



THE NCSTM
The National Citizen SurveyTM

Bettendorf, IA

Technical Appendices

2018



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

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	
Bettendorf as a place to live	57%	N=281	40%	N=195	3%	N=17	0%	N=1	100%	N=493
Your neighborhood as a place to live	52%	N=257	41%	N=201	6%	N=27	1%	N=6	100%	N=492
Bettendorf as a place to raise children	60%	N=271	38%	N=169	2%	N=10	0%	N=1	100%	N=451
Bettendorf as a place to work	39%	N=141	43%	N=155	15%	N=55	2%	N=9	100%	N=360
Bettendorf as a place to visit	20%	N=94	47%	N=221	26%	N=122	6%	N=30	100%	N=467
Bettendorf as a place to retire	39%	N=159	38%	N=154	20%	N=82	4%	N=16	100%	N=411
The overall quality of life in Bettendorf	48%	N=235	48%	N=234	4%	N=21	0%	N=2	100%	N=491

Table 2: Question 2

Please rate each of the following characteristics as they relate to Bettendorf as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Bettendorf	45%	N=218	47%	N=232	7%	N=36	1%	N=4	100%	N=491
Overall ease of getting to the places you usually have to visit	44%	N=218	47%	N=230	8%	N=41	1%	N=3	100%	N=492
Quality of overall natural environment in Bettendorf	42%	N=204	50%	N=242	6%	N=31	2%	N=10	100%	N=487
Overall "built environment" of Bettendorf (including overall design, buildings, parks and transportation systems)	29%	N=141	54%	N=265	13%	N=65	4%	N=18	100%	N=489
Health and wellness opportunities in Bettendorf	44%	N=211	48%	N=227	7%	N=32	1%	N=4	100%	N=474
Overall opportunities for education and enrichment	46%	N=217	48%	N=227	6%	N=27	1%	N=2	100%	N=473
Overall economic health of Bettendorf	36%	N=171	54%	N=254	9%	N=43	1%	N=5	100%	N=474
Sense of community	28%	N=137	48%	N=230	20%	N=95	4%	N=22	100%	N=484
Overall image or reputation of Bettendorf	48%	N=237	45%	N=220	6%	N=28	1%	N=4	100%	N=489

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Bettendorf to someone who asks	73%	N=361	23%	N=112	3%	N=14	1%	N=5	100%	N=492
Remain in Bettendorf for the next five years	75%	N=359	19%	N=90	2%	N=11	4%	N=20	100%	N=480

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	
In your neighborhood during the day	83%	N=412	14%	N=69	0%	N=2	2%	N=10	0%	N=2	100%	N=494
In Bettendorf's downtown/commercial area during the day	58%	N=260	31%	N=140	8%	N=34	3%	N=14	1%	N=2	100%	N=451

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Table 5: Question 5

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
Traffic flow on major streets	18%	N=90	63%	N=310	17%	N=82	2%	N=8	100%	N=490
Ease of public parking	26%	N=122	58%	N=268	14%	N=64	2%	N=10	100%	N=465
Ease of travel by car in Bettendorf	36%	N=169	56%	N=267	7%	N=32	1%	N=6	100%	N=474
Ease of travel by public transportation in Bettendorf	12%	N=18	41%	N=61	30%	N=44	18%	N=26	100%	N=149
Ease of travel by bicycle in Bettendorf	40%	N=144	43%	N=151	16%	N=55	1%	N=5	100%	N=355
Ease of walking in Bettendorf	44%	N=203	43%	N=197	13%	N=61	1%	N=3	100%	N=463
Availability of paths and walking trails	54%	N=252	37%	N=174	9%	N=44	0%	N=0	100%	N=469
Cleanliness of Bettendorf	47%	N=232	44%	N=218	8%	N=40	0%	N=2	100%	N=491
Overall appearance of Bettendorf	41%	N=204	50%	N=247	7%	N=36	1%	N=4	100%	N=491
Public places where people want to spend time	33%	N=157	50%	N=239	16%	N=75	1%	N=4	100%	N=475
Variety of housing options	28%	N=128	44%	N=202	22%	N=103	6%	N=25	100%	N=458
Availability of affordable quality housing	12%	N=55	35%	N=154	37%	N=164	15%	N=68	100%	N=442
Fitness opportunities (including exercise classes and paths or trails, etc.)	48%	N=227	43%	N=205	8%	N=40	1%	N=3	100%	N=475
Recreational opportunities	38%	N=180	43%	N=205	18%	N=83	1%	N=7	100%	N=476
Availability of affordable quality health care	31%	N=140	48%	N=213	16%	N=70	5%	N=23	100%	N=446
Availability of preventive health services	34%	N=142	49%	N=204	13%	N=55	4%	N=17	100%	N=417
Availability of affordable quality mental health care	16%	N=45	31%	N=86	25%	N=70	27%	N=74	100%	N=275

Table 6: Question 6

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
Availability of affordable quality child care/preschool	24%	N=58	40%	N=97	30%	N=72	5%	N=13	100%	N=240
K-12 education	57%	N=228	38%	N=153	5%	N=20	0%	N=1	100%	N=403
Adult educational opportunities	29%	N=92	47%	N=149	20%	N=65	4%	N=14	100%	N=321
Opportunities to attend cultural/arts/music activities	20%	N=85	45%	N=190	32%	N=134	3%	N=14	100%	N=422
Opportunities to participate in religious or spiritual events and activities	40%	N=143	50%	N=181	9%	N=34	1%	N=3	100%	N=361
Employment opportunities	14%	N=48	44%	N=151	36%	N=122	6%	N=21	100%	N=342
Shopping opportunities	14%	N=67	42%	N=205	36%	N=174	8%	N=37	100%	N=483
Cost of living in Bettendorf	7%	N=35	46%	N=222	40%	N=191	7%	N=34	100%	N=481
Overall quality of business and service establishments in Bettendorf	19%	N=93	59%	N=282	19%	N=93	3%	N=13	100%	N=481
Vibrant downtown/commercial area	3%	N=15	25%	N=115	43%	N=200	29%	N=133	100%	N=464
Overall quality of new development in Bettendorf	22%	N=103	56%	N=261	19%	N=90	2%	N=11	100%	N=466
Opportunities to participate in social events and activities	19%	N=83	56%	N=243	19%	N=81	6%	N=26	100%	N=433
Opportunities to volunteer	23%	N=81	51%	N=181	23%	N=82	3%	N=12	100%	N=356
Opportunities to participate in community matters	21%	N=83	51%	N=200	23%	N=89	4%	N=17	100%	N=388
Openness and acceptance of the community toward people of diverse backgrounds	23%	N=99	46%	N=197	23%	N=98	7%	N=31	100%	N=426
Neighborliness of residents in Bettendorf	21%	N=103	56%	N=268	18%	N=86	5%	N=24	100%	N=481

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Observed a code violation or other hazard in Bettendorf (weeds, abandoned buildings, etc.)	61%	N=297	39%	N=190	100%	N=488
Household member was a victim of a crime in Bettendorf	92%	N=450	8%	N=40	100%	N=490
Reported a crime to the police in Bettendorf	82%	N=403	18%	N=86	100%	N=489
Contacted the City of Bettendorf (in-person, phone, email or web) for help or information	60%	N=297	40%	N=194	100%	N=491
Contacted Bettendorf elected officials (in-person, phone, email or web) to express your opinion	85%	N=413	15%	N=75	100%	N=488

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	
	%	N	%	N	%	N	%	N	%	N
Used Bettendorf recreation centers or their services	21%	N=103	14%	N=71	29%	N=140	36%	N=173	100%	N=487
Visited a neighborhood park or City park	21%	N=102	33%	N=161	31%	N=150	15%	N=72	100%	N=485
Used Bettendorf public libraries or their services	11%	N=52	28%	N=135	36%	N=174	26%	N=129	100%	N=491
Attended a City-sponsored event	1%	N=5	5%	N=26	44%	N=213	50%	N=243	100%	N=487
Used bus or other public transportation instead of driving	1%	N=5	1%	N=5	2%	N=10	96%	N=470	100%	N=490
Carpooled with other adults or children instead of driving alone	10%	N=49	12%	N=60	15%	N=73	63%	N=307	100%	N=489
Walked or biked instead of driving	14%	N=70	17%	N=81	26%	N=127	43%	N=210	100%	N=488
Volunteered your time to some group/activity in Bettendorf	6%	N=29	10%	N=51	18%	N=88	66%	N=322	100%	N=490
Participated in a club	4%	N=21	12%	N=57	9%	N=44	75%	N=366	100%	N=488
Talked to or visited with your immediate neighbors	51%	N=250	30%	N=145	14%	N=69	5%	N=24	100%	N=488
Done a favor for a neighbor	23%	N=113	27%	N=134	36%	N=176	14%	N=67	100%	N=490

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=1	2%	N=9	13%	N=64	85%	N=414	100%	N=489
Watched (online or on television) a local public meeting	0%	N=1	2%	N=10	18%	N=88	80%	N=388	100%	N=487

