



# **Racial Diversity, Opportunity and Harmony Survey**

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Visioneering Wichita

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## **Introduction**

Between February 5 and March 17, 2008, a web-based survey of 1,740 persons residing in households within the Wichita metropolitan area was conducted to measure attitudes and perceptions about racial diversity, opportunity, harmony and issues in social interaction, jobs, education, health care and leadership. The survey was available in English and Spanish. This report summarizes the findings of the survey.

## **Index of Racial Opportunity and Harmony**

Using the data results from the survey, the Center for Economic Development and Business Research created the Wichita Metro Area Index of Racial Opportunity and Harmony. The index summarizes the survey results into one measure that can be easily compared across demographic groups and compared over time as additional surveys are conducted in the future. This year two additional questions were added to the survey concerning health care and leadership.

## **Methodology**

To calculate the Wichita Metro Area Index of Racial Opportunity and Harmony:

1. For each of the twelve survey questions compute the percentage of respondents answering strongly agree, agree, disagree and strongly disagree. All “don’t know, no response, refused” responses are excluded from these calculations. Additionally, all responses from persons under 18 years of age were excluded from these calculations.
2. For each of the twelve questions multiply the percentages calculated in step one above for each subgroup times its weight.<sup>1</sup>

Weights for questions 1, 2, 3, 4, 6, 7, 8, 10, 11 and 12:

- Strongly agree has a weight of 1.0
- Agree has a weight of .66
- Disagree has a weight of .33
- Strongly disagree has a weight of 0.0

Weights for questions 5 and 9:

- Strongly agree has a weight of 0.0
- Agree has a weight of .33
- Disagree has a weight of .66
- Strongly disagree has a weight of 1.0

3. Sum the weighted results for each question
4. Compute the overall index by summing the twelve weighted indexes and dividing by 12.

The resulting overall index number provides a summary measure showing the prevailing perceptions of racial opportunity and harmony. The index can range in value from zero to 100. An index of 50 or greater indicates that respondents are generally positive about racial harmony and equality of racial opportunity. An index of less than 50 indicates that respondents are generally negative about racial harmony and equality of racial opportunity. The distance from 50 is an indication of the strength of respondents’ perceptions, either negative or positive, about racial harmony and equality of racial opportunity.

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<sup>1</sup> Questions 5 and 9 were worded such that a response of “strongly agree” was a negative response. Questions 1, 2, 3, 4, 6, 7, 8, 10, 11 and 12 were worded such that a response of “strongly agree” was a positive response.

## Index Results

The value of the 2008 Wichita Metro Area Index of Racial Opportunity and Harmony is 57.4 when calculated using the two new additional survey questions. The 2008 Wichita Metro Area Index of Racial Opportunity and Harmony was 57 when calculated using the same ten questions that were used in the 2006 survey and index calculation. The difference between the indexes using twelve questions and using ten questions was minor.

There was very little change in the overall index value between 2006 and 2008. The Wichita Metro Area Index of Racial Opportunity and Harmony for 2006 was 56.8 compared to 57 for 2008.

The remainder of the study presents the calculations using the two additional questions added to the 2008 survey instrument.

With the exception of race, the overall index value varies little across demographic subgroups.

- Among racial groups the index ranges from a high of 59.6 for white persons to a low of 48 for African American persons.
- Among income groups the index ranges from a high of 57.4 for middle income households to a low of 55.8 for low income households.
- Among age groups the index ranges from a high of 58.7 for persons between the ages of 25 and 39 to a low of 56.3 for persons 60 years and over.
- Among educational groups the index was 56.8 for persons with a college degree and 58.8 for persons without a college degree.

A comparison of responses for individual questions shows that the greatest variation in perceptions is related to issues of business and economic opportunity.

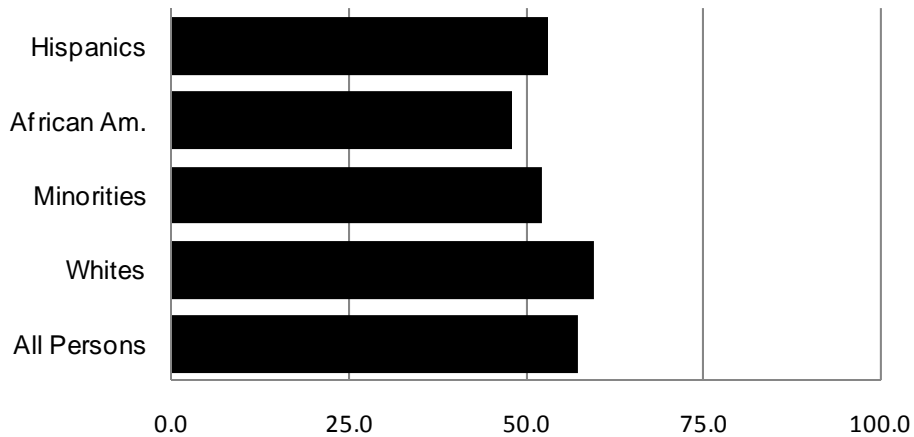
- When asked if “people of different races have equal opportunities to start a business in my community” the index value was 40.1 among African American respondents compared to 60.5 among White respondents.
- When asked if “leadership opportunities in my community are open to people of different races” the index was 50.8 among African American respondents compared to 69.4 among White respondents.
- When asked if “people of different races have an equal chance of getting a job in my community” the index was 41.2 among African American respondents compared to 58.4 among White respondents.
- When asked if “people of different races have equal access to adequate health care in my community” the index was 42.3 among African American respondents compared to 56.6 among White respondents.

A comparison of responses for individual questions shows that the least variation in perceptions is related to issues of racial harmony.

- When asked if “people of different races get along with each other in my community” the index was 59.9 among African American respondents compared to 60.4 among White respondents.
- When asked if “racial issues create much conflict in my community” the index was 50.1 among African American respondents compared to 56.4 among White respondents.

