

The National Citizen Survey™

Bettendorf, IA

Trends over Time

2014

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2014 ratings for the City of Bettendorf to its previous survey results in 2006, 2008, 2010 and 2012. Additional reports and technical appendices are available under separate cover.

Trend data for Bettendorf represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than seven percentage points between the 2012 and 2014 surveys, otherwise the comparison between 2012 and 2014 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Bettendorf for 2014 generally remained stable. Of the 88 items for which comparisons were available, 76 items were rated similarly in 2012 and 2014, 4 items showed a decrease in ratings and 8 showed an increase in ratings. Notable trends over time included the following:

- Several aspects within the pillar of Community Characteristics were trending up from 2012 to 2014. Increased ratings were seen for: ease of travel by bicycle, availability of paths and walking trails, recreational opportunities, cultural activities, availability of affordable quality child care and shopping opportunities in Bettendorf. Only one facet within this pillar decreased from 2012 to 2014 – the overall quality of new development in Bettendorf.
- There were decreased ratings for three items within the pillar of Participation. Fewer residents reported using Bettendorf public libraries, attending a local public meeting or watching a local public meeting in 2014 compared to 2012. One facet of Participation increased. The number of residents who would recommend living in Bettendorf increased from 2012 to 2014.

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)					2014 rating compared to 2012	Comparison to benchmark				
	2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
Overall quality of life	94%	95%	95%	96%	95%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
Overall image	91%	93%	92%	94%	97%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher
Place to live	96%	96%	97%	96%	97%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
Neighborhood	86%	88%	90%	90%	91%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
Place to raise children	96%	96%	96%	98%	97%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
Place to retire	63%	70%	76%	73%	76%	Similar	Similar	Much higher	Much higher	Much higher	Similar
Overall appearance	83%	88%	91%	88%	92%	Similar	Much higher	Much higher	Much higher	Much higher	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)					2014 rating compared to 2012	Comparison to benchmark				
		2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
Safety	Overall feeling of safety	NA	NA	NA	NA	95%	NA	NA	NA	NA	NA	Higher
	Safe in neighborhood	98%	98%	99%	98%	97%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
	Safe downtown/commercial area	91%	89%	94%	90%	88%	Similar	Higher	Higher	Much higher	Higher	Similar
	Overall ease of travel	NA	NA	NA	NA	90%	NA	NA	NA	NA	NA	Higher
Mobility	Paths and walking trails	NA	72%	81%	86%	93%	Higher	NA	Much higher	Much higher	Much higher	Much higher
	Ease of walking	83%	76%	82%	87%	89%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher
	Travel by bicycle	74%	62%	72%	77%	86%	Higher	Much higher	Much higher	Much higher	Much higher	Much higher
	Travel by public transportation	NA	NA	NA	NA	69%	NA	NA	NA	NA	NA	Higher
	Travel by car	87%	89%	88%	90%	90%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
	Public parking	NA	NA	NA	NA	83%	NA	NA	NA	NA	NA	Higher
	Traffic flow	74%	75%	76%	75%	80%	Similar	NA	Much higher	Much higher	Much higher	Higher
	Overall natural environment	NA	83%	89%	89%	94%	Similar	NA	Much higher	Much higher	Much higher	Higher
	Cleanliness	NA	89%	94%	90%	93%	Similar	NA	Much higher	Much higher	Much higher	Higher
	Air quality	85%	NA	84%	90%	93%	Similar	Much higher	NA	Much higher	Much higher	Higher
Built Environment	Overall built environment	NA	NA	NA	NA	86%	NA	NA	NA	NA	NA	Higher
	New development in Bettendorf	82%	83%	82%	81%	68%	Lower	Much	Much	Much	Much	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)					2014 rating compared to 2012	Comparison to benchmark					
		2006	2008	2010	2012	2014		2006	2008	2010	2012	2014	
								higher	higher	higher	higher		
	Affordable quality housing	53%	55%	65%	64%	59%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	
	Housing options	NA	67%	73%	74%	77%	Similar	NA	Much higher	Much higher	Much higher	Higher	
	Public places	NA	NA	NA	NA	88%	NA	NA	NA	NA	NA	Higher	
Economy	Overall economic health	NA	NA	NA	NA	90%	NA	NA	NA	NA	NA	Higher	
	Vibrant downtown/commercial area	NA	NA	NA	NA	32%	NA	NA	NA	NA	NA	Similar	
	Business and services	NA	75%	78%	75%	77%	Similar	NA	Much higher	Much higher	Much higher	Similar	
	Cost of living	NA	NA	NA	NA	56%	NA	NA	NA	NA	NA	Similar	
	Shopping opportunities	47%	46%	48%	54%	63%	Higher	Similar	Similar	Similar	Higher	Similar	
	Employment opportunities	37%	43%	36%	49%	55%	Similar	Higher	Much higher	Much higher	Much higher	Higher	
	Place to visit	NA	NA	NA	NA	69%	NA	NA	NA	NA	NA	Similar	
	Place to work	70%	78%	75%	77%	83%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	
	Recreation and Wellness	Health and wellness	NA	NA	NA	NA	92%	NA	NA	NA	NA	NA	Higher
		Mental health care	NA	NA	NA	NA	64%	NA	NA	NA	NA	NA	Higher
Preventive health services		NA	NA	NA	NA	84%	NA	NA	NA	NA	NA	Higher	
Health care		73%	NA	76%	NA	82%	Similar	Much higher	NA	Much higher	NA	Higher	
Food		82%	NA	NA	NA	81%	Similar	Much higher	NA	NA	NA	Higher	
Recreational opportunities		72%	71%	75%	77%	88%	Higher	Much higher	Much higher	Much higher	Much higher	Higher	
Fitness opportunities		NA	NA	NA	NA	94%	NA	NA	NA	NA	NA	Higher	
Education and Enrichment		Religious or spiritual events and activities	NA	NA	NA	NA	90%	NA	NA	NA	NA	NA	Similar
	Cultural/arts/music activities	52%	NA	43%	52%	68%	Higher	Similar	NA	Lower	Similar	Similar	
	Adult education	NA	NA	NA	NA	79%	NA	NA	NA	NA	NA	Higher	
	K-12 education	93%	NA	92%	95%	96%	Similar	Much higher	NA	Much higher	Much higher	Much higher	
	Child care/preschool	65%	NA	68%	NA	78%	Higher	Much higher	NA	Much higher	NA	Much higher	
Community Engagement	Social events and activities	NA	NA	70%	74%	75%	Similar	NA	NA	Much higher	Much higher	Similar	
	Neighborhoodliness	NA	NA	NA	NA	77%	NA	NA	NA	NA	NA	Higher	

