



2007 QUAD CITIES COMMUNITY VITALITY SCAN

Scott County, Iowa – Rock Island County, Illinois

EXECUTIVE SUMMARY

Sponsored By
United Way of the Quad Cities Area, Inc.
Community Foundation of the Great River Bend
Moline Foundation
Quad City Health Initiative
Amy Helpenstell Foundation

ABOUT THE 2007 COMMUNITY VITALITY SCAN

Acknowledgments

This report was prepared for a consortium of partners, including United Way of the Quad Cities Area, Quad City Health Initiative, The Community Foundation of the Great River Bend, The Moline Foundation, and The Amy Helpenstell Foundation. Partner organizations had representation on the Quad Cities Community Vitality Scan Task Force, which served as an executive committee for the project:

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- **Joy Boruff**, The Moline Foundation
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Every effort has been made to include, and list correctly, all organizations and individuals involved with the Community Vitality Scan Project. We apologize for any errors or omissions. For more information, please contact any of the following organizations:

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ABOUT THE 2007 COMMUNITY VITALITY SCAN

Introduction

This Quad Cities Community Vitality Scan is a systematic, data-driven approach to identify and quantify measures of the quality of life of Quad Cities Area (QCA) residents as they relate to seven Focus Areas: 1) **Economy & Employment**; 2) **Health & Society**; 3) **Environment & Resources**; 4) **Education & Learning**; 5) **Arts, Culture & Recreation**; 6) **Neighborhoods, Housing & Safety**; and 7) **Belonging & Leadership**. The “community” defined for the purposes of this study includes residents of Scott County, Iowa, and Rock Island County, Illinois.



Community Vitality Scan Survey

The Community Vitality Scan household survey served as a key component of this study. To ensure the best representation of the population surveyed, a telephone interview methodology was employed. The primary advantages of telephone interviewing are timeliness, efficiency and random selection capabilities.

Sample Design. The sample design utilized for this effort consisted of a random sample of 800 individuals aged 18 and older in the defined community (400 per county). All administration of the surveys, data collection and data analysis was conducted by Professional Research Consultants, Inc. (PRC). For statistical purposes, the maximum rate of error associated with a sample size of 800 respondents is $\pm 3.5\%$ at the 95 percent level of confidence.

Benchmark Data. Comparisons to a 2002 health survey conducted in the Quad Cities Area are made where possible. Nationwide quality of life and health risk factor data are taken from the latest PRC National Health & Quality of Life Surveys conducted by Professional Research Consultants, Inc. Healthy People 2010 Objectives (national disease prevention and health promotion goals) are also referenced where available.

Other Data Input

To provide a complete picture of quality of life in the Quad Cities Area, the 2007 Community Vitality Scan also includes data from other sources:

- **Leader Survey** – Input from 385 community leaders was gathered through a mailed survey.
- **Focus Groups** – A focus group was convened around each of the Focus Areas (7 total).
- **Secondary Data** – Existing data were gathered from a variety of sources.



Understanding and Improving Health

The Healthy People 2010 initiative is sponsored by the U. S. Department of Health & Human Services.

Healthy People 2010 outlines a comprehensive, nationwide health promotion and disease prevention agenda. It is designed to serve as a roadmap for improving the health of all people in the United States during the first decade of the 21st century.

OVERALL QUALITY OF LIFE



As a Place to Live

Quad Cities Area residents generally view their community as a very good place to live and are optimistic that quality of life will get better, or at least not deteriorate, in the next several years.

More than 6 in 10 Quad Cities Area residents (63.6%) gave “excellent” or “very good” ratings of the community as a place to live; another 27.3% gave “good” ratings. In contrast, 9.0% of Quad Cities Area residents gave “fair” or “poor” evaluations of their community as a place to live.

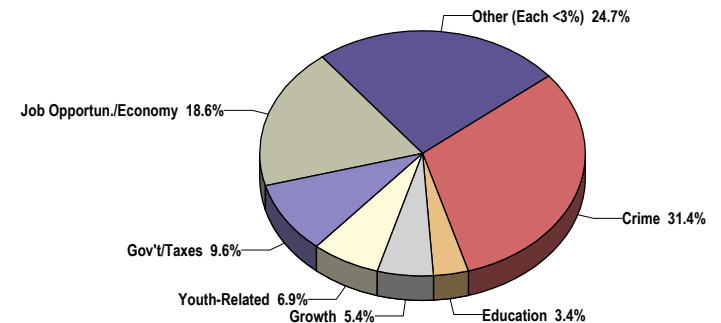
The largest share of respondents (41.0%) consider the local quality of life to have remained the same while they have been living here. When looking ahead to the future, a plurality (40.6%) of respondents feel that the quality of life in the Quad Cities Area will improve slightly. Community leaders responding to the Leader Survey are more likely to feel that the local quality of life has improved over time, and more likely to expect that it will improve in the future.

The people, the size/convenience, and amenities are what residents enjoy most about living in the Quad Cities Area. Leader Survey respondents identified “variety of interesting things to do/amenities/restaurants” and “easy to get around/close to big cities” as what they enjoy most.

Crime and job opportunities are the most common top-of-mind concerns that residents have for the Quad Cities Area.

Residents are concerned about several issues, particularly crime and the economy. Drug/alcohol use (among both teens and adults) also emerged as a top concern in a separate, prompted inquiry.

Number-One Problem Facing the Community (Quad Cities Area, 2007)



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 12]
Note: • Asked of all respondents.
• Excludes uncertain responses. (16.4% of the sample did not respond or could not provide an answer.)

OVERALL QUALITY OF LIFE (continued)



As a Place to Raise a Family

Residents generally have positive impressions of the Quad Cities as a place to raise a family.

