



Bettendorf, IA

Community Survey

November - January 2024 - 2025

Powered by  Zencity



Survey Methodology

The current cycle of the web-based Community Survey collected survey data between November 2024 - January 2025. Respondents were digitally recruited (e.g., over social media, mobile apps, websites, and survey panels). These ads are targeted to residents, and responses are only included in the data when a local valid zipcode is provided.

Respondents who self-reported being under 18, who declined to provide any demographic information, or those who provided an invalid zipcode are excluded from the results.

417 valid respondents participated in the web-based Community Survey during this cycle.

Representation

Zencity ensures broad demographic representation in several ways:

Before data collection, Zencity employs national statistical data to establish response targets. These targets are defined based on race/ethnicity, age, and gender.

During data collection, we track the demographic composition of the survey responses in real time, comparing them to the predetermined targets. We fine-tune our distribution and advertising strategies as needed to target all demographic groups.

After data collection, Zencity employs an industry-standard statistical technique called rake weighting. This assigns a unique weight to each respondent based on their demographic characteristics. This method ensures that the distribution of these characteristics in the final weighted sample aligns with the community's overall demographics.

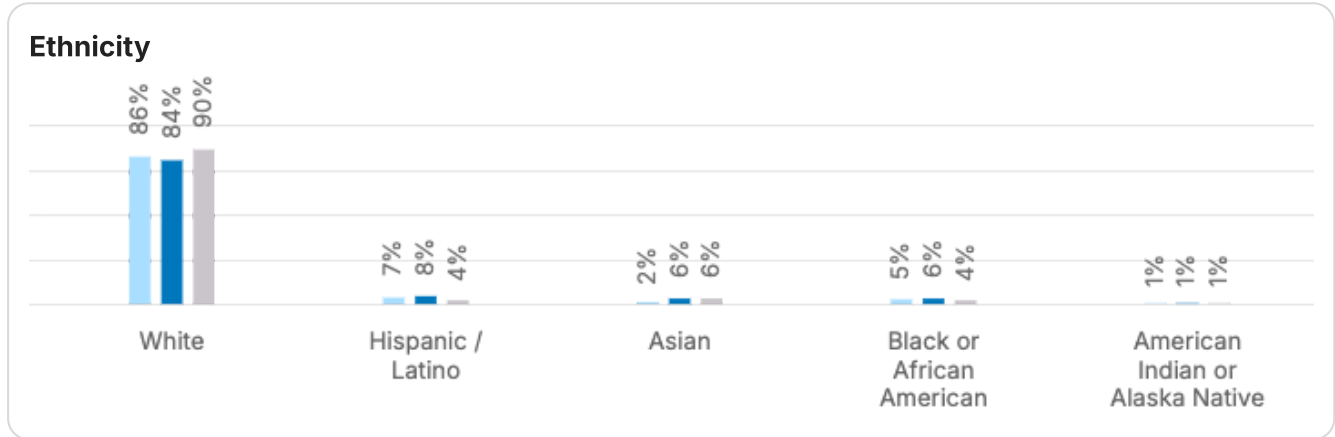
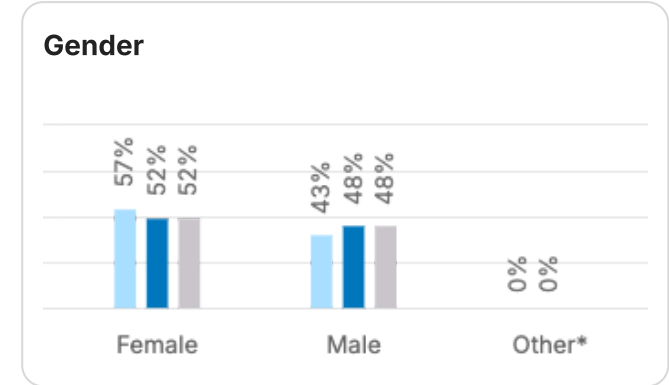
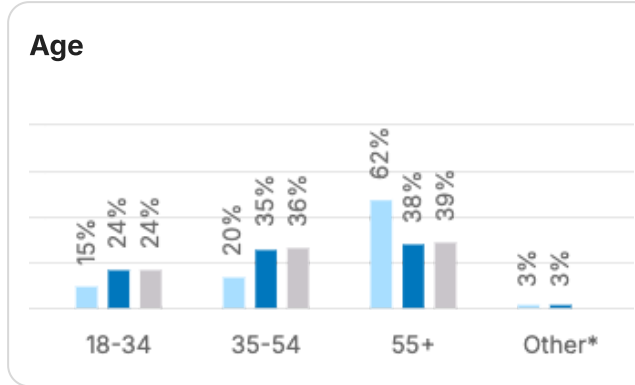
Sample Composition

417 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.



