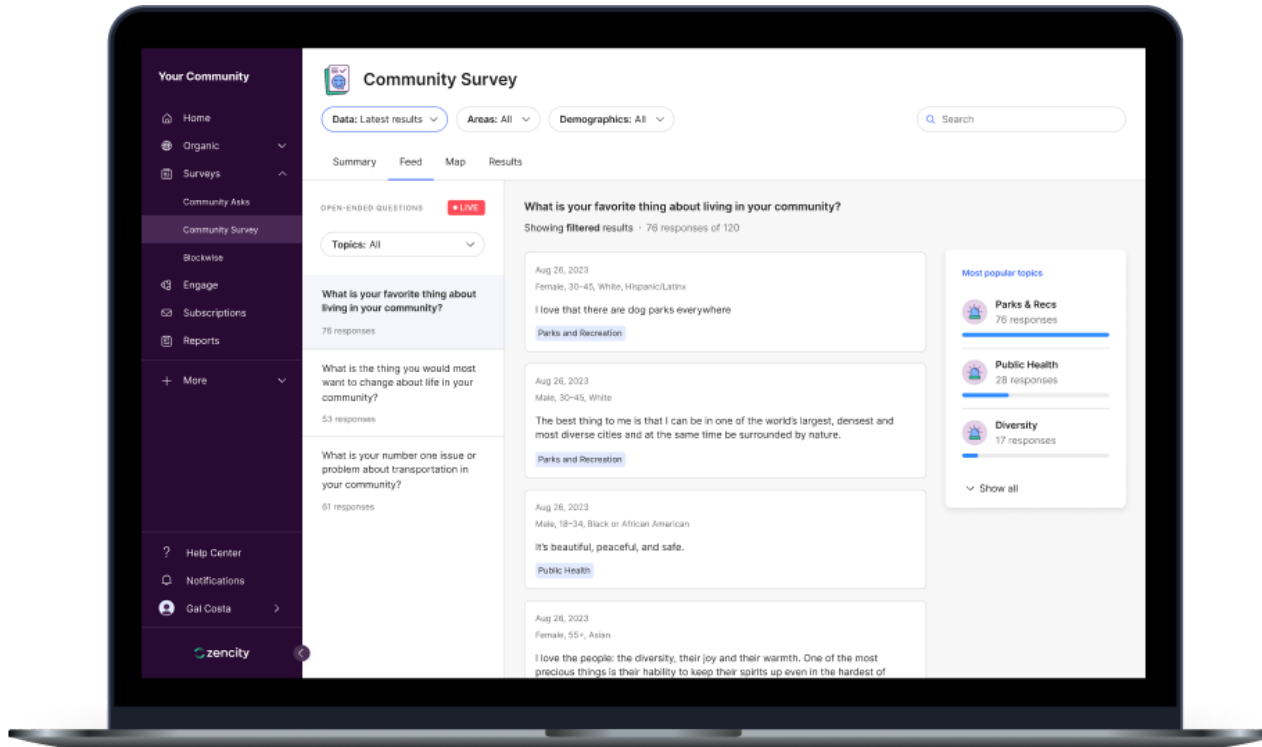




# Bettendorf, IA

# Community Survey

## January - July 2023



## The Zencity Community Survey

A recurring survey that never stops running, the Zencity Community Survey measures how satisfied residents are with their community and with local government-provided services and allows officials to compare these scores over time and against a cohort of similar communities.



## Survey Methodology

457 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between January - July 2023. Zencity built a representative sample by matching respondent data to the U.S. Census Bureau's race, ethnicity, age, and gender distributions in Bettendorf, IA. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score.

## Score Calculation

The overall satisfaction score is calculated by averaging how each resident rated quality of life and community characteristics on a numeric scale (1-5), and classifying this average as satisfied, neutral, or not satisfied. The resulting score, then, is the weighted percentage of residents who gave an overall satisfied rating.

# Overall Satisfaction

The overall satisfaction score is calculated from the questions in the two main sections of the survey: general quality of life and satisfaction with different characteristics of life in your community.