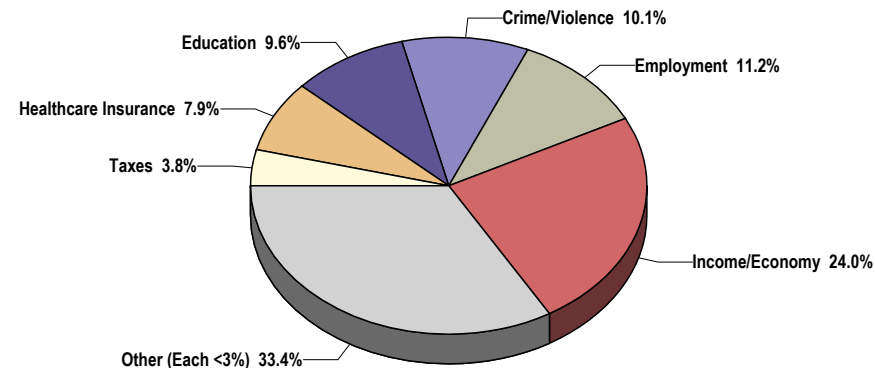
When rating the Quad Cities Area as a place in which to raise a family, more than one-half of residents (57.2%) gave “excellent” or “very good” responses. Another 28.3% gave “good” indications. In contrast, 14.5% of Quad Cities Area residents consider the community to be a “fair” or “poor” place to raise a family, particularly those living at lower incomes.

Family concerns are primarily economic.

When asked about the “number-one” problem facing their family, 35.2% of survey respondents mentioned factors relating to income, the economy or employment. Other problems cited included crime /violence (10.1%), education (9.6%), healthcare insurance coverage (7.9%), and taxes (3.8%).

Leader Survey respondents consider poverty and other economic factors to be leading problems facing Quad Cities Area families today as well. They also cited pressures on youth, the hectic pace of life/a lack of family time, crime/drugs/gangs, and a lack of good paying jobs.

Number-One Problem Facing Local Families
(Quad Cities Area, 2007)



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 14]
Note: • Asked of all respondents.
• Excludes uncertain responses. (30.7% of the sample did not respond or could not provide an answer.)

ECONOMY & EMPLOYMENT



Employment

The unemployment rate in the area is similar to the national average.

In the Quad Cities, 2005 unemployment was 5.0%, which is comparable to the national 2005 unemployment rate of 5.1%.

Leader Survey respondents predominantly mentioned lack of training, education, and/or experience as the most significant barriers that people face in getting and keeping employment in the community.

Nearly one-third of area residents perceive themselves as underemployed.

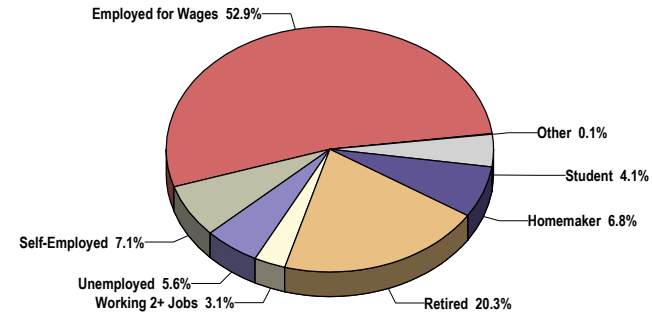
The household survey found that 30.2% of adults perceive themselves as underemployed, feeling that they are overqualified for their current job. Women and non-White respondents are more likely to perceive themselves as underemployed.

Leader Survey – Jobs expected to increase in the next 10 years:

- Low-paying service jobs (40.5%)
- Healthcare (20.2%)
- High-tech/computer (19.4%)

Employment

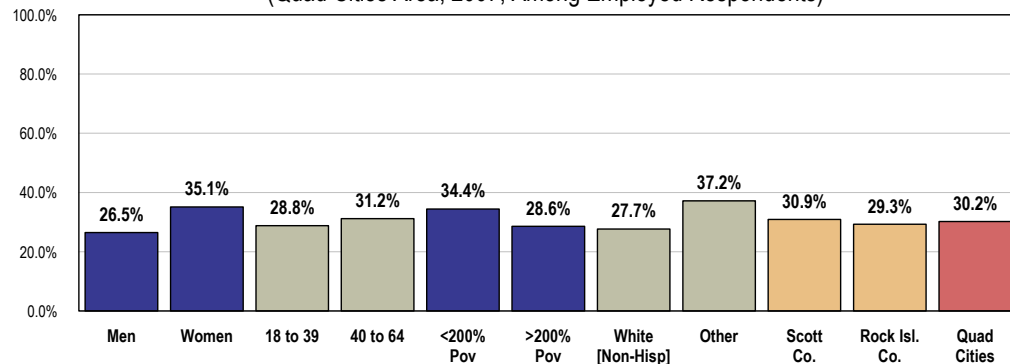
(Quad Cities Area, 2007)



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 72]
 Note: • Asked of all respondents.

Feel Overqualified for Current Job

(Quad Cities Area, 2007; Among Employed Respondents)



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 73]
 Note: • Asked of those respondents who are employed or self-employed for a living.

ECONOMY & EMPLOYMENT (continued)



Income

County median household incomes vary from the national average.

Median household incomes are higher in Scott County (\$45,751) than nationally (\$43,318), but below the national median in Rock Island County (\$38,734).

Nearly one out of six Quad Cities Area children lives in poverty.

According to the Census Bureau, 11.0% of all Quad Cities Area residents lived in poverty in 2003 (10.4% in Scott County and 11.6% in Rock Island County). Rates are higher among the child population (16.0% in the Quad Cities Area; nationally, this percentage is 17.6%).

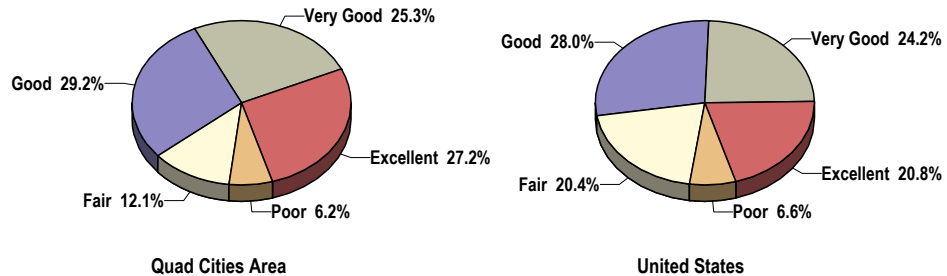
Residents' perceptions of their financial situations are better than the U.S. average.