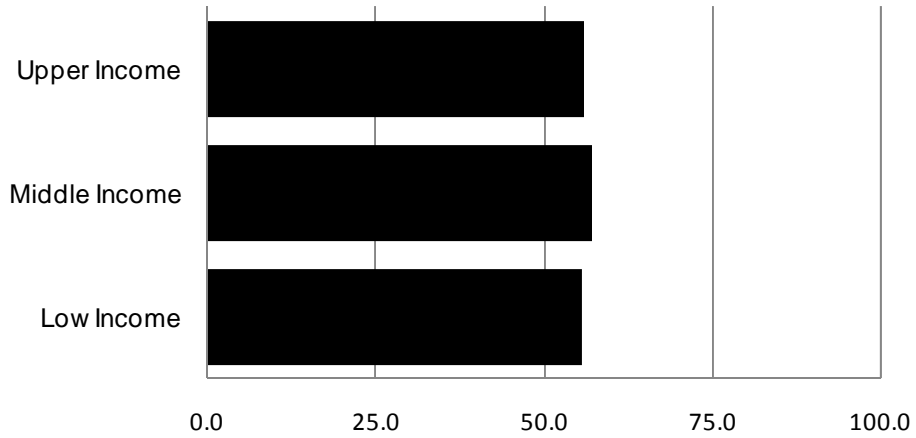
A comparison of responses to a couple of questions seems to indicate that respondents are hopeful about future improvements in racial harmony. When asked if “difficulties regarding racial issues are a thing of the past in my community” the index was just 28.8 among African American respondents and 37.4 among White respondents. Yet when asked if “issues between people of different races will improve in my community” the index was 55.8 among African American respondents and 62.5 among White respondents.

### Racial Opportunity and Harmony Index (by racial groups)



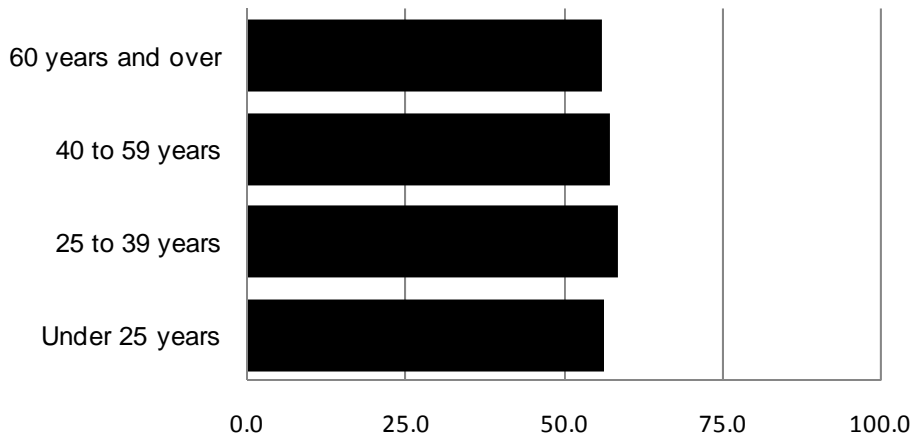
An index greater than 50 indicates a generally positive attitude by respondents.  
An index less than 50 indicates a generally negative attitude by respondents.

### Racial Opportunity and Harmony Index (by income groups)



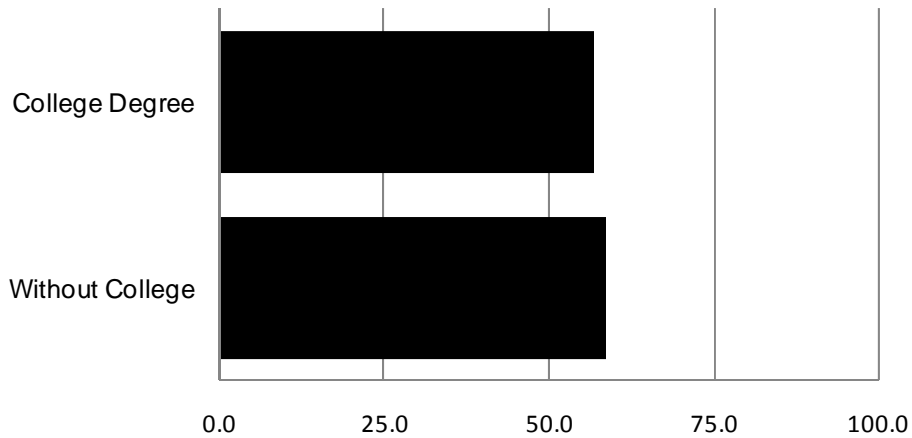
An index greater than 50 indicates a generally positive attitude by respondents.  
An index less than 50 indicates a generally negative attitude by respondents.

### Racial Opportunity and Harmony Index (by age groups)



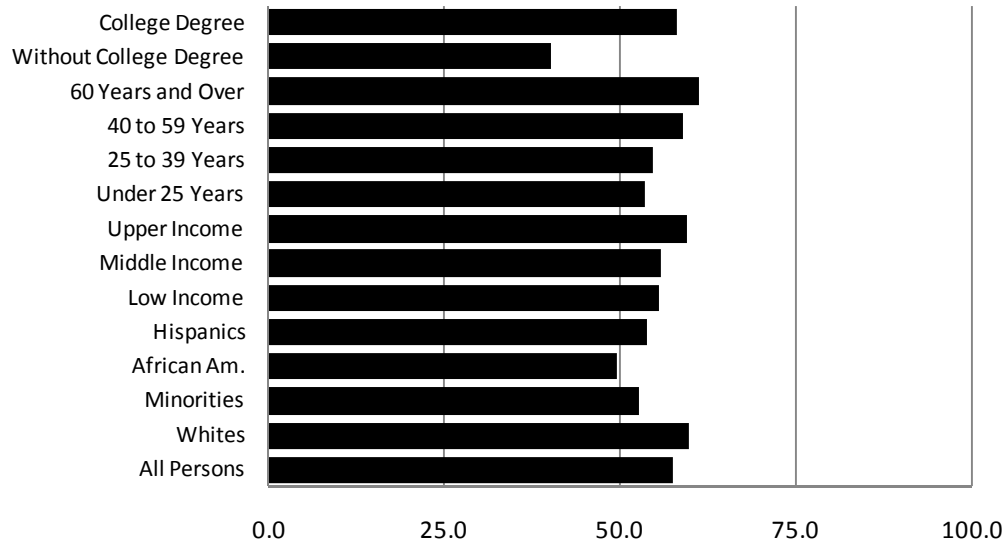
An index greater than 50 indicates a generally positive attitude by respondents.  
An index less than 50 indicates a generally negative attitude by respondents.

