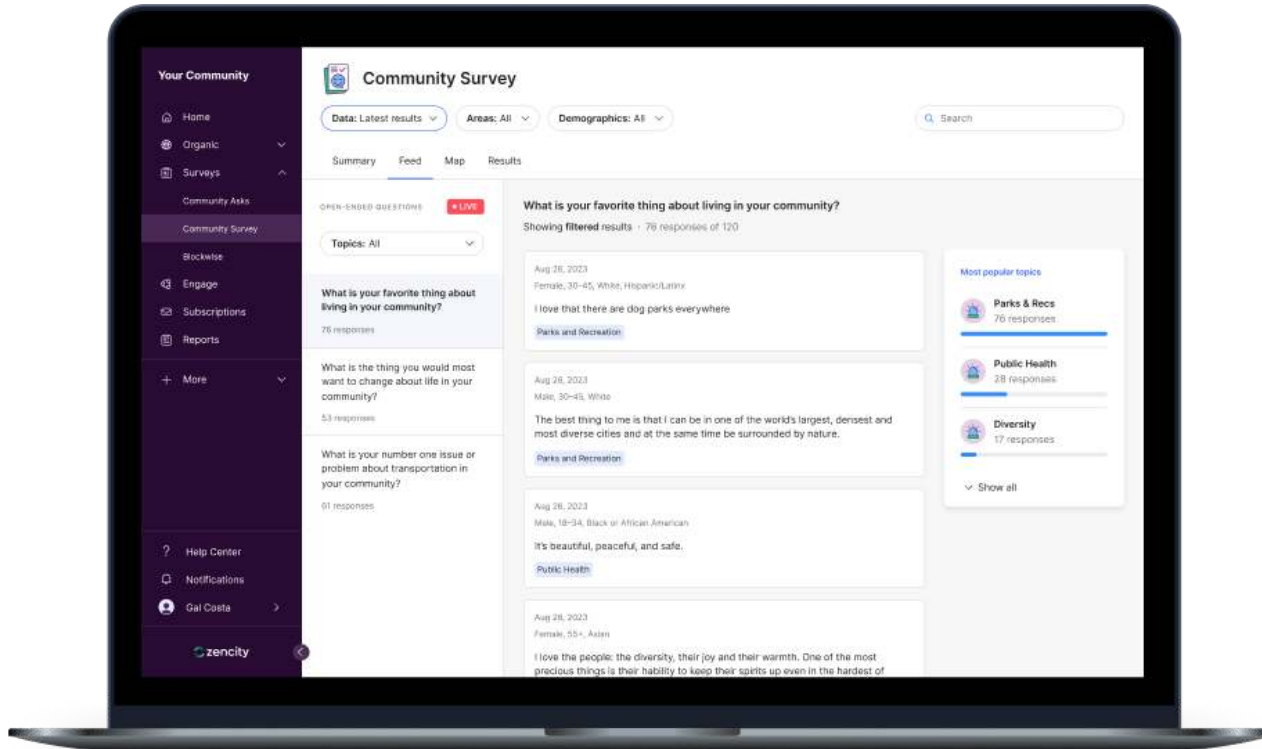




Bettendorf, IA

Community Survey

May - July 2024



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

483 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between May - July 2024. 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.

Sample Composition

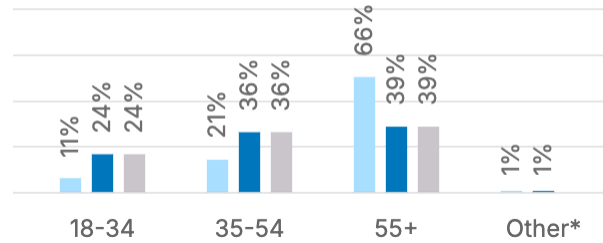
483 valid respondents

Key

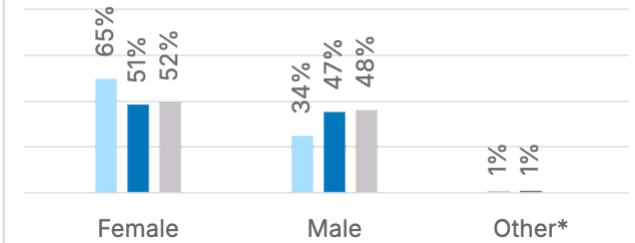
- **Unweighted demographics** - What we collected, without adjustments
- **Weighted demographics** - Our sample, adjusted to be representative of the population
- **Population demographics** - The demographics of the 18+ population