Overall Quality of Life

Residents' quality of life is a key metric for local government leaders. Here, we present how Bettendorf residents are feeling about their quality of life, looking at how this changes by demographic group and geography.

We will show the percent of valid respondents who reported either a 4 or a 5 on the 1-5 scale, weighted by age, gender, and race/ethnicity (see page 3 for details).

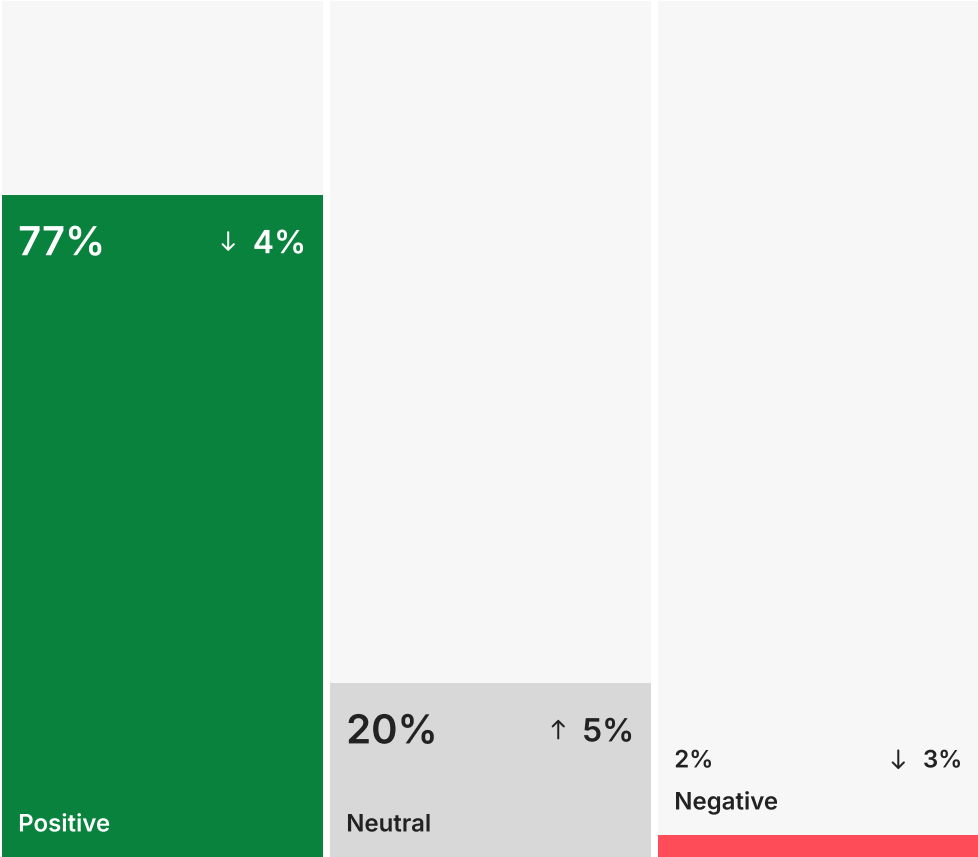
Scores will be shown only for groups (e.g., for a geographic area or for a demographic group) with at least 30 responses. For groups between 30 and 49 respondents, we highlight the small sample size using an (!). Use these scores with caution.

How is the overall quality of life in Bettendorf?

