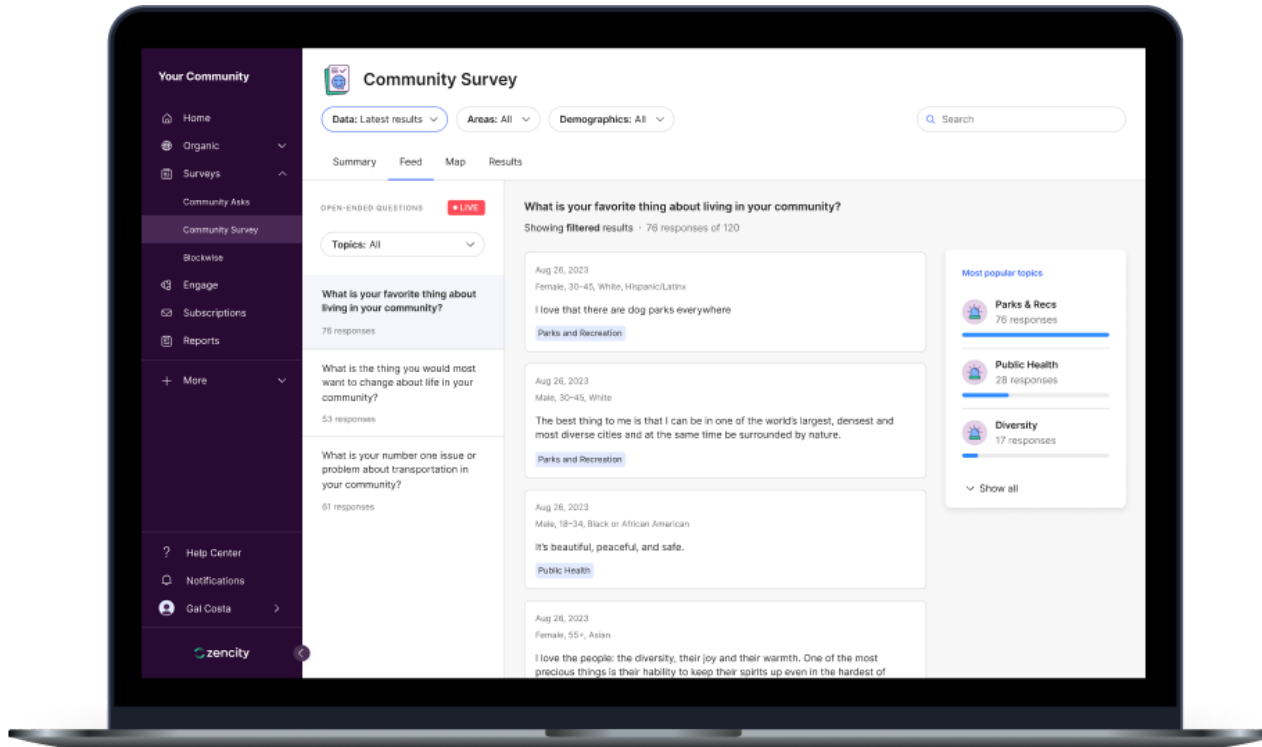




Bettendorf, IA

Community Survey

November 2023 - January 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

411 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between November 2023 - January 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.

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.

