



Racial Diversity, Opportunity and Harmony Survey

Sponsored By
Visioneering Wichita

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March 2006

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Introduction

“In all six foundations and strategies of Visioneering Wichita, we will be committed to racial diversity, opportunity and harmony for everyone.”

Between January 14 and February 17, 2006, a web-based survey of 2,532 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.

Methodology

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

1. For each of the ten 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 ten questions multiply the percentages calculated in step one above for each subgroup times its weight.¹

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

- 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 -1.0
- 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 ten weighted indexes and dividing by 10.

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

¹ 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, and 10 were worded such that a response of “strongly agree” was a positive response.

50 is an indication of the strength of respondent's perceptions, either negative or positive, about racial harmony and equality of racial opportunity.

Index Results

Wichita Metro Area Index of Racial Opportunity and Harmony for 2006 is 56.8.

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

- Among racial groups the index ranges from a high of 59.5 for white persons to a low of 44 for African American persons.
- Among income groups the index ranges from a high of 58.6 for upper income households to a low of 55.1 for low income households.
- Among age groups the index ranges from a high of 57.5 for persons 25 to 39 years of age to a low of 56.5 for persons under 25 years and for persons 60 years and over.
- Among educational groups the index was 57.6 for persons without a college degree and 56.3 for persons with a college degree.

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

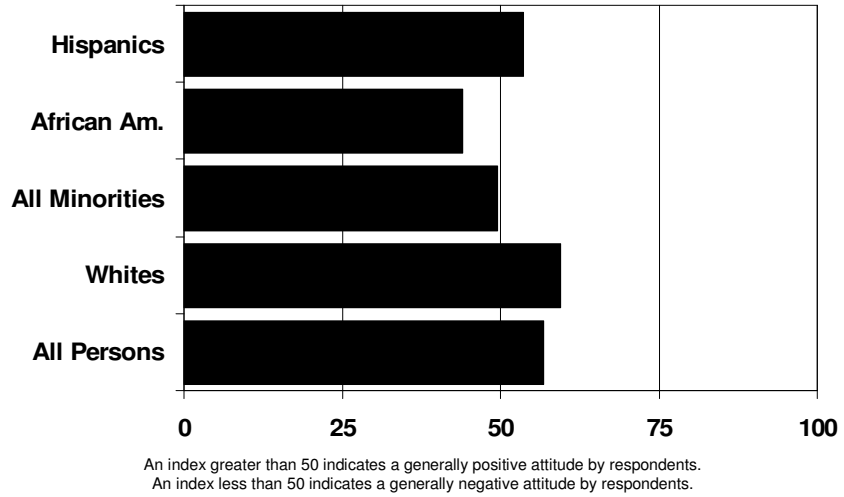
- When asked if “children of different races have an equal chance of getting a good education in my community” the index value was 43.5 among African American respondents compared to 63.3 among White respondents.
- When asked if “people of different races have equal opportunities to go to college in my community” the index was 47.1 among African American respondents compared to 63.7 among White respondents.
- When asked if “people of different races have an equal chance of getting a job in my community” the index was 33.5 among African American respondents compared to 58.8 among White respondents.
- When asked if “people of different races have equal opportunities to start a business in my community” the index was 32.9 among African American respondents compared to 59.9 among White respondents.