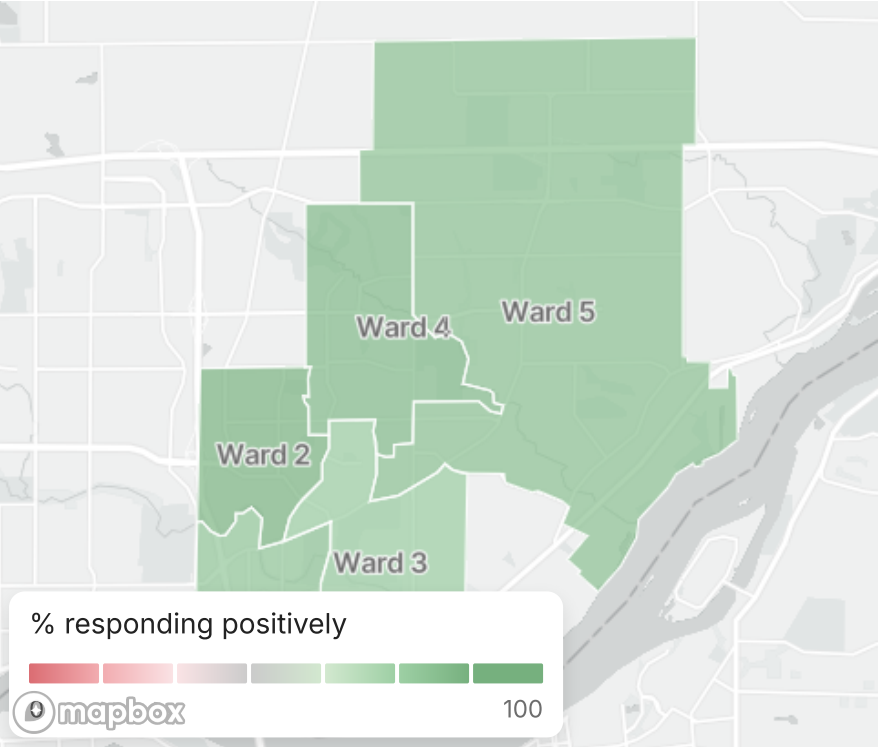
77%






of 417 surveyed residents are satisfied with the overall quality of life in Bettendorf

↓ 4% vs. previous cycle



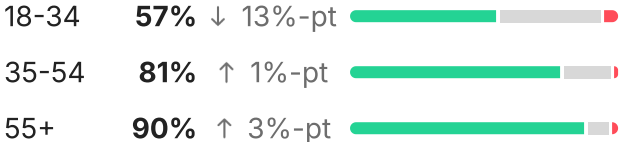
How is the overall quality of life in Bettendorf? | Geographic Breakdown



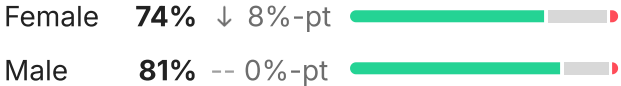
AREA	RESIDENT SATISFACTION
Ward 1	75% • ↓ 4% 
Ward 2 *	84% • ↑ 14% 
Ward 3	71% • ↓ 11% 
Ward 4	81% • ↑ 1% 
Ward 5	77% • ↓ 5% 

How is the overall quality of life in Bettendorf? | Demographic Breakdown

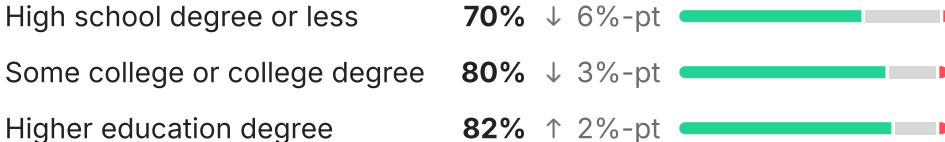
AGE



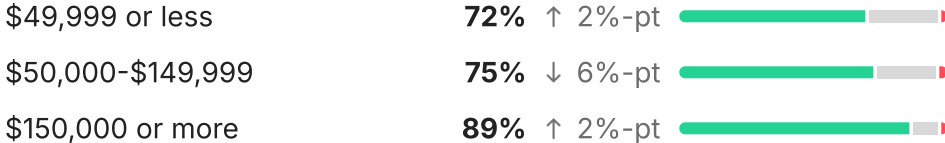
GENDER



EDUCATION



INCOME



Other measures of satisfaction with life in Bettendorf

How likely are you to recommend Bettendorf as a place to live?

77%

Positive

↓ 2% vs. previous cycle



Neutral
18% • ↑ 5%

Negative
5% • ↓ 3%

How likely are you to be living in Bettendorf 5 years from now?

73%

Positive

↑ 9% vs. previous cycle











Neutral
14% • ↓ 5%

Negative
14% • ↓ 2%

Community Characteristics

Respondents were asked to rate how satisfied they were with a range of community characteristics on a scale from 1 (Poor) to 5 (Excellent).

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	CHANGE
Sense of overall safety	85% 	↑ 4% ↓ 2%
Quality of parks and recreational amenities	83% 	↓ 1% ↓ 1%
Overall cleanliness and maintenance	80% 	↑ 3% ↓ 4%
Access to quality education	78% 	- 0% - 0%
Quality of waste and recycling services	77% 	↓ 5% ↑ 1%
Overall quality of services provided by Bettendorf	77% 	↓ 1% - 0%
Access to quality health care services	74% 	↓ 2% ↓ 2%
Acceptance of residents of all backgrounds	61% 	↓ 1% ↓ 3%

KEY

- POSITIVE
- NEUTRAL
- NEGATIVE
- NON-SUBSTANTIATIVE

↓ ↑ CHANGE IN POSITIVE SCORE
↓ ↑ CHANGE IN NEGATIVE SCORE

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.