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)					2014 rating compared to 2012	Comparison to benchmark				
		2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
	Openness and acceptance	62%	64%	70%	71%	77%	Similar	Similar	Higher	Much higher	Much higher	Similar
	Opportunities to participate in community matters	NA	74%	75%	74%	76%	Similar	NA	Much higher	Much higher	Much higher	Similar
	Opportunities to volunteer	NA	81%	81%	78%	82%	Similar	NA	Higher	Higher	Higher	Similar

Table 3: Governance General

		Percent rating positively (e.g., excellent/good)					2014 rating compared to 2012	Comparison to benchmark				
		2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
	Services provided by Bettendorf	89%	89%	91%	91%	91%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
	Customer service	86%	84%	86%	83%	86%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
	Value of services for taxes paid	72%	73%	77%	76%	76%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
	Overall direction	74%	78%	76%	84%	83%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
	Welcoming citizen involvement	70%	62%	67%	67%	74%	Similar	Much higher	Similar	Much higher	Much higher	Higher
	Confidence in City government	NA	NA	NA	NA	78%	NA	NA	NA	NA	NA	Higher
	Acting in the best interest of Bettendorf	NA	NA	NA	NA	80%	NA	NA	NA	NA	NA	Higher
	Being honest	NA	NA	NA	NA	81%	NA	NA	NA	NA	NA	Higher
	Treating all residents fairly	NA	NA	NA	NA	75%	NA	NA	NA	NA	NA	Higher
	Services provided by the Federal Government	48%	47%	42%	40%	38%	Similar	Higher	Higher	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)					2014 rating compared to 2012	Comparison to benchmark				
		2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
Safety	Police	90%	92%	93%	93%	95%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
	Fire	94%	92%	96%	95%	98%	Similar	Much higher	Higher	Much higher	Much higher	Similar
	Ambulance/EMS	NA	NA	96%	97%	98%	Similar	NA	NA	Much higher	Much higher	Similar
	Crime prevention	83%	88%	89%	92%	93%	Similar	Much higher	Much higher	Much higher	Much higher	Higher