* The "Other" category includes missing data, people who selected "prefer not to say", and other groups not defined in the census.

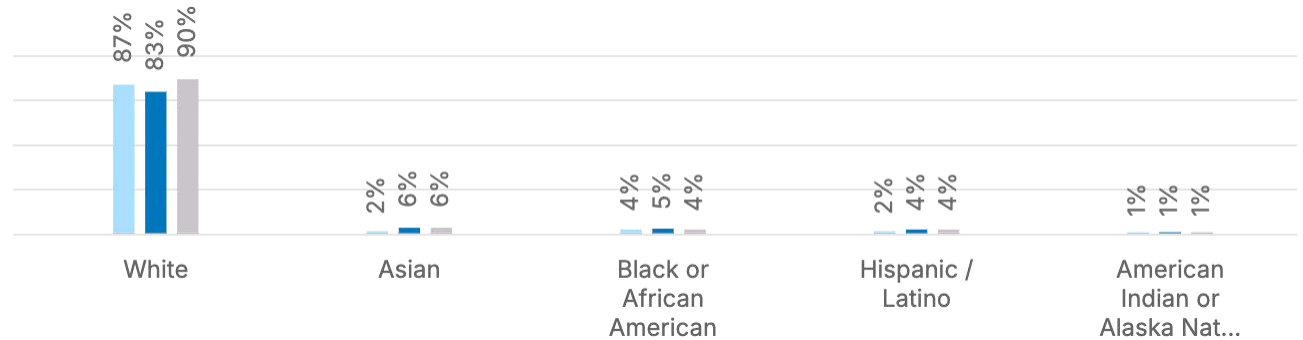
Age



Gender



Ethnicity



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.

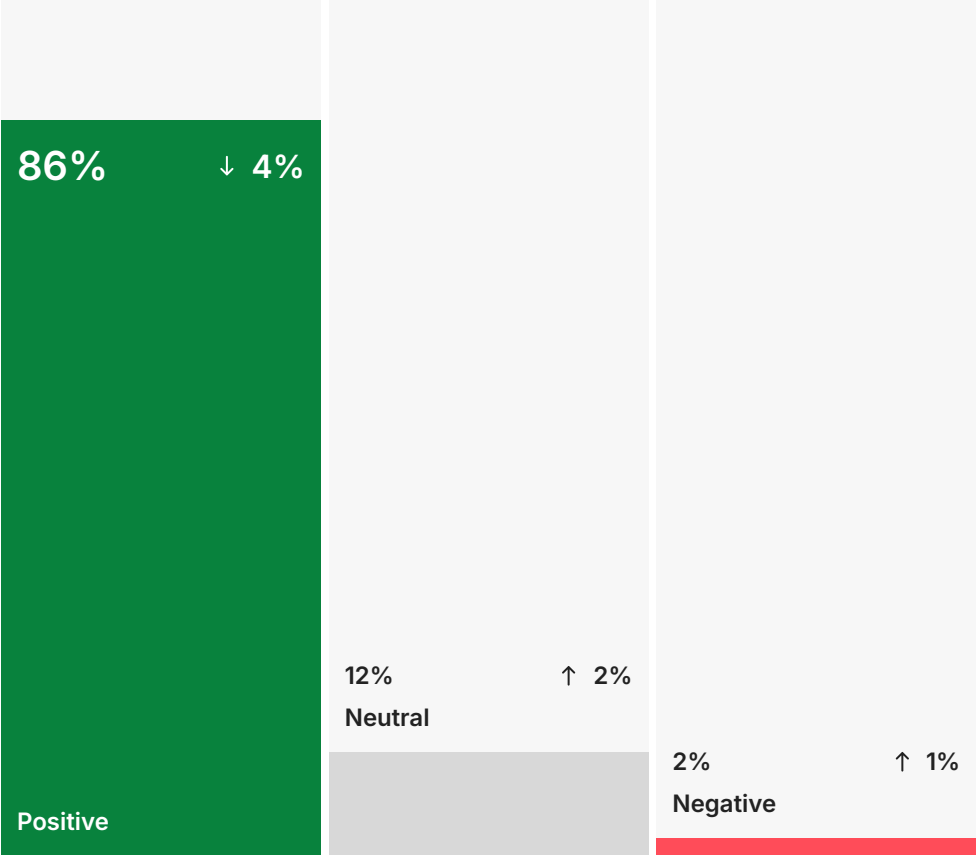
We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