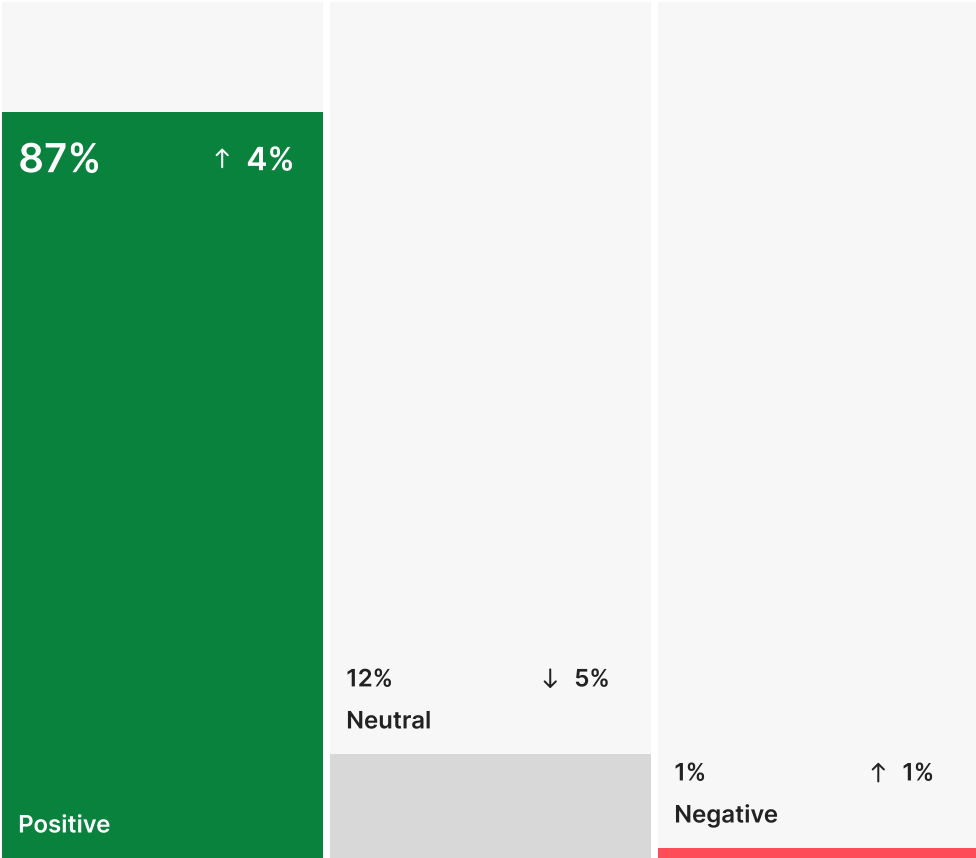
We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative ( $\leq 1.5$ ). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.

# 87%

of 457 surveyed residents are  
satisfied with life in Bettendorf

↑ 4% vs. previous cycle







## These are the main measures of satisfaction in your community

The bars on the right show the proportion of responses that are positive (4 or 5), neutral (3), or negative (1 or 2). The percentages show the percent in the positive category.

We take the average of the Community Characteristics, then classify the score as positive (3+), neutral (1.5 to <3), or negative ( $\leq 1.5$ ). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up ( $\uparrow$ ) and down ( $\downarrow$ ) arrows will show the change in percentage points.