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		Percent rating positively (e.g., excellent/good)					2014 rating compared to 2012	Comparison to benchmark					
		2006	2008	2010	2012	2014		2006	2008	2010	2012	2014	
	Fire prevention	91%	88%	91%	93%	94%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	
	Animal control	74%	NA	78%	81%	77%	Similar	Much higher	NA	Much higher	Much higher	Similar	
	Emergency preparedness	NA	NA	79%	76%	75%	Similar	NA	NA	Much higher	Much higher	Similar	
Mobility	Traffic enforcement	79%	79%	83%	83%	86%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	
	Street repair	58%	45%	62%	64%	59%	Similar	Much higher	Similar	Much higher	Much higher	Similar	
	Street cleaning	75%	72%	77%	77%	80%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	
	Street lighting	69%	73%	77%	74%	79%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	
	Snow removal	86%	80%	89%	88%	92%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	
	Sidewalk maintenance	74%	70%	81%	76%	79%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	
	Traffic signal timing	63%	65%	66%	69%	68%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	
	Bus or transit services	78%	67%	72%	79%	78%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	
	Natural Environment	Garbage collection	92%	92%	95%	93%	92%	Similar	Much higher	Much higher	Much higher	Much higher	Similar
		Recycling	91%	87%	92%	92%	90%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
Yard waste pick-up		87%	82%	90%	87%	87%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	
Drinking water		81%	NA	NA	NA	82%	Similar	Much higher	NA	NA	NA	Similar	
Natural areas preservation		NA	NA	67%	69%	67%	Similar	NA	NA	Much higher	Much higher	Similar	
Open space		NA	NA	NA	NA	74%	NA	NA	NA	NA	NA	Similar	
Built Environment	Storm drainage	73%	74%	79%	81%	83%	Similar	Much higher	Much higher	Much higher	Much higher	Higher	
	Sewer services	85%	81%	86%	86%	90%	Similar	Much higher	Much higher	Much higher	Much higher	Similar	
	Power utility	NA	NA	NA	NA	92%	NA	NA	NA	NA	NA	Similar	
	Utility billing	NA	NA	NA	NA	83%	NA	NA	NA	NA	NA	Similar	
	Land use, planning and	61%	62%	66%	67%	73%	Similar	Much	Much	Much	Much	Higher	

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		Percent rating positively (e.g., excellent/good)					2014 rating compared to 2012	Comparison to benchmark				
		2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
	zoning							higher	higher	higher	higher	
	Code enforcement	66%	59%	70%	69%	66%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
	Cable television	57%	NA	60%	60%	55%	Similar	Higher	NA	Higher	Higher	Similar
Economy	Economic development	68%	60%	65%	69%	77%	Higher	Much higher	Much higher	Much higher	Much higher	Higher
	City parks	94%	94%	96%	95%	94%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
	Recreation programs	86%	86%	90%	87%	90%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
	Recreation centers	79%	NA	87%	85%	90%	Similar	Much higher	NA	Much higher	Much higher	Higher
Recreation and Wellness	Health services	79%	NA	NA	NA	86%	Similar	Much higher	NA	NA	NA	Higher
	Special events	NA	NA	NA	NA	83%	NA	NA	NA	NA	NA	Similar
Education and Enrichment	Public libraries	95%	97%	96%	95%	94%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
Community Engagement	Public information	83%	83%	80%	85%	86%	Similar	Much higher	Much higher	Much higher	Much higher	Higher

