

THE NCS™

The National Community Survey™

Bettendorf, IA

Trends Over Time

2020



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About Trends Over Time

The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity and Engagement

This report discusses trends over time, comparing the 2020 ratings for the City of Bettendorf to its previous survey results in 2006, 2008, 2010, 2012, 2014, 2016 and 2018. Additional reports and technical appendices are available under separate cover.



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The NCS™ is presented by NRC in collaboration with ICMA.

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

Understanding the Tables

Trend data for Bettendorf represent important comparison data and should be examined for improvements or declines¹. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than six percentage points between the 2018 and 2020 surveys, otherwise the comparisons between 2018 and 2020 are noted as being "similar." Additionally, the benchmark comparisons for the current survey results are presented for reference.

Overall, ratings in Bettendorf for 2020 generally remained stable. Of the 109 items for which comparisons were available, 79 items were rated similarly in 2018 and 2020, 20 items showed a decrease in ratings and 10 showed an increase in ratings. Notable trends over time included the following:

- Within the facet of Economy, Bettendorf residents gave lower rating to shopping opportunities and to the city as a place to work in 2020 compared to 2018. Fewer residents had a positive economic outlook and more residents were under housing cost stress. However, survey respondents gave higher marks to the overall quality of businesses and service establishments and to the vibrancy of Bettendorf's downtown/commercial area.
- Perhaps due to closures and cancellations related to the COVID-19 crisis, survey respondents gave lower ratings to: public places where people want to spend time, recreation centers or facilities, recreation programs or classes, opportunities to attend special events or festivals, opportunities to attend cultural/arts/music activities, overall opportunities for education, culture, and the arts, and opportunities to participate in social events and activities in 2020 compared to 2018.

¹ In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

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Table 1: Quality of Life

Quality of Life Items Percent rating positively (e.g., excellent/good, very/somewhat likely)	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall image or reputation of Bettendorf	91%	93%	92%	94%	97%	92%	93%	90%	Similar	Higher
The overall quality of life in Bettendorf	94%	95%	95%	96%	95%	93%	95%	93%	Similar	Higher
Bettendorf as a place to live	96%	96%	97%	96%	97%	96%	97%	96%	Similar	Higher
Recommend living in Bettendorf to someone who asks	NA	96%	95%	98%	97%	97%	96%	98%	Similar	Higher
Remain in Bettendorf for the next five years	NA	92%	90%	90%	93%	95%	93%	93%	Similar	Similar

Table 2: Governance

Governance Items Percent rating positively (e.g., excellent/good)	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall confidence in Bettendorf government	NA	NA	NA	NA	78%	77%	79%	79%	Similar	Higher
The overall direction that Bettendorf is taking	74%	78%	76%	84%	83%	82%	81%	80%	Similar	Higher
The value of services for the taxes paid to Bettendorf	72%	73%	77%	76%	76%	74%	72%	74%	Similar	Higher
Generally acting in the best interest of the community	NA	NA	NA	NA	80%	79%	79%	79%	Similar	Higher
Being honest	NA	NA	NA	NA	81%	78%	79%	74%	Similar	Higher
Being open and transparent to the public	NA	NA	NA	NA	NA	NA	NA	72%	NA	Higher
Informing residents about issues facing the community	NA	NA	NA	NA	NA	NA	NA	70%	NA	Similar
The job Bettendorf government does at welcoming resident involvement	70%	62%	67%	67%	74%	68%	74%	72%	Similar	Higher
Treating all residents fairly	NA	NA	NA	NA	75%	75%	77%	75%	Similar	Higher
Treating residents with respect	NA	NA	NA	NA	NA	NA	NA	82%	NA	Similar
Overall customer service by Bettendorf employees	86%	84%	86%	83%	86%	89%	90%	88%	Similar	Higher
Public information services	83%	83%	80%	85%	86%	82%	86%	81%	Similar	Similar

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Governance Items Percent rating positively (e.g., excellent/good)	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Quality of services provided by the City of Bettendorf	89%	89%	91%	91%	91%	92%	93%	89%	Similar	Higher
Quality of services provided by the Federal Government	48%	47%	42%	40%	38%	39%	46%	46%	Similar	Similar