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

86%

of 483 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 (≤ 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.

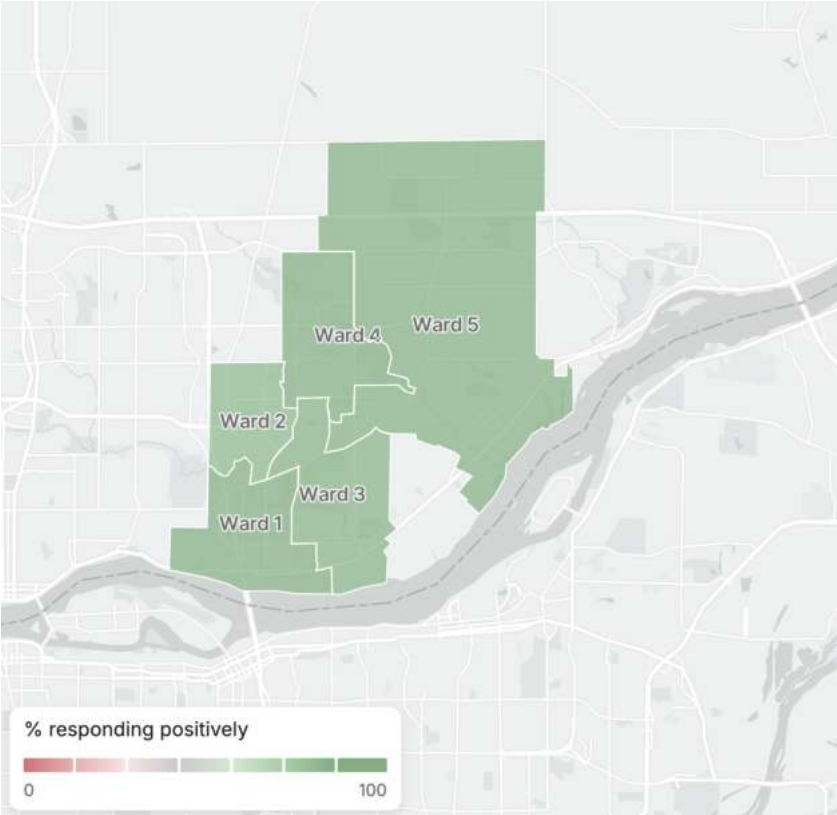
QUESTION	RESIDENT SATISFACTION
How is the overall quality of life in Bettendorf?	81% • ↓ 4% 
How likely are you to recommend Bettendorf as a place to live?	79% • ↓ 4% 
How likely are you to be living in Bettendorf 5 years from now?	64% • ↓ 11% 
Average rating from the Community Characteristics questions	83% • ↓ 1% 