## Racial Opportunity and Harmony Index (by education groups)



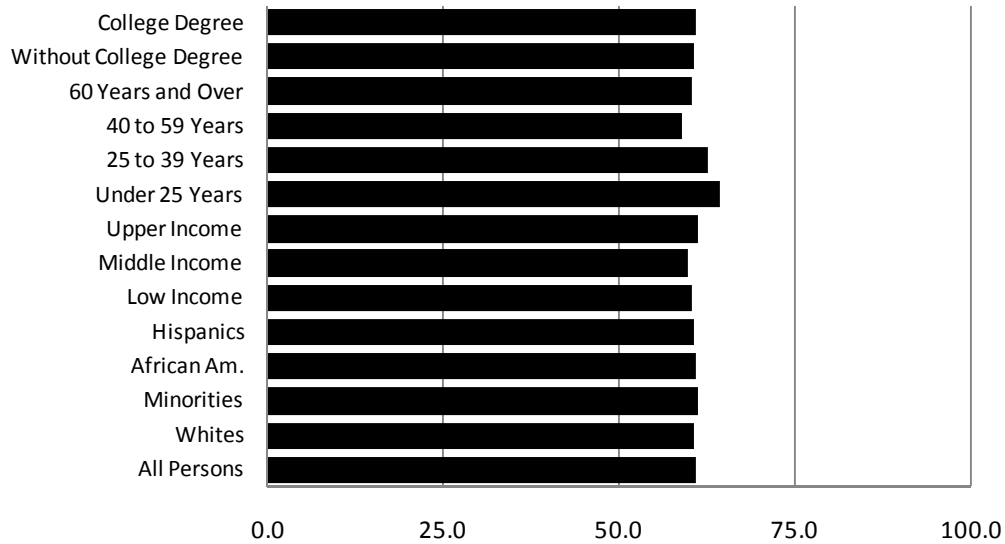
An index greater than 50 indicates a generally positive attitude by respondents.  
An index less than 50 indicates a generally negative attitude by respondents.

## Actions are being taken to improve relations between people of different races in my community.



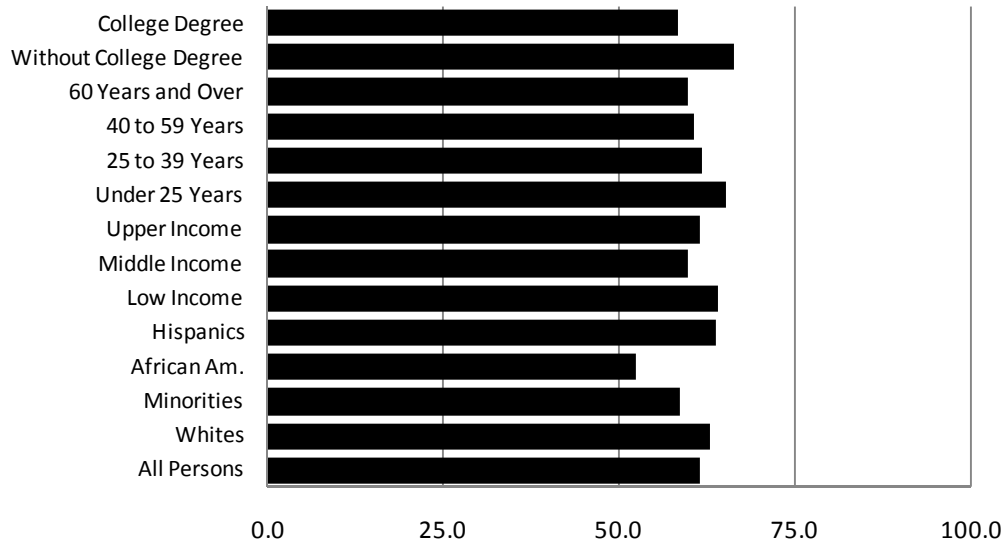
An index greater than 50 indicates a generally positive attitude by respondents.  
An index less than 50 indicates a generally negative attitude by respondents.

### People of different races get along in my community.



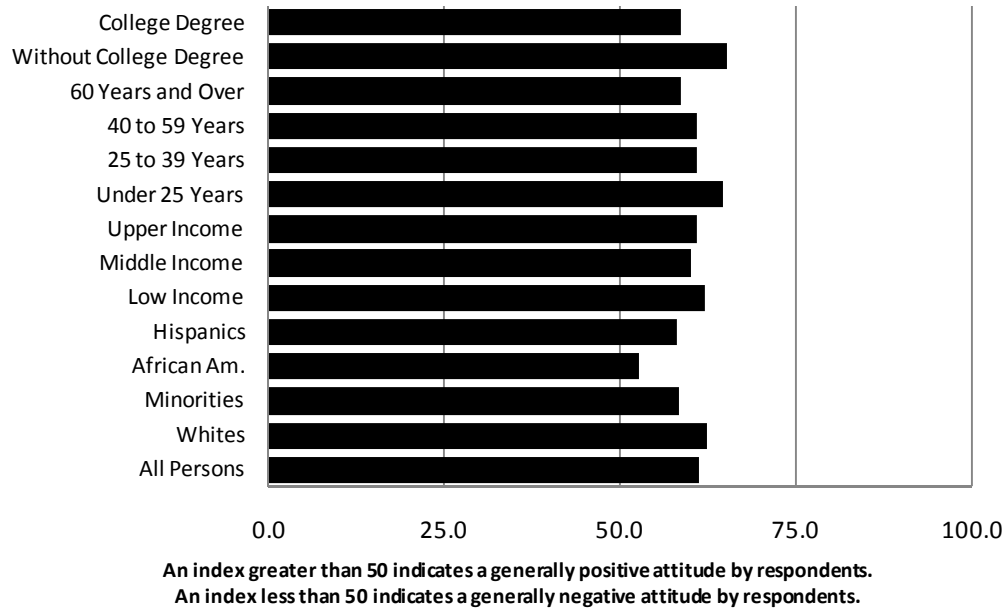
An index greater than 50 indicates a generally positive attitude by respondents.  
 An index less than 50 indicates a generally negative attitude by respondents.