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

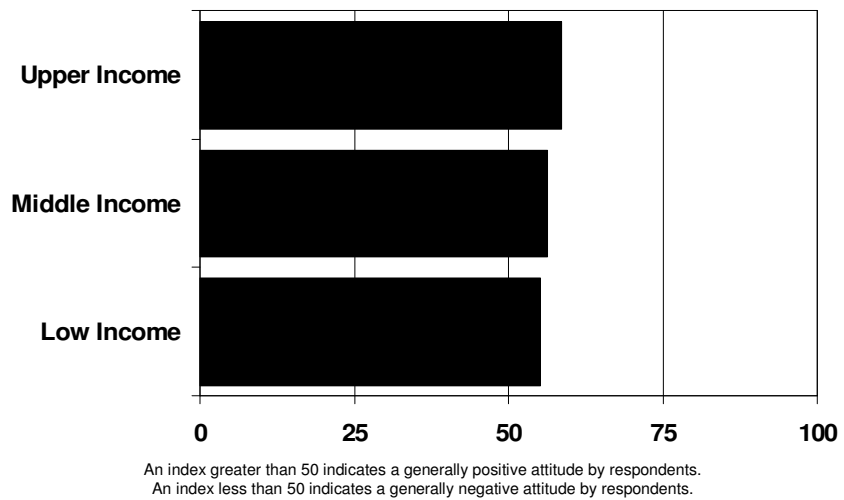
- When asked if “people of different races get along with each other in my community” the index was 55.8 among African American respondents compared to 63.4 among White respondents.
- When asked if “issues between people of different races will improve in my community” the index was 53.2 among African American respondents compared to 62.5 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 24.2 among African American respondents and 38.8 among White respondents. Yet when asked if “issues between people of different races will improve in my community” the index was 53.2 among African American respondents and 62.5 among White respondents.

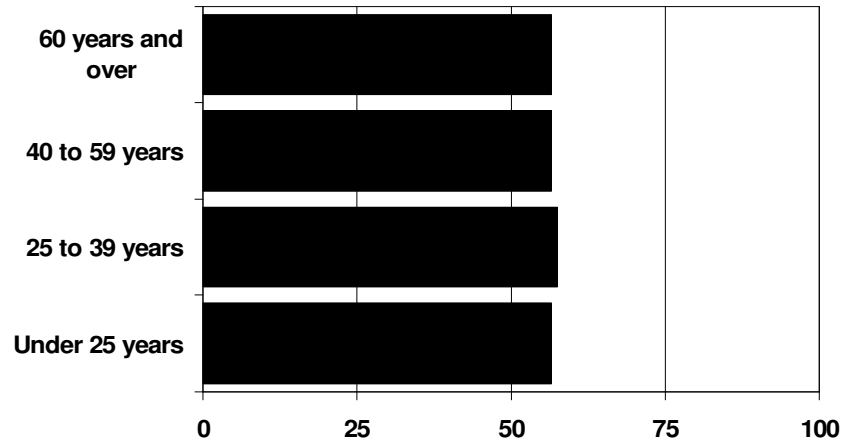
Racial Opportunity & Harmony Index (by racial groups)



Racial Opportunity & Harmony Index (by income groups)

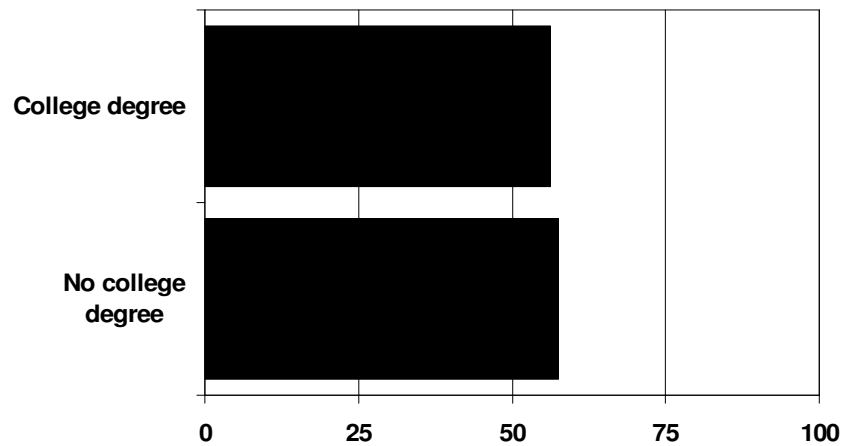


Racial Opportunity & Harmony Index (by age groups)