Across the Community

Zencity Community Survey

Bettendorf, IA
May - July 2024

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AREA	RESIDENT SATISFACTION
Ward 1	91% • ↓ 3% 
Ward 2 *	81% • ↓ 11% 
Ward 3	84% • ↓ 9% 
Ward 4	90% • ↑ 3% 
Ward 5	85% • ↓ 4% 

Demographic Breakdown

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

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Zencity Community Survey

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DEMOGRAPHIC	GROUP	SCORE	N
Age	18-34	86%	55
Age	35-54	82%	103
Age	55+	89%	318
Education	High school degree or less	87%	91
Education	Some college or college degree	85%	291
Education	Higher education degree	90%	92
Ethnicity	White	86%	419

DEMOGRAPHIC	GROUP	SCORE	N
Gender	Female	86%	312
Gender	Male	86%	165
Income	\$49,999 or less	81%	103
Income	\$50,000-\$149,999	86%	220
Income	\$150,000 or more	89%	75

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

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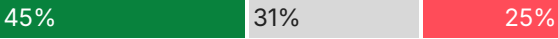
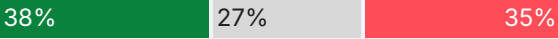
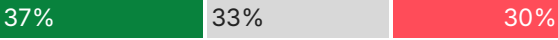
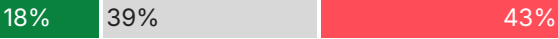
Powered by


COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	CHANGE	KEY
Quality of parks and recreational amenities	84% 	↓ 1% ↓ 2%	<p>KEY</p> <ul style="list-style-type: none"> ● POSITIVE ● NEUTRAL ● NEGATIVE ○ NON-SUBSTANTIATIVE <p>↓ ↑ CHANGE IN POSITIVE SCORE ↓ ↑ CHANGE IN NEGATIVE SCORE</p> <p>The 'Change' column shows the percentage point changes in positive and negative scores from the previous cycle. In addition, questions with the largest changes above 5% are highlighted.</p>
Quality of waste and recycling services	82% 	↑ 1% ↑ 1%	
Sense of overall safety	81% 	↑ 2% ↑ 1%	
Overall quality of services provided by Bettendorf	78% 	- 0% ↑ 3%	
Access to quality education	78% 	↓ 3% - 0%	
Overall cleanliness and maintenance	77% 	↓ 4% ↑ 2%	
Access to quality health care services	76% 	↓ 1% - 0%	
Acceptance of residents of all backgrounds	62% 	↓ 3% ↑ 7%	

Zencity Community Survey

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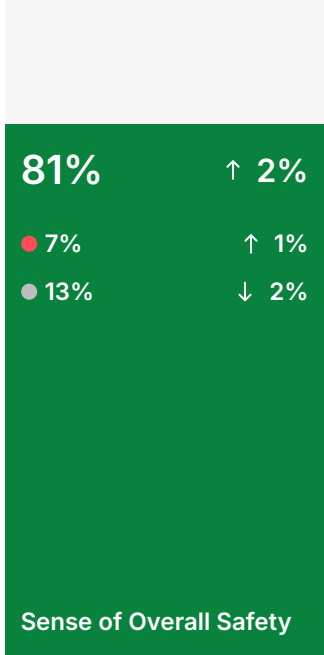

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	CHANGE	KEY
Sense of community among residents		↓ 3% ↑ 6%	<p>● POSITIVE ● NEUTRAL ● NEGATIVE ○ NON-SUBSTANTIATIVE</p> <hr/> <p>↓ ↑ CHANGE IN POSITIVE SCORE ↓ ↑ CHANGE IN NEGATIVE SCORE</p> <hr/> <p>The 'Change' column shows the percentage point changes in positive and negative scores from the previous cycle. In addition, questions with the largest changes above 5% are highlighted.</p>
Availability of a variety of art and cultural events		↑ 9% ↑ 1%	
Ability of residents to give input to the Bettendorf government		↓ 4% ↑ 5%	
Ease of getting around by public transportation		↑ 6% ↓ 5%	
Availability of jobs that pay a living wage		↑ 1% ↑ 5%	
Availability of affordable housing		↓ 4% ↑ 1%	