Residents' perceptions of their financial situations are generally better than the national average, and most (88.5%) feel they are doing at least as well financially as a year ago. However, those at the lower end of the income spectrum less often feel this way.

In the past year, 11.9% of Quad Cities Area residents (nearly 28,000 adults) relied on a payday loan company, paycheck advance, pawn shop, or borrowed money from family or friends because of financial hardship.

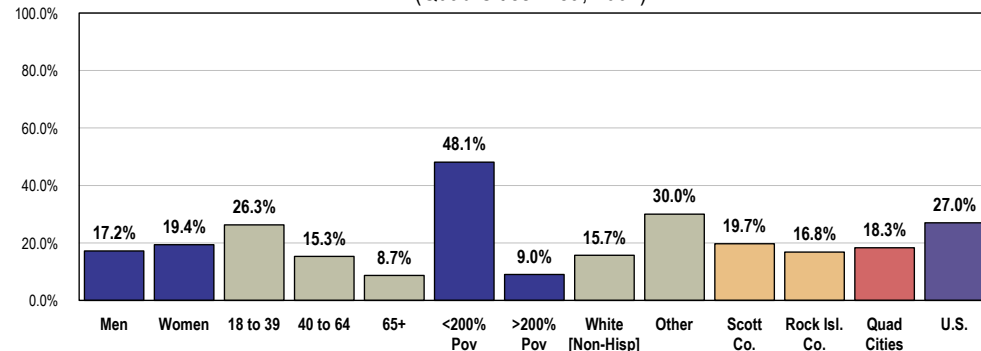
Rating of Personal Financial Situation

(Quad Cities Area, 2007)



"Fair/Poor" Ratings of Personal Financial Situation

(Quad Cities Area, 2007)



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 74]
 • 2006 PRC National Quality of Life Survey, Professional Research Consultants, Inc. © PRC 2006. [Item 50]
 Note: • Asked of all respondents.
 • Percentages represent combined "fair" and "poor" responses.

Focus group participants talked about:

- Balancing a unified QCA identity while allowing for individual community interests, agendas and identities.
- Linking job opportunities with skilled workers, especially among young adults.
- Creating pride and excitement in certain employment sectors.
- Developing a strong workforce as a 20-year commitment to raising our children.
- Identifying indicators that can be used to demonstrate progress in these areas.

HEALTH & SOCIETY



Overall ratings of the health status of QCA adults are generally better than national averages.

Still, it is important to recognize that certain segments of the population generally experience poorer health status:

- Lower-Income Residents
- Seniors
- Non-White Residents

Death & Disability

Overall, age-adjusted mortality rates for the leading causes of death generally compare favorably to national rates.

For most leading causes of death, the area age-adjusted death rates compare favorably to national rates, the exceptions being somewhat higher death rates for **cancer, stroke** and **chronic lower respiratory disease** in Scott County, as well a higher death rate for **heart disease** in Rock Island County.

Prevalence levels for tested chronic conditions, such as asthma and diabetes, are generally similar to national prevalence levels.

7.8% of adults have been diagnosed with diabetes (similar to US). Death rates are slightly better than nationally, but are increasing.

11.7% of adults have been diagnosed with asthma, notably higher in Rock Island County.

Gonorrhea and chlamydia rates are quite high and rising. Rates are especially high in Scott County.

Births

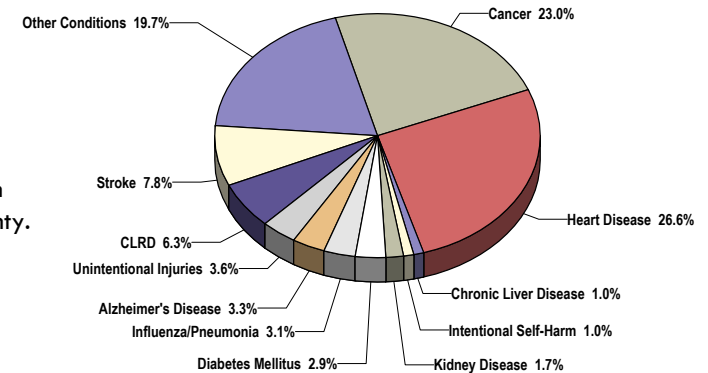
One out of six pregnant women in the Quad Cities Area does not receive timely prenatal care.

Women's use of prenatal care is similar to the national average, although 16.7% of Quad Cities Area births still do not receive timely prenatal care. Low-weight births and infant deaths compare favorably to national indicators.

Although declining, births to teen mothers (12.2%) is higher than the national average (10.4%).

Note that the share of births to teen mothers was higher in Rock Island County (14.0%) than in Scott County (10.7%).

Leading Causes of Death
(Quad Cities Area, 2003)



Sources: • CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted February 2007.

Notes: • Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10).
• CLRD is chronic lower respiratory disease.

HEALTH & SOCIETY (continued)



Modifiable Health Risks

While most area adults claim to lead a healthy lifestyle, **66.8%** are overweight.

Although most residents say that they lead a fairly healthy lifestyle, note the following:

- Two-thirds are overweight (similar to the national average). The percentage of obese adults in the Quad Cities is 26.7%, also close to the national average (27.3%).
- More than one-third of area adults (34.4%) have not engaged in any physical activity in their leisure time during the past month, something that is higher than the national average and that has increased significantly since the 2002 survey.

[It is important to note, however, that the 2007 survey was conducted during the months of January and February, whereas the 2002 and national surveys were conducted during spring/summer months. This difference in timing can impact these findings in that respondents may be less physically active during winter months.]

On a positive note, smoking rates among area adults have declined since 2002.

