

## **Visioneering Wichita Community Image Survey Summary**

Between February 26 and March 19, 2007, a web-based survey of 2,334 persons in the Wichita region was conducted to measure residents' attitudes and perceptions about the area.

A web-based survey was chosen for the ability to survey more people because of the cost difference between web and phone or mail survey. The Center for Economic Development and Business Research at Wichita State University conducted the survey as a community service.

To reach a standard statistical confidence interval of 95 percent, a phone survey would have needed 500 completed phone calls in the Wichita region. National elections are accurately predicted with 1,000 nationwide phone calls.

With 2,334 responses, this survey has a margin of error of plus or minus 1.95 percent within a 95 percent confidence interval. What does this mean? It means that the researcher is 95 percent confident that the results are accurate between 2 percentage points higher or lower. For instance on the question of "What is your overall image of the Wichita area?" the results are 83 percent very or somewhat positive, but could be as low as 81 percent or as high as 85 percent.

Some of the key findings of the survey (graphs and more information included in the PowerPoint materials):

- What is your overall image of the Wichita area?  
Very and somewhat positive 83%
- What image do you believe other residents have of Wichita?  
Very and somewhat positive 55%
- What image do you believe people living outside of the area have of Wichita?  
Very and somewhat positive 27%

The pattern on the three questions was the same when you compared across a variety of demographic groups including:

Native versus transplanted Wichitans

Low income versus high income Wichitans

White persons versus minority persons

Persons under 30 years of age versus persons over 30 years of age

When people were asked to rank the greater Wichita region on a variety of factors that make a community a good place to live, they ranked the region as **very or somewhat positive**:

Cost of housing	90%
Variety of restaurants and bars	90%
Variety of retail shopping	85%
Educational opportunities	84%
Public safety and crime	81%
Environmental quality	80%
Ease of transportation and short commutes	80%
Public recreational venues	76%
Vibrant arts and cultural community	75%
Health of local economy	74%
Weather conditions	71%
Variety of live entertainment	70%
Spectator sporting opportunities	58%

This summary 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 errors. Sampling error in data arises from the selection of persons to be included in the survey. In this case, the survey respondents were self-selected. It turns out more women than men opted to participate in the survey. 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 totaling 60 percent.

Within a 95 percent confidence interval the margin of error for the various demographic sub groups are:

- All persons 1.95 percent
- All minorities 6.07 percent
- White persons 2.18 percent
- Low income persons 7.28 percent
- Middle income persons 3.08 percent
- Upper income persons 3.07 percent
- Persons 20 to 29 years of age 4.8 percent
- Persons 30 to 39 years of age 4.64 percent
- Persons 40 to 49 years of age 4.27 percent
- Persons 50 to 59 years of age 4.12 percent
- Persons 60 to 69 years of age 6.41 percent

As an example, this means that for Persons 20 – 29 years of age, there is a 4.8 percent margin of error. If that demographic group responded with a 50 percent response to a question, there is a 95 percent confidence rate the response would be between 45 percent and 55 percent on that question.