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE	
Sense of community among residents	56%	26%	18%	↑ 1%	- 0%
Availability of a variety of art and cultural events	49%	32%	19%	↓ 4%	↓ 1%
Ability of residents to give input to the Bettendorf government	45%	29%	26%	- 0%	↑ 1%
Ease of getting around by public transportation	37%	27%	36%	↓ 1%	↑ 1%
Availability of jobs that pay a living wage	37%	39%	24%	- 0%	↓ 6%
Availability of affordable housing	31%	31%	38%	↑ 13%	↓ 5%

KEY


- POSITIVE
- NEUTRAL
- NEGATIVE
- NON-SUBSTANTIATIVE

↓ ↑ CHANGE IN POSITIVE SCORE
↓ ↑ CHANGE IN NEGATIVE SCORE

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.

Change Matrix Highlights

The Change Matrix showcases the questions with the largest changes from the previous cycle, highlighting the demographic groups and geographic areas contributing to these shifts.

Top Questions	Overall Score	Total Change	Ethnicity	Gender	Age	Geographic Area
Availability of affordable housing	31%	↑ +13%	White	Male	18-34	Ward 1
			↑ +10%	↑ +18%	↑ +22%	↑ +27% 
How likely are you to be living in Bettendorf 5 years from now?	73%	↑ +9%	White	Male	35-54	Ward 4
			↑ +8%	↑ +14%	↑ +11%	↑ +22%
Quality of waste and recycling services	77%	-5%	White	Female	18-34	Ward 1
			-3%	↓ -8%	↓ -22%	↓ -15%

Focus Areas

The next pages highlight community characteristics of interest and provide insights into these characteristics, along with breakdowns by relevant groups for further analysis.

These insights are designed to support targeted strategic planning and deeper analysis. Where applicable, follow-up questions were included, focusing on responses that highlighted challenges (e.g., low ratings).

Follow-up questions in Zencity surveys gather detailed feedback, clarify responses, or provide context triggered by prior answers to help address issues or improve services.