Table 3: Economy

Economy Items Percent rating positively (e.g., excellent/good, very/somewhat positive)	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall economic health of Bettendorf	NA	NA	NA	NA	90%	89%	90%	90%	Similar	Higher
Economic development	68%	60%	65%	69%	77%	70%	76%	78%	Similar	Higher
Overall quality of business and service establishments in Bettendorf	NA	75%	78%	75%	77%	72%	78%	87%	Higher	Higher
Variety of business and service establishments in Bettendorf	NA	NA	NA	NA	NA	NA	NA	69%	NA	Similar
Vibrancy of downtown/commercial area	NA	NA	NA	NA	32%	25%	28%	38%	Higher	Similar
Shopping opportunities	47%	46%	48%	54%	63%	56%	56%	49%	Lower	Similar
Bettendorf as a place to visit	NA	NA	NA	NA	69%	64%	67%	61%	Similar	Similar
Bettendorf as a place to work	70%	78%	75%	77%	83%	81%	82%	76%	Lower	Higher
Employment opportunities	37%	43%	36%	49%	55%	54%	58%	53%	Similar	Similar
Cost of living in Bettendorf	NA	NA	NA	NA	56%	59%	53%	51%	Similar	Similar
Economy will have positive impact on income	31%	13%	20%	26%	28%	25%	40%	30%	Lower	Similar
NOT experiencing housing costs stress	NA	82%	83%	81%	81%	82%	81%	72%	Lower	Similar

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Table 4: Mobility

Mobility Items Percent rating positively (e.g., excellent/good, yes in the last 12 months)	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall quality of the transportation system in Bettendorf	NA	NA	NA	NA	90%	91%	91%	82%	Lower	Similar
Traffic flow on major streets	74%	75%	76%	75%	80%	76%	82%	83%	Similar	Much higher
Ease of travel by car in Bettendorf	87%	89%	88%	90%	90%	89%	92%	91%	Similar	Higher
Ease of travel by public transportation in Bettendorf	NA	NA	NA	NA	69%	59%	53%	63%	Higher	Higher
Ease of travel by bicycle in Bettendorf	74%	62%	72%	77%	86%	78%	83%	83%	Similar	Much higher
Ease of walking in Bettendorf	83%	76%	82%	87%	89%	89%	86%	90%	Similar	Higher
Ease of public parking	NA	NA	NA	NA	83%	81%	84%	81%	Similar	Higher
Bus or transit services	78%	67%	72%	79%	78%	71%	71%	63%	Lower	Similar
Traffic enforcement	79%	79%	83%	83%	86%	80%	80%	79%	Similar	Similar
Traffic signal timing	63%	65%	66%	69%	68%	68%	70%	63%	Lower	Similar
Street repair	58%	45%	62%	64%	59%	61%	61%	66%	Similar	Higher
Street cleaning	75%	72%	77%	77%	80%	79%	82%	85%	Similar	Higher
Street lighting	69%	73%	77%	74%	79%	81%	79%	79%	Similar	Higher
Snow removal	86%	80%	89%	88%	92%	87%	89%	88%	Similar	Higher
Sidewalk maintenance	74%	70%	81%	76%	79%	75%	81%	75%	Similar	Higher
Used bus, rail, subway, or other public transportation instead of driving	NA	NA	NA	NA	4%	6%	4%	7%	Similar	Lower
Carpooled with other adults or children instead of driving alone	NA	NA	NA	NA	40%	35%	37%	44%	Higher	Similar
Walked or biked instead of driving	NA	NA	NA	NA	52%	51%	57%	63%	Higher	Similar

Prior to 2020, 'Overall quality of the transportation system' was 'Overall ease of getting to the places you usually have to visit'. Differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.

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Table 5: Community Design

Community Design Items Percent rating positively (e.g., excellent/good)	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall design or layout of Bettendorf's residential and commercial areas	NA	NA	NA	NA	86%	82%	83%	79%	Similar	Higher
Overall appearance of Bettendorf	83%	88%	91%	88%	92%	88%	92%	88%	Similar	Higher
Your neighborhood as a place to live	86%	88%	90%	90%	91%	92%	93%	89%	Similar	Similar
Overall quality of new development in Bettendorf	82%	83%	82%	81%	68%	72%	78%	81%	Similar	Higher
Well-planned residential growth	NA	NA	NA	NA	NA	NA	NA	75%	NA	Higher
Well-planned commercial growth	NA	NA	NA	NA	NA	NA	NA	63%	NA	Similar
Well-designed neighborhoods	NA	NA	NA	NA	NA	NA	NA	79%	NA	Similar
Public places where people want to spend time	NA	NA	NA	NA	88%	77%	83%	73%	Lower	Similar
Variety of housing options	NA	67%	73%	74%	77%	73%	72%	68%	Similar	Higher
Availability of affordable quality housing	53%	55%	65%	64%	59%	56%	47%	47%	Similar	Similar
Land use, planning, and zoning	61%	62%	66%	67%	73%	69%	70%	63%	Lower	Higher
Code enforcement	66%	59%	70%	69%	66%	66%	67%	63%	Similar	Similar