### Children of different races have an equal chance of getting a good education in my community.

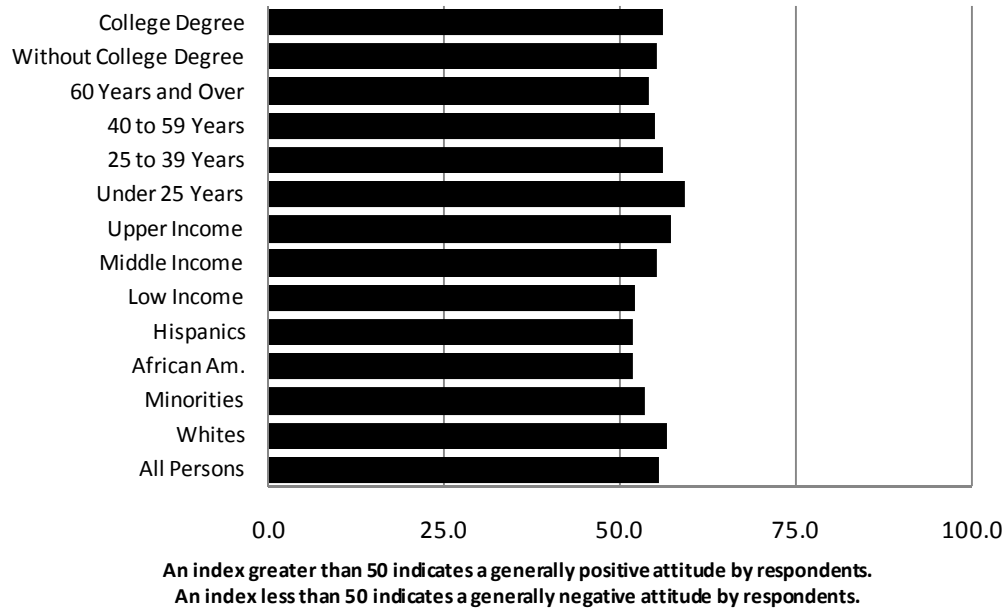


An index greater than 50 indicates a generally positive attitude by respondents.  
 An index less than 50 indicates a generally negative attitude by respondents.

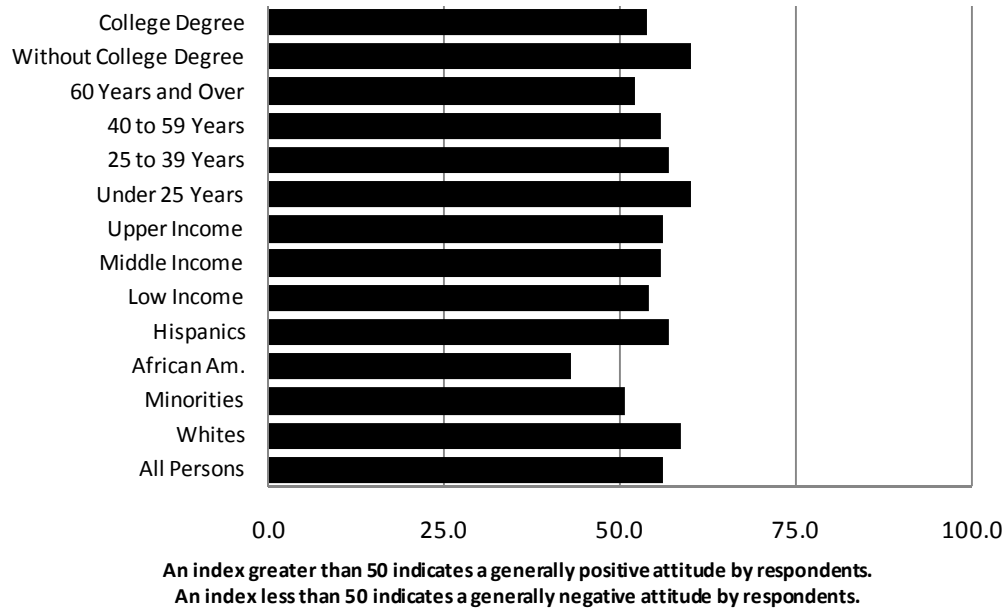
### People of different races have equal opportunities to go to college in my community.



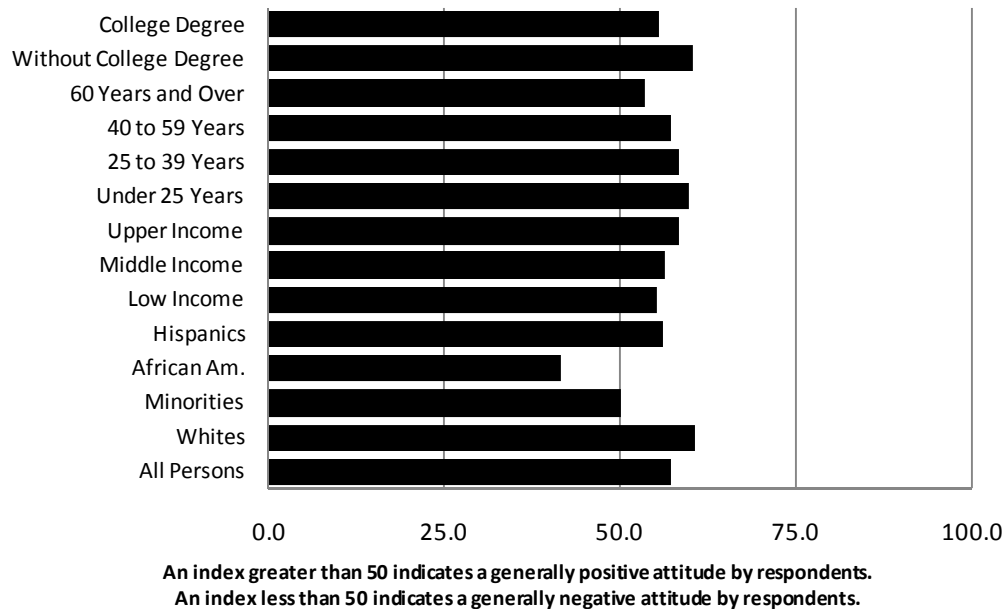
### Racial issues create much conflict in my community.