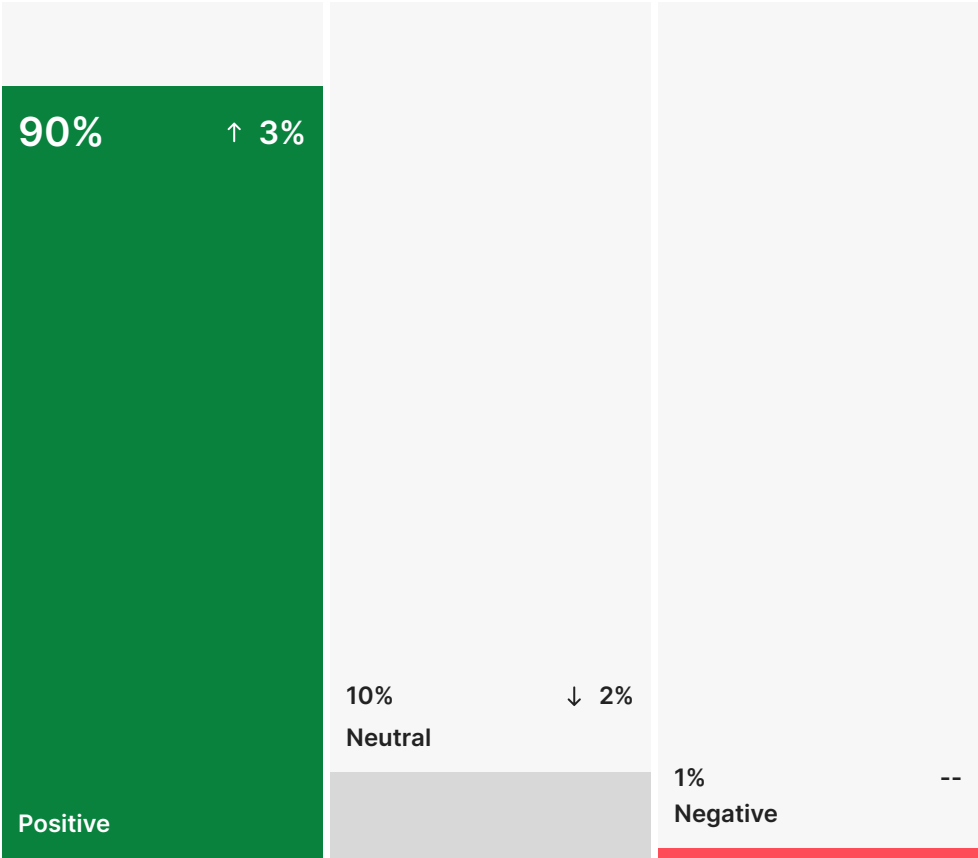
We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

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

90%

of 411 surveyed residents are
satisfied with life in Bettendorf

↑ 3% 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 (\uparrow) and down (\downarrow) arrows will show the change in percentage points.

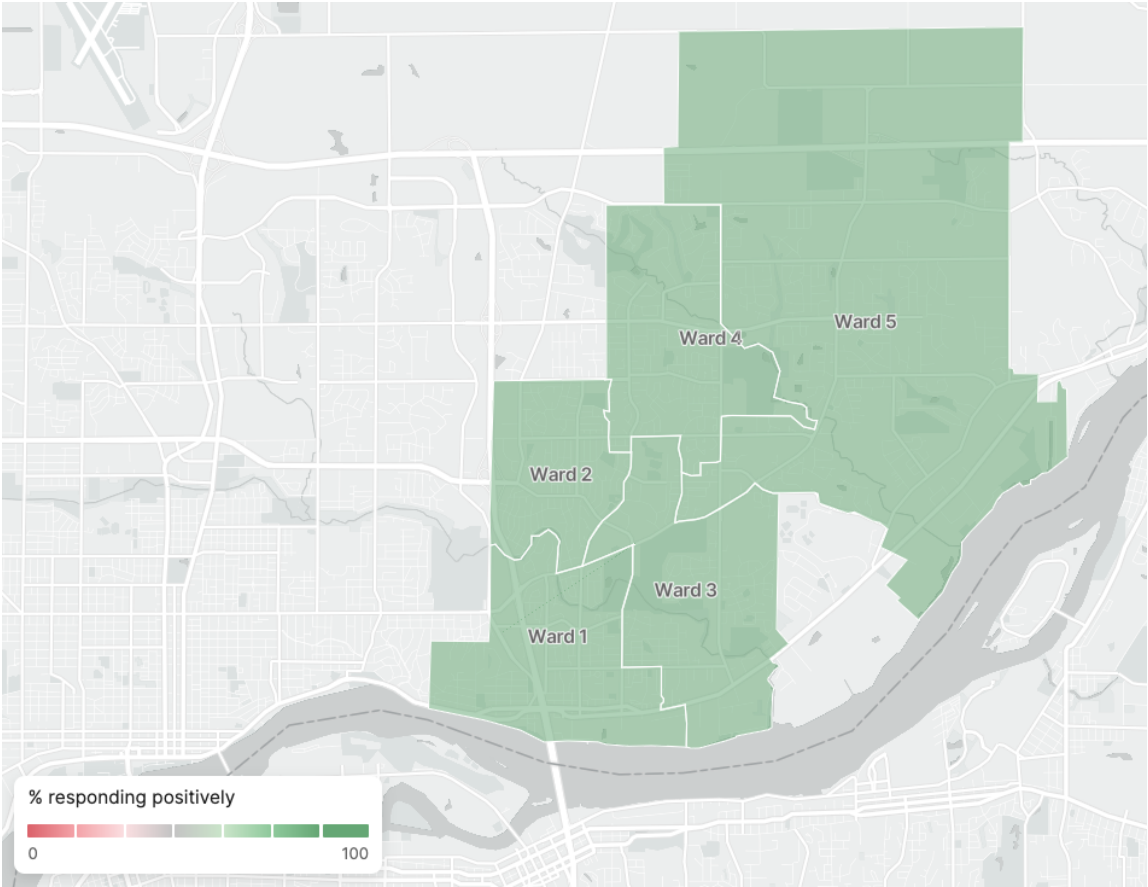
QUESTION	RESIDENT SATISFACTION
How is the overall quality of life in Bettendorf?	85% • \uparrow 2% 
How likely are you to recommend Bettendorf as a place to live?	83% • \uparrow 7% 
How likely are you to be living in Bettendorf 5 years from now?	75% • \uparrow 7% 
Average rating from the Community Characteristics questions	84% • -- 