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)					2014 rating compared to 2012	Comparison to benchmark				
	2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
Sense of community	78%	82%	82%	82%	84%	Similar	Much higher	Much higher	Much higher	Much higher	Higher
Recommend Bettendorf	NA	89%	91%	90%	97%	Higher	NA	Much higher	Much higher	Much higher	Higher
Remain in Bettendorf	NA	86%	86%	87%	93%	Similar	NA	Much higher	Much higher	Much higher	Higher
Contacted Bettendorf employees	55%	55%	50%	47%	44%	Similar	NA	Lower	Much lower	Much lower	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)					2014 rating compared to 2012	Comparison to benchmark				
		2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
Safety	Stocked supplies for an emergency	NA	NA	NA	NA	27%	NA	NA	NA	NA	NA	Lower
	Did NOT report a crime	NA	NA	NA	NA	85%	NA	NA	NA	NA	NA	Similar
	Was NOT the victim of a crime	91%	92%	95%	96%	93%	Similar	NA	Much higher	Much higher	Much higher	Similar
Mobility	Used public transportation instead of driving	NA	NA	NA	NA	4%	NA	NA	NA	NA	NA	Much lower
	Carpooled instead of driving alone	NA	NA	NA	NA	40%	NA	NA	NA	NA	NA	Similar
	Walked or biked instead of driving	NA	NA	NA	NA	52%	NA	NA	NA	NA	NA	Similar
Natural Environment	Conserved water	NA	NA	NA	NA	76%	NA	NA	NA	NA	NA	Similar
	Made home more energy efficient	NA	NA	NA	NA	78%	NA	NA	NA	NA	NA	Similar
	Recycled at home	90%	91%	89%	90%	94%	Similar	NA	Much higher	Much higher	Much higher	Similar
Built Environment	Did NOT observe a code violation	NA	NA	NA	NA	63%	NA	NA	NA	NA	NA	Similar
	NOT under housing cost stress	NA	NA	83%	81%	81%	Similar	NA	NA	Much higher	Much higher	Higher
Economy	Purchased goods or services in Bettendorf	NA	NA	NA	NA	99%	NA	NA	NA	NA	NA	Similar
	Economy will have positive impact on income	31%	13%	20%	26%	28%	Similar	NA	Much lower	Higher	Much higher	Similar
	Work in Bettendorf	NA	NA	NA	NA	30%	NA	NA	NA	NA	NA	Lower
Recreation and Wellness	Used Bettendorf recreation centers	28%	30%	61%	62%	66%	Similar	NA	Much lower	Higher	Much higher	Similar
	Visited a City park	92%	92%	88%	90%	88%	Similar	NA	Much higher	Similar	Higher	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	NA	NA	80%	NA	NA	NA	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	NA	NA	NA	84%	NA	NA	NA	NA	NA	Similar
	In very good to excellent health	NA	NA	NA	NA	63%	NA	NA	NA	NA	NA	Similar
Education and Enrichment	Used Bettendorf public libraries	85%	88%	84%	86%	76%	Lower	NA	Much higher	Much higher	Much higher	Similar
	Participated in religious or spiritual activities	NA	NA	NA	NA	51%	NA	NA	NA	NA	NA	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)					2014 rating compared to 2012	Comparison to benchmark				
		2006	2008	2010	2012	2014		2006	2008	2010	2012	2014
Community Engagement	Attended a City-sponsored event	NA	NA	NA	NA	52%	NA	NA	NA	NA	NA	Similar
	Campaigned for an issue, cause or candidate	NA	NA	NA	NA	17%	NA	NA	NA	NA	NA	Similar
	Contacted Bettendorf elected officials	NA	NA	NA	NA	15%	NA	NA	NA	NA	NA	Similar
	Volunteered	45%	12%	44%	40%	37%	Similar	NA	Much lower	Similar	Lower	Similar
	Participated in a club	NA	NA	28%	30%	27%	Similar	NA	NA	Lower	Similar	Similar
	Talked to or visited with neighbors	NA	NA	NA	NA	95%	NA	NA	NA	NA	NA	Similar
	Done a favor for a neighbor	NA	NA	NA	NA	90%	NA	NA	NA	NA	NA	Similar
	Attended a local public meeting	22%	23%	25%	23%	16%	Lower	NA	Much lower	Lower	Lower	Similar
	Watched a local public meeting	50%	50%	40%	37%	25%	Lower	NA	Higher	Lower	Similar	Similar
	Read or watched local news	NA	NA	NA	NA	93%	NA	NA	NA	NA	NA	Similar
Voted in local elections	76%	NA	82%	80%	84%	Similar	NA	NA	Much higher	Much higher	Similar	