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

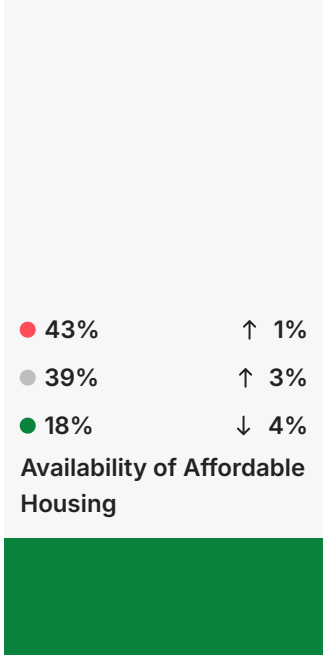
Maintain

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 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

81%

of respondents are satisfied
with the sense of overall
safety

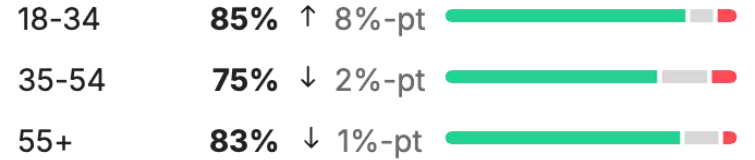
↑ 2% vs. previous cycle



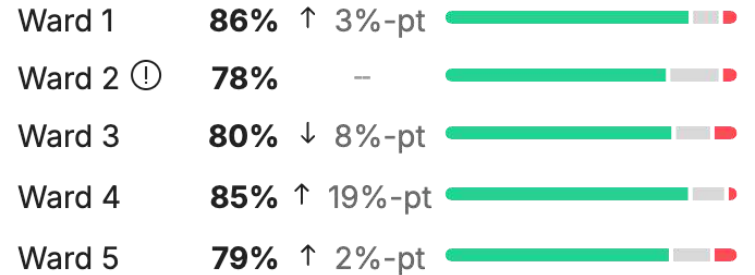
Neutral
13% • ↓ 2%

Dissatisfied
7% • ↑ 1%

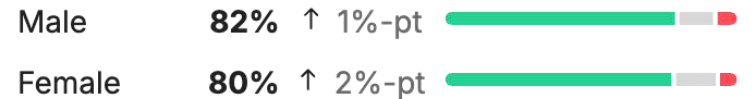
AGE



AREA



GENDER



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 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

18%

of respondents are
satisfied with the
availability of affordable
housing

↓ 4% vs. previous cycle



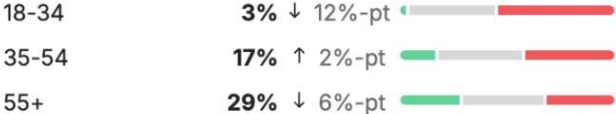
Neutral

39% • ↑ 3%

Dissatisfied

43% • ↑ 1%

AGE



AREA



INCOME



HOME OWNERSHIP



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.

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

COMMUNITY NAME	TOTAL POP	DENSITY	DIVERSITY	MEDIAN INCOME (\$)
Bettendorf, Iowa	38,997	1,831	9.38%	\$100,570
Lenexa, Kansas	57,497	1,688	13.73%	\$101,074
Williston, North Dakota	27,783	1,198	16.15%	\$80,352
Franklin, Wisconsin	36,513	1,056	13.02%	\$100,524
Fitchburg, Wisconsin	29,826	854	20.94%	\$87,253
Garden City, Kansas	27,933	2,560	25.27%	\$67,500

+ more communities with similar characteristics

The overall resident satisfaction in Bettendorf is **18% higher** than its cohort.