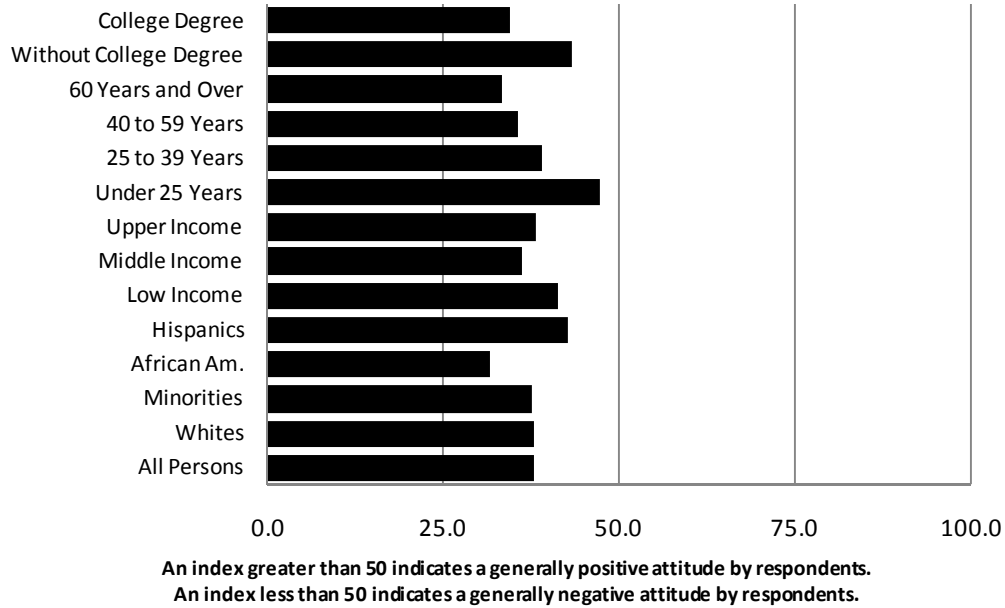
### People of different races have an equal chance of getting a job in my community.



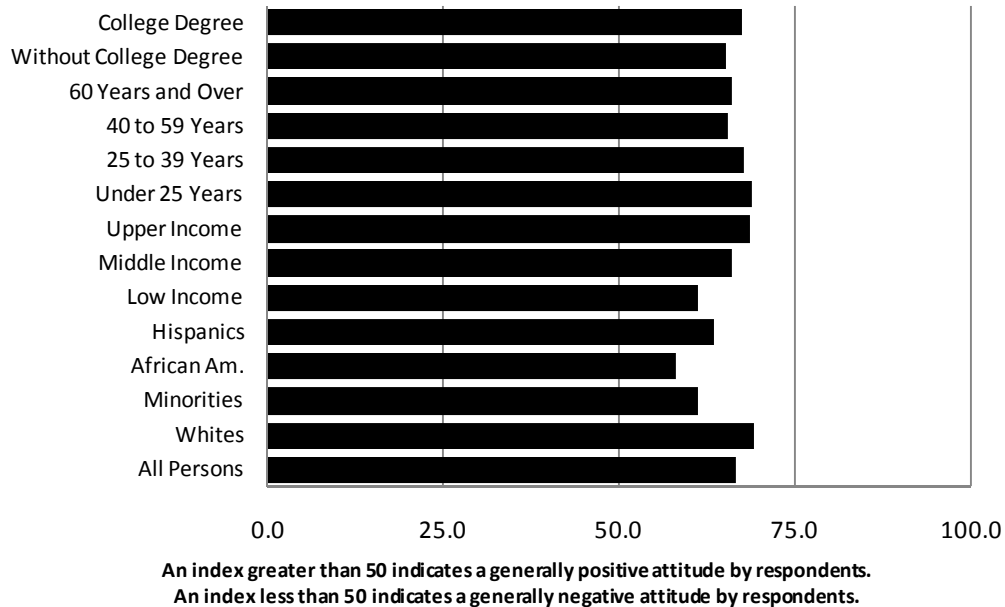
### People of different races have equal opportunities to start a business in my community.



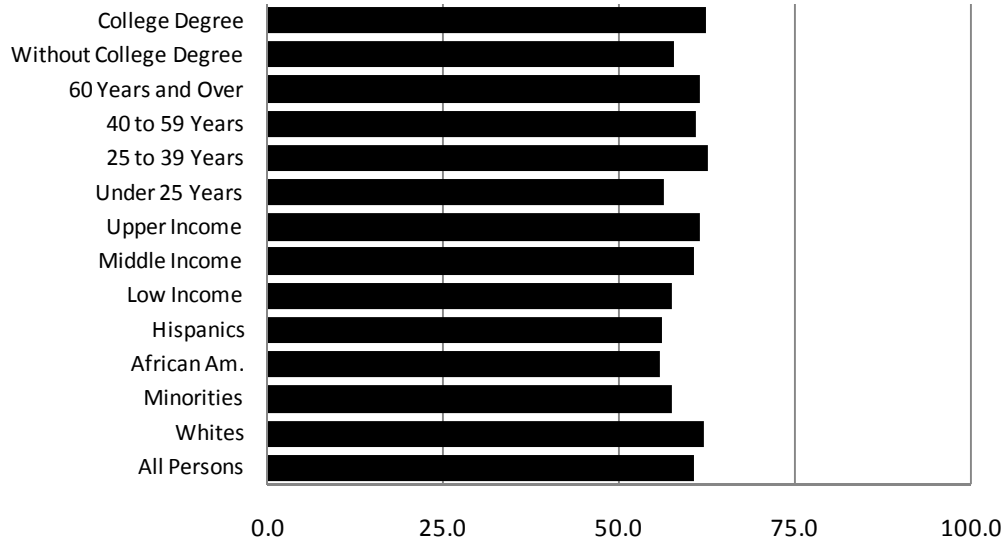
### Difficulties regarding racial issues are a thing of the past in my community.