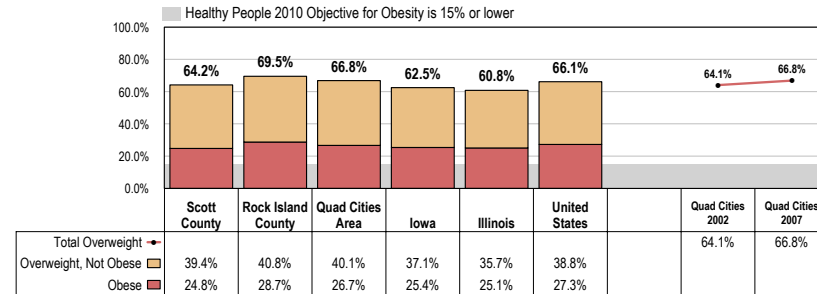
The role of physical activity in preventing coronary heart disease (CHD) is of particular importance, given that CHD is the leading cause of death and disability in the United States. Physically inactive people are almost twice as likely to develop CHD as persons who engage in regular physical activity.

The risk posed by physical inactivity is almost as high as several well-known CHD risk factors, such as cigarette smoking, high blood pressure, and high blood cholesterol. Physical inactivity, though, is more prevalent than any one of these other risk factors.

People with other risk factors for CHD, such as obesity and high blood pressure, may particularly benefit from physical activity.

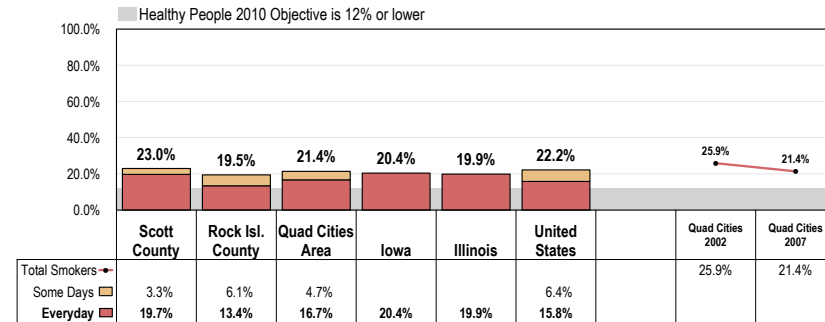
- Healthy People 2010, 2nd Edition. U.S. Department of Health and Human Services.

Prevalence of Overweight (Quad Cities Area, 2007)



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 161]
 • 2002 PRC Community Health Survey, Professional Research Consultants, Inc. © PRC 2002. [Item 139]
 • 2005 PRC National Health Survey, Professional Research Consultants, Inc. © PRC 2005 [Item 185]
 • Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC); 2005 Iowa & Illinois data.
 • Healthy People 2010, 2nd Edition. U.S. Department of Health and Human Services. Washington, DC: U.S. Government Printing Office, November 2000. [Objective 19-2]
 Note: • Based on self-reported height and weight, asked of all respondents.
 • The definition of overweight is having a body mass index (BMI), a ratio of weight to height (kilograms divided by meters squared), greater than or equal to 25.0, regardless of gender. The definition for obesity is a BMI greater than or equal to 30.0.

Current Smokers



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 164]
 • 2002 PRC Community Health Survey, Professional Research Consultants, Inc. © PRC 2002. [Item 143]
 • Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC); 2005 Iowa and Illinois data.
 • 2005 PRC National Health Survey, Professional Research Consultants, Inc. © PRC 2005. [Item 196]
 • Healthy People 2010, 2nd Edition. U.S. Department of Health and Human Services. Washington, DC: U.S. Government Printing Office, November 2000. [Objective 27-1a]
 Note: • Asked of all respondents.
 • Includes regular and occasional smokers (everyday and some days).
 • State data do not distinguish between (but include both) regular and occasional smokers.

HEALTH & SOCIETY (continued)



Access to Healthcare Services

For adults aged 18 to 64, 12.9% are without any type of health insurance coverage.

12.9% of adults aged 18 to 64 have no health insurance coverage, either through private plans or through government-sponsored coverage such as Medicaid or Medicare. This proportion increases to more than one-third of adults living below 200% of the poverty threshold.

In all, 11.6% of area adults report difficulty getting medical care in the past year.

Lower-income and minority populations reported greater difficulty in obtaining healthcare (such as because of cost/lack of insurance, physician/appointment availability, or lack of transportation).

Overall, however, most indicators of access to healthcare services compare positively to national findings.

Most Quad Cities Area adults have a "medical home."

88.1% of Quad Cities Area adults have a physician, clinic or health center they use for their regular medical care.

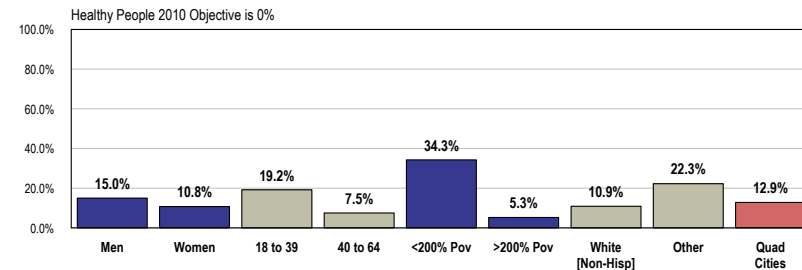
71.8% visited a physician for a routine checkup in the past year.

Utilization of dental care has improved.

Three-fourths (76.4%) of Quad Cities Area residents received a dental checkup in the past year, a statistically significant increase in dental checkups since 2002. Interestingly, an increasing number of residents are recognizing the difficulty of accessing dental care services.