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Table 10: Question 10

Please rate the quality of each of the following services in Bettendorf:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police services	47%	N=207	44%	N=194	7%	N=31	1%	N=6	100%	N=438
Fire services	59%	N=217	37%	N=137	3%	N=11	0%	N=1	100%	N=366
Ambulance or emergency medical services	58%	N=195	39%	N=130	3%	N=11	0%	N=1	100%	N=337
Crime prevention	31%	N=122	53%	N=211	14%	N=57	2%	N=6	100%	N=397
Fire prevention and education	38%	N=121	49%	N=158	12%	N=39	1%	N=2	100%	N=321
Traffic enforcement	27%	N=112	54%	N=227	15%	N=63	5%	N=20	100%	N=422
Street repair	15%	N=74	45%	N=218	28%	N=134	11%	N=53	100%	N=480
Street cleaning	28%	N=134	53%	N=251	15%	N=69	4%	N=18	100%	N=471
Street lighting	27%	N=128	53%	N=254	16%	N=76	5%	N=22	100%	N=480
Snow removal	42%	N=196	47%	N=219	9%	N=43	2%	N=10	100%	N=468
Sidewalk maintenance	27%	N=118	54%	N=238	17%	N=77	2%	N=8	100%	N=441
Traffic signal timing	21%	N=98	49%	N=231	21%	N=97	10%	N=46	100%	N=472
Bus or transit services	25%	N=34	46%	N=64	18%	N=25	11%	N=14	100%	N=137
Garbage collection	58%	N=266	38%	N=171	4%	N=17	0%	N=1	100%	N=455
Recycling	60%	N=274	37%	N=169	3%	N=15	0%	N=1	100%	N=460
Yard waste pick-up	53%	N=221	39%	N=165	5%	N=20	3%	N=11	100%	N=417
Storm drainage	30%	N=130	55%	N=233	10%	N=44	4%	N=19	100%	N=426
Sewer services	38%	N=153	52%	N=210	9%	N=38	1%	N=6	100%	N=407
Utility billing	29%	N=129	52%	N=236	16%	N=74	3%	N=11	100%	N=450
City parks	48%	N=221	48%	N=221	4%	N=16	0%	N=1	100%	N=459
Recreation programs or classes	42%	N=129	45%	N=138	13%	N=38	0%	N=1	100%	N=307
Recreation centers or facilities	35%	N=124	52%	N=183	12%	N=43	0%	N=2	100%	N=352
Land use, planning and zoning	19%	N=67	51%	N=179	24%	N=83	6%	N=22	100%	N=351
Code enforcement (weeds, abandoned buildings, etc.)	19%	N=69	48%	N=174	25%	N=90	8%	N=27	100%	N=359
Economic development	24%	N=97	52%	N=216	21%	N=85	3%	N=13	100%	N=411
Health services	27%	N=112	56%	N=234	15%	N=62	2%	N=9	100%	N=417
Public library services	53%	N=230	42%	N=179	4%	N=17	1%	N=5	100%	N=432
Public information services	33%	N=122	54%	N=201	10%	N=39	3%	N=12	100%	N=374
Cable television	12%	N=41	40%	N=135	28%	N=95	19%	N=64	100%	N=335
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	26%	N=90	59%	N=204	13%	N=45	1%	N=4	100%	N=343
Preservation of natural areas such as open space, farmlands and greenbelts	23%	N=87	45%	N=174	24%	N=94	8%	N=31	100%	N=386
Bettendorf open space	23%	N=91	49%	N=195	26%	N=102	3%	N=12	100%	N=399
City-sponsored special events	22%	N=76	59%	N=201	16%	N=53	3%	N=10	100%	N=341
Overall customer service by Bettendorf employees (police, receptionists, planners, etc.)	39%	N=165	51%	N=218	8%	N=35	1%	N=6	100%	N=423

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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=176	55%	N=253	6%	N=28	1%	N=5	100%	N=463
The Federal Government	9%	N=39	37%	N=155	42%	N=176	11%	N=48	100%	N=418

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=88	52%	N=237	25%	N=112	4%	N=18	100%	N=455
The overall direction that Bettendorf is taking	30%	N=139	51%	N=239	17%	N=78	2%	N=8	100%	N=465
The job Bettendorf government does at welcoming citizen involvement	28%	N=109	46%	N=178	23%	N=89	3%	N=10	100%	N=386
Overall confidence in Bettendorf government	25%	N=113	54%	N=243	17%	N=77	4%	N=17	100%	N=449
Generally acting in the best interest of the community	25%	N=113	54%	N=240	18%	N=83	3%	N=13	100%	N=448
Being honest	29%	N=117	50%	N=199	18%	N=72	3%	N=13	100%	N=400
Treating all residents fairly	29%	N=113	49%	N=194	18%	N=72	4%	N=17	100%	N=396

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	66%	N=318	30%	N=143	4%	N=18	1%	N=3	100%	N=482
Overall ease of getting to the places you usually have to visit	28%	N=133	48%	N=233	22%	N=106	2%	N=10	100%	N=482
Quality of overall natural environment in Bettendorf	34%	N=163	46%	N=223	19%	N=94	0%	N=2	100%	N=481
Overall "built environment" of Bettendorf (including overall design, buildings, parks and transportation systems)	30%	N=145	49%	N=234	20%	N=97	1%	N=6	100%	N=482
Health and wellness opportunities in Bettendorf	38%	N=180	36%	N=174	25%	N=118	2%	N=8	100%	N=481
Overall opportunities for education and enrichment	43%	N=208	40%	N=191	16%	N=78	1%	N=5	100%	N=482
Overall economic health of Bettendorf	50%	N=243	43%	N=206	7%	N=32	0%	N=1	100%	N=482
Sense of community	36%	N=174	47%	N=226	16%	N=77	1%	N=7	100%	N=482

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Table 14: Question 14

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
	%	N	%	N	%	N	%	N
City Facebook Page	26%	N=126	28%	N=133	46%	N=220	100%	N=479
City Twitter account	4%	N=20	23%	N=110	73%	N=351	100%	N=481
City website (www.bettendorf.org)	61%	N=296	24%	N=118	14%	N=68	100%	N=482
City Cable Channel 9	12%	N=56	31%	N=148	58%	N=277	100%	N=482
City View newsletter	34%	N=163	44%	N=215	22%	N=106	100%	N=485
Citizen Information Email	19%	N=94	33%	N=160	47%	N=229	100%	N=483
City public meetings	23%	N=111	38%	N=185	39%	N=189	100%	N=485
Talking with City officials	28%	N=133	35%	N=166	38%	N=181	100%	N=480
Local newspapers	43%	N=207	38%	N=183	20%	N=95	100%	N=486
Local radio news	30%	N=148	42%	N=206	27%	N=133	100%	N=487
Local television news	53%	N=256	34%	N=164	14%	N=67	100%	N=487
Word-of-mouth	33%	N=159	46%	N=221	21%	N=101	100%	N=481

Table 15: Question 15

Please indicate whether or not you currently do any of the following:	No		Yes		Total	
	%	N	%	N	%	N
Use social media for any purpose (e.g., Facebook, Twitter, Instagram, NextDoor, etc.)	28%	N=135	72%	N=352	100%	N=487
Follow the City of Bettendorf on Facebook	76%	N=371	24%	N=116	100%	N=486
Follow the City of Bettendorf on Twitter	94%	N=457	6%	N=30	100%	N=486

Table 16: Question 16

Please indicate how likely, if at all, you would be to use each of the following to obtain information about the City government and its activities, events and services:	Very likely		Somewhat likely		Not at all likely		Total	
	%	N	%	N	%	N	%	N
Instagram	7%	N=34	10%	N=48	83%	N=401	100%	N=483
NextDoor	10%	N=46	11%	N=56	79%	N=382	100%	N=484
Snapchat	3%	N=17	6%	N=28	91%	N=438	100%	N=483

Table 17: Question 17

Please rate the quality of each of the following in Bettendorf:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Condition of major city streets	17%	N=81	58%	N=285	20%	N=95	6%	N=27	100%	N=489
Condition of streets in your neighborhood	26%	N=125	46%	N=227	19%	N=95	9%	N=42	100%	N=489
Condition of street signs	36%	N=178	56%	N=274	6%	N=28	2%	N=8	100%	N=487
Condition of pavement markings on city streets	25%	N=119	50%	N=240	18%	N=89	7%	N=35	100%	N=483
Condition of landscaping or streetscaping in medians and along streets	30%	N=147	54%	N=264	15%	N=72	1%	N=6	100%	N=489
Cleanliness of city streets	37%	N=179	51%	N=252	10%	N=47	2%	N=12	100%	N=489
Cleanliness of storm water drains and creeks in your neighborhood	28%	N=129	54%	N=250	12%	N=57	5%	N=24	100%	N=460

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Table 18: 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	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	4%	N=19	2%	N=9	4%	N=22	14%	N=71	76%	N=371	100%	N=491
Purchase goods or services from a business located in Bettendorf	0%	N=1	2%	N=9	30%	N=145	46%	N=225	23%	N=111	100%	N=492
Eat at least 5 portions of fruits and vegetables a day	3%	N=15	11%	N=53	35%	N=171	36%	N=177	15%	N=75	100%	N=490
Participate in moderate or vigorous physical activity	2%	N=9	13%	N=63	33%	N=160	33%	N=160	20%	N=99	100%	N=490
Read or watch local news (via television, paper, computer, etc.)	2%	N=9	12%	N=57	14%	N=66	33%	N=161	40%	N=197	100%	N=491
Vote in local elections	8%	N=40	6%	N=31	17%	N=85	28%	N=136	41%	N=200	100%	N=492

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	16%	N=76
Very good	48%	N=233
Good	28%	N=139
Fair	7%	N=34
Poor	1%	N=6
Total	100%	N=488

Table 20: 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	8%	N=39
Somewhat positive	32%	N=158
Neutral	50%	N=242
Somewhat negative	8%	N=39
Very negative	2%	N=9
Total	100%	N=487

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	62%	N=301
Working part time for pay	9%	N=45
Unemployed, looking for paid work	1%	N=5
Unemployed, not looking for paid work	2%	N=8
Fully retired	26%	N=127
Total	100%	N=486

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Table 22: Question D5

Do you work inside the boundaries of Bettendorf?	Percent	Number
Yes, outside the home	29%	N=139
Yes, from home	5%	N=22
No	66%	N=310
Total	100%	N=471

Table 23: Question D6

How many years have you lived in Bettendorf?	Percent	Number
Less than 2 years	16%	N=79
2 to 5 years	20%	N=100
6 to 10 years	11%	N=55
11 to 20 years	18%	N=88
More than 20 years	34%	N=169
Total	100%	N=491

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	72%	N=354
Building with two or more homes (duplex, townhome, apartment or condominium)	25%	N=123
Mobile home	1%	N=3
Other	2%	N=8
Total	100%	N=489

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	23%	N=111
Owned	77%	N=374
Total	100%	N=485

Table 26: 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	3%	N=15
\$300 to \$599 per month	13%	N=61
\$600 to \$999 per month	26%	N=124
\$1,000 to \$1,499 per month	28%	N=134
\$1,500 to \$2,499 per month	23%	N=111
\$2,500 or more per month	6%	N=31
Total	100%	N=475

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Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	60%	N=294
Yes	40%	N=194
Total	100%	N=488

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	71%	N=348
Yes	29%	N=141
Total	100%	N=489

Table 29: 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	7%	N=34
\$25,000 to \$49,999	20%	N=95
\$50,000 to \$99,999	33%	N=156
\$100,000 to \$149,999	22%	N=106
\$150,000 or more	17%	N=82
Total	100%	N=472

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=467
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=20
Total	100%	N=487

Table 31: 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	1%	N=4
Asian, Asian Indian or Pacific Islander	3%	N=13
Black or African American	2%	N=8
White	95%	N=461
Other	5%	N=23

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

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Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=8
25 to 34 years	20%	N=99
35 to 44 years	16%	N=81
45 to 54 years	23%	N=110
55 to 64 years	14%	N=68
65 to 74 years	13%	N=64
75 years or older	12%	N=59
Total	100%	N=490

Table 33: Question D16

What is your sex?	Percent	Number
Female	53%	N=254
Male	47%	N=226
Total	100%	N=480

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	74%	N=356
Land line	11%	N=52
Both	16%	N=77
Total	100%	N=484