### My community faces more conflict over racial issues than other communities.

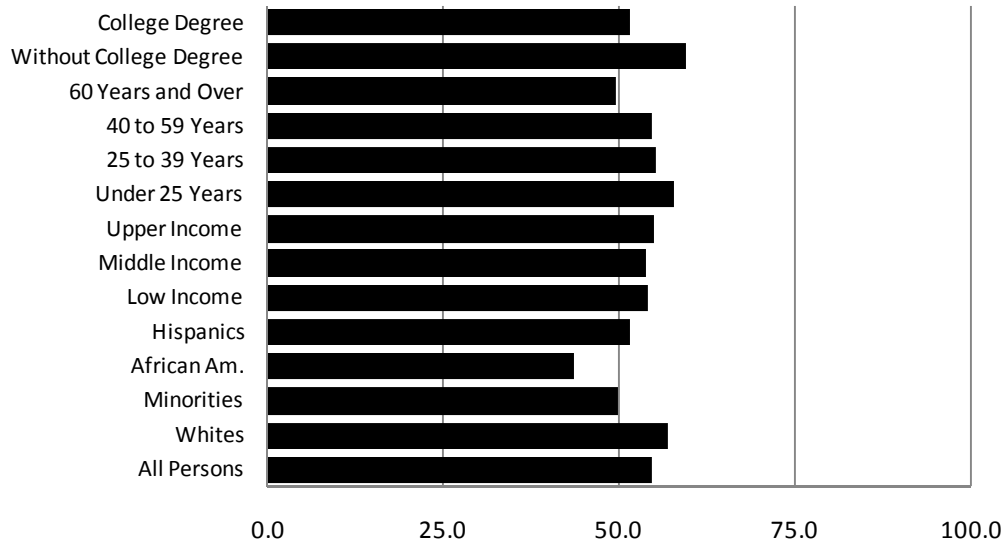


### Issues between people of different races will improve in my community.



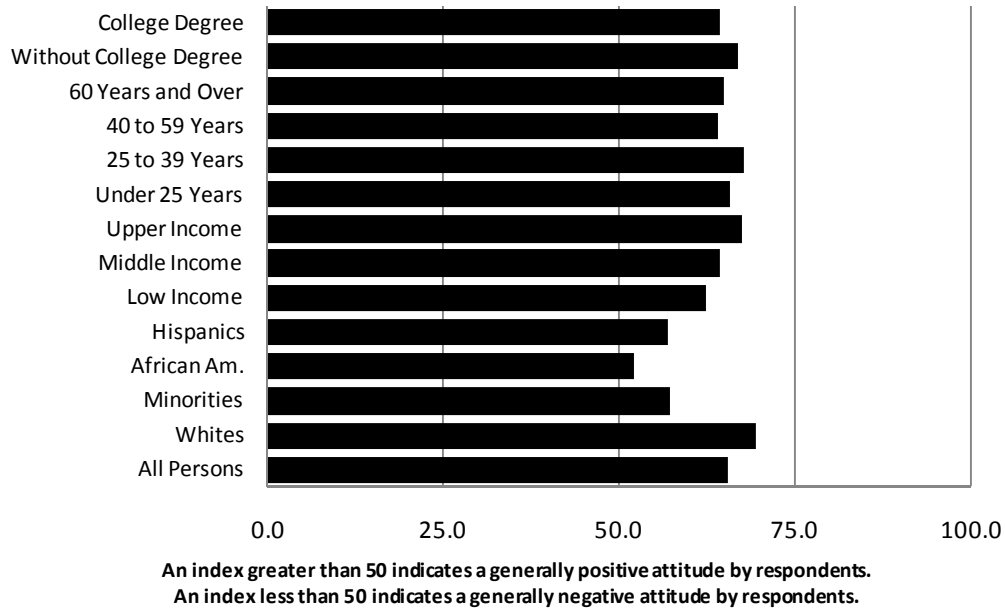
An index greater than 50 indicates a generally positive attitude by respondents.  
 An index less than 50 indicates a generally negative attitude by respondents.

### People of different races have equal access to adequate health care in my community.

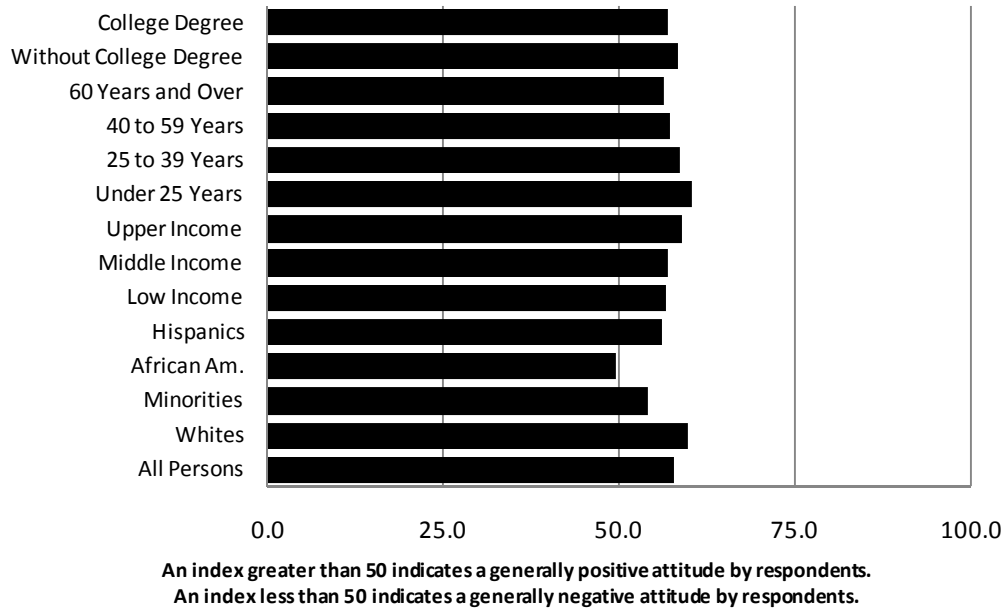


An index greater than 50 indicates a generally positive attitude by respondents.  
 An index less than 50 indicates a generally negative attitude by respondents.