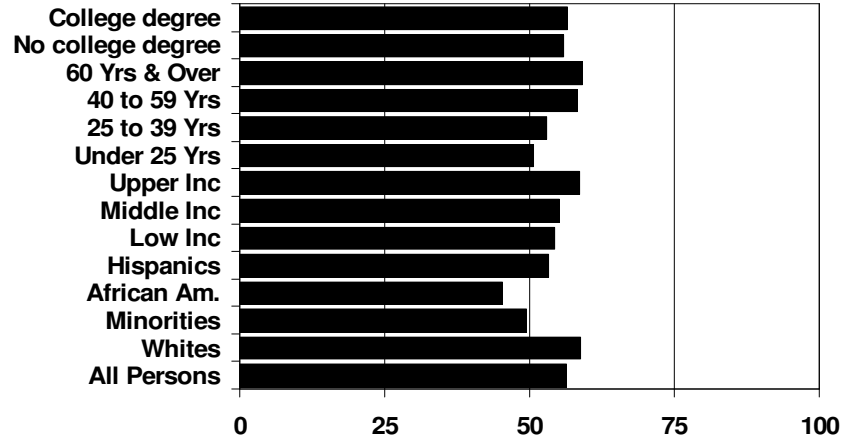
An index greater than 50 indicates a generally positive attitude by respondents.
An index less than 50 indicates a generally negative attitude by respondents.

Racial Opportunity & Harmony Index (by education groups)



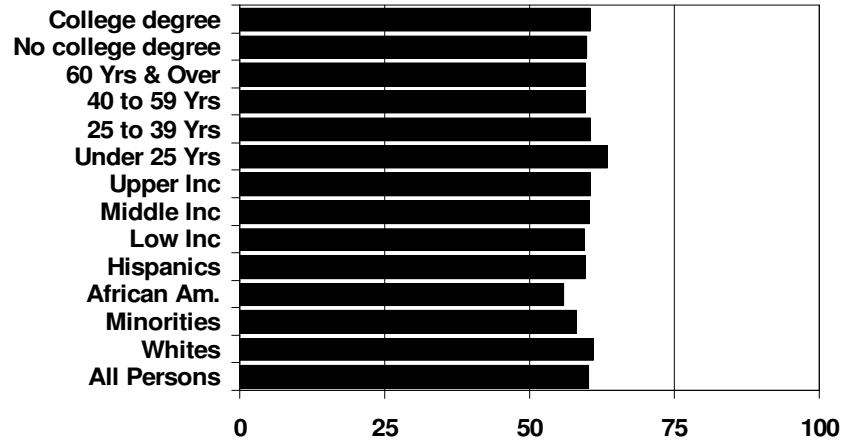
An index greater than 50 indicates a generally positive attitude by respondents.
An index less than 50 indicates a generally negative attitude by respondents.

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



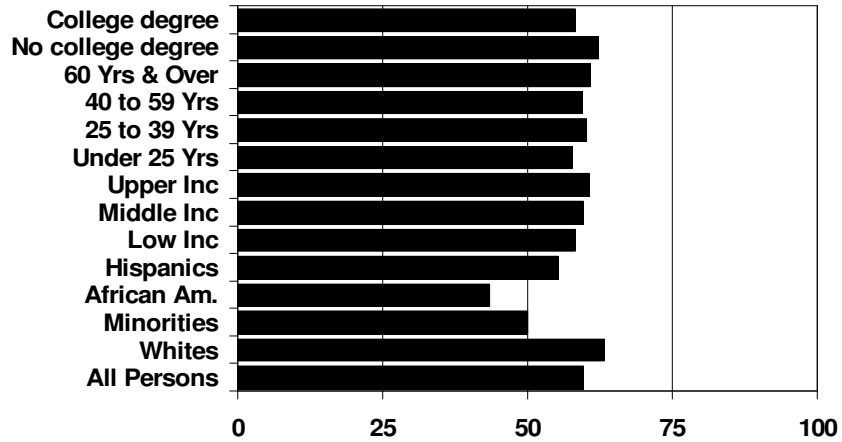
An index greater than 50 indicates a generally positive attitude by respondents.
An index less than 50 indicates a generally negative attitude by respondents.