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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 35: 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	57%	N=281	39%	N=195	3%	N=17	0%	N=1	0%	N=1	100%	N=494
Your neighborhood as a place to live	52%	N=257	41%	N=201	6%	N=27	1%	N=6	0%	N=1	100%	N=493
Bettendorf as a place to raise children	55%	N=271	34%	N=169	2%	N=10	0%	N=1	8%	N=42	100%	N=493
Bettendorf as a place to work	29%	N=141	32%	N=155	11%	N=55	2%	N=9	26%	N=123	100%	N=483
Bettendorf as a place to visit	19%	N=94	45%	N=221	25%	N=122	6%	N=30	5%	N=23	100%	N=491
Bettendorf as a place to retire	32%	N=159	31%	N=154	17%	N=82	3%	N=16	16%	N=79	100%	N=491
The overall quality of life in Bettendorf	48%	N=235	48%	N=234	4%	N=21	0%	N=2	0%	N=1	100%	N=493

Table 36: 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	44%	N=218	47%	N=232	7%	N=36	1%	N=4	0%	N=1	100%	N=492
Overall ease of getting to the places you usually have to visit	44%	N=218	47%	N=230	8%	N=41	1%	N=3	0%	N=1	100%	N=493
Quality of overall natural environment in Bettendorf	42%	N=204	49%	N=242	6%	N=31	2%	N=10	1%	N=3	100%	N=489
Overall "built environment" of Bettendorf (including overall design, buildings, parks and transportation systems)	29%	N=141	54%	N=265	13%	N=65	4%	N=18	1%	N=4	100%	N=492
Health and wellness opportunities in Bettendorf	43%	N=211	46%	N=227	7%	N=32	1%	N=4	4%	N=20	100%	N=493
Overall opportunities for education and enrichment	44%	N=217	46%	N=227	5%	N=27	0%	N=2	4%	N=17	100%	N=490
Overall economic health of Bettendorf	35%	N=171	52%	N=254	9%	N=43	1%	N=5	4%	N=18	100%	N=492
Sense of community	28%	N=137	47%	N=230	19%	N=95	4%	N=22	1%	N=6	100%	N=490
Overall image or reputation of Bettendorf	48%	N=237	45%	N=220	6%	N=28	1%	N=4	0%	N=1	100%	N=490

Table 37: 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	73%	N=361	23%	N=112	3%	N=14	1%	N=5	0%	N=2	100%	N=494
Remain in Bettendorf for the next five years	73%	N=359	18%	N=90	2%	N=11	4%	N=20	2%	N=12	100%	N=492

Table 38: 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	83%	N=412	14%	N=69	0%	N=2	2%	N=10	0%	N=2	0%	N=0	100%	N=494
In Bettendorf's downtown/commercial area during the day	53%	N=260	28%	N=140	7%	N=34	3%	N=14	0%	N=2	9%	N=43	100%	N=494

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Table 39: 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	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	18%	N=90	63%	N=310	17%	N=82	2%	N=8	0%	N=1	100%	N=491
Ease of public parking	25%	N=122	55%	N=268	13%	N=64	2%	N=10	5%	N=26	100%	N=490
Ease of travel by car in Bettendorf	35%	N=169	55%	N=267	7%	N=32	1%	N=6	2%	N=10	100%	N=485
Ease of travel by public transportation in Bettendorf	4%	N=18	13%	N=61	9%	N=44	5%	N=26	69%	N=334	100%	N=483
Ease of travel by bicycle in Bettendorf	30%	N=144	32%	N=151	12%	N=55	1%	N=5	26%	N=124	100%	N=479
Ease of walking in Bettendorf	42%	N=203	41%	N=197	12%	N=61	1%	N=3	5%	N=23	100%	N=486
Availability of paths and walking trails	51%	N=252	35%	N=174	9%	N=44	0%	N=0	4%	N=21	100%	N=491
Cleanliness of Bettendorf	47%	N=232	44%	N=218	8%	N=40	0%	N=2	0%	N=0	100%	N=491
Overall appearance of Bettendorf	41%	N=204	50%	N=247	7%	N=36	1%	N=4	0%	N=0	100%	N=491
Public places where people want to spend time	32%	N=157	49%	N=239	15%	N=75	1%	N=4	3%	N=15	100%	N=490
Variety of housing options	26%	N=128	41%	N=202	21%	N=103	5%	N=25	6%	N=32	100%	N=490
Availability of affordable quality housing	11%	N=55	31%	N=154	34%	N=164	14%	N=68	10%	N=48	100%	N=490
Fitness opportunities (including exercise classes and paths or trails, etc.)	46%	N=227	42%	N=205	8%	N=40	1%	N=3	3%	N=15	100%	N=490
Recreational opportunities	37%	N=180	42%	N=205	17%	N=83	1%	N=7	2%	N=12	100%	N=488
Availability of affordable quality health care	28%	N=140	43%	N=213	14%	N=70	5%	N=23	9%	N=46	100%	N=492
Availability of preventive health services	29%	N=142	42%	N=204	11%	N=55	3%	N=17	14%	N=70	100%	N=487
Availability of affordable quality mental health care	9%	N=45	18%	N=86	14%	N=70	15%	N=74	44%	N=213	100%	N=488

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Table 40: 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	12%	N=58	20%	N=97	15%	N=72	3%	N=13	51%	N=245	100%	N=485
K-12 education	47%	N=228	31%	N=153	4%	N=20	0%	N=1	18%	N=88	100%	N=491
Adult educational opportunities	19%	N=92	31%	N=149	13%	N=65	3%	N=14	34%	N=168	100%	N=489
Opportunities to attend cultural/arts/music activities	18%	N=85	39%	N=190	28%	N=134	3%	N=14	12%	N=60	100%	N=482
Opportunities to participate in religious or spiritual events and activities	29%	N=143	37%	N=181	7%	N=34	1%	N=3	26%	N=127	100%	N=488
Employment opportunities	10%	N=48	31%	N=151	25%	N=122	4%	N=21	30%	N=144	100%	N=486
Shopping opportunities	14%	N=67	42%	N=205	36%	N=174	8%	N=37	1%	N=6	100%	N=489
Cost of living in Bettendorf	7%	N=35	45%	N=222	39%	N=191	7%	N=34	1%	N=7	100%	N=488
Overall quality of business and service establishments in Bettendorf	19%	N=93	58%	N=282	19%	N=93	3%	N=13	2%	N=8	100%	N=489
Vibrant downtown/commercial area	3%	N=15	24%	N=115	41%	N=200	27%	N=133	5%	N=23	100%	N=487
Overall quality of new development in Bettendorf	21%	N=103	54%	N=261	19%	N=90	2%	N=11	4%	N=20	100%	N=486
Opportunities to participate in social events and activities	17%	N=83	50%	N=243	17%	N=81	5%	N=26	12%	N=57	100%	N=490
Opportunities to volunteer	17%	N=81	37%	N=181	17%	N=82	2%	N=12	27%	N=133	100%	N=489
Opportunities to participate in community matters	17%	N=83	41%	N=200	18%	N=89	3%	N=17	20%	N=100	100%	N=489
Openness and acceptance of the community toward people of diverse backgrounds	20%	N=99	41%	N=197	20%	N=98	6%	N=31	13%	N=61	100%	N=487
Neighborliness of residents in Bettendorf	21%	N=103	55%	N=268	18%	N=86	5%	N=24	2%	N=8	100%	N=489

Table 41: 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
Observed a code violation or other hazard in Bettendorf (weeds, abandoned buildings, etc.)	61%	N=297	39%	N=190	100%	N=488
Household member was a victim of a crime in Bettendorf	92%	N=450	8%	N=40	100%	N=490
Reported a crime to the police in Bettendorf	82%	N=403	18%	N=86	100%	N=489
Contacted the City of Bettendorf (in-person, phone, email or web) for help or information	60%	N=297	40%	N=194	100%	N=491
Contacted Bettendorf elected officials (in-person, phone, email or web) to express your opinion	85%	N=413	15%	N=75	100%	N=488

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Table 42: 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	
	%	N	%	N	%	N	%	N	%	N
Used Bettendorf recreation centers or their services	21%	N=103	14%	N=71	29%	N=140	36%	N=173	100%	N=487
Visited a neighborhood park or City park	21%	N=102	33%	N=161	31%	N=150	15%	N=72	100%	N=485
Used Bettendorf public libraries or their services	11%	N=52	28%	N=135	36%	N=174	26%	N=129	100%	N=491
Attended a City-sponsored event	1%	N=5	5%	N=26	44%	N=213	50%	N=243	100%	N=487
Used bus or other public transportation instead of driving	1%	N=5	1%	N=5	2%	N=10	96%	N=470	100%	N=490
Carpooled with other adults or children instead of driving alone	10%	N=49	12%	N=60	15%	N=73	63%	N=307	100%	N=489
Walked or biked instead of driving	14%	N=70	17%	N=81	26%	N=127	43%	N=210	100%	N=488
Volunteered your time to some group/activity in Bettendorf	6%	N=29	10%	N=51	18%	N=88	66%	N=322	100%	N=490
Participated in a club	4%	N=21	12%	N=57	9%	N=44	75%	N=366	100%	N=488
Talked to or visited with your immediate neighbors	51%	N=250	30%	N=145	14%	N=69	5%	N=24	100%	N=488
Done a favor for a neighbor	23%	N=113	27%	N=134	36%	N=176	14%	N=67	100%	N=490

Table 43: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=1	2%	N=9	13%	N=64	85%	N=414	100%	N=489
Watched (online or on television) a local public meeting	0%	N=1	2%	N=10	18%	N=88	80%	N=388	100%	N=487

Table 44: Question 10

Please rate the quality of each of the following services in Bettendorf:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	43%	N=207	40%	N=194	6%	N=31	1%	N=6	10%	N=48	100%	N=485
Fire services	45%	N=217	28%	N=137	2%	N=11	0%	N=1	25%	N=119	100%	N=485
Ambulance or emergency medical services	40%	N=195	27%	N=130	2%	N=11	0%	N=1	31%	N=149	100%	N=487
Crime prevention	25%	N=122	44%	N=211	12%	N=57	1%	N=6	17%	N=83	100%	N=480
Fire prevention and education	25%	N=121	33%	N=158	8%	N=39	0%	N=2	33%	N=160	100%	N=482
Traffic enforcement	23%	N=112	47%	N=227	13%	N=63	4%	N=20	12%	N=58	100%	N=481
Street repair	15%	N=74	45%	N=218	28%	N=134	11%	N=53	1%	N=3	100%	N=483
Street cleaning	28%	N=134	52%	N=251	14%	N=69	4%	N=18	2%	N=12	100%	N=483
Street lighting	26%	N=128	52%	N=254	16%	N=76	5%	N=22	1%	N=4	100%	N=484
Snow removal	41%	N=196	45%	N=219	9%	N=43	2%	N=10	3%	N=14	100%	N=482
Sidewalk maintenance	24%	N=118	49%	N=238	16%	N=77	2%	N=8	9%	N=42	100%	N=483
Traffic signal timing	20%	N=98	48%	N=231	20%	N=97	10%	N=46	2%	N=11	100%	N=483
Bus or transit services	7%	N=34	13%	N=64	5%	N=25	3%	N=14	72%	N=343	100%	N=480
Garbage collection	55%	N=266	35%	N=171	3%	N=17	0%	N=1	6%	N=29	100%	N=483
Recycling	56%	N=274	35%	N=169	3%	N=15	0%	N=1	5%	N=26	100%	N=486
Yard waste pick-up	45%	N=221	34%	N=165	4%	N=20	2%	N=11	14%	N=69	100%	N=486