Availability of affordable housing

31%

Positive

↑ 13% vs. previous cycle



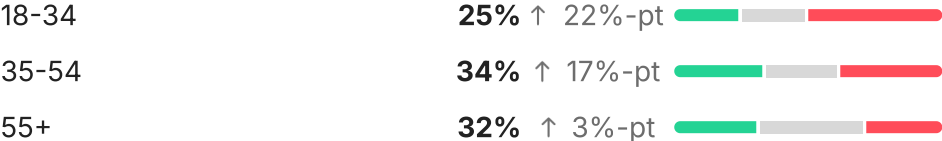
Neutral

31% • ↓ 8%

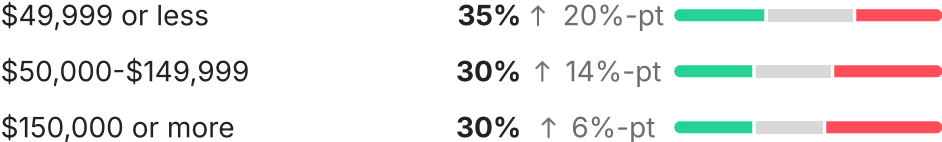
Negative

38% • ↓ 5%

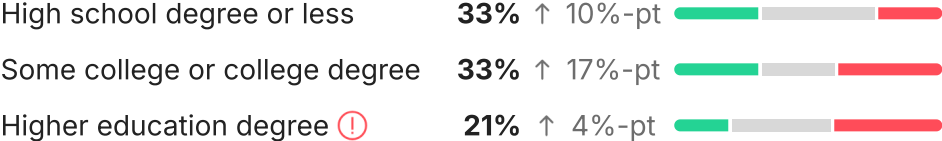
AGE



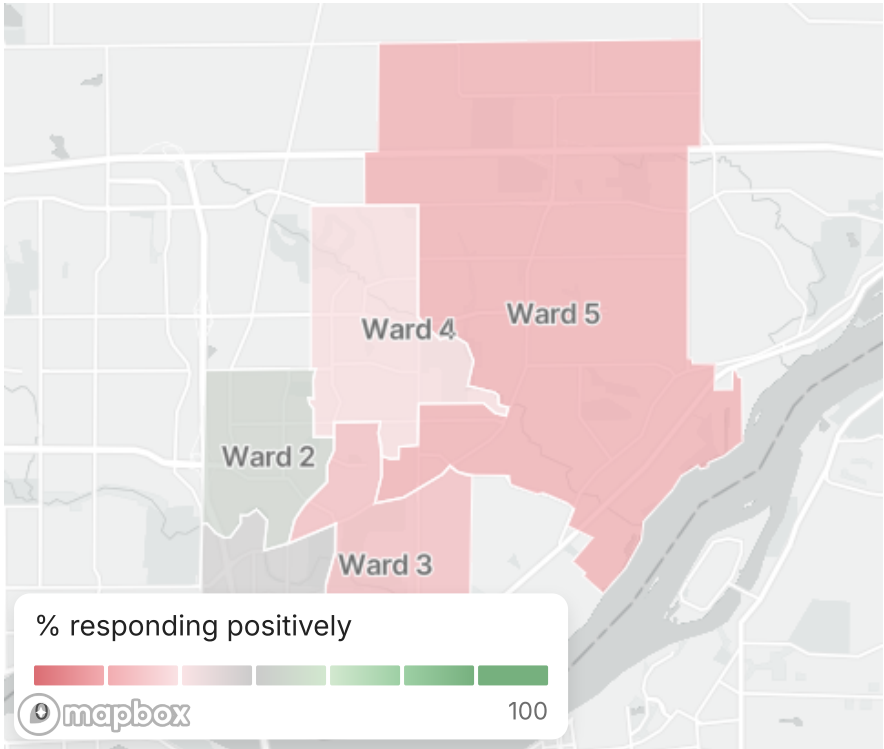
INCOME








EDUCATION



Availability of affordable housing



AREA	Percentage	Change	Visual
Ward 1	45%	↑ 27%-pt	
Ward 2	50%	↑ 22%-pt	
Ward 3	28%	↑ 10%-pt	
Ward 4	35%	↑ 16%-pt	
Ward 5	24%	↑ 8%-pt	

Quality of parks and recreational amenities

83%

Positive

↓ 1% vs. previous cycle



Neutral

13% • ↑ 2%

Negative

4% • ↓ 1%

AGE

18-34 74% ↓ 13%-pt

35-54 84% ↑ 3%-pt

55+ 89% ↑ 4%-pt

INCOME

\$49,999 or less 74% ↓ 7%-pt

\$50,000-\$149,999 84% ↓ 4%-pt

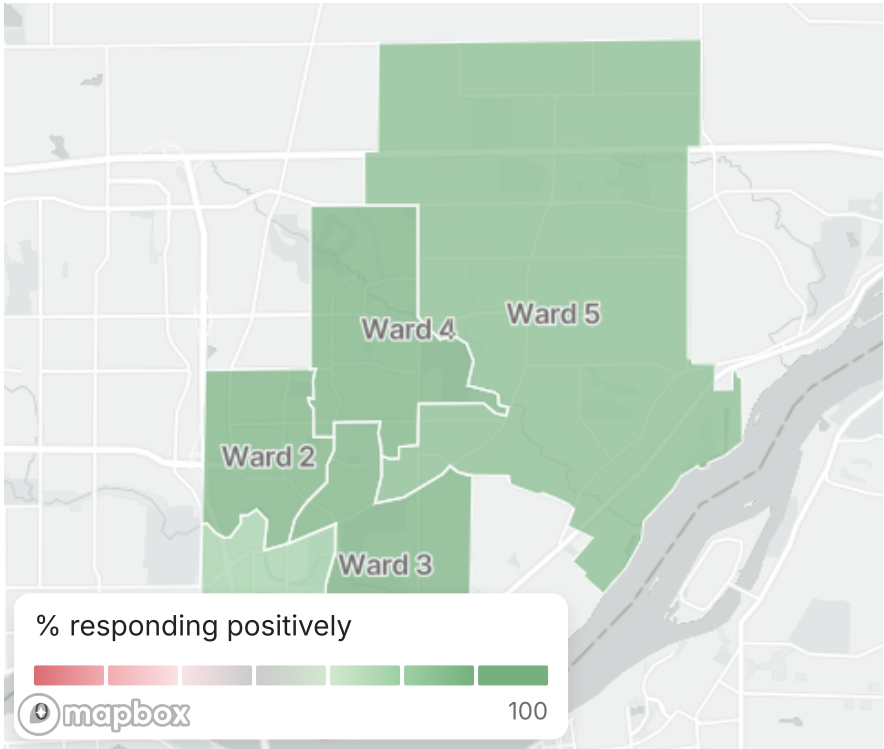
\$150,000 or more 86% ↑ 3%-pt



DO ANY CHILDREN UNDER THE AGE OF 18 LIVE IN YOUR HOUSEHOLD AT LEAST HALF OF THE TIME?