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



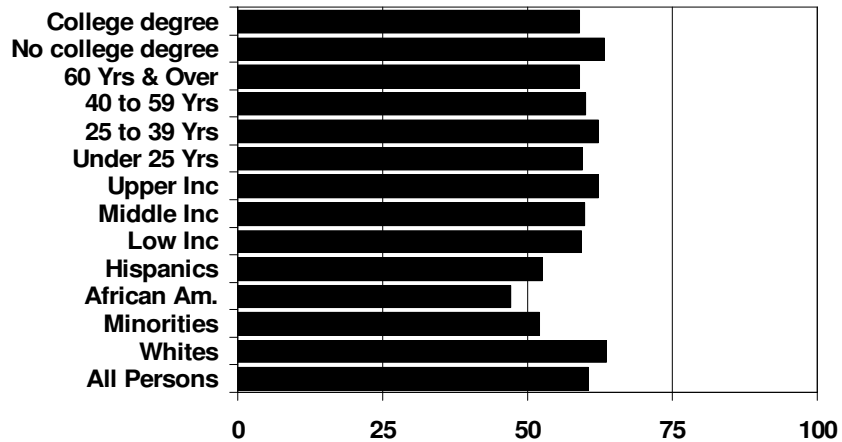
An index greater than 50 indicates a generally positive attitude by respondents.
An index less than 50 indicates a generally negative attitude by respondents.

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



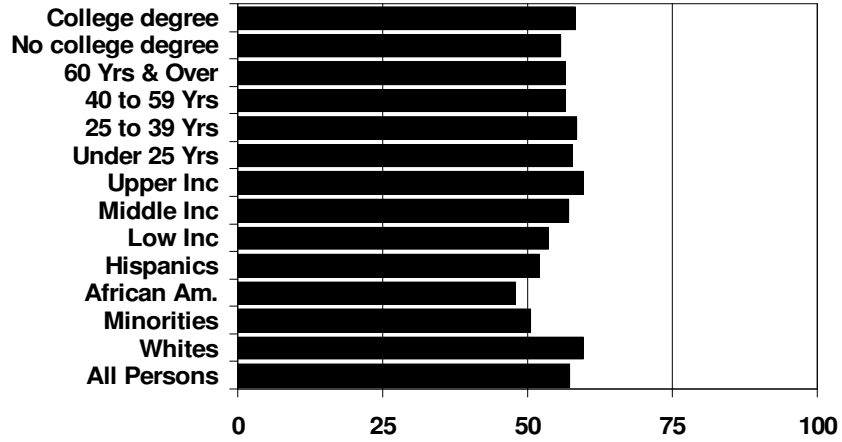
An index greater than 50 indicates a generally positive attitude by respondents.
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People of different races have equal opportunities to go to college in my community.



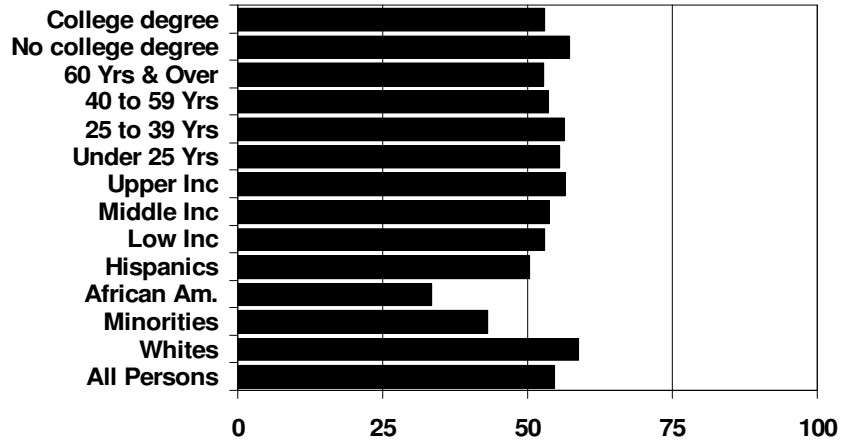
An index greater than 50 indicates a generally positive attitude by respondents.
 An index less than 50 indicates a generally negative attitude by respondents.

Racial issues create much conflict in my community.