Table 6: Utilities

Utilities Items Percent rating positively (e.g., excellent/good)	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall quality of the utility infrastructure in Bettendorf	NA	NA	NA	NA	NA	NA	NA	84%	NA	Similar
Affordable high-speed internet access	NA	NA	NA	NA	NA	NA	NA	63%	NA	Similar
Garbage collection	92%	92%	95%	93%	92%	94%	96%	93%	Similar	Similar
Sewer services	85%	81%	86%	86%	90%	83%	89%	90%	Similar	Higher
Storm water management	73%	74%	79%	81%	83%	79%	85%	79%	Similar	Higher
Utility billing	NA	NA	NA	NA	83%	79%	81%	83%	Similar	Similar

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Table 7: Safety

Safety Items Percent rating positively (e.g., excellent/good, very/somewhat safe)	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall feeling of safety in Bettendorf	NA	NA	NA	NA	95%	95%	92%	89%	Similar	Similar
Police/Sheriff services	90%	92%	93%	93%	95%	94%	92%	92%	Similar	Similar
Crime prevention	83%	88%	89%	92%	93%	90%	84%	86%	Similar	Higher
Animal control	74%	NA	78%	81%	77%	NA	NA	85%	Higher	Higher
Ambulance or emergency medical services	NA	NA	96%	97%	98%	96%	96%	89%	Lower	Similar
Fire services	94%	92%	96%	95%	98%	97%	97%	91%	Lower	Similar
Fire prevention and education	91%	88%	91%	93%	94%	92%	87%	83%	Similar	Similar
Emergency preparedness	NA	NA	79%	76%	75%	78%	86%	79%	Lower	Higher
In your neighborhood during the day	98%	98%	99%	98%	97%	99%	97%	98%	Similar	Similar
In Bettendorf's downtown/commercial area during the day	91%	89%	94%	90%	88%	92%	89%	88%	Similar	Similar
From property crime	72%	82%	87%	82%	NA	NA	NA	84%	NA	Similar
From violent crime	86%	91%	95%	94%	NA	NA	NA	91%	NA	Similar
From fire, flood, or other natural disaster	NA	NA	NA	NA	NA	NA	NA	87%	NA	Similar

Table 8: Natural Environment

Natural Environment Items Percent rating positively (e.g., excellent/good)	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall quality of natural environment in Bettendorf	NA	83%	89%	89%	94%	91%	92%	86%	Similar	Similar
Cleanliness of Bettendorf	NA	89%	94%	90%	93%	90%	91%	91%	Similar	Higher
Water resources	NA	NA	NA	NA	NA	NA	NA	62%	NA	Similar
Bettendorf open space	NA	NA	NA	NA	74%	74%	72%	77%	Similar	Similar
Recycling	91%	87%	92%	92%	90%	84%	96%	87%	Lower	Higher
Yard waste pick-up	87%	82%	90%	87%	87%	89%	92%	88%	Similar	Higher

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Table 9: Parks and Recreation

Parks and Recreation Items Percent rating positively (e.g., excellent/good)	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall quality of parks and recreation opportunities	NA	NA	NA	NA	NA	NA	NA	86%	NA	Similar
Availability of paths and walking trails	NA	72%	81%	86%	93%	88%	91%	89%	Similar	Higher
City parks	94%	94%	96%	95%	94%	93%	96%	91%	Similar	Similar
Recreational opportunities	72%	71%	75%	77%	88%	78%	81%	79%	Similar	Similar
Recreation programs or classes	86%	86%	90%	87%	90%	86%	87%	80%	Lower	Similar
Recreation centers or facilities	79%	NA	87%	85%	90%	83%	87%	77%	Lower	Similar
Fitness opportunities	NA	NA	NA	NA	94%	85%	91%	88%	Similar	Higher

Table 10: Health and Wellness

Health and Wellness Items Percent rating positively (e.g., excellent/good, excellent/very good)	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall health and wellness opportunities in Bettendorf	NA	NA	NA	NA	92%	87%	92%	89%	Similar	Higher
Availability of affordable quality mental health care	NA	NA	NA	NA	64%	48%	48%	64%	Higher	Higher
Availability of affordable quality food	82%	NA	NA	NA	81%	NA	NA	80%	Similar	Similar
In very good to excellent health	NA	NA	NA	NA	63%	64%	63%	73%	Higher	Similar

Table 11: Education, Arts, and Culture

Education, Arts, and Culture Items Percent rating positively (e.g., excellent/good)	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall opportunities for education, culture, and the arts	NA	NA	NA	NA	92%	87%	94%	76%	Lower	Similar
Opportunities to attend cultural/arts/music activities	52%	NA	43%	52%	68%	63%	65%	56%	Lower	Similar

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Education, Arts, and Culture Items Percent rating positively (e.g., excellent/good)	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Opportunities to attend special events and festivals	NA	NA	NA	NA	83%	70%	81%	70%	Lower	Similar
Community support for the arts	NA	NA	NA	NA	NA	NA	NA	63%	NA	Similar
Public library services	95%	97%	96%	95%	94%	96%	95%	90%	Similar	Similar