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Please rate the quality of each of the following services in Bettendorf:	Excellent		Good		Fair		Poor		Don't know		Total	
Storm drainage	27%	N=130	48%	N=233	9%	N=44	4%	N=19	12%	N=56	100%	N=482
Sewer services	32%	N=153	44%	N=210	8%	N=38	1%	N=6	15%	N=74	100%	N=481
Utility billing	27%	N=129	49%	N=236	15%	N=74	2%	N=11	6%	N=31	100%	N=481
City parks	46%	N=221	46%	N=221	3%	N=16	0%	N=1	5%	N=23	100%	N=482
Recreation programs or classes	27%	N=129	29%	N=138	8%	N=38	0%	N=1	36%	N=174	100%	N=482
Recreation centers or facilities	26%	N=124	38%	N=183	9%	N=43	0%	N=2	26%	N=125	100%	N=477
Land use, planning and zoning	14%	N=67	37%	N=179	17%	N=83	5%	N=22	27%	N=130	100%	N=481
Code enforcement (weeds, abandoned buildings, etc.)	14%	N=69	36%	N=174	19%	N=90	6%	N=27	25%	N=120	100%	N=480
Economic development	20%	N=97	46%	N=216	18%	N=85	3%	N=13	13%	N=63	100%	N=474
Health services	23%	N=112	49%	N=234	13%	N=62	2%	N=9	13%	N=62	100%	N=479
Public library services	48%	N=230	37%	N=179	4%	N=17	1%	N=5	11%	N=53	100%	N=485
Public information services	25%	N=122	42%	N=201	8%	N=39	3%	N=12	22%	N=105	100%	N=480
Cable television	9%	N=41	28%	N=135	20%	N=95	13%	N=64	31%	N=147	100%	N=482
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	19%	N=90	42%	N=204	9%	N=45	1%	N=4	29%	N=137	100%	N=480
Preservation of natural areas such as open space, farmlands and greenbelts	18%	N=87	37%	N=174	20%	N=94	6%	N=31	19%	N=90	100%	N=476
Bettendorf open space	19%	N=91	41%	N=195	21%	N=102	2%	N=12	16%	N=78	100%	N=477
City-sponsored special events	16%	N=76	42%	N=201	11%	N=53	2%	N=10	29%	N=136	100%	N=477
Overall customer service by Bettendorf employees (police, receptionists, planners, etc.)	35%	N=165	46%	N=218	7%	N=35	1%	N=6	11%	N=54	100%	N=477

Table 45: 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	37%	N=176	53%	N=253	6%	N=28	1%	N=5	4%	N=17	100%	N=479
The Federal Government	8%	N=39	33%	N=155	37%	N=176	10%	N=48	12%	N=56	100%	N=474

Table 46: 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=88	49%	N=237	23%	N=112	4%	N=18	6%	N=29	100%	N=485
The overall direction that Bettendorf is taking	29%	N=139	49%	N=239	16%	N=78	2%	N=8	4%	N=20	100%	N=484
The job Bettendorf government does at welcoming citizen involvement	22%	N=109	37%	N=178	18%	N=89	2%	N=10	20%	N=98	100%	N=484
Overall confidence in Bettendorf government	23%	N=113	50%	N=243	16%	N=77	3%	N=17	8%	N=37	100%	N=486
Generally acting in the best interest of the community	23%	N=113	49%	N=240	17%	N=83	3%	N=13	8%	N=37	100%	N=485
Being honest	24%	N=117	41%	N=199	15%	N=72	3%	N=13	17%	N=84	100%	N=484
Treating all residents fairly	23%	N=113	40%	N=194	15%	N=72	4%	N=17	18%	N=87	100%	N=483

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Table 47: 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	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Bettendorf	66%	N=318	30%	N=143	4%	N=18	1%	N=3	100%	N=482
Overall ease of getting to the places you usually have to visit	28%	N=133	48%	N=233	22%	N=106	2%	N=10	100%	N=482
Quality of overall natural environment in Bettendorf	34%	N=163	46%	N=223	19%	N=94	0%	N=2	100%	N=481
Overall "built environment" of Bettendorf (including overall design, buildings, parks and transportation systems)	30%	N=145	49%	N=234	20%	N=97	1%	N=6	100%	N=482
Health and wellness opportunities in Bettendorf	38%	N=180	36%	N=174	25%	N=118	2%	N=8	100%	N=481
Overall opportunities for education and enrichment	43%	N=208	40%	N=191	16%	N=78	1%	N=5	100%	N=482
Overall economic health of Bettendorf	50%	N=243	43%	N=206	7%	N=32	0%	N=1	100%	N=482
Sense of community	36%	N=174	47%	N=226	16%	N=77	1%	N=7	100%	N=482

Table 48: Question 14

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
	%	N	%	N	%	N	%	N
City Facebook Page	26%	N=126	28%	N=133	46%	N=220	100%	N=479
City Twitter account	4%	N=20	23%	N=110	73%	N=351	100%	N=481
City website (www.bettendorf.org)	61%	N=296	24%	N=118	14%	N=68	100%	N=482
City Cable Channel 9	12%	N=56	31%	N=148	58%	N=277	100%	N=482
City View newsletter	34%	N=163	44%	N=215	22%	N=106	100%	N=485
Citizen Information Email	19%	N=94	33%	N=160	47%	N=229	100%	N=483
City public meetings	23%	N=111	38%	N=185	39%	N=189	100%	N=485
Talking with City officials	28%	N=133	35%	N=166	38%	N=181	100%	N=480
Local newspapers	43%	N=207	38%	N=183	20%	N=95	100%	N=486
Local radio news	30%	N=148	42%	N=206	27%	N=133	100%	N=487
Local television news	53%	N=256	34%	N=164	14%	N=67	100%	N=487
Word-of-mouth	33%	N=159	46%	N=221	21%	N=101	100%	N=481

Table 49: Question 15

Please indicate whether or not you currently do any of the following:	No		Yes		Total	
	%	N	%	N	%	N
Use social media for any purpose (e.g., Facebook, Twitter, Instagram, NextDoor, etc.)	28%	N=135	72%	N=352	100%	N=487
Follow the City of Bettendorf on Facebook	76%	N=371	24%	N=116	100%	N=486
Follow the City of Bettendorf on Twitter	94%	N=457	6%	N=30	100%	N=486

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Table 50: Question 16

Please indicate how likely, if at all, you would be to use each of the following to obtain information about the City government and its activities, events and services:	Very likely		Somewhat likely		Not at all likely		Total	
	Percent	N	Percent	N	Percent	N	Percent	N
Instagram	7%	N=34	10%	N=48	83%	N=401	100%	N=483
NextDoor	10%	N=46	11%	N=56	79%	N=382	100%	N=484
Snapchat	3%	N=17	6%	N=28	91%	N=438	100%	N=483

Table 51: Question 17

Please rate the quality of each of the following in Bettendorf:	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Condition of major city streets	17%	N=81	58%	N=285	19%	N=95	6%	N=27	0%	N=1	100%	N=490
Condition of streets in your neighborhood	26%	N=125	46%	N=227	19%	N=95	9%	N=42	0%	N=1	100%	N=490
Condition of street signs	36%	N=178	56%	N=274	6%	N=28	2%	N=8	0%	N=2	100%	N=489
Condition of pavement markings on city streets	24%	N=119	49%	N=240	18%	N=89	7%	N=35	1%	N=6	100%	N=489
Condition of landscaping or streetscaping in medians and along streets	30%	N=147	54%	N=264	15%	N=72	1%	N=6	0%	N=1	100%	N=490
Cleanliness of city streets	37%	N=179	51%	N=252	10%	N=47	2%	N=12	0%	N=1	100%	N=490
Cleanliness of storm water drains and creeks in your neighborhood	26%	N=129	51%	N=250	12%	N=57	5%	N=24	6%	N=28	100%	N=488

Table 52: 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	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Recycle at home	4%	N=19	2%	N=9	4%	N=22	14%	N=71	76%	N=371	100%	N=491
Purchase goods or services from a business located in Bettendorf	0%	N=1	2%	N=9	30%	N=145	46%	N=225	23%	N=111	100%	N=492
Eat at least 5 portions of fruits and vegetables a day	3%	N=15	11%	N=53	35%	N=171	36%	N=177	15%	N=75	100%	N=490
Participate in moderate or vigorous physical activity	2%	N=9	13%	N=63	33%	N=160	33%	N=160	20%	N=99	100%	N=490
Read or watch local news (via television, paper, computer, etc.)	2%	N=9	12%	N=57	14%	N=66	33%	N=161	40%	N=197	100%	N=491
Vote in local elections	8%	N=40	6%	N=31	17%	N=85	28%	N=136	41%	N=200	100%	N=492

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	16%	N=76
Very good	48%	N=233
Good	28%	N=139
Fair	7%	N=34
Poor	1%	N=6
Total	100%	N=488

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Table 54: 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	8%	N=39
Somewhat positive	32%	N=158
Neutral	50%	N=242
Somewhat negative	8%	N=39
Very negative	2%	N=9
Total	100%	N=487

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	62%	N=301
Working part time for pay	9%	N=45
Unemployed, looking for paid work	1%	N=5
Unemployed, not looking for paid work	2%	N=8
Fully retired	26%	N=127
Total	100%	N=486

Table 56: Question D5

Do you work inside the boundaries of Bettendorf?	Percent	Number
Yes, outside the home	29%	N=139
Yes, from home	5%	N=22
No	66%	N=310
Total	100%	N=471

Table 57: Question D6

How many years have you lived in Bettendorf?	Percent	Number
Less than 2 years	16%	N=79
2 to 5 years	20%	N=100
6 to 10 years	11%	N=55
11 to 20 years	18%	N=88
More than 20 years	34%	N=169
Total	100%	N=491

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Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	72%	N=354
Building with two or more homes (duplex, townhome, apartment or condominium)	25%	N=123
Mobile home	1%	N=3
Other	2%	N=8
Total	100%	N=489

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	23%	N=111
Owned	77%	N=374
Total	100%	N=485

Table 60: 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	3%	N=15
\$300 to \$599 per month	13%	N=61
\$600 to \$999 per month	26%	N=124
\$1,000 to \$1,499 per month	28%	N=134
\$1,500 to \$2,499 per month	23%	N=111
\$2,500 or more per month	6%	N=31
Total	100%	N=475