## Leadership opportunities in my community are open to people of different races.



## Overall Index, 2008



## Data Results for Individual Survey Questions

1. Actions are being taken to improve relations between people of different races in my community.

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	181	10.6	10.6
Agree	982	57.3	67.9
Disagree	473	27.6	95.4
Strongly Disagree	78	4.6	100.0
Total	1,714	100.0	
<i>Don't know, no response, refused</i>	26		
Total	1,740		

2. People of different races get along with each other in my community.

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	145	8.5	8.5
Agree	1,188	69.5	78.0
Disagree	335	19.6	97.6
Strongly Disagree	41	2.4	100.0
Total	1,709	100.0	
<i>Don't know, no response, refused</i>	31		
Total	1,740		

3. Children of different races have an equal chance of getting a good education in my community.

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	365	21.4	21.4
Agree	815	47.7	69.1
Disagree	446	26.1	95.2
Strongly Disagree	82	4.8	100.0
Total	1,708	100.0	
<i>Don't know, no response, refused</i>	32		
Total	1,740		

4. People of different races have equal opportunities to go to college in my community.

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	343	20.0	20.0
Agree	843	49.2	69.3
Disagree	446	26.1	95.3
Strongly Disagree	80	4.7	100.0
Total	1,712	100.0	
<i>Don't know, no response, refused</i>	28		
Total	1,740		

5. Racial issues create much conflict in my community.

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	101	5.9	5.9
Agree	502	29.3	35.2
Disagree	949	55.4	90.5
Strongly Disagree	162	9.5	100.0
Total	1,714	100.0	
<i>Don't know, no response, refused</i>	26		
Total	1,740		

6. People of different races have an equal chance of getting a job in my community.

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	232	13.5	13.5
Agree	837	48.8	62.3
Disagree	541	31.5	93.8
Strongly Disagree	106	6.2	100.0
Total	1,716	100.0	
<i>Don't know, no response, refused</i>	24		
Total	1,740		

7. People of different races have equal opportunities to start a business in my community.

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	242	14.1	14.1
Agree	883	51.6	65.7
Disagree	475	27.7	93.5
Strongly Disagree	112	6.5	100.0
Total	1,712	100.0	
<i>Don't know, no response, refused</i>	28		
Total	1,740		

8. Difficulties regarding racial issues are a thing of the past in my community.

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	81	4.8	4.8
Agree	375	22.0	26.8
Disagree	957	56.2	83.0
Strongly Disagree	289	17.0	100.0
Total	1,702	100.0	
<i>Don't know, no response, refused</i>	38		
Total	1,740		

9. My community faces more conflict over racial issues than other communities.

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	44	2.6	2.6
Agree	205	12.0	14.6
Disagree	1,141	66.8	81.4
Strongly Disagree	317	18.6	100.0
Total	1,707	100.0	
<i>Don't know, no response, refused</i>	33		
Total	1,740		

10. Issues between people of different races will improve in my community.

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	141	8.4	8.4
Agree	1,173	69.6	77.9
Disagree	325	19.3	97.2
Strongly Disagree	47	2.8	100.0
Total	1,686	100.0	
<i>Don't know, no response, refused</i>	54		
Total	1,740		

11. People of different races have equal access to adequate health care in my community.

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	238	14.0	14.0
Agree	771	45.2	59.2
Disagree	558	32.7	91.9
Strongly Disagree	138	8.1	100.0
Total	1,705	100.0	
<i>Don't know, no response, refused</i>	35		
Total	1,740		

12. Leadership opportunities in my community are open to people of different races.

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	388	22.7	22.7
Agree	964	56.3	79.0
Disagree	291	17.0	96.0
Strongly Disagree	69	4.0	100.0
Total	1,712	100.0	
<i>Don't know, no response, refused</i>	28		
Total	1,740		

### **Profile of Respondents<sup>2</sup>**

13. In what Zip Code do you reside?

	Number of Responses	Percent	Cumulative Percent
67212	136	8.0	8.0
67203	130	7.6	15.6
67220	110	6.5	22.1
67226	106	6.2	28.3
67208	104	6.1	34.4
67204	96	5.6	40.0
67213	89	5.2	45.2
67207	83	4.9	50.1
67218	81	4.8	54.9
67206	69	4.1	59.0
67214	63	3.7	62.7
67217	54	3.2	65.9
67037	52	3.1	69.0
67211	50	2.9	71.9
67209	47	2.8	74.7
67216	40	2.4	77.1
67202	36	2.1	79.2
67219	36	2.1	81.3
67205	35	2.1	83.4
67002	28	1.6	85.0
All Others	255	15.0	100.0
Total	1,700	100.0	
Don't know, no response, refused	40		
Total	1,740		

<sup>2</sup> The indexes were calculated using responses from persons 18 years and over only. These data tables present tabulations from all respondents regardless of age.

14. What is your gender?

	Number of Responses	Percent	Cumulative Percent
Male	742	43.4	43.4
Female	967	56.6	100.0
Total	1,709	100.0	
Don't know, no response, refused	31		
Total	1,740		

15. What is your race? (Please select only one)

	Number of Responses	Percent	Cumulative Percent
White, Caucasian	1,160	68.0	68.0
Hispanic or Latino	108	6.3	74.3
Black or African American	258	15.1	89.4
American Indian or Alaska Native	39	2.3	91.7
Asian	29	1.7	93.4
Native Hawaiian or Other Pacific Islander	1	0.1	93.5
Multi-Racial	75	4.4	97.9
Other	36	2.1	100.0
Total	1,706	100.0	
Don't know, no response, refused	34		
Total	1,740		