Table 12: Inclusivity and Engagement

Inclusivity and Engagement Items Percent rating positively (e.g., excellent/good)	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Residents' connection and engagement with their community	NA	NA	NA	NA	NA	NA	NA	70%	NA	Similar
Sense of community	78%	82%	82%	82%	84%	81%	76%	77%	Similar	Higher
Sense of civic/community pride	NA	NA	NA	NA	NA	NA	NA	78%	NA	Similar
Neighborliness of Bettendorf	NA	NA	NA	NA	77%	72%	77%	78%	Similar	Higher
Bettendorf as a place to raise children	96%	96%	96%	98%	97%	97%	98%	93%	Similar	Higher
Bettendorf as a place to retire	63%	70%	76%	73%	76%	72%	76%	77%	Similar	Higher
Openness and acceptance of the community toward people of diverse backgrounds	62%	64%	70%	71%	77%	61%	70%	65%	Similar	Similar
Making all residents feel welcome	NA	NA	NA	NA	NA	NA	NA	82%	NA	Similar
Attracting people from diverse backgrounds	NA	NA	NA	NA	NA	NA	NA	64%	NA	Similar
Valuing/respecting residents from diverse backgrounds	NA	NA	NA	NA	NA	NA	NA	71%	NA	Similar
Taking care of vulnerable residents	NA	NA	NA	NA	NA	NA	NA	76%	NA	Similar
Opportunities to participate in social events and activities	NA	NA	70%	74%	75%	72%	75%	69%	Lower	Similar
Opportunities to volunteer	NA	81%	81%	78%	82%	74%	74%	74%	Similar	Similar
Opportunities to participate in community matters	NA	74%	75%	74%	76%	67%	73%	69%	Similar	Similar

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Table 13: Participation

Participation Items Percent having done each in last 12 months, or having done each a few times a week or more	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Contacted Bettendorf for help or information	55%	55%	50%	47%	44%	45%	40%	50%	Higher	Similar
Contacted Bettendorf elected officials to express your opinion	NA	NA	NA	NA	15%	13%	15%	16%	Similar	Similar
Attended a local public meeting	22%	23%	25%	23%	16%	19%	15%	17%	Similar	Similar
Watched (online or on television) a local public meeting	50%	50%	40%	37%	25%	19%	20%	19%	Similar	Similar
Volunteered your time to some group/activity in Bettendorf	45%	12%	44%	40%	37%	37%	34%	34%	Similar	Similar
Campaigned or advocated for an issue, cause or candidate	NA	NA	NA	NA	17%	NA	NA	17%	Similar	Similar
Voted in your most recent local election	NA	NA	NA	NA	NA	NA	NA	69%	NA	Similar
Access the internet from your home using a computer, laptop or tablet computer	NA	NA	NA	NA	NA	NA	NA	93%	NA	Similar
Access the internet from your cell phone	NA	NA	NA	NA	NA	NA	NA	90%	NA	Similar
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	NA	NA	NA	NA	NA	NA	NA	80%	NA	Similar
Use or check email	NA	NA	NA	NA	NA	NA	NA	93%	NA	Similar
Share your opinions online	NA	NA	NA	NA	NA	NA	NA	30%	NA	Similar
Shop online	NA	NA	NA	NA	NA	NA	NA	54%	NA	Similar

Table 14: Focus Areas

Focus Areas Percent rating each as "essential" or "very important"	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall economic health of Bettendorf	NA	NA	NA	NA	95%	88%	93%	94%	Similar	Similar
Overall quality of the transportation system in Bettendorf	NA	NA	NA	NA	77%	80%	76%	72%	Similar	Lower

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Focus Areas Percent rating each as "essential" or "very important"	2006	2008	2010	2012	2014	2016	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall design or layout of Bettendorf's residential and commercial areas	NA	NA	NA	NA	77%	75%	79%	77%	Similar	Similar
Overall quality of the utility infrastructure in Bettendorf	NA	NA	NA	NA	NA	NA	NA	90%	NA	Similar
Overall feeling of safety in Bettendorf	NA	NA	NA	NA	93%	92%	96%	94%	Similar	Similar
Overall quality of natural environment in Bettendorf	NA	NA	NA	NA	80%	79%	80%	84%	Similar	Similar
Overall quality of parks and recreation opportunities	NA	NA	NA	NA	NA	NA	NA	84%	NA	Similar
Overall health and wellness opportunities in Bettendorf	NA	NA	NA	NA	77%	76%	74%	81%	Higher	Similar
Overall opportunities for education, culture, and the arts	NA	NA	NA	NA	86%	82%	83%	79%	Similar	Similar
Residents' connection and engagement with their community	NA	NA	NA	NA	83%	77%	83%	72%	Lower	Similar

Prior to 2020, 'Overall quality of the transportation system' was 'Overall ease of getting to the places you usually have to visit'. Differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.