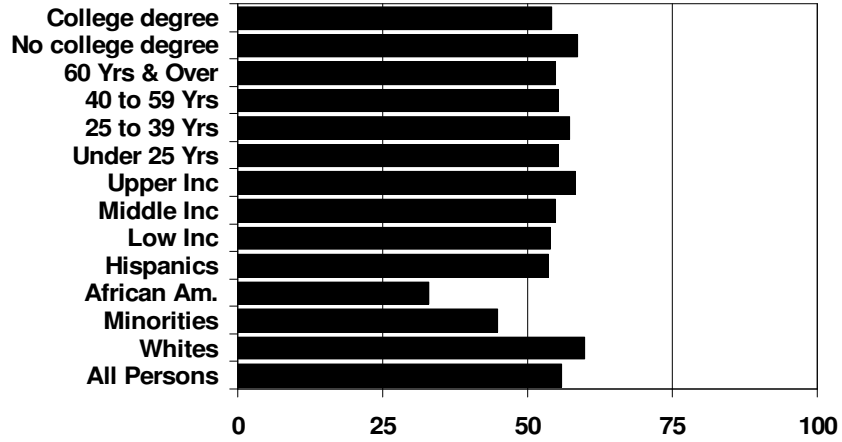
An index greater than 50 indicates a generally positive attitude by respondents.
 An index less than 50 indicates a generally negative attitude by respondents.

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



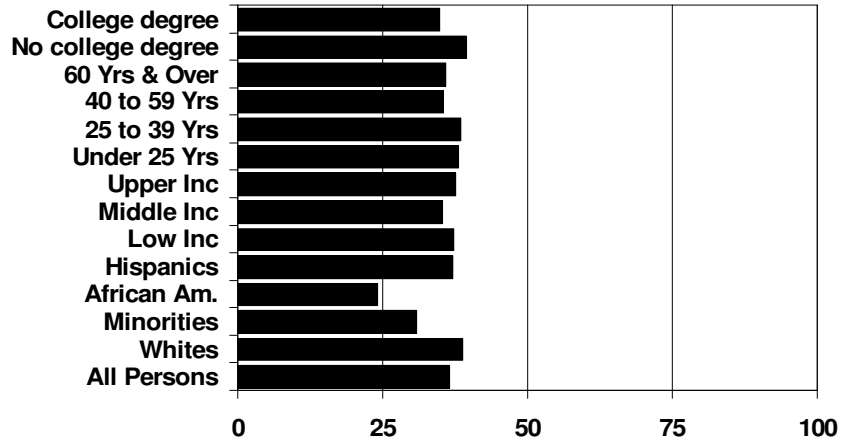
An index greater than 50 indicates a generally positive attitude by respondents.
 An index less than 50 indicates a generally negative attitude by respondents.

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



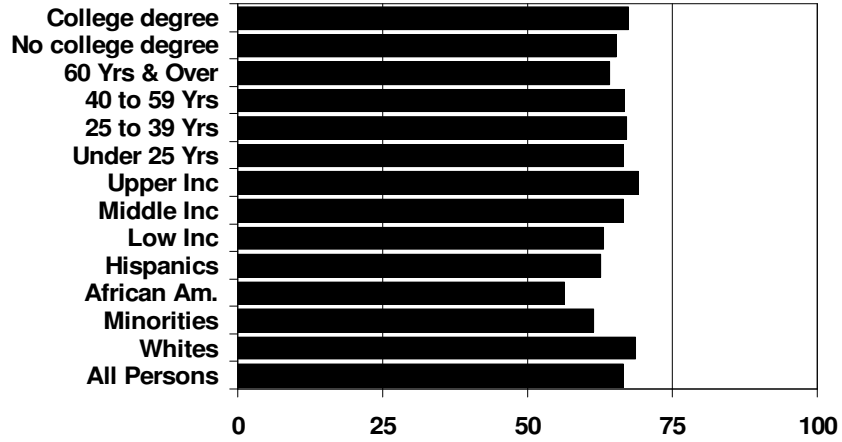
An index greater than 50 indicates a generally positive attitude by respondents.
 An index less than 50 indicates a generally negative attitude by respondents.