Lack Healthcare Insurance Coverage

(Among Adults Age 18 to 64; Quad Cities Area, 2007)

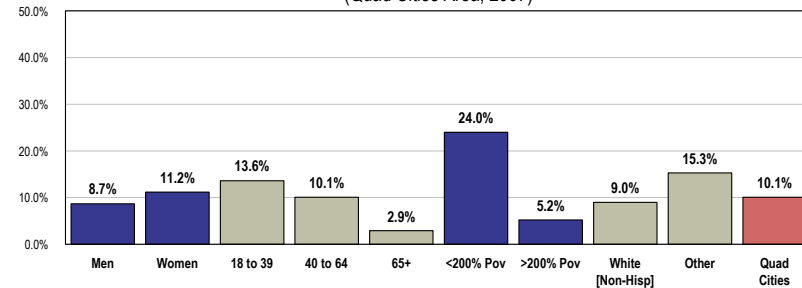


Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 156]
 • Healthy People 2010, 2nd Edition, U.S. Department of Health and Human Services. Washington, DC: U.S. Government Printing Office, November 2000. [Objective 1-1]

Note: • Reflects respondents age 18 through 64.

Ease of Obtaining Healthcare Services is "Fair/Poor"

(Quad Cities Area, 2007)



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 26]

Note: • Asked of all respondents.
 • Percentages represent combined "fair" and "poor" responses.

Focus group participants emphasized that:

- We need to find ways to encourage healthy lifestyles.
- Access continues to be an issue in our community.
- Collaboration is the key to addressing our top health issues.

ENVIRONMENT & RESOURCES



Environment

Most residents express some concern for environmental issues.

A total of 39.3% of residents are “very concerned” about environmental issues, and another 46.8% are “somewhat concerned.” Only 13.9% of residents say they are “not at all concerned.” Pollution (including air and water pollution) is the issue residents cited as the biggest problem, followed distantly by global warming.

Resources

The majority of residents (96.6%) say they regularly recycle or conserve energy.

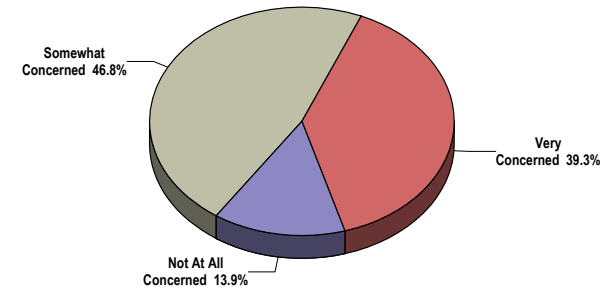
Additionally, 47.9% feel that alternative fuels are “very important.”

About one-half of Quad Cities Area adults feel they could rely on public transportation if needed, but relatively few use it regularly.

Although 52.2% say they feel they can rely on public transportation if needed, only 4.9% have used public transportation in the past month.

Level of Concern for Local Environmental Issues

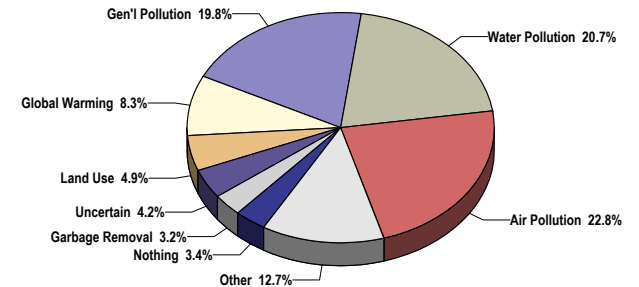
(Quad Cities Area, 2007)



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 85]
Note: • Asked of all respondents.
• In this case, environmental issues include air and water quality, or the use of land in the Quad Cities area.

Number-One Concern About the Environment

(Quad Cities Area, 2007)



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 86]
Note: • Asked of all respondents.

Focus group participants commented that:

- A broader base of community members must adopt an “environmental ethic.”
- We need to encourage environmental behaviors at every level – corporate, governmental, individual.
- There are many good ideas and excellent examples of best practices in the QCA.

EDUCATION & LEARNING



Focus group participants pointed out that access to educational resources is not universal. At particular risk are the following:

- English Language Learners
- Racial minority students
- Special Education students
- Students with social/emotional disorders
- Students from single-headed households or dual-income households
- Lower-income students

Further:

- More parents need to become more involved in children's education.
- Social/emotional disorders are not adequately addressed in schools and the community.

Children

Residents' ratings of Quad Cities Area schools have improved significantly since 2002, and are much better than the national average.

Three-fourths currently approve of the job schools are doing in preparing Quad Cities Area children for college or the job market (rating this as "good," "very good" or "excellent").

High school graduation and drop-out rates are more favorable than national averages, as are average scores on ACT tests.

Continued Learning

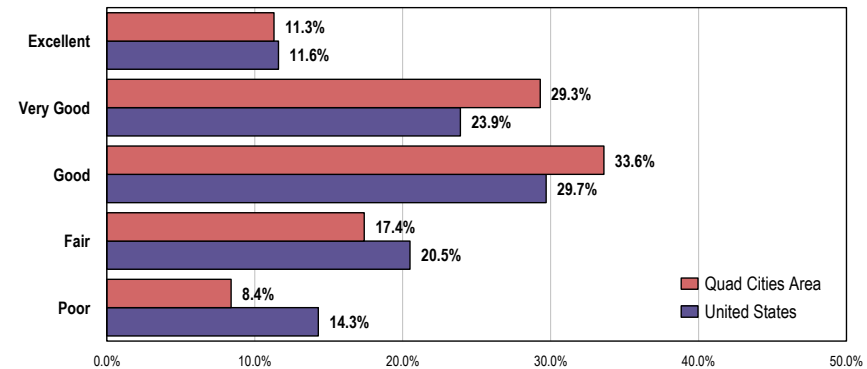
For adults, opportunities for further education are generally viewed favorably in the Quad Cities Area.

As with community adults overall, respondents to the Leader Survey gave favorable ratings of local schools (mostly "8s" or "9s" on a 10-point scale).

Two-thirds of adults (66.4%) say they have used a library in the past year (although Scott County residents have a greater percentage of adults who hold library cards).

Nearly one-half of adults (49.8%) say they have received some type of formal education or training in the past year (e.g., courses, private lessons, correspondence courses, workshops, seminars, craft or recreational courses).