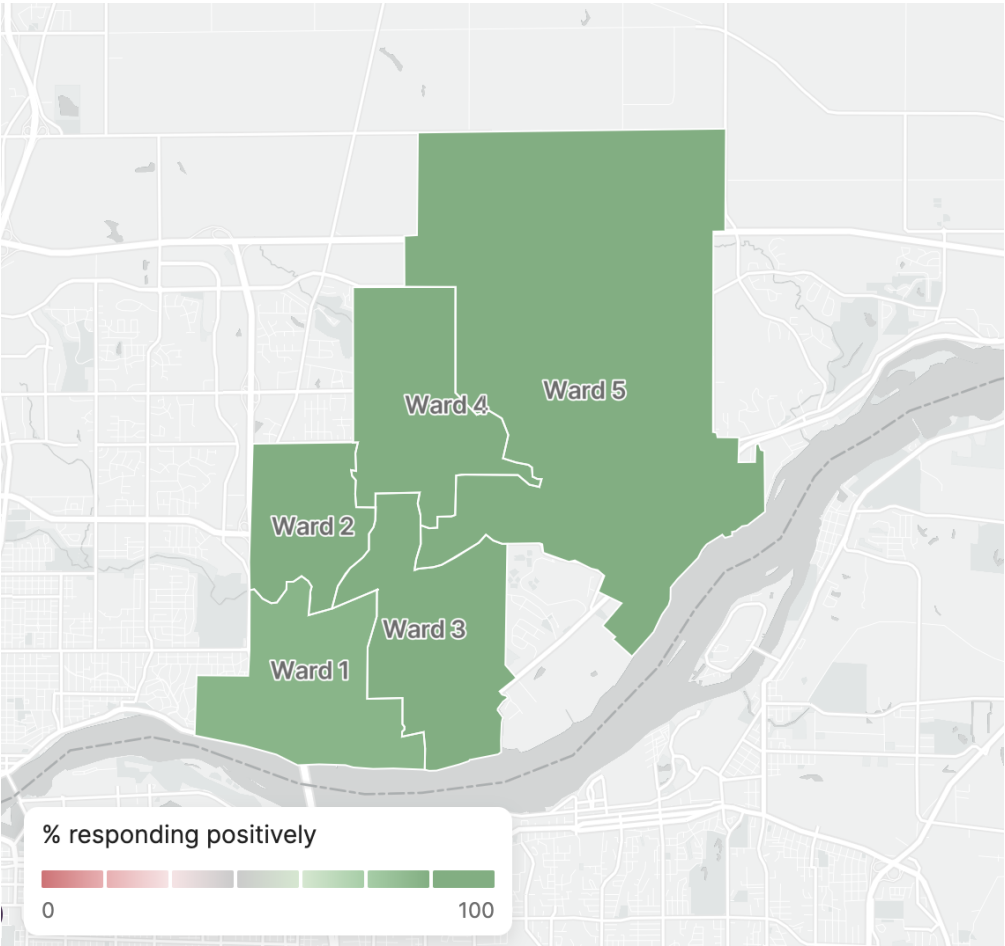
QUESTION	RESIDENT SATISFACTION
<b>How is the overall quality of life in Bettendorf?</b>	83% • $\uparrow$ 9% 
<b>How likely are you to recommend Bettendorf as a place to live?</b>	76% • -- 0% 
<b>How likely are you to be living in Bettendorf 5 years from now?</b>	68% • $\uparrow$ 5% 
<b>Average rating from the Community Characteristics questions</b>	84% • $\uparrow$ 1% 






# Across the Community

# Zencity Community Survey

Bettendorf, IA  
January - July 2023

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AREA	RESIDENT SATISFACTION
Ward 1	83% • ↑ 4% 
Ward 2	86% • ↑ 14% 
Ward 3	95% • ↑ 4% 
Ward 4	89% • ↑ 3% 
Ward 5	87% • ↓ 9% 

# Demographic Breakdown

Smaller sample sizes can lead to unreliable estimates. For this reason, we hide scores for groups under 30 respondents.

For groups between 31 and 50 respondents, we highlight the small sample size using an asterisk (\*). Use these scores with caution.

# Zencity Community Survey

Bettendorf, IA  
January - July 2023

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DEMOGRAPHIC	GROUP	SCORE	N
<b>Age</b>	18-34	81%	139
<b>Age</b>	35-54	88%	134
<b>Age</b>	55+	92%	177
<b>Education</b>	High school degree or less	81%	131
<b>Education</b>	Some college or college degree	88%	145
<b>Education</b>	Higher education degree	91%	181
<b>Ethnicity</b>	Black or African American	79% *	39
<b>Ethnicity</b>	White	88%	372

DEMOGRAPHIC	GROUP	SCORE	N
<b>Gender</b>	Female	88%	266
<b>Gender</b>	Male	88%	181
<b>Income</b>	\$49,999 or less	82%	170
<b>Income</b>	\$50,000-\$149,999	90%	218
<b>Income</b>	\$150,000 or more	91%	69

# Life in Bettendorf

The bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics.