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	60%	N=294
Yes	40%	N=194
Total	100%	N=488

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	71%	N=348
Yes	29%	N=141
Total	100%	N=489

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Table 63: 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	7%	N=34
\$25,000 to \$49,999	20%	N=95
\$50,000 to \$99,999	33%	N=156
\$100,000 to \$149,999	22%	N=106
\$150,000 or more	17%	N=82
Total	100%	N=472

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=467
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=20
Total	100%	N=487

Table 65: 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	1%	N=4
Asian, Asian Indian or Pacific Islander	3%	N=13
Black or African American	2%	N=8
White	95%	N=461
Other	5%	N=23

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

Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=8
25 to 34 years	20%	N=99
35 to 44 years	16%	N=81
45 to 54 years	23%	N=110
55 to 64 years	14%	N=68
65 to 74 years	13%	N=64
75 years or older	12%	N=59
Total	100%	N=490

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Table 67: Question D16

What is your sex?	Percent	Number
Female	53%	N=254
Male	47%	N=226
Total	100%	N=480

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	74%	N=356
Land line	11%	N=52
Both	16%	N=77
Total	100%	N=484

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,” 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 69: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Bettendorf	95%	42	480	Higher
Overall image or reputation of Bettendorf	93%	29	367	Higher
Bettendorf as a place to live	97%	50	412	Higher
Your neighborhood as a place to live	93%	39	328	Similar
Bettendorf as a place to raise children	98%	32	401	Higher
Bettendorf as a place to retire	76%	58	375	Higher
Overall appearance of Bettendorf	92%	47	376	Higher

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Bettendorf	92%	89	351	Similar
	In your neighborhood during the day	97%	75	373	Similar
	In Bettendorf's downtown/commercial area during the day	89%	180	327	Similar
Mobility	Overall ease of getting to the places you usually have to visit	91%	13	254	Higher
	Availability of paths and walking trails	91%	12	328	Much higher
	Ease of walking in Bettendorf	86%	17	316	Higher
	Ease of travel by bicycle in Bettendorf	83%	7	318	Much higher
	Ease of travel by public transportation in Bettendorf	53%	54	214	Similar
	Ease of travel by car in Bettendorf	92%	7	317	Higher
	Ease of public parking	84%	9	212	Higher
Natural Environment	Traffic flow on major streets	82%	8	361	Much higher
	Quality of overall natural environment in Bettendorf	92%	51	289	Similar
Built Environment	Cleanliness of Bettendorf	91%	32	296	Higher
	Overall "built environment" of Bettendorf (including overall design, buildings, parks and transportation systems)	83%	20	243	Higher
	Overall quality of new development in Bettendorf	78%	18	301	Higher
	Availability of affordable quality housing	47%	104	314	Similar
	Variety of housing options	72%	30	292	Higher
Economy	Public places where people want to spend time	83%	30	236	Higher
	Overall economic health of Bettendorf	90%	21	249	Higher
	Vibrant downtown/commercial area	28%	182	227	Lower
	Overall quality of business and service establishments in Bettendorf	78%	53	283	Similar
	Cost of living in Bettendorf	53%	64	246	Similar
	Shopping opportunities	56%	147	307	Similar
	Employment opportunities	58%	40	323	Higher
	Bettendorf as a place to visit	67%	130	265	Similar
	Bettendorf as a place to work	82%	22	378	Higher
	Recreation and Wellness	Health and wellness opportunities in Bettendorf	92%	10	244
Availability of affordable quality mental health care		48%	107	215	Similar
Availability of preventive health services		83%	16	244	Higher
Availability of affordable quality health care		79%	28	271	Higher
Recreational opportunities		81%	37	311	Higher
Education and	Fitness opportunities (including exercise classes and paths or trails, etc.)	91%	8	234	Higher
	Overall opportunities for education and enrichment	94%	16	246	Higher

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enrichment	Opportunities to participate in religious or spiritual events and activities	90%	16	211	Similar
	Opportunities to attend cultural/arts/music activities	65%	111	309	Similar
	Adult educational opportunities	75%	27	223	Higher
	K-12 education	95%	15	283	Much higher
	Availability of affordable quality child care/preschool	65%	44	262	Higher
Community Engagement	Opportunities to participate in social events and activities	75%	72	272	Similar
	Neighborliness of Bettendorf	77%	35	238	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	70%	62	305	Similar
	Opportunities to participate in community matters	73%	65	284	Similar
	Opportunities to volunteer	74%	116	275	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Bettendorf	93%	17	453	Higher
Overall customer service by Bettendorf employees (police, receptionists, planners, etc.)	90%	27	396	Higher
Value of services for the taxes paid to Bettendorf	72%	23	422	Higher
Overall direction that Bettendorf is taking	81%	7	333	Higher
Job Bettendorf government does at welcoming citizen involvement	74%	5	332	Higher
Overall confidence in Bettendorf government	79%	6	249	Higher
Generally acting in the best interest of the community	79%	8	249	Higher
Being honest	79%	8	241	Higher
Treating all residents fairly	77%	7	246	Higher
Services provided by the Federal Government	46%	25	258	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	92%	56	491	Higher
	Fire services	97%	54	411	Similar
	Ambulance or emergency medical services	96%	39	371	Similar
	Crime prevention	84%	82	380	Higher
	Fire prevention and education	87%	55	300	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	86%	8	289	Higher
	Traffic enforcement	80%	32	393	Higher
Mobility	Street repair	61%	104	417	Similar
	Street cleaning	82%	29	336	Higher
	Street lighting	79%	17	348	Higher
	Snow removal	89%	9	308	Higher
	Sidewalk maintenance	81%	5	339	Higher
	Traffic signal timing	70%	14	274	Higher
	Bus or transit services	71%	29	238	Higher
Natural Environment	Garbage collection	96%	4	376	Higher
	Recycling	96%	4	378	Higher
	Yard waste pick-up	92%	4	285	Higher
	Preservation of natural areas such as open space, farmlands and greenbelts	68%	72	267	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Built Environment	Bettendorf open space	72%	42	224	Similar
	Storm drainage	85%	14	374	Higher
	Sewer services	89%	19	340	Higher
	Utility billing	81%	26	218	Similar
	Land use, planning and zoning	70%	15	319	Higher
	Code enforcement (weeds, abandoned buildings, etc.)	67%	40	408	Higher
Economy	Cable television	53%	112	210	Similar
Recreation and Wellness	Economic development	76%	17	299	Higher
	City parks	96%	29	344	Higher
Education and Enrichment	Recreation programs or classes	87%	14	344	Higher
	Recreation centers or facilities	87%	33	289	Higher
	Health services	83%	34	224	Higher
Community Engagement	City-sponsored special events	81%	56	269	Similar
	Public library services	95%	36	362	Similar
	Public information services	86%	9	298	Higher

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	76%	60	325	Similar
Recommend living in Bettendorf to someone who asks	96%	27	297	Higher
Remain in Bettendorf for the next five years	93%	12	288	Higher
Contacted Bettendorf (in-person, phone, email or web) for help or information	40%	248	335	Similar

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Did NOT report a crime to the police	82%	87	241	Similar
	Household member was NOT a victim of a crime	92%	87	285	Similar
Mobility	Used bus or other public transportation instead of driving	4%	184	195	Much lower
	Carpooled with other adults or children instead of driving alone	37%	181	228	Similar
	Walked or biked instead of driving	57%	116	237	Similar
Natural Environment	Recycle at home	94%	92	268	Similar
Built Environment	Did NOT observe a code violation or other hazard in Bettendorf	61%	75	230	Similar
	NOT experiencing housing costs stress	81%	26	265	Higher
Economy	Purchase goods or services from a business located in Bettendorf	98%	64	234	Similar
	Economy will have positive impact on income	40%	39	266	Similar
	Work inside boundaries of Bettendorf	34%	131	235	Similar
Recreation and Wellness	Used Bettendorf recreation centers or their services	64%	50	246	Similar
	Visited a neighborhood park or City park	85%	143	280	Similar
	Eat at least 5 portions of fruits and vegetables a day	86%	71	226	Similar
	Participate in moderate or vigorous physical activity	85%	114	230	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	In very good to excellent health	63%	139	230	Similar
Education and Enrichment	Used Bettendorf public libraries or their services	74%	40	253	Higher
	Attended City-sponsored event	50%	161	237	Similar
	Contacted Bettendorf elected officials (in-person, phone, email or web) to express your opinion	15%	154	233	Similar
Community Engagement	Volunteered your time to some group/activity in Bettendorf	34%	173	274	Similar
	Participated in a club	25%	137	249	Similar
	Talked to or visited with your immediate neighbors	95%	35	231	Similar
	Done a favor for a neighbor	86%	40	227	Similar
	Attended a local public meeting	15%	236	274	Similar
	Watched (online or on television) a local public meeting	20%	143	235	Similar
	Read or watch local news (via television, paper, computer, etc.)	87%	97	235	Similar
	Vote in local elections	85%	99	268	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.

Adams County, CO	441,603	Baltimore city, MD.....	620,961
Airway Heights city, WA.....	6,114	Bartonville town, TX.....	1,469
Albany city, OR.....	50,158	Battle Creek city, MI.....	52,347
Albemarle County, VA.....	98,970	Bay City city, MI.....	34,932
Albert Lea city, MN	18,016	Bay Village city, OH.....	15,651
Alexandria city, VA.....	139,966	Baytown city, TX.....	71,802
Algonquin village, IL	30,046	Bedford city, TX.....	46,979
Aliso Viejo city, CA.....	47,823	Bedford town, MA	13,320
Altoona city, IA.....	14,541	Bellevue city, WA	122,363
American Canyon city, CA	19,454	Bellingham city, WA	80,885
Ames city, IA.....	58,965	Benbrook city, TX.....	21,234
Andover CDP, MA	8,762	Bend city, OR.....	76,639
Ankeny city, IA.....	45,582	Bethlehem township, PA.....	23,730
Ann Arbor city, MI	113,934	Bettendorf city, IA.....	33,217
Annapolis city, MD.....	38,394	Billings city, MT.....	104,170
Apache Junction city, AZ	35,840	Blaine city, MN.....	57,186
Arapahoe County, CO	572,003	Bloomfield Hills city, MI	3,869
Arkansas City city, AR.....	366	Bloomington city, IN	80,405
Arlington city, TX.....	365,438	Bloomington city, MN	82,893
Arvada city, CO	106,433	Blue Springs city, MO	52,575
Asheville city, NC.....	83,393	Boise City city, ID	205,671
Ashland city, OR.....	20,078	Bonner Springs city, KS	7,314
Ashland town, MA.....	16,593	Boone County, KY	118,811
Ashland town, VA	7,225	Boulder city, CO.....	97,385
Aspen city, CO.....	6,658	Bowling Green city, KY	58,067
Athens-Clarke County, GA,	115,452	Bozeman city, MT	37,280
Auburn city, AL.....	53,380	Brentwood city, MO.....	8,055
Augusta CCD, GA.....	134,777	Brentwood city, TN	37,060
Aurora city, CO.....	325,078	Brighton city, CO.....	33,352
Austin city, TX.....	790,390	Brighton city, MI	7,444
Avon town, CO.....	6,447	Bristol city, TN.....	26,702
Avon town, IN.....	12,446	Broken Arrow city, OK	98,850
Avondale city, AZ.....	76,238	Brookfield city, WI	37,920
Azusa city, CA	46,361	Brookline CDP, MA	58,732
Bainbridge Island city, WA	23,025	Brooklyn Center city, MN	30,104