Rating of Local Schools' Job Preparing Children for College or the Job Market
(Quad Cities Area, 2007)



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 96]
• 2006 PRC National Quality of Life Survey, Professional Research Consultants, Inc. © PRC 2006. [Item 77]
Note: • Asked of all respondents.

EDUCATION & LEARNING (continued)



Household Computers & Internet Access

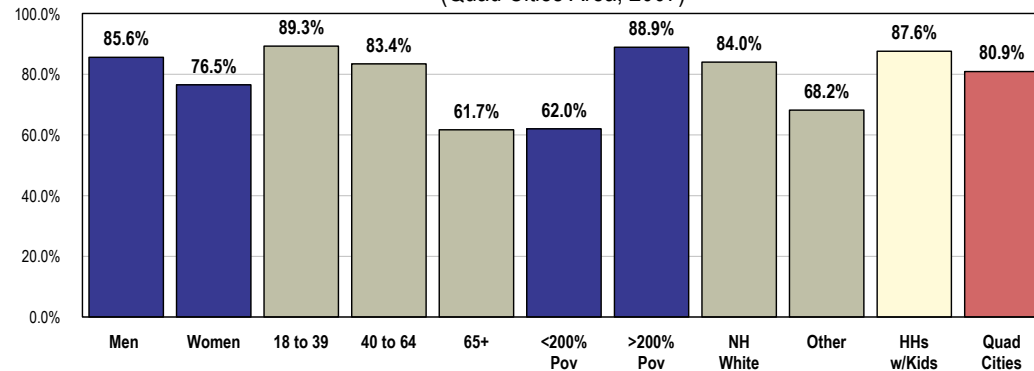
Over 80% of Quad Cities Area households have a computer and personal access to the Internet, although this is much lower among older adults and among persons living at lower incomes.

A total of 80.9% of area households have a home computer, although this proportion is much higher in Scott County (86.0%) than in Rock Island County (75.6%).

An even higher percentage of Quad Cities Area households (85.0%) has access to the Internet for personal use, either at home, work or school.

As might be expected, computer access is notably lower among those living at lower income levels and among older adults.

Currently Have a Computer in the Household
(Quad Cities Area, 2007)



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 100]

Note: • Asked of all respondents.

ARTS, CULTURE & RECREATION



Local Arts, Cultural & Recreational Offerings

Quad Cities Area residents rate the variety of arts/cultural offerings and the availability of recreational/entertainment offerings in the area quite positively, both in Scott and Rock Island Counties.

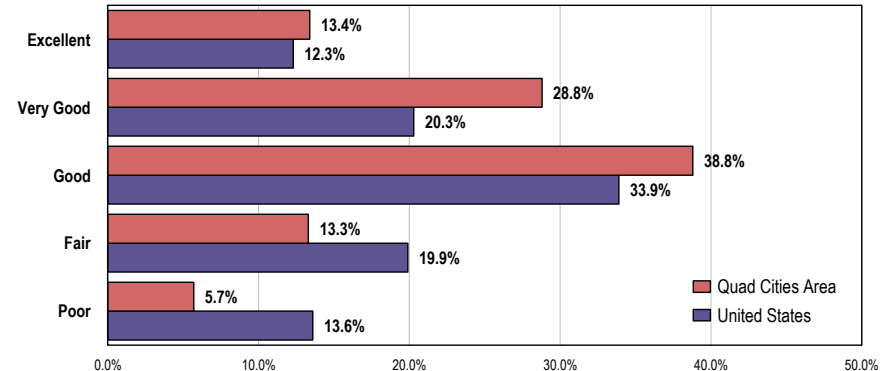
Among area adults within the past year:

- 90.4% have visited a park/recreational facility.
- 78.3% have attended a live performance in the area.
- 55.8% have visited a local museum.

Focus group participants pointed out factors that impact consumer engagement:

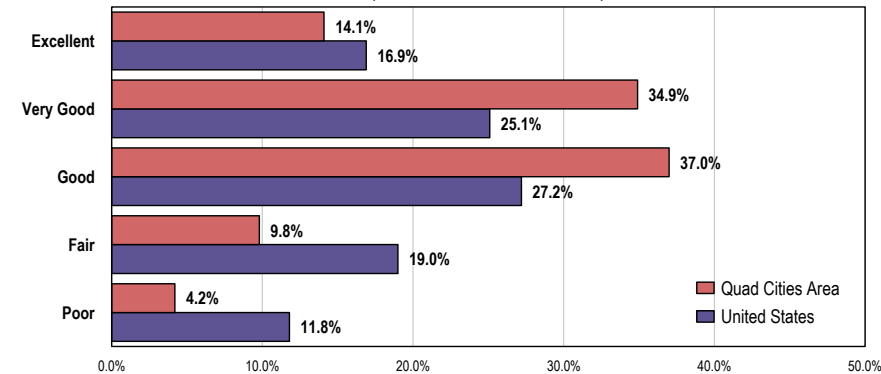
- Cost, especially for low-income individuals and families.
- Access issues such as transportation, hours of operation, parking.
- Competition for time and resources.

Rating of the Community's Variety of Arts and Cultural Offerings
(Quad Cities Area, 2007)



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 104]
• 2006 PRC National Quality of Life Survey, Professional Research Consultants, Inc. © PRC 2006. [Item 87]
Note: • Asked of all respondents.

Rating of the Availability of Recreational Facilities, Activities, and Entertainment Offerings
(Quad Cities Area, 2007)



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 106]
• 2006 PRC National Quality of Life Survey, Professional Research Consultants, Inc. © PRC 2006. [Item 89]
Note: • Asked of all respondents.