Yes 80% -- 0%-pt

No 85% ↓ 1%-pt

Quality of parks and recreational amenities



AREA	Percentage	Change	Visual
Ward 1	70%	↓ 11%-pt	
Ward 2 	94%	↑ 7%-pt	
Ward 3 	90%	↑ 4%-pt	
Ward 4	91%	↑ 5%-pt	
Ward 5	80%	↓ 3%-pt	

Community Benchmark

We aim to help Zencity clients understand their results and put them into context. To that end, we will compare Bettendorf's results to the United States as a whole and against communities with similar characteristics such as size, population density, and region (their "cohort").

These cohorts help to distinguish patterns unique to each client from those that are common in similar communities.

How we compare Bettendorf to other similar communities

Creating the cohorts

First, all cities, towns, and counties in the US--not just Zencity clients--are put into cohorts based on geography and demographics using a method known as cluster analysis. This method balances a range of different characteristics to put communities into cohorts that are statistically similar to one another. The result of this step is one set of cohorts for cities and towns and a second set for counties.

We chose this method to create objectively similar groups of communities with respect to characteristics that are likely to be correlated with answers to the survey questions. By creating cohorts of larger sets of communities we have found that our benchmark baselines tend to be more reliable than they would be if we had direct comparisons of a small number of communities. See our Help Site for more information on cohorts, including the full list of communities in your cohort.

Creating cohort scores and national benchmark scores

The Zencity National Benchmark Survey is conducted semiannually, collecting about 5000 responses across the country. The cohort scores are the weighted average of scores for respondents in each cohort. These weights are calculated to match the client's own demographics, to make them directly comparable to the clients' scores. National scores are calculated in a similar manner.

Your Cohort

Bettendorf is in the Suburban and Rural Midwest cohort. The table below shows some demographics of your community and general makeup of communities in your cohort. Note that all percentages are the percent of the 18 and over population.




See our [Help Site](#) for the full list of communities included in your cohort. Because we are creating a cohort from the National Benchmark Survey data instead of running representative surveys of selected communities, most cohort scores are generated from a few responses from each community.

	18+ Pop.	% age 18-34	% age 55+	% White	% Black	% Hispanic	Median income
Bettendorf, IA	28,994	24%	39%	85%	2%	5%	\$100,570
	Median 18+ Pop.	Avg. % 18-34	Avg. % age 55+	Avg. % White	Avg. % Black	Avg. % Hispanic	Avg. Median Income
Suburban and Rural Midwest	16,355	25%	44%	89%	3%	5%	\$66,352

The overall quality of life in Bettendorf is **13% higher** than its cohort and **higher** than the national score.

77% Bettendorf
64% Cohort
65% National

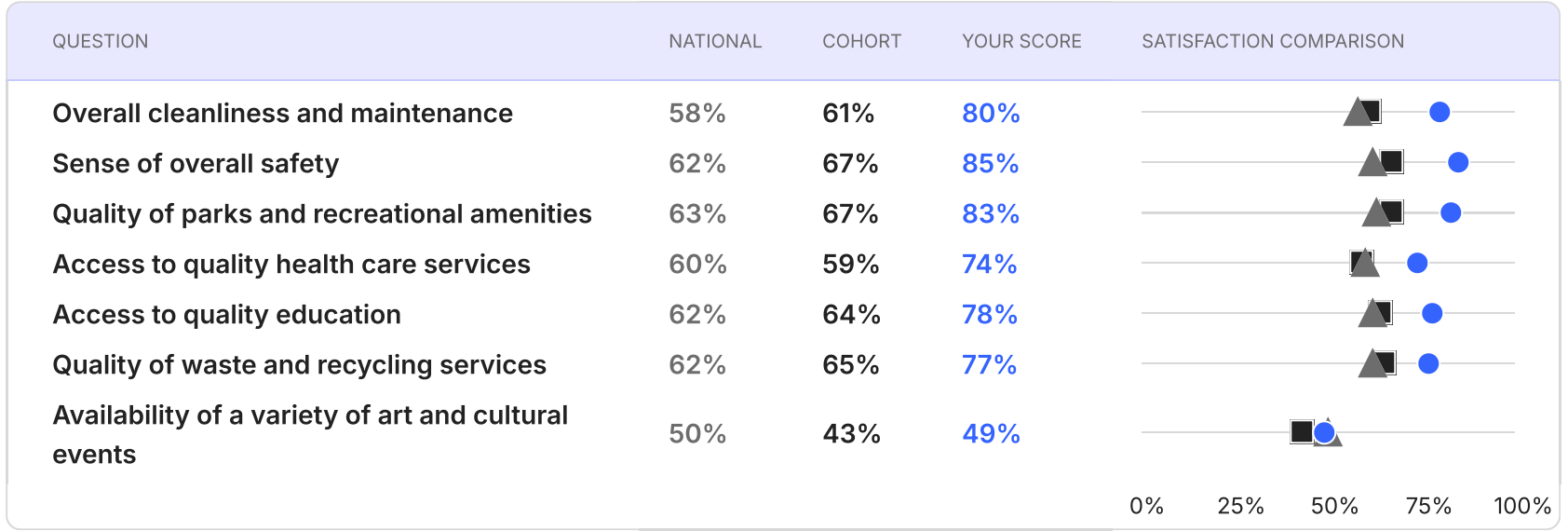
- Bettendorf
- Cohort
- ▲ National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How likely are you to recommend Bettendorf as a place to live?	62%	61%	77%	
How is the overall quality of life in Bettendorf?	65%	64%	77%	
How likely are you to be living in Bettendorf 5 years from now?	64%	66%	73%	