86% Bettendorf
68% Cohort
72% National

- Bettendorf
- Cohort
- ▲ National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How is the overall quality of life in Bettendorf?	62%	55%	81%	
How likely are you to recommend Bettendorf as a place to live?	61%	57%	79%	
How likely are you to be living in Bettendorf 5 years from now?	64%	59%	64%	

0% 25% 50% 75% 100%

Community Benchmark

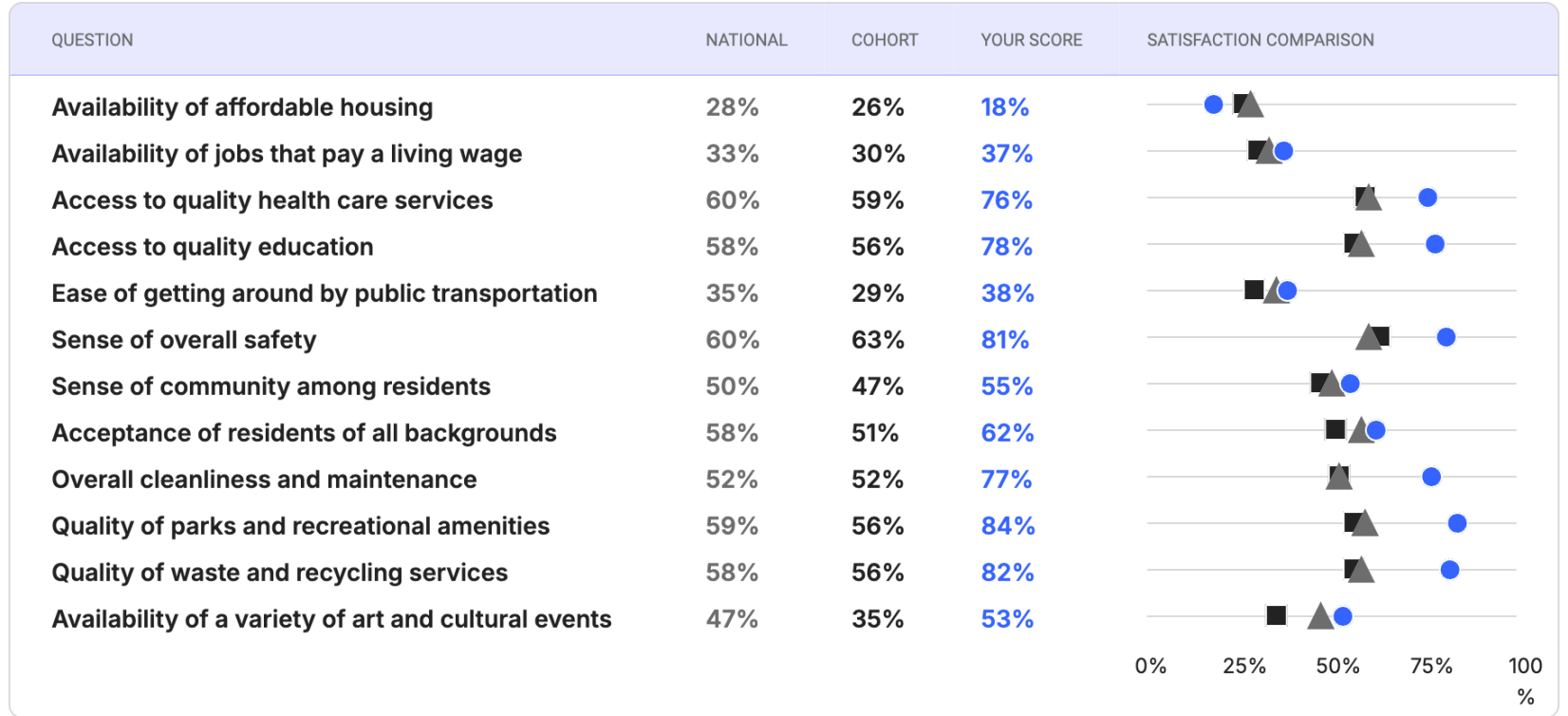
Bettendorf, IA
May - July 2024

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Satisfaction with Life in Bettendorf, IA