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



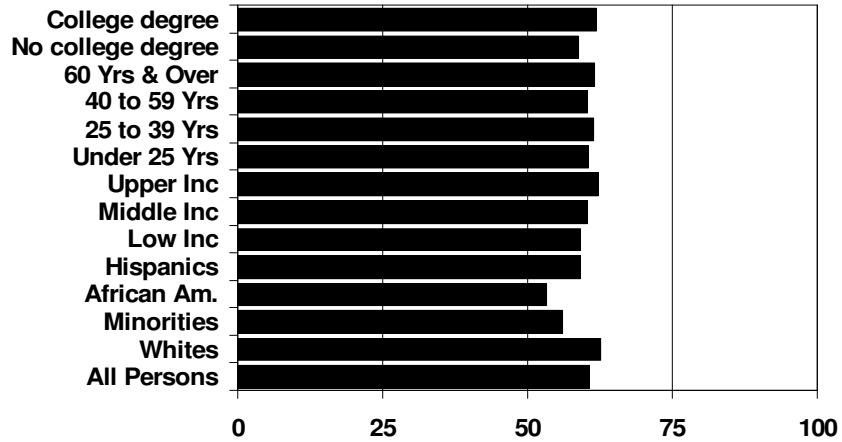
An index greater than 50 indicates a generally positive attitude by respondents.
 An index less than 50 indicates a generally negative attitude by respondents.

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



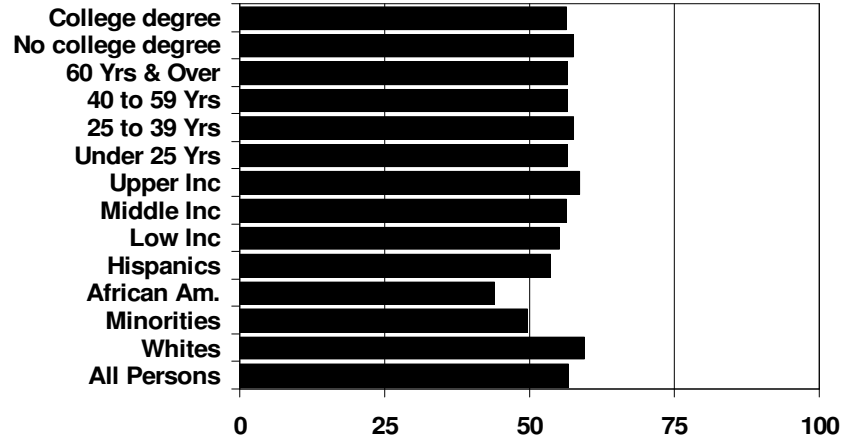
An index greater than 50 indicates a generally positive attitude by respondents.
An index less than 50 indicates a generally negative attitude by respondents.

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.

Overall Index



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

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	229	9.1	9.1
Agree	1,446	57.4	66.5
Disagree	733	29.1	95.6
Strongly Disagree	112	4.4	100.0
Total	2,520	100.0	
<i>Don't know, no response, refused</i>	3		
Total	2,523		

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

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	210	8.3	8.3
Agree	1,726	68.5	76.9
Disagree	533	21.2	98.0
Strongly Disagree	50	2.0	100.0
Total	2,519	100.0	
<i>Don't know, no response, refused</i>	4		
Total	2,523		

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	465	18.5	18.5
Agree	1,271	50.5	69.0
Disagree	647	25.7	94.7
Strongly Disagree	134	5.3	100.0
Total	2,517	100.0	
<i>Don't know, no response, refused</i>	6		
Total	2,523		

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

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	477	19.0	19.0
Agree	1,279	50.8	69.8
Disagree	654	26.0	95.7
Strongly Disagree	106	4.2	100.0
Total	2,516	100.0	
<i>Don't know, no response, refused</i>	7		
Total	2,523		

5. Racial issues create much conflict in my community.

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	114	4.5	4.5
Agree	687	27.3	31.8
Disagree	1,497	59.5	91.3
Strongly Disagree	220	8.7	100.0
Total	2,518	100.0	
<i>Don't know, no response, refused</i>	5		
Total	2,523		