Satisfaction with Life in Bettendorf

Breakdown by characteristic

- Bettendorf
- Cohort
- ▲ National



Satisfaction with Life in Bettendorf

Breakdown by characteristic

- Bettendorf
- Cohort
- ▲ National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
Acceptance of residents of all backgrounds	60%	55%	61%	
Ease of getting around by public transportation	40%	35%	37%	
Sense of community among residents	52%	54%	56%	
Availability of jobs that pay a living wage	37%	36%	37%	
Availability of affordable housing	34%	34%	31%	

Free-Text Responses

Respondents were asked open-ended questions about what the Bettendorf government does well and how Bettendorf could improve its services.

This section presents the main themes from both questions. Using our proprietary AI algorithm, responses are analyzed and categorized into

unique topics and subtopics for Bettendorf, with multiple labels assigned to responses when relevant.

To ensure comprehensive information, responses that have been flagged as invalid (e.g., under 18, missing demographic data, or invalid zip codes

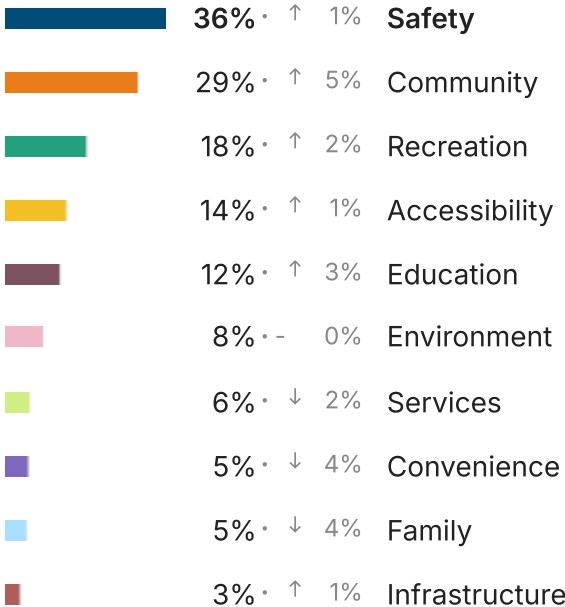
but claiming residency in Bettendorf) are analyzed in the free-text responses but excluded from the quantitative results.