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Brooklyn city, OH.....	11,169	Cupertino city, CA	58,302
Broomfield city, CO.....	55,889	Dacono city, CO	4,152
Brownsburg town, IN.....	21,285	Dade City city, FL.....	6,437
Buffalo Grove village, IL.....	41,496	Dakota County, MN	398,552
Burien city, WA	33,313	Dallas city, OR	14,583
Burleson city, TX	36,690	Dallas city, TX.....	1,197,816
Burlingame city, CA	28,806	Danville city, KY.....	16,218
Cabarrus County, NC	178,011	Dardenne Prairie city, MO.....	11,494
Cambridge city, MA	105,162	Darien city, IL.....	22,086
Canandaigua city, NY.....	10,545	Davenport city, FL.....	2,888
Cannon Beach city, OR	1,690	Davenport city, IA.....	99,685
Cañon City city, CO.....	16,400	Davidson town, NC.....	10,944
Canton city, SD	3,057	Dayton city, OH	141,527
Cape Coral city, FL.....	154,305	Dayton town, WY.....	757
Cape Girardeau city, MO	37,941	Dearborn city, MI.....	98,153
Carlisle borough, PA	18,682	Decatur city, GA.....	19,335
Carlsbad city, CA	105,328	Del Mar city, CA	4,161
Carroll city, IA	10,103	DeLand city, FL.....	27,031
Cartersville city, GA	19,731	Delaware city, OH.....	34,753
Cary town, NC.....	135,234	Delray Beach city, FL.....	60,522
Castine town, ME.....	1,366	Denison city, TX.....	22,682
Castle Pines North city, CO.....	10,360	Denton city, TX.....	113,383
Castle Rock town, CO	48,231	Denver city, CO.....	600,158
Cedar Hill city, TX.....	45,028	Derby city, KS.....	22,158
Cedar Rapids city, IA	126,326	Des Moines city, IA	203,433
Celina city, TX	6,028	Des Peres city, MO.....	8,373
Centennial city, CO	100,377	Destin city, FL.....	12,305
Chandler city, AZ	236,123	Dothan city, AL	65,496
Chandler city, TX.....	2,734	Douglas County, CO	285,465
Chanhassen city, MN	22,952	Dover city, NH	29,987
Chapel Hill town, NC.....	57,233	Dublin city, CA	46,036
Chardon city, OH.....	5,148	Dublin city, OH	41,751
Charles County, MD	146,551	Duluth city, MN.....	86,265
Charlotte city, NC	731,424	Durham city, NC	228,330
Charlotte County, FL.....	159,978	Durham County, NC.....	267,587
Charlottesville city, VA	43,475	Dyer town, IN.....	16,390
Chattanooga city, TN.....	167,674	Eagan city, MN	64,206
Chautauqua town, NY	4,464	Eagle Mountain city, UT.....	21,415
Chesterfield County, VA	316,236	Eagle town, CO.....	6,508
Citrus Heights city, CA	83,301	East Grand Forks city, MN	8,601
Clackamas County, OR.....	375,992	East Lansing city, MI	48,579
Clarendon Hills village, IL.....	8,427	Eau Claire city, WI	65,883
Clayton city, MO	15,939	Eden Prairie city, MN.....	60,797
Clearwater city, FL.....	107,685	Eden town, VT.....	1,323
Cleveland Heights city, OH.....	46,121	Edgerton city, KS	1,671
Clinton city, SC.....	8,490	Edgewater city, CO	5,170
Clive city, IA.....	15,447	Edina city, MN	47,941
Clovis city, CA	95,631	Edmond city, OK.....	81,405
College Park city, MD.....	30,413	Edmonds city, WA.....	39,709
College Station city, TX.....	93,857	El Cerrito city, CA.....	23,549
Colleyville city, TX.....	22,807	El Dorado County, CA.....	181,058
Columbia city, MO	108,500	El Paso de Robles (Paso Robles) city, CA	29,793
Columbia city, SC	129,272	Elk Grove city, CA	153,015
Columbia Falls city, MT	4,688	Elko New Market city, MN.....	4,110
Commerce City city, CO	45,913	Elmhurst city, IL.....	44,121
Concord city, CA.....	122,067	Encinitas city, CA	59,518
Concord town, MA.....	17,668	Englewood city, CO.....	30,255
Conshohocken borough, PA.....	7,833	Erie town, CO	18,135
Coolidge city, AZ	11,825	Escambia County, FL.....	297,619
Coon Rapids city, MN.....	61,476	Estes Park town, CO.....	5,858
Copperas Cove city, TX.....	32,032	Euclid city, OH	48,920
Coral Springs city, FL.....	121,096	Fairview town, TX	7,248
Coronado city, CA.....	18,912	Farmers Branch city, TX	28,616
Corvallis city, OR	54,462	Farmersville city, TX.....	3,301
Cottonwood Heights city, UT.....	33,433	Farmington Hills city, MI.....	79,740
Creve Coeur city, MO.....	17,833	Farmington town, CT	25,340
Cross Roads town, TX.....	1,563	Fayetteville city, NC.....	200,564

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Fernandina Beach city, FL	11,487	Hutchinson city, MN	14,178
Fishers town, IN	76,794	Hutto city, TX	14,698
Flagstaff city, AZ	65,870	Independence city, MO.....	116,830
Flower Mound town, TX	64,669	Indianola city, IA	14,782
Forest Grove city, OR.....	21,083	Indio city, CA.....	76,036
Fort Collins city, CO	143,986	Iowa City city, IA	67,862
Fort Lauderdale city, FL	165,521	Irving city, TX	216,290
Fort Smith city, AR	86,209	Issaquah city, WA	30,434
Franklin city, TN	62,487	Jackson city, MO.....	13,758
Fremont city, CA.....	214,089	Jackson County, MI.....	160,248
Friendswood city, TX	35,805	James City County, VA	67,009
Fruita city, CO	12,646	Jefferson County, NY.....	116,229
Gahanna city, OH	33,248	Jefferson Parish, LA	432,552
Gaithersburg city, MD	59,933	Johnson City city, TN.....	63,152
Galveston city, TX.....	47,743	Johnston city, IA.....	17,278
Gardner city, KS	19,123	Jupiter town, FL.....	55,156
Georgetown city, TX	47,400	Kalamazoo city, MI.....	74,262
Germantown city, TN.....	38,844	Kansas City city, KS.....	145,786
Gilbert town, AZ	208,453	Kansas City city, MO.....	459,787
Gillette city, WY	29,087	Keizer city, OR	36,478
Glen Ellyn village, IL	27,450	Kenmore city, WA	20,460
Glendora city, CA.....	50,073	Kennedale city, TX	6,763
Glenview village, IL	44,692	Kennett Square borough, PA.....	6,072
Globe city, AZ.....	7,532	Kent city, WA.....	92,411
Golden city, CO	18,867	Kerrville city, TX.....	22,347
Golden Valley city, MN	20,371	Kettering city, OH	56,163
Goodyear city, AZ.....	65,275	Key West city, FL	24,649
Grafton village, WI	11,459	King City city, CA	12,874
Grand Blanc city, MI	8,276	King County, WA.....	1,931,249
Grants Pass city, OR	34,533	Kirkland city, WA.....	48,787
Grass Valley city, CA.....	12,860	Kirkwood city, MO	27,540
Greeley city, CO	92,889	Knoxville city, IA	7,313
Greenville city, NC	84,554	La Plata town, MD.....	8,753
Greenwich town, CT	61,171	La Porte city, TX	33,800
Greenwood Village city, CO	13,925	La Vista city, NE.....	15,758
Greer city, SC.....	25,515	Lafayette city, CO	24,453
Gunnison County, CO.....	15,324	Laguna Beach city, CA.....	22,723
Hailey city, ID	7,960	Laguna Niguel city, CA	62,979
Haines Borough, AK.....	2,508	Lake Forest city, IL	19,375
Halton City city, TX.....	42,409	Lake in the Hills village, IL.....	28,965
Hamilton city, OH	62,477	Lake Stevens city, WA	28,069
Hamilton town, MA	7,764	Lake Worth city, FL	34,910
Hampton city, VA	137,436	Lake Zurich village, IL	19,631
Hanover County, VA	99,863	Lakeville city, MN	55,954
Harrisburg city, SD	4,089	Lakewood city, CO	142,980
Harrisonburg city, VA.....	48,914	Lakewood city, WA.....	58,163
Harrisonville city, MO.....	10,019	Lancaster County, SC	76,652
Hastings city, MN.....	22,172	Lane County, OR.....	351,715
Hayward city, CA	144,186	Lansing city, MI	114,297
Henderson city, NV.....	257,729	Laramie city, WY.....	30,816
Herndon town, VA	23,292	Larimer County, CO.....	299,630
High Point city, NC	104,371	Las Cruces city, NM.....	97,618
Highland Park city, IL.....	29,763	Las Vegas city, NM.....	13,753
Highlands Ranch CDP, CO	96,713	Las Vegas city, NV	583,756
Holland city, MI	33,051	Lawrence city, KS.....	87,643
Homer Glen village, IL	24,220	Lawrenceville city, GA	28,546
Honolulu County, HI	953,207	Lee's Summit city, MO.....	91,364
Hooksett town, NH	13,451	Lehi city, UT	47,407
Hopkins city, MN	17,591	Lenexa city, KS	48,190
Hopkinton town, MA	14,925	Lewis County, NY.....	27,087
Hoquiam city, WA.....	8,726	Lewiston city, ID	31,894
Horry County, SC.....	269,291	Lewisville city, TX.....	95,290
Howard village, WI	17,399	Lewisville town, NC.....	12,639
Hudson city, OH	22,262	Libertyville village, IL.....	20,315
Hudson town, CO	2,356	Lincoln city, NE	258,379
Huntley village, IL	24,291	Lincolnwood village, IL	12,590
Hurst city, TX	37,337	Lindsborg city, KS	3,458