We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).

# Zencity Community Survey

Bettendorf, IA  
January - July 2023

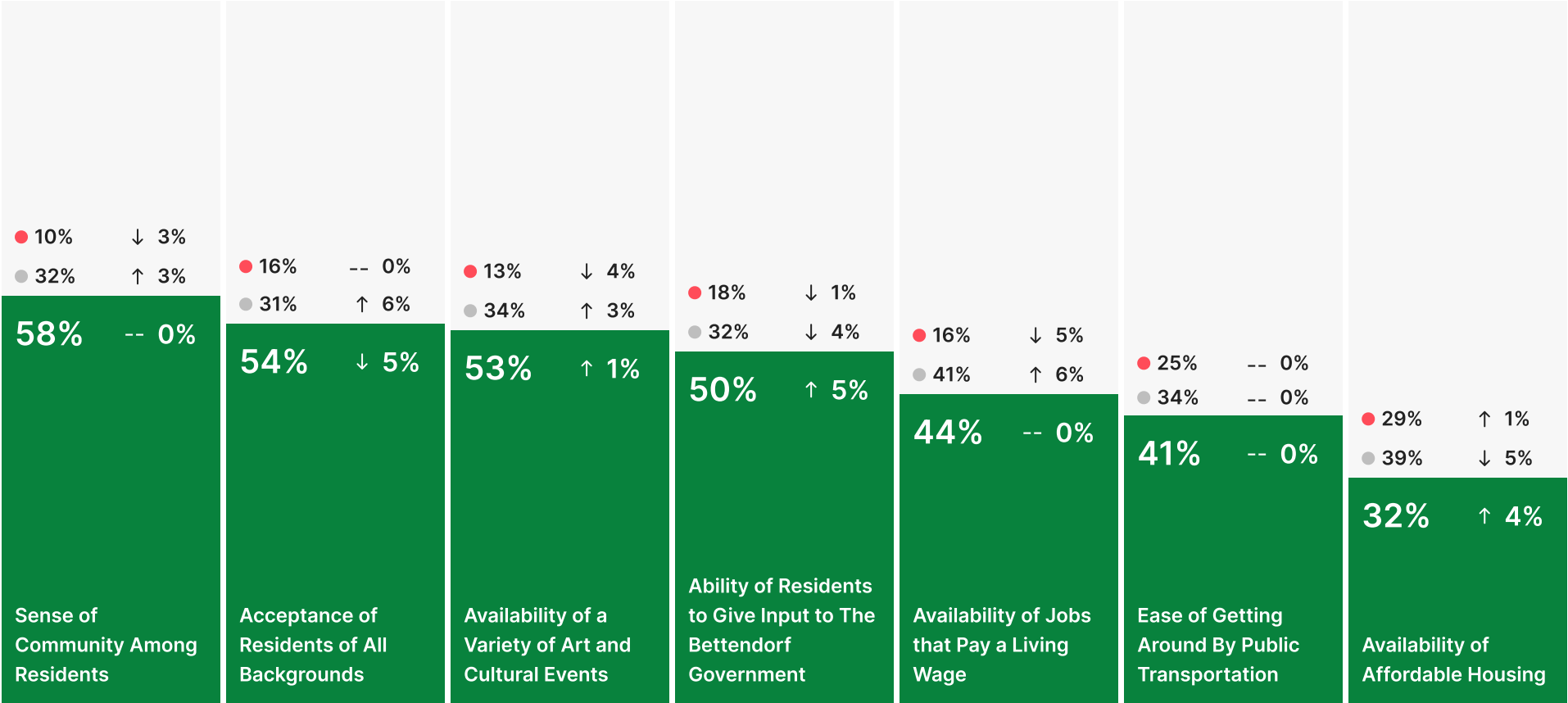
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# Zencity Community Survey