BETA

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

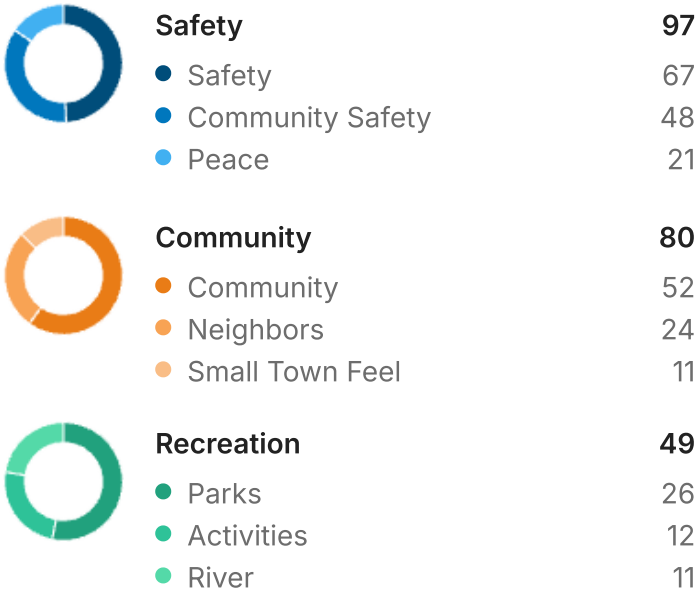
Most Common Topics

272 labeled responses out of 334



Top 3 Topics Breakdown

Number of responses by leading subtopic

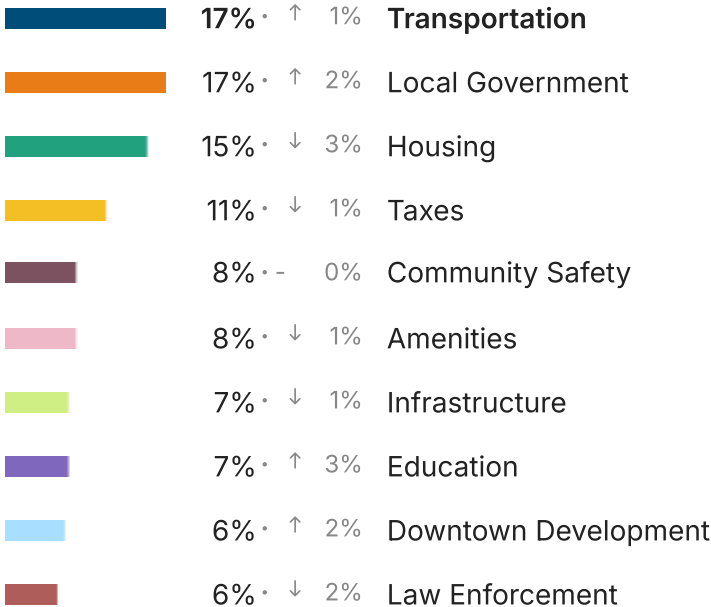


BETA

Question:
What is the thing you would most want to change about life in Bettendorf?

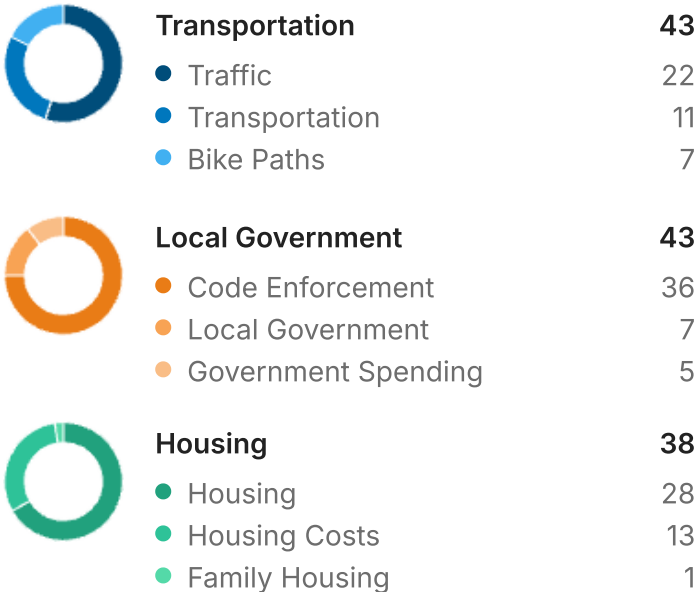
Most Common Topics

252 labeled responses out of 330



Top 3 Topics Breakdown

Number of responses by leading subtopic



The Questionnaire

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)
Availability of affordable housing	1 - 5 Scale (Poor - Excellent)
Availability of jobs that pay a living wage	1 - 5 Scale (Poor - Excellent)
Access to quality health care services	1 - 5 Scale (Poor - Excellent)
Access to quality education	1 - 5 Scale (Poor - Excellent)
Availability of a variety of art and cultural events	1 - 5 Scale (Poor - Excellent)

QUESTIONS	CHOICES
Ease of getting around by public transportation	1 - 5 Scale (Poor - Excellent)
Sense of overall safety	1 - 5 Scale (Poor - Excellent)
Sense of community among residents	1 - 5 Scale (Poor - Excellent)
Acceptance of residents of all backgrounds	1 - 5 Scale (Poor - Excellent)
Ability of residents to give input to the Bettendorf government	1 - 5 Scale (Poor - Excellent)
Overall cleanliness and maintenance	1 - 5 Scale (Poor - Excellent)
Quality of parks and recreational amenities	1 - 5 Scale (Poor - Excellent)
Quality of waste and recycling services	1 - 5 Scale (Poor - Excellent)

QUESTIONS	CHOICES
Overall quality of services provided by Bettendorf	1 - 5 Scale (Poor - Excellent)
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
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

QUESTIONS	CHOICES
<p>What is the highest level of school you have completed or the highest degree you have received? *</p>	<p>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</p>
<p>Do any children under the age of 18 live in your household at least half of the time? *</p>	<p>Yes / No / Prefer not to say</p>
<p>Were you born in the United States? *</p>	<p>Yes, born in the United States / No, born outside the United States / Prefer not to say</p>
<p>Which category best represents your household's total income over the past year? *</p>	<p>\$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</p>



Published on February 2, 2025 by Zencity

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