ARTS, CULTURE & RECREATION (continued)

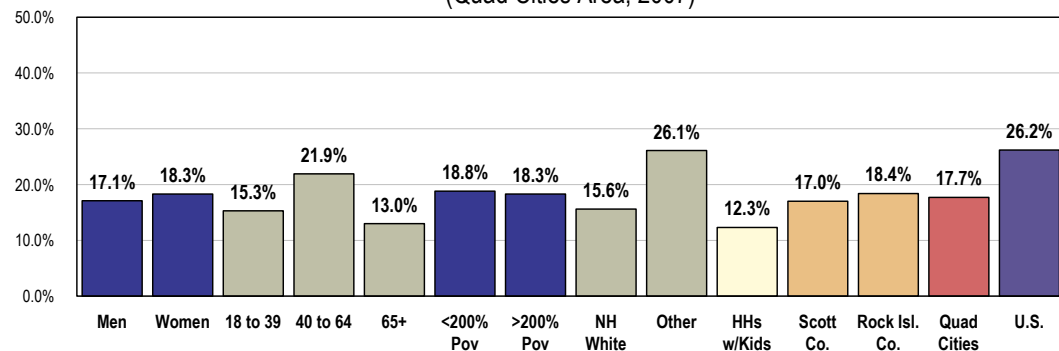


Youth

Ratings of the availability of recreational facilities, activities, and programs designed specifically for youth are also more positive than found nationally.

Most residents (82.3%) rated area recreation offerings specifically for youth as “excellent,” “very good” or “good,” higher than the national average (73.8%). However, 17.7% gave “fair” or “poor” evaluations.

“Fair/Poor” Rating of the Availability of Recreational Facilities, Activities, and Programs for Youth
(Quad Cities Area, 2007)



- Source:
- 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 109]
 - 2006 PRC National Quality of Life Survey, Professional Research Consultants, Inc. © PRC 2006. [Item 92]
- Note:
- Asked of all respondents.
 - Percentages represent combined “fair” and “poor” responses.

NEIGHBORHOODS, HOUSING & SAFETY



Neighborhood Connections

Most area residents (95.2%) say they know five or more neighbors by name.

This percentage is lower, however, in Scott County (93.0%), as well as among young adults (90.8%) and lower-income residents (75.5%).

Housing

While a significant share of residents are critical of the availability of affordable housing (30.4% rated this as “fair” or “poor”), ratings are overall much better than found nationally.

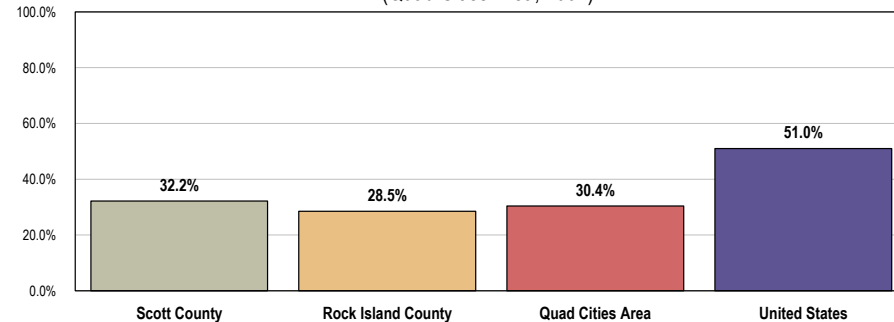
Area residents also generally respond favorably regarding the conditions of homes in their neighborhoods.

A positive indicator in comparison with 2002 findings is a lower percentage of Quad Cities Area adults who report being homeless or displaced in the past year.

A total of 0.4% of area residents reported being homeless within the past two years, down from 1.4% in 2002.

6.4% of residents had to go live with a friend or relative at some point in the past two years due to an emergency situation, down from 9.1% in 2002.

“Fair/Poor” Ratings of Local Availability of Affordable Housing
(Quad Cities Area, 2007)



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 79]
• 2006 PRC National Quality of Life Survey, Professional Research Consultants, Inc. © PRC 2006. [Item 57]

Note: • Asked of all respondents.
• Percentages represent combined “fair” and “poor” responses.

Focus groups:

Factors impacting neighborhoods’ “sense of community” include:

- Identification of a central, common purpose.
- Stability/transience of the residents.
- Sense of safety.
- Event-driven gatherings (e.g. clean-up, traditional block parties).

Creating “ownership” in neighborhoods:

- Simple facilitation and organization skills.
- Structured interface with city and larger system groups.
- Developing a unified ‘voice’ regarding important issues.

NEIGHBORHOODS, HOUSING & SAFETY (continued)



Safety

Violent crime and child abuse rates are rather high, particularly in Scott County; Scott County residents are less likely to give positive ratings of safety and crime control.

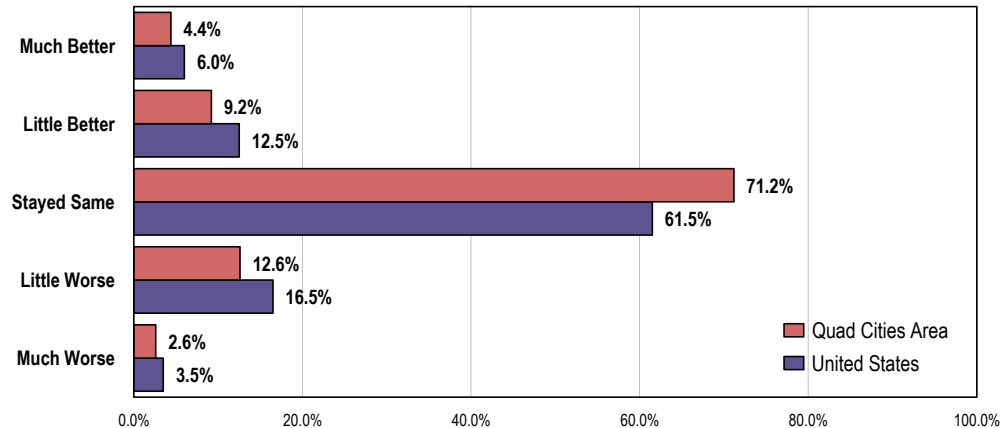
Ratings of neighborhood safety, security and crime control are generally positive in Rock Island County; less so in Scott County. Again, "crime" was among the community's top concerns.

- The **violent crime rate** is higher in Scott County.
- Reported **child abuse cases** are higher in Scott County than in Rock Island County.