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Little Chute village, WI.....	10,449	Needham CDP, MA.....	28,886
Littleton city, CO.....	41,737	Nevada City city, CA.....	3,068
Livermore city, CA.....	80,968	Nevada County, CA.....	98,764
Lombard village, IL.....	43,165	New Braunfels city, TX.....	57,740
Lone Tree city, CO.....	10,218	New Brighton city, MN.....	21,456
Long Grove village, IL.....	8,043	New Hanover County, NC.....	202,667
Longmont city, CO.....	86,270	New Hope city, MN.....	20,339
Longview city, TX.....	80,455	New Orleans city, LA.....	343,829
Lonsdale city, MN.....	3,674	New Port Richey city, FL.....	14,911
Los Alamos County, NM.....	17,950	New Smyrna Beach city, FL.....	22,464
Los Altos Hills town, CA.....	7,922	New Ulm city, MN.....	13,522
Louisville city, CO.....	18,376	Newberg city, OR.....	22,068
Lower Merion township, PA.....	57,825	Newport city, RI.....	24,672
Lynchburg city, VA.....	75,568	Newport News city, VA.....	180,719
Lynnwood city, WA.....	35,836	Newton city, IA.....	15,254
Macomb County, MI.....	840,978	Noblesville city, IN.....	51,969
Manassas city, VA.....	37,821	Nogales city, AZ.....	20,837
Manhattan Beach city, CA.....	35,135	Norcross city, GA.....	9,116
Manhattan city, KS.....	52,281	Norfolk city, NE.....	24,210
Mankato city, MN.....	39,309	Norfolk city, VA.....	242,803
Maple Grove city, MN.....	61,567	North Mankato city, MN.....	13,394
Maplewood city, MN.....	38,018	North Port city, FL.....	57,357
Maricopa County, AZ.....	3,817,117	North Richland Hills city, TX.....	63,343
Marion city, IA.....	34,768	North Yarmouth town, ME.....	3,565
Mariposa County, CA.....	18,251	Novato city, CA.....	51,904
Marshfield city, WI.....	19,118	Novi city, MI.....	55,224
Martinez city, CA.....	35,824	O'Fallon city, IL.....	28,281
Marysville city, WA.....	60,020	O'Fallon city, MO.....	79,329
Matthews town, NC.....	27,198	Oak Park village, IL.....	51,878
McAllen city, TX.....	129,877	Oakland city, CA.....	390,724
McKinney city, TX.....	131,117	Oakley city, CA.....	35,432
McMinnville city, OR.....	32,187	Oklahoma City city, OK.....	579,999
Menlo Park city, CA.....	32,026	Olathe city, KS.....	125,872
Menomonee Falls village, WI.....	35,626	Old Town city, ME.....	7,840
Mercer Island city, WA.....	22,699	Olmsted County, MN.....	144,248
Meridian charter township, MI.....	39,688	Olympia city, WA.....	46,478
Meridian city, ID.....	75,092	Orange village, OH.....	3,323
Merriam city, KS.....	11,003	Orland Park village, IL.....	56,767
Mesa city, AZ.....	439,041	Orleans Parish, LA.....	343,829
Mesa County, CO.....	146,723	Oshkosh city, WI.....	66,083
Miami Beach city, FL.....	87,779	Oshtemo charter township, MI.....	21,705
Miami city, FL.....	399,457	Oswego village, IL.....	30,355
Middleton city, WI.....	17,442	Otsego County, MI.....	24,164
Midland city, MI.....	41,863	Ottawa County, MI.....	263,801
Milford city, DE.....	9,559	Overland Park city, KS.....	173,372
Milton city, GA.....	32,661	Paducah city, KY.....	25,024
Minneapolis city, MN.....	382,578	Palm Beach Gardens city, FL.....	48,452
Minnetrista city, MN.....	6,384	Palm Coast city, FL.....	75,180
Missouri City city, TX.....	67,358	Palo Alto city, CA.....	64,403
Modesto city, CA.....	201,165	Palos Verdes Estates city, CA.....	13,438
Monterey city, CA.....	27,810	Papillion city, NE.....	18,894
Montgomery city, MN.....	2,956	Paradise Valley town, AZ.....	12,820
Montgomery County, MD.....	971,777	Park City city, UT.....	7,558
Monticello city, UT.....	1,972	Parker town, CO.....	45,297
Montrose city, CO.....	19,132	Parkland city, FL.....	23,962
Monument town, CO.....	5,530	Pasco city, WA.....	59,781
Mooresville town, NC.....	32,711	Pasco County, FL.....	464,697
Moraga town, CA.....	16,016	Payette city, ID.....	7,433
Morristown city, TN.....	29,137	Pearland city, TX.....	91,252
Morrisville town, NC.....	18,576	Peoria city, AZ.....	154,065
Morro Bay city, CA.....	10,234	Peoria city, IL.....	115,007
Mountain Village town, CO.....	1,320	Pflugerville city, TX.....	46,936
Mountlake Terrace city, WA.....	19,909	Phoenix city, AZ.....	1,445,632
Murphy city, TX.....	17,708	Pinehurst village, NC.....	13,124
Naperville city, IL.....	141,853	Piqua city, OH.....	20,522
Napoleon city, OH.....	8,749	Pitkin County, CO.....	17,148
Nederland city, TX.....	17,547	Plano city, TX.....	259,841

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Platte City city, MO.....	4,691	Santa Monica city, CA.....	89,736
Pleasant Hill city, IA.....	8,785	Sarasota County, FL.....	379,448
Pleasanton city, CA.....	70,285	Savage city, MN.....	26,911
Plymouth city, MN.....	70,576	Schaumburg village, IL.....	74,227
Polk County, IA.....	430,640	Schertz city, TX.....	31,465
Pompano Beach city, FL.....	99,845	Scott County, MN.....	129,928
Port Orange city, FL.....	56,048	Scottsdale city, AZ.....	217,385
Port St. Lucie city, FL.....	164,603	Seaside city, CA.....	33,025
Portland city, OR.....	583,776	Sedona city, AZ.....	10,031
Post Falls city, ID.....	27,574	Sevierville city, TN.....	14,807
Powell city, OH.....	11,500	Shakopee city, MN.....	37,076
Powhatan County, VA.....	28,046	Sharonville city, OH.....	13,560
Prince William County, VA.....	402,002	Shawnee city, KS.....	62,209
Prior Lake city, MN.....	22,796	Shawnee city, OK.....	29,857
Pueblo city, CO.....	106,595	Sherborn town, MA.....	4,119
Purcellville town, VA.....	7,727	Shoreline city, WA.....	53,007
Queen Creek town, AZ.....	26,361	Shoreview city, MN.....	25,043
Raleigh city, NC.....	403,892	Shorewood village, IL.....	15,615
Ramsey city, MN.....	23,668	Shorewood village, WI.....	13,162
Raymond town, ME.....	4,436	Sierra Vista city, AZ.....	43,888
Raymore city, MO.....	19,206	Silverton city, OR.....	9,222
Redmond city, OR.....	26,215	Sioux Center city, IA.....	7,048
Redmond city, WA.....	54,144	Sioux Falls city, SD.....	153,888
Redwood City city, CA.....	76,815	Skokie village, IL.....	64,784
Reno city, NV.....	225,221	Snellville city, GA.....	18,242
Reston CDP, VA.....	58,404	Snoqualmie city, WA.....	10,670
Richland city, WA.....	48,058	Snowmass Village town, CO.....	2,826
Richmond city, CA.....	103,701	Somerset town, MA.....	18,165
Richmond Heights city, MO.....	8,603	South Jordan city, UT.....	50,418
Rio Rancho city, NM.....	87,521	South Lake Tahoe city, CA.....	21,403
River Falls city, WI.....	15,000	Southlake city, TX.....	26,575
Riverside city, CA.....	303,871	Spearfish city, SD.....	10,494
Riverside city, MO.....	2,937	Spring Hill city, KS.....	5,437
Roanoke city, VA.....	97,032	Springboro city, OH.....	17,409
Roanoke County, VA.....	92,376	Springfield city, MO.....	159,498
Rochester Hills city, MI.....	70,995	Springville city, UT.....	29,466
Rock Hill city, SC.....	66,154	St. Augustine city, FL.....	12,975
Rockville city, MD.....	61,209	St. Charles city, IL.....	32,974
Roeland Park city, KS.....	6,731	St. Cloud city, FL.....	35,183
Rogers city, MN.....	8,597	St. Cloud city, MN.....	65,842
Rohnert Park city, CA.....	40,971	St. Joseph city, MO.....	76,780
Rolla city, MO.....	19,559	St. Joseph town, WI.....	3,842
Roselle village, IL.....	22,763	St. Louis County, MN.....	200,226
Rosemount city, MN.....	21,874	State College borough, PA.....	42,034
Rosenberg city, TX.....	30,618	Steamboat Springs city, CO.....	12,088
Roseville city, MN.....	33,660	Sterling Heights city, MI.....	129,699
Round Rock city, TX.....	99,887	Sugar Grove village, IL.....	8,997
Royal Oak city, MI.....	57,236	Sugar Land city, TX.....	78,817
Royal Palm Beach village, FL.....	34,140	Suisun City city, CA.....	28,111
Saco city, ME.....	18,482	Summit city, NJ.....	21,457
Sacramento city, CA.....	466,488	Summit County, UT.....	36,324
Sahuarita town, AZ.....	25,259	Summit village, IL.....	11,054
Salida city, CO.....	5,236	Sunnyvale city, CA.....	140,081
Sammamish city, WA.....	45,780	Surprise city, AZ.....	117,517
San Anselmo town, CA.....	12,336	Suwanee city, GA.....	15,355
San Diego city, CA.....	1,307,402	Tacoma city, WA.....	198,397
San Francisco city, CA.....	805,235	Takoma Park city, MD.....	16,715
San Jose city, CA.....	945,942	Tamarac city, FL.....	60,427
San Juan County, NM.....	130,044	Temecula city, CA.....	100,097
San Marcos city, CA.....	83,781	Tempe city, AZ.....	161,719
San Marcos city, TX.....	44,894	Temple city, TX.....	66,102
San Rafael city, CA.....	57,713	Texarkana city, TX.....	36,411
Sanford city, FL.....	53,570	The Woodlands CDP, TX.....	93,847
Sangamon County, IL.....	197,465	Thousand Oaks city, CA.....	126,683
Santa Clarita city, CA.....	176,320	Tigard city, OR.....	48,035
Santa Fe city, NM.....	67,947	Tracy city, CA.....	82,922
Santa Fe County, NM.....	144,170	Trinidad CCD, CO.....	12,017