Bettendorf, IA  
January - July 2023

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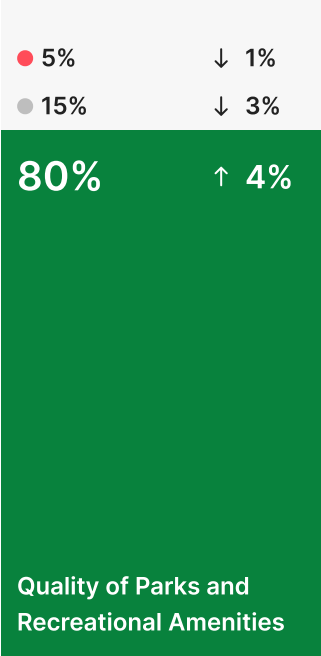



## The ratings residents gave these parts of life showed a connection to their overall satisfaction

In order to appear here, a characteristic must a) demonstrate a strong correlation with how residents rated their overall satisfaction and b) receive a notably high or low satisfaction score

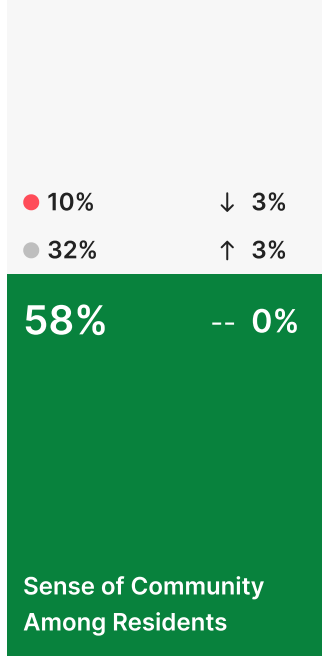
### Maintain

High-scoring characteristics with strong correlation to overall satisfaction



### Focus on

Low-scoring characteristics with strong correlation to overall satisfaction



# Strengths

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably high score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 31 and 50 respondents, we highlight the small sample size using an asterisk (\*). Use these scores with caution.

# 80%

of residents are satisfied with the quality of parks and recreational amenities

↑ 4% vs. previous cycle



Neutral

15% • ↓ 3%

Dissatisfied

5% • ↓ 1%

### AREA

Ward 1	81% • ↑ 4%	
Ward 2	82% • ↑ 18%	
Ward 3	78% • ↑ 1%	
Ward 4	84% • ↓ 1%	
Ward 5	73% • ↓ 7%	

### AGE

18-34	71% • ↑ 13%	
35-54	77% • -- 0%	
55+	88% • ↑ 2%	

### INCOME

\$49,999 or less	72% • ↑ 1%	
\$50,000-\$149,999	86% • ↑ 9%	
\$150,000 or more	76% • ↓ 9%	

### CHILDREN UNDER 18

No	79% • ↑ 4%	
Yes	81% • ↑ 3%	

# In Focus

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably low score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 31 and 50 respondents, we highlight the small sample size using an asterisk (\*). Use these scores with caution.






# 58%

of residents are satisfied with the sense of community among residents






Neutral **32%** • ↑ 3%      Dissatisfied **10%** • ↓ 3%



AREA

Ward 1	57% • ↑ 3%	
Ward 2	63% • ↑ 18%	
Ward 3	65% • ↓ 1%	
Ward 4	58% • ↓ 12%	
Ward 5	53% • ↓ 11%	



AGE

18-34	59% • ↑ 13%	
35-54	51% • ↓ 5%	
55+	64% • ↓ 2%	

RACE / ETHNICITY

Black or African American *	64% • ↑ 5%	
White	59% • ↑ 1%	

HOME OWNERSHIP

No	54% • ↑ 4%	
Yes	59% • ↓ 1%	

# Community Benchmark

## How we compare Bettendorf, IA to other similar communities

Residents from more than 1,000 communities across the United States have participated in Zencity's Community Surveys. We use the combined results from these surveys to produce our benchmark estimates. By averaging across respondents from dozens or hundreds of different communities, it's possible to arrive at a picture of what the results for a "typical" community in that cohort look like. This offers a way to compare your results- particularly strengths and areas for improvement- within a greater context. Each community running a Community Survey with Zencity receives a customized community benchmark cohort that reflects its unique characteristics.

First, the cities, towns, and counties in the United States are allocated into cohorts using variables such as population size, geography, density, and demographics to group similar communities together. Then, each cohort's benchmarks are calculated using the same scoring methodology outlined in the Survey Methodology section. Finally, since recruitment methods can differ slightly according to the needs of each community, cohort benchmarks are adjusted accordingly to match the exact distribution of recruitment methods.