Domestic abuse crimes, on the other hand, are higher in Rock Island County than in Scott County.

The Quad Cities area employs 185 law enforcement officers per 100,000 population (162/100,000 in Scott County; 211/100,000 in Rock Island County). Nationally, the average is 190 officers per 100,000 population.

Neighborhood Crime in Recent Years
(Quad Cities Area, 2007)



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 90]
• 2006 PRC National Quality of Life Survey, Professional Research Consultants, Inc. © PRC 2006. [Item 69]

Note: • Asked of all respondents.

BELONGING & LEADERSHIP



Empowerment

By and large, most Quad Cities Area residents feel that they, as individuals, are able to affect quality of life in their community.

Nearly three-fourths of residents (73.3%) feel able to affect quality of life locally. This is better than the national finding (67.6%).

Note that voter turnout in the November 2006 election was higher in Scott County (49.1% of registered voters cast a ballot) than in Rock Island County (40.1%).

Social Environment

Ratings of the community's social environment are generally quite positive.

"Social environment" includes the friendliness of the people, the way people respect and help one another, and the willingness of the people to work for the good of the community.

- Only 16.5% of Quad Cities residents rate their social environment as "fair" or "poor," which is better than the national average of 20.0%.

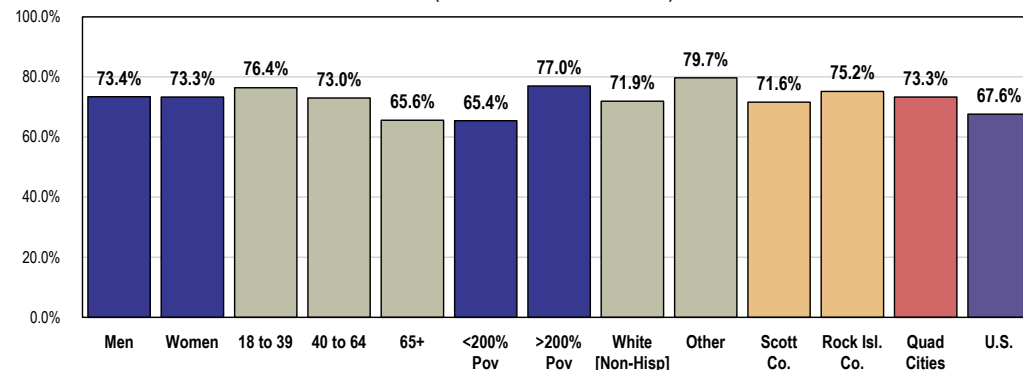
Also, ratings of tolerance are similar to the national averages.

- In the Quad Cities area, "fair" or "poor" ratings of racial or cultural tolerance (23.9%) are similar to the national finding (23.3%). Also, "fair" or "poor" ratings of viewpoint/lifestyle tolerance (27.7%) are close to the U.S. average (28.8%).

Most say they have a strong network of people to turn to if they should need help.

Feel Able to Affect the Local Quality of Life

(Quad Cities Area, 2007)



- Source:
- 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 9]
 - 2006 PRC Quality of Life Survey, Professional Research Consultants, Inc. © PRC 2006. [Item 13]
- Note:
- Asked of all respondents.
 - Percentages represent affirmative responses to the inquiry.

BELONGING & LEADERSHIP (continued)



Volunteerism & Leadership

Most area adults say they have served as volunteers within the past year.

Two-thirds of area residents (65.3%) say they have volunteered for a charitable cause, organization or event within the past year. Most volunteers averaged more than one hour per month.

A significant share of residents – particularly those in Scott County – are critical of leadership in their community.

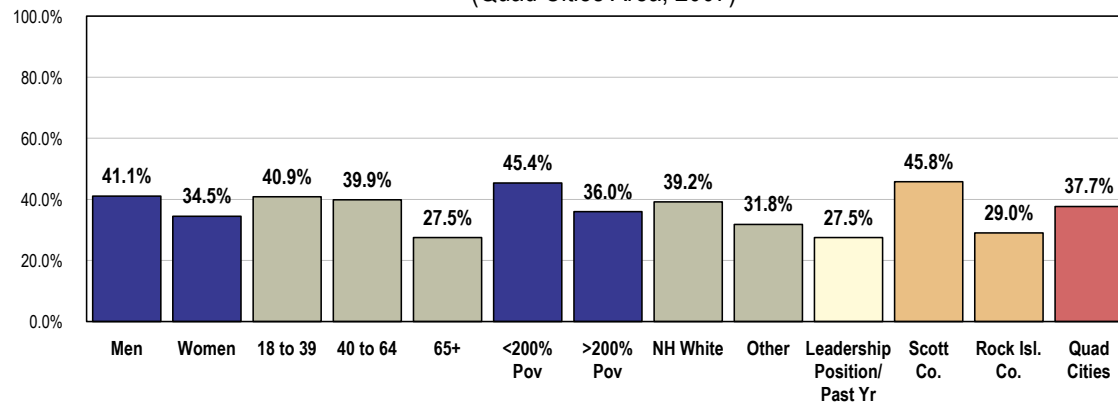
More than one-third (37.7%) are critical of community leadership (45.8% in Scott County; 29.0% in Rock Island County).
[Note that, in this instance, the term “leadership” was left for the respondents to define for themselves.]

A total of 23.1% of surveyed adults say that they themselves have served in a leadership capacity in the past year.

Focus groups:

- Civic engagement is a developmental process that needs to be supported.
- Encourage employers to promote volunteerism among their own employees by educating them on the benefits.
- Schools are important delivery systems for ideas and values.
- Work towards a higher value for volunteerism in the culture of the community.

“Fair/Poor” Ratings of Local Leadership (Quad Cities Area, 2007)



Source: • 2007 Quad Cities Community Vitality Scan Survey, Professional Research Consultants, Inc. © PRC 2007. [Item 15]
 Note: • Asked of all respondents.
 • Percentages represent combined “fair” and “poor” responses.