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Tualatin city, OR.....	26,054	West Chester borough, PA.....	18,461
Tulsa city, OK.....	391,906	West Des Moines city, IA.....	56,609
Tustin city, CA.....	75,540	Western Springs village, IL.....	12,975
Twin Falls city, ID.....	44,125	Westerville city, OH.....	36,120
Tyler city, TX.....	96,900	Westlake town, TX.....	992
Unalaska city, AK.....	4,376	Westminster city, CO.....	106,114
University Heights city, OH.....	13,539	Weston town, MA.....	11,261
University Park city, TX.....	23,068	Wheat Ridge city, CO.....	30,166
Upper Arlington city, OH.....	33,771	White House city, TN.....	10,255
Urbandale city, IA.....	39,463	Wichita city, KS.....	382,368
Vail town, CO.....	5,305	Williamsburg city, VA.....	14,068
Vancouver city, WA.....	161,791	Willowbrook village, IL.....	8,540
Ventura CCD, CA.....	111,889	Wilmington city, NC.....	106,476
Vernon Hills village, IL.....	25,113	Wilsonville city, OR.....	19,509
Vestavia Hills city, AL.....	34,033	Windsor town, CO.....	18,644
Victoria city, MN.....	7,345	Windsor town, CT.....	29,044
Vienna town, VA.....	15,687	Winnetka village, IL.....	12,187
Virginia Beach city, VA.....	437,994	Winter Garden city, FL.....	34,568
Walnut Creek city, CA.....	64,173	Woodbury city, MN.....	61,961
Warrensburg city, MO.....	18,838	Woodinville city, WA.....	10,938
Washington County, MN.....	238,136	Woodland city, CA.....	55,468
Washington town, NH.....	1,123	Wrentham town, MA.....	10,955
Washoe County, NV.....	421,407	Wyandotte County, KS.....	157,505
Washougal city, WA.....	14,095	Yakima city, WA.....	91,067
Wauwatosa city, WI.....	46,396	York County, VA.....	65,464
Waverly city, IA.....	9,874	Yorktown town, IN.....	9,405
Weddington town, NC.....	9,459	Yorkville city, IL.....	16,921
Wentzville city, MO.....	29,070	Yountville city, CA.....	2,933
West Carrollton city, OH.....	13,143		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., 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. The City of Bettendorf funded this research. Please contact Lauran Haldeman of the City of Bettendorf at lhaldeman@bettendorf.org if you have any questions about the survey.

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."

Selecting Survey Recipients

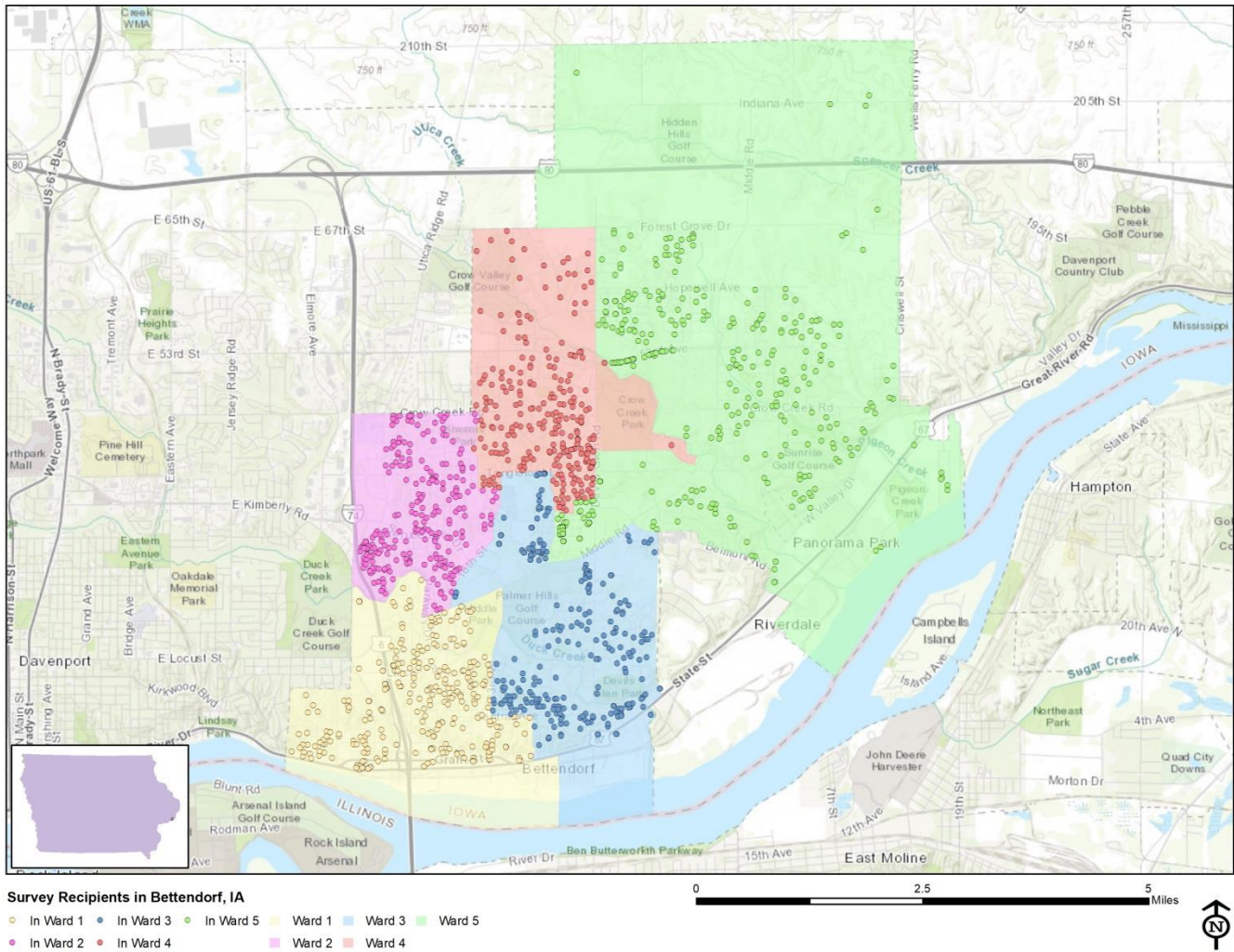
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Bettendorf were eligible to participate in the survey. A list of all households within the zip codes serving Bettendorf was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. 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 Bettendorf's five Wards.

To choose the 1,600 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 households is culled, selecting every *N*th one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate 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 selected 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.

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Bettendorf website. This opt-in survey was identical to the scientific survey and open to all City residents. The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.)

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on May 11, 2018. 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. The survey was available in English, and respondents could opt to take the survey online. Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents on June 15, 2018 and remained open for four weeks.

About 5% of the 1,600 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 1,522 households that received the survey, 497 completed the survey, providing an overall response rate of 31%. Of the 497 completed surveys, 69 were completed online. Additionally, responses were tracked by Ward; response rates by Ward ranged from 26% to 38%. The response rates were calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons. Additionally, 229 residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

Table 75: Survey Response Rates by Ward

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Total sample used	339	249	331	274	407
I=Complete Interviews	104	77	84	102	123
P=Partial Interviews	0	1	2	2	2
R=Refusal and break off	1	0	0	1	0
NC=Non Contact	0	0	0	0	0
O=Other	0	0	0	0	0
UH=Unknown household	0	0	0	0	0
UO=Unknown other	234	171	245	169	282
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	31%	31%	26%	38%	31%

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.²

The margin of error for the City of Bettendorf survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (497 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents 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.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

² 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.

Survey Data Weighting

The demographic characteristics of the survey respondents 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 respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, sex and age and Ward. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 76: Bettendorf, IA 2018 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	23%	15%	23%
Own home	77%	85%	77%
Detached unit	73%	72%	73%
Attached unit	27%	28%	27%
Race and Ethnicity			
White	93%	94%	91%
Not white	7%	6%	9%
Not Hispanic	97%	97%	96%
Hispanic	3%	3%	4%
Sex and Age			
Female	52%	56%	53%
Male	48%	44%	47%
18-34 years of age	23%	6%	22%
35-54 years of age	39%	25%	39%
55+ years of age	38%	69%	39%
Females 18-34	12%	3%	12%
Females 35-54	20%	14%	20%
Females 55+	21%	38%	21%
Males 18-34	11%	2%	10%
Males 35-54	19%	11%	19%
Males 55+	17%	32%	18%
AREA			
Ward 1	20%	21%	20%
Ward 2	17%	16%	17%
Ward 3	20%	17%	19%
Ward 4	18%	21%	18%
Ward 5	26%	25%	26%

* U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

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. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

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

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Thank you for helping create a better city!

Sincerely,



Decker Ploehn
City Administrator



1609 State Street • Bettendorf, Iowa 52722

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



1609 State Street • Bettendorf, Iowa 52722

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



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

May 2018

Dear City of Bettendorf Resident:

Please help us shape the future of Bettendorf! You have been selected at random to participate in the 2018 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:**

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

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink that reads "Decker P. Ploehn". The signature is written in a cursive style.

Decker Ploehn
City Administrator



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

May 2018

Dear City of Bettendorf Resident:

Here's a second chance if you haven't already responded to the 2018 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 2018 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:**

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

Thank you for your time and participation!

Sincerely,

A handwritten signature in cursive script that reads "Decker P. Ploehn".

Decker Ploehn
City Administrator

The City of Bettendorf 2018 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
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 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>
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
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
Attended a City-sponsored event.....	1	2	3	4
Used bus 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>
Attended a local public meeting	1	2	3	4
Watched (online or on television) a local public meeting.....	1	2	3	4

The City of Bettendorf 2018 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 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
Sewer services	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
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

14. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
City Facebook Page.....	1	2	3
City Twitter account.....	1	2	3
City website (www.bettendorf.org).....	1	2	3
City Cable Channel 9.....	1	2	3
City View newsletter.....	1	2	3
Citizen Information Email.....	1	2	3
City public meetings.....	1	2	3
Talking with City officials.....	1	2	3
Local newspapers.....	1	2	3
Local radio news.....	1	2	3
Local television news.....	1	2	3
Word-of-mouth.....	1	2	3

15. Please indicate whether or not you currently do any of the following:

	<i>No</i>	<i>Yes</i>
Use social media for any purpose (e.g., Facebook, Twitter, Instagram, NextDoor, etc.).....	1	2
Follow the City of Bettendorf on Facebook.....	1	2
Follow the City of Bettendorf on Twitter.....	1	2

16. Please indicate how likely, if at all, you would be to use each of the following to obtain information about the City government and its activities, events and services:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Not at all likely</i>
Instagram.....	1	2	3
NextDoor.....	1	2	3
Snapchat.....	1	2	3

17. Please rate the quality of each of the following in Bettendorf:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Condition of major city streets.....	1	2	3	4	5
Condition of streets in your neighborhood.....	1	2	3	4	5
Condition of street signs.....	1	2	3	4	5
Condition of pavement markings on city streets.....	1	2	3	4	5
Condition of landscaping or streetscaping in medians and along streets.....	1	2	3	4	5
Cleanliness of city streets.....	1	2	3	4	5
Cleanliness of storm water drains and creeks in your neighborhood.....	1	2	3	4	5

The City of Bettendorf 2018 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



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