## These are some of the communities represented in your cohort

**Density** is calculated by people per square mile of land area.  
**Diversity** is measured by percentage of people who are not in the largest race or ethnicity group.  
**Median income** is the median annual dollars of income per household.

COMMUNITY NAME	TOTAL POP	DENSITY	DIVERSITY	MEDIAN INCOME (\$)
Bettendorf, Iowa	36,214	1,700	8.88%	85,404
Dubuque, Iowa	58,052	1,878	7.56%	54,938
Troy, Missouri	12,457	1,608	3.41%	68,524
Nixa, Missouri	22,086	2,425	4.59%	63,176
Ballwin, Missouri	30,177	3,362	8.19%	97,174
Arnold, Missouri	21,144	1,835	1.01%	64,678

*The data displayed on this page was sourced from the U.S. Census Bureau's 2020 Census of Population and Housing.*

+ more communities with similar characteristics

The overall resident satisfaction in Bettendorf is **14% higher** than its cohort.

**87%** Bettendorf    **73%** Cohort    **73%** National

- Bettendorf
- Cohort
- ▲ National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How is the overall quality of life in Bettendorf?	61%	60%	83%	
How likely are you to recommend Bettendorf as a place to live?	58%	58%	76%	
How likely are you to be living in Bettendorf 5 years from now?	63%	64%	68%	