Breakdown by characteristic

- Bettendorf
- Cohort
- ▲ National



Free-Text Responses



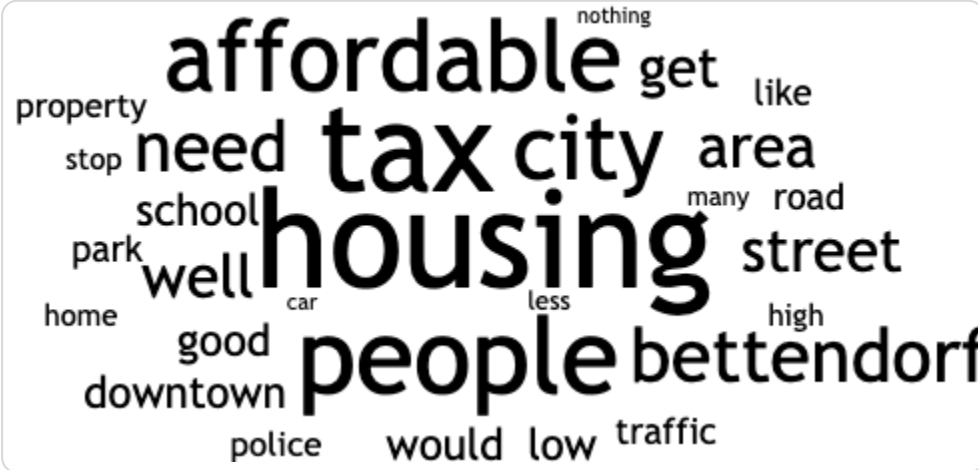
What residents love

Question: What is your favorite thing about living in Bettendorf?



What residents want changed

Question: What is the one thing you would change in Bettendorf?



The Questionnaire

Section 1

General Satisfaction

QUESTIONS	CHOICES
How is the overall quality of life in Bettendorf? *	1 - 5 Scale (Poor - Excellent)
How likely are you to recommend Bettendorf as a place to live? *	1 - 5 Scale (Very unlikely - Very likely)
How likely are you to be living in Bettendorf 5 years from now? *	1 - 5 Scale (Very unlikely - Very likely)
What is your favorite thing about living in Bettendorf?	Open Ended
What is the thing you would most want to change about life in Bettendorf?	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
In what year were you born? *	Open Ended
Which of the following do you identify as? *	Male / Female / Prefer to self-describe
Please state the gender you identify as.	Open Ended
Which one of these statements best describes your current situation? *	Full-time employed / Part-time employed / Unemployed / Student / Apprentice/intern / In retirement or early retirement / Permanently disabled / Fulfilling domestic tasks or looking after children/family / Prefer not to say / Other
Are you of Hispanic, Latino, or Spanish origin? *	Yes / No / Prefer not to say
What is your race? *	White / Black or African American / American Indian or Alaska Native / Asian / Native Hawaiian, Samoan, Chamorro, or other Pacific Islander / Prefer not to say / Other
Is your home: *	Owned by you or someone in your household, with or without a mortgage or loan? / Rented? / Occupied without payment of rent? / Prefer not to say

Section 3

Demographics

QUESTIONS	CHOICES
What is the highest level of school you have completed or the highest degree you have received? *	Less than a high school diploma / High school graduate or GED / Some college but no degree / Associate degree in college / Bachelor's degree (For example: BA, AB, BS) / Master's degree (for example: MA, MS, MBA) / Professional School Degree (for example: MD, DDS, DVM, LLB, JD) / Doctorate degree (for example: PhD, EdD) / Prefer not to say
Do any children under the age of 18 live in your household at least half of the time? *	Yes / No / Prefer not to say
Were you born in the United States? *	Yes, born in the United States / No, born outside the United States / Prefer not to say
Which category best represents your household's total income over the past year? *	\$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 / Prefer not to say



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