Across the Community

Zencity Community Survey

Bettendorf, IA
November 2023 - January 2024

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AREA	RESIDENT SATISFACTION
Ward 1 *	94% • ↑ 11% 
Ward 2	No score to report 
Ward 3	93% • ↓ 2% 
Ward 4 *	87% • ↓ 2% 
Ward 5	89% • ↑ 2% 

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	82%	55
Age	35-54	88%	123
Age	55+	95%	222
Education	High school degree or less	93%	62
Education	Some college or college degree	87%	274
Education	Higher education degree	99%	68
Ethnicity	White	90%	362
Gender	Female	91%	221

DEMOGRAPHIC	GROUP	SCORE	N
Gender	Male	89%	189
Income	\$49,999 or less	75%	67
Income	\$50,000-\$149,999	93%	200
Income	\$150,000 or more	94%	78

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
November 2023 - January 2024



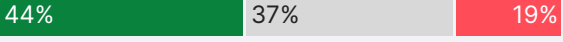
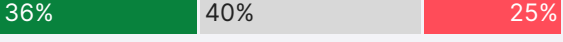
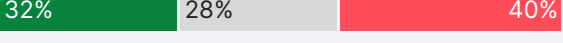
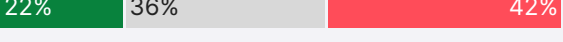
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COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	CHANGE	KEY
Quality of parks and recreational amenities	85% 	↑ 5% ↑ 2%	<p>● POSITIVE ● NEUTRAL ● NEGATIVE</p> <hr/> <p>↓ ↑ CHANGE IN POSITIVE SCORE ↓ ↑ CHANGE IN NEGATIVE SCORE</p> <p>The 'Change' column shows 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>
Access to quality education	81% 	↑ 6% - 0%	
Overall cleanliness and maintenance	81% 	↑ 6% ↓ 1%	
Quality of waste and recycling services	81% 	↑ 4% - 0%	
Sense of overall safety	79% 	↑ 6% ↓ 2%	
Overall quality of services provided by Bettendorf	78% 	↓ 1% - 0%	
Access to quality health care services	77% 	↑ 4% ↑ 1%	
Acceptance of residents of all backgrounds	65% 	↑ 11% ↓ 3%	

Zencity Community Survey

Bettendorf, IA
November 2023 - January 2024

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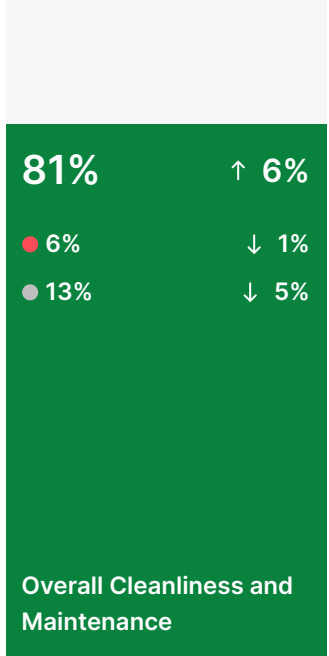

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	CHANGE	KEY
Sense of community among residents		- 0% ↑ 2%	<p>● POSITIVE ● NEUTRAL ● NEGATIVE</p> <hr/> <p>↓ ↑ CHANGE IN POSITIVE SCORE ↓ ↑ CHANGE IN NEGATIVE SCORE</p> <p>The 'Change' column shows the percentage point changes in positive and negative scores from the previous cycle. In addition, questions with the largest changes above 5% are highlighted.</p>
Ability of residents to give input to the Bettendorf government		↓ 1% ↑ 2%	
Availability of a variety of art and cultural events		↓ 9% ↑ 6%	
Availability of jobs that pay a living wage		↓ 8% ↑ 9%	
Ease of getting around by public transportation		↓ 9% ↑ 15%	
Availability of affordable housing		↓ 10% ↑ 13%	

