Bettendorf.....	1	2	3	4	5
Overall quality of business and service establishments in Bettendorf	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Bettendorf.....	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Bettendorf.....	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Bettendorf (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Bettendorf.....	1	2
Reported a crime to the police in Bettendorf.....	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Bettendorf (in-person, phone, email or web) for help or information.....	1	2
Contacted Bettendorf elected officials (in-person, phone, email or web) to express your opinion	1	2

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 Bettendorf?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Bettendorf recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or City park.....	1	2	3	4
Used Bettendorf public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Bettendorf	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Bettendorf.....	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

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?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

The City of Bettendorf 2014 Citizen Survey

10. Please rate the quality of each of the following services in Bettendorf:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/Sheriff services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Bettendorf open space.....	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Bettendorf employees (police, receptionists, planners, etc.)	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Bettendorf.....	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Bettendorf government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Bettendorf	1	2	3	4	5
The overall direction that Bettendorf is taking	1	2	3	4	5
The job Bettendorf government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Bettendorf government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Bettendorf community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Bettendorf.....	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Bettendorf	1	2	3	4
Overall “built environment” of Bettendorf (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Bettendorf	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Bettendorf.....	1	2	3	4
Sense of community.....	1	2	3	4

The City of Bettendorf 2014 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Bettendorf	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

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:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Bettendorf?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Bettendorf?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

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)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

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.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



1609 State Street • Bettendorf, Iowa 52722

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO.94