0%    25%    50%    75%    100%

# Community Benchmark

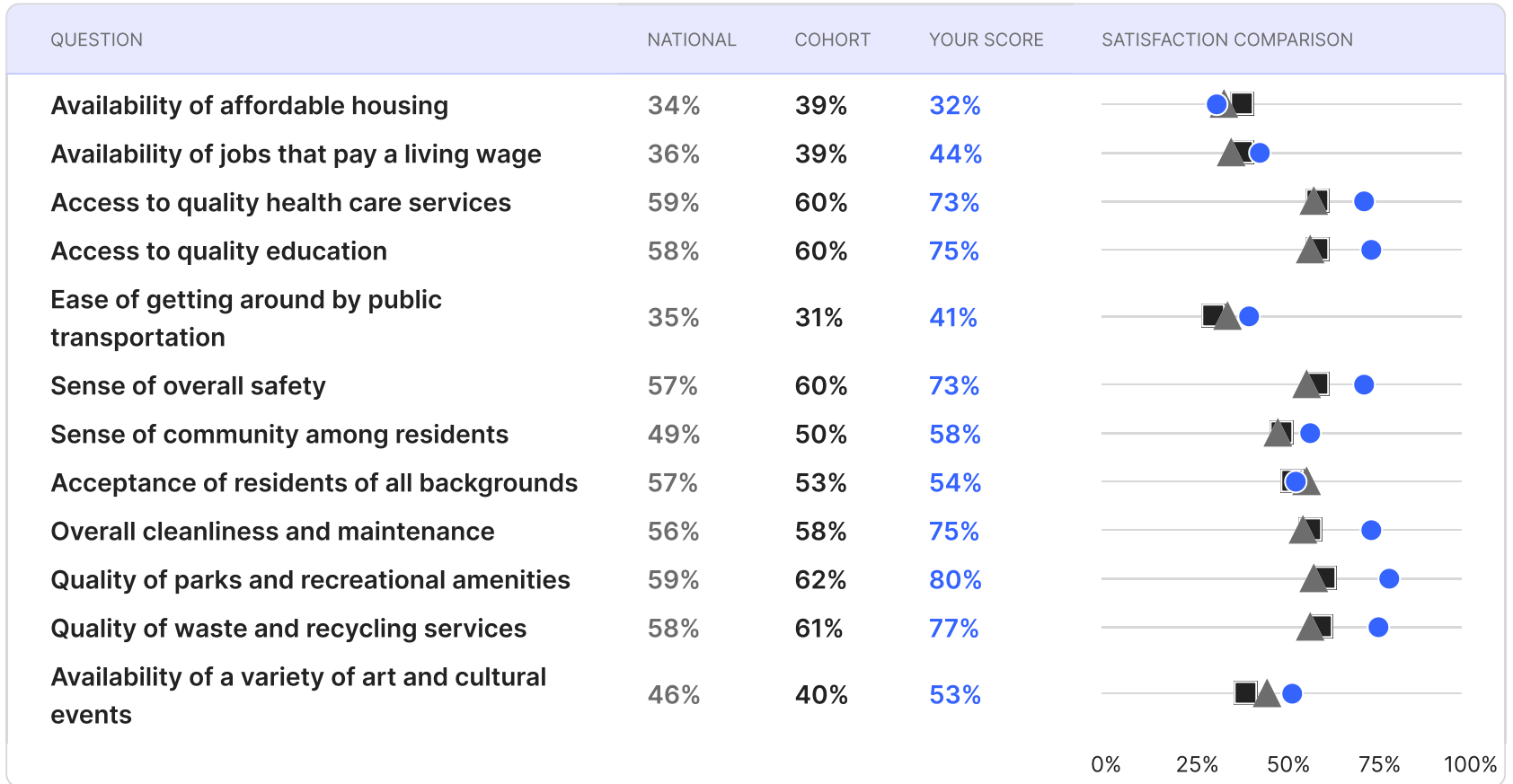
Bettendorf, IA  
January - July 2023

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## Satisfaction with Life in Bettendorf, IA

Breakdown by characteristic

- Bettendorf
- Cohort
- ▲ National



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# Free-Text Responses



# The Questionnaire

Section 1

## General Satisfaction

QUESTIONS	CHOICES
<b>How is the overall quality of life in Bettendorf? *</b>	1 - 5 Scale (Poor - Excellent)
<b>How likely are you to recommend Bettendorf as a place to live? *</b>	1 - 5 Scale (Very unlikely - Very likely)
<b>How likely are you to be living in Bettendorf 5 years from now? *</b>	1 - 5 Scale (Very unlikely - Very likely)
<b>What is your favorite thing about living in Bettendorf?</b>	Open Ended
<b>What is the thing you would most want to change about life in Bettendorf?</b>	Open Ended

Section 2  
**Community  
Characteristics**

QUESTIONS
Availability of affordable housing
Availability of jobs that pay a living wage
Access to quality health care services
Access to quality education
Availability of a variety of art and cultural events
Ease of getting around by public transportation
Sense of overall safety
Sense of community among residents
Acceptance of residents of all backgrounds

QUESTIONS
Ability of residents to give input to the Bettendorf government
Overall cleanliness and maintenance
Quality of parks and recreational amenities
Quality of waste and recycling services
Overall quality of services provided by Bettendorf

## Section 3 Demographics

QUESTIONS	CHOICES
<b>What year were you born in? *</b>	Open Ended
<b>Which of the following do you identify as? *</b>	Female / Male / Prefer to self-describe / Other
<b>What is your current employment status? *</b>	Employed full-time / Employed part-time / Not employed and looking for work / Not employed and not looking for work / In school / Retired
<b>Are you of Hispanic, Latino/a/x or Spanish origin? *</b>	Yes No
<b>What is your race? *</b>	Asian / Black or African American / Native American or Alaskan Native / Native Hawaiian or Other Pacific Islander / White / Prefer not to answer / Other
<b>Do you, or someone else in your family, own the home you currently live in? *</b>	Yes No

## Section 3

# Demographics

QUESTIONS	CHOICES
<b>What is the highest level of education you've completed to date? *</b>	Less than high school / Some high school / High school degree or GED / Some college / Associate's degree / Bachelor's degree / Graduate degree
<b>What is your marital status? *</b>	Single / Married / Divorced or separated / Widowed
<b>Do any children under the age of 18 live in your household? *</b>	Yes No
<b>Were you born outside of the United States? *</b>	Yes No
<b>Which category best represents your household's total income over the past year? *</b>	\$14,999 or less / \$15,000-\$29,999 / \$30,000-\$49,999 / \$50,000-\$74,999 / \$75,000-\$99,999 / \$100,000-\$124,999 / \$125,000-\$149,999 / \$150,000-\$199,999 / \$200,000-\$299,999 / \$300,000 or more



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