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

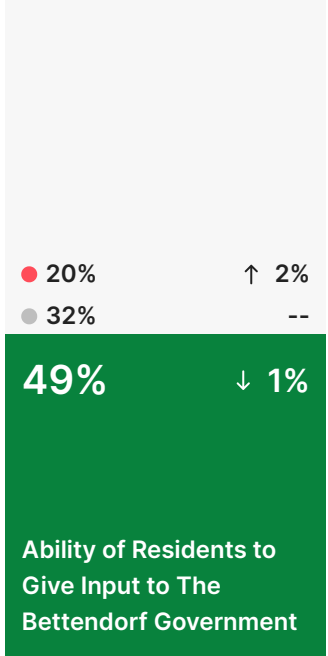
Maintain

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 residents are satisfied with the overall cleanliness and maintenance

↑ 6% vs. previous cycle



Neutral
13% • ↓ 5%

Dissatisfied
6% • ↓ 1%

AREA

Ward 1 *	88% • ↑ 20%	
Ward 3	81% • ↑ 3%	
Ward 4 *	81% • --	
Ward 5	80% • ↑ 8%	

AGE

18-34	66% • --	
35-54	84% • ↑ 7%	
55+	87% • ↑ 6%	

HOME OWNERSHIP:

Owned	83%	
Rented	72%	

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.

49%

of residents are satisfied with the ability of residents to give input to the Bettendorf government



Neutral 32% • - Dissatisfied 20% • ↑ 2%

AREA	Percentage	Change	Visual
Ward 1 *	49%	↑ 5%	
Ward 3 *	45%	↓ 12%	
Ward 4 *	50%	↓ 6%	
Ward 5	49%	↑ 3%	
AGE			
18-34 *	54%	↑ 1%	
35-54	36%	↓ 3%	
55+	59%	--	
INCOME			
\$49,999 or less	39%	↓ 4%	
\$50,000-\$149,999	49%	↓ 6%	
\$150,000 or more	51%	↓ 1%	
GENDER			
Male	47%		
Female	50%		

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
Spencer, Iowa	11,038	1,008	1.72%	\$45,224
Muscatine, Iowa	23,661	1,301	8.38%	\$53,768
Iowa City, Iowa	75,849	2,963	18.74%	\$48,148
Council Bluffs, Iowa	62,376	1,452	6.04%	\$53,449

+ more communities with similar characteristics

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

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

90% Bettendorf
72% Cohort
72% National

- Bettendorf
- Cohort
- ▲ National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How is the overall quality of life in Bettendorf?	61%	61%	85%	
How likely are you to recommend Bettendorf as a place to live?	58%	60%	83%	
How likely are you to be living in Bettendorf 5 years from now?	62%	67%	75%	