16. What is your age?

	Number of Responses	Percent	Cumulative Percent
Under 18 years	122	7.1	7.1
18 to 19 years	23	1.3	8.5
20 to 21 years	25	1.5	10.0
22 to 24 years	82	4.8	14.8
25 to 29 years	143	8.4	23.1
30 to 34 years	133	7.8	30.9
35 to 39 years	145	8.5	39.4
40 to 44 years	175	10.2	49.6
45 to 49 years	223	13.1	62.7
50 to 54 years	220	12.9	75.6
55 to 59 years	172	10.1	85.7
60 to 64 years	138	8.1	93.7
65 to 69 years	55	3.2	97.0
70 to 74 years	29	1.7	98.7
75 to 79 years	14	0.8	99.5
80 to 84 years	5	0.3	99.8
85 years and over	4	0.2	100.0
Total	1,708	100.0	
Don't know, no response, refused	32		
Total	1,740		
Under 18 years	122	7.1	7.1
18 to 49 years	949	55.6	62.7
50 years and over	637	37.3	100.0

17. What is your household income?

	Number of Responses	Percent	Cumulative Percent
Less than \$10,000	65	4.0	4.0
\$10,000 to \$14,999	39	2.4	6.4
\$15,000 to \$19,999	40	2.5	8.9
\$20,000 to \$24,999	54	3.3	12.3
\$25,000 to \$29,999	75	4.6	16.9
\$30,000 to \$34,999	88	5.5	22.4
\$35,000 to \$39,999	80	5.0	27.3
\$40,000 to \$44,999	77	4.8	32.1
\$45,000 to \$49,999	89	5.5	37.6
\$50,000 to \$59,999	121	7.5	45.1
\$60,000 to \$74,999	208	12.9	58.0
\$75,000 to \$99,999	281	17.4	75.4
\$100,000 to \$124,999	190	11.8	87.2
\$125,000 to \$149,999	78	4.8	92.1
\$150,000 to \$199,999	58	3.6	95.7
\$200,000 or more	70	4.3	100.0
Total	1,613	100.0	
Don't know, no response, refused	127		
Total	1,740		
Less than \$25,000	198	12.3	12.3
\$25,000 to \$49,999	409	25.4	37.6
\$50,000 to \$74,999	329	20.4	58.0
\$75,000 to \$99,999	281	17.4	75.4
\$100,000 or more	396	24.6	100.1
Total	1,613	100.1	

18. What is your marital status?

	Number of Responses	Percent	Cumulative Percent
Now married	1,007	59.7	59.7
Widowed	40	2.4	62.1
Divorced	207	12.3	74.4
Separated	23	1.4	75.7
Never married	409	24.3	100.0
Total	1,686	100.0	
Don't know, no response, refused	54		
Total	1,740		

19. What is the highest degree or level of school you have completed? (If currently enrolled, mark the previous grade or highest degree received).

	Number of Responses	Percent	Cumulative Percent
No schooling completed	8	0.5	0.5
Nursery to 4th grade	5	0.3	0.8
5th to 9th grade	81	4.8	5.5
10th to 12th grade no diploma	93	5.5	11.0
High school graduate (includes GED or equivalency)	122	7.2	18.1
Some college, no degree	327	19.2	37.3
Associate degree ( <i>for example: AA</i> )	83	4.9	42.2
Bachelor's degree ( <i>for example: BA</i> )	537	31.5	73.7
Master's degree ( <i>for example: MA</i> )	353	20.7	94.4
Professional school degree Doctorate degree ( <i>for example: MD</i> )	46	2.7	97.1
Doctorate degree ( <i>for example: PhD, EdD</i> )	50	2.9	100.0
Total	1,705	100.0	
Don't know, no response, refused	35		
Total	1,740		

20. Number of children currently living in your home? (*For example: biological, adopted, foster care, grandchildren*)

	Number of Responses	Percent	Cumulative Percent
I do not have any children currently living in my home	925	54.4	54.4
1 child	271	15.9	70.4
2 children	283	16.6	87.0
3 children	131	7.7	94.7
4 children	51	3.0	97.7
5 or more children	39	2.3	100.0
Total	1,700	100.0	
Don't know, no response, refused	40		
Total	1,740		

## ***Accuracy of the Data***

This report includes sample data derived from the web survey.

Estimates derived from a sample are expected to be different from data collected through a complete count census because they are subject to sampling and non-sampling errors. Sampling error in data arises from the selection of persons to be included in the survey. For example, in the general population males account for 49 percent of the population and females account for 51 percent of the population. In this survey, the number of female respondents is over-represented. Non-sampling error is introduced as a result of errors that may occur during the collection and processing of the survey data. A common type of non-sampling error would be for the person filling out the survey to select the wrong box when answering a question. Non-sampling error may affect the data in two ways. Errors that are introduced randomly will increase the variability of the data and should therefore be reflected in the standard error. Errors that tend to be consistent in one direction will make sample data biased in that direction. For example, if respondents consistently tend to underreport their income, then the resulting counts of households by income category will tend to be understated for the higher income categories and overstated for the lower income categories. Such biases are not reflected in the standard errors.

A sample estimate and its estimated standard error may be used to construct confidence intervals about the estimate. These intervals are ranges that will contain the average value of the estimated characteristic that results over all possible samples, with a known probability.

With approximately 1,740 responses each, the survey estimates have a margin of error of plus or minus 2.35 percent within a 95 percent confidence interval. Using only responses from persons 18 years and over, within a 95 percent confidence interval, the margins of error for the various subgroups are:

- All persons (1,618 responses) 2.43 percent
- All minorities (469 responses) 4.52 percent
- White persons (1,115 responses) 2.93 percent
- African American persons (229 responses) 6.47 percent
- Hispanic persons (84 responses) 10.69 percent
- Low income persons (569 responses) 4.11 percent
- Middle income persons (314 responses) 5.53 percent
- Upper income persons (653 responses) 3.83 percent
- Without college degree persons (521 responses) 4.29 percent
- Persons with college degree (1,069 responses) 2.99 percent
- Persons under 25 years of age (130 responses) 8.59 percent
- Persons 25 to 39 years of age (421 responses) 4.77 percent
- Persons 40 to 59 years of age (790 responses) 3.48 percent
- Persons 60 years of age and over (245 responses) 6.26 percent