0% 25% 50% 75% 100%

Community Benchmark

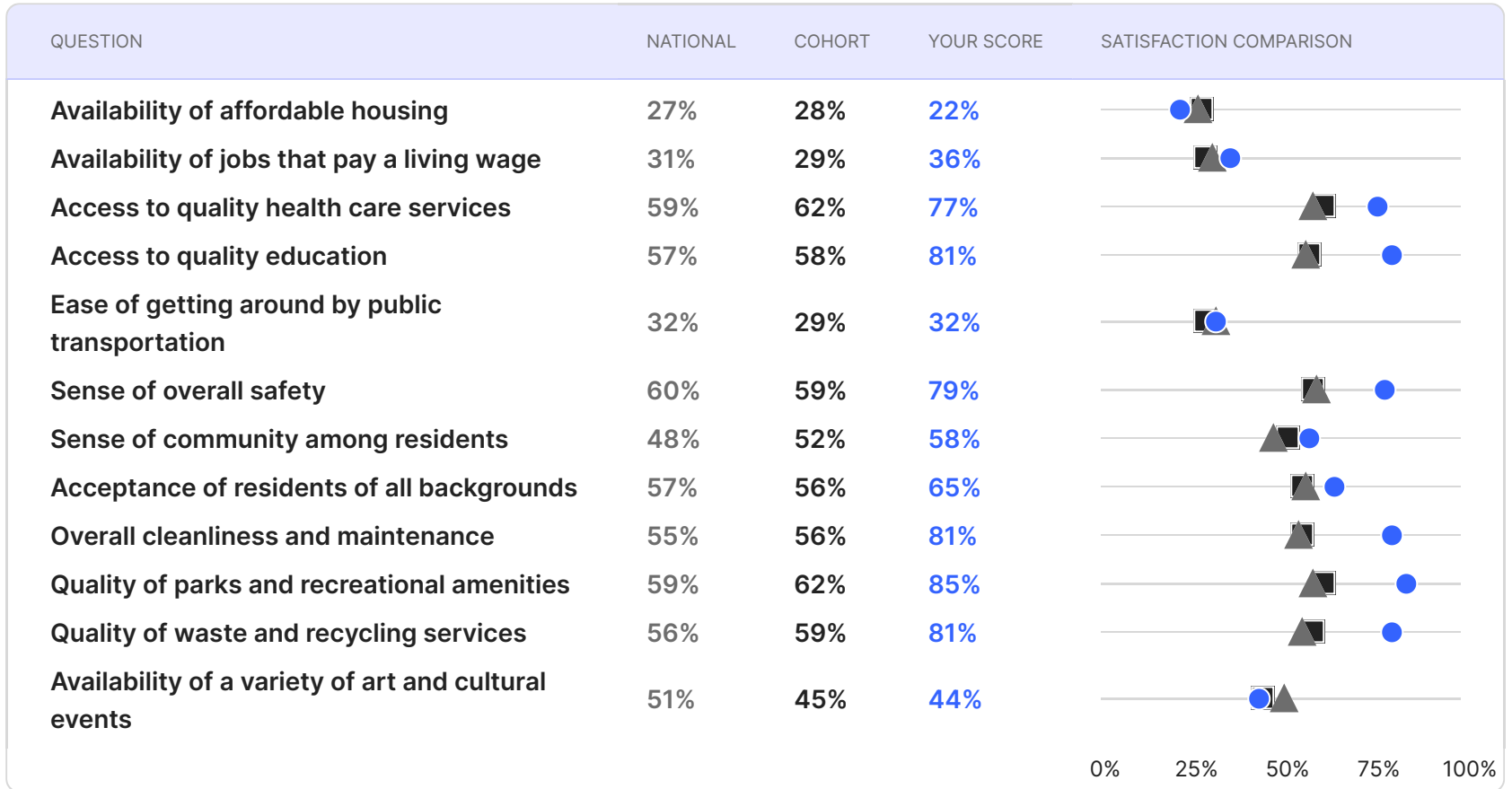
Bettendorf, IA
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Satisfaction with Life in Bettendorf, IA

Breakdown by characteristic

- Bettendorf
- Cohort
- ▲ National



Free-Text Responses



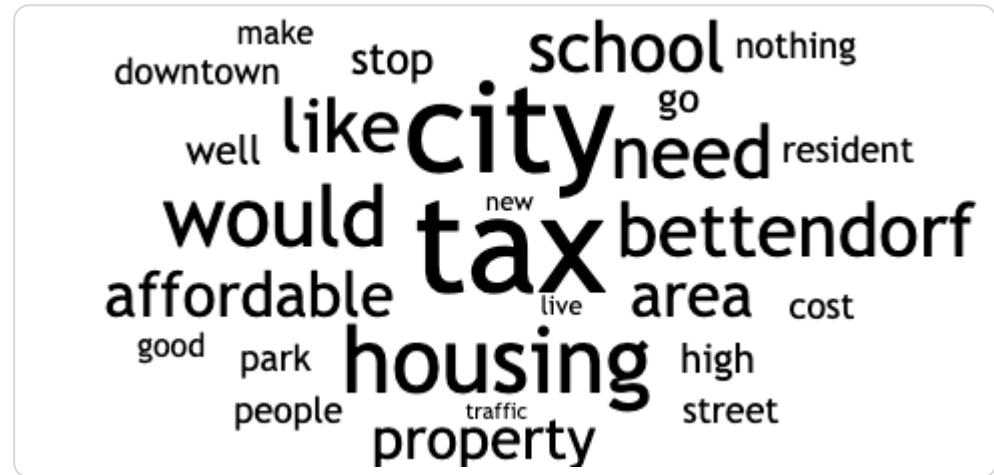
What residents love

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 4 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 4

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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