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

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	313	12.4	12.4
Agree	1,216	48.3	60.7
Disagree	828	32.9	93.6
Strongly Disagree	161	6.4	100.0
Total	2,518	100.0	
<i>Don't know, no response, refused</i>	5		
Total	2,523		

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

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	327	13.0	13.0
Agree	1271	50.5	63.5
Disagree	765	30.4	93.9
Strongly Disagree	154	6.1	100.0
Total	2517	100.0	
<i>Don't know, no response, refused</i>	6		
Total	2523		

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

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	84	3.3	3.3
Agree	525	20.9	24.2
Disagree	1,538	61.1	85.3
Strongly Disagree	370	14.7	100.0
Total	2,517	100.0	
<i>Don't know, no response, refused</i>	6		
Total	2,523		

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

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	53	2.1	2.1
Agree	273	10.8	13.0
Disagree	1,792	71.2	84.1
Strongly Disagree	399	15.9	100.0
Total	2,517	100.0	
<i>Don't know, no response, refused</i>	6		
Total	2,523		

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

	Number of Responses	Percent	Cumulative Percent
Strongly Agree	178	7.1	7.1
Agree	1,794	71.3	78.4
Disagree	490	19.5	97.9
Strongly Disagree	53	2.1	100.0
Total	2,515	100.0	
<i>Don't know, no response, refused</i>	8		
Total	2,523		

Profile of Respondents²

11. In what Zip Code do you reside?

	Number of Responses	Percent	Cumulative Percent
67212	229	9.1	9.1
67203	216	8.6	17.7
67208	134	5.3	23.0
67226	129	5.1	28.1
67207	120	4.8	32.9
67206	111	4.4	37.3
67204	109	4.3	41.6
67218	101	4.0	45.6
67220	93	3.7	49.3
67213	86	3.4	52.7
67214	82	3.3	56.0
67114	81	3.2	59.2
67217	78	3.1	62.3
67211	77	3.1	65.3
67209	73	2.9	68.2
67205	72	2.9	71.1
67216	62	2.5	73.6
67219	57	2.3	75.8
67152	45	1.8	77.6
67202	44	1.7	79.4
All others	520	20.6	100.0
Total	2,519	100.0	
Don't know, no response, refused	4		
Total	2,523		

12. What is your gender?

	Number of Responses	Percent	Cumulative Percent
Male	917	36.4	36.4
Female	1,602	63.6	100.0
Total	2,519	100.0	
Don't know, no response, refused	4		
Total	2,523		

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

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

	Number of Responses	Percent	Cumulative Percent
White, Caucasian	1,805	71.7	71.7
Hispanic or Latino	186	7.4	79.1
Black or African American	312	12.4	91.5
American Indian or Alaska Native	42	1.7	93.2
Asian	45	1.8	95.0
Native Hawaiian or Other Pacific Islander	4	.2	95.1
Multi-Racial	81	3.2	98.3
Other	42	1.7	100.0
Total	2,517	100.0	
Don't know, no response, refused	6		
Total	2,523		

14. What is your age?

	Number of Responses	Percent	Cumulative Percent
Under 18 years	87	3.5	3.5
18 to 19 years	35	1.4	4.8
20 to 21 years	34	1.3	6.2
22 to 24 years	101	4.0	10.2
25 to 29 years	229	9.1	19.3
30 to 34 years	230	9.1	28.4
35 to 39 years	264	10.5	38.9
40 to 44 years	307	12.2	51.1
45 to 49 years	375	14.9	66.0
50 to 54 years	363	14.4	80.4
55 to 59 years	285	11.3	91.7
60 to 64 years	119	4.7	96.4
65 to 69 years	49	1.9	98.4
70 to 74 years	22	.9	99.2
75 to 79 years	14	.6	99.8
80 to 84 years	2	.1	99.9
85 years and over	3	.1	100.0
Total	2,519	100.0	
Don't know, no response, refused	4		
Total	2,523		
Under 18 years	87	3.5	3.5
18 to 49 years	1,575	62.5	66.0
50 years and over	857	34.0	100.0

15. What is your household income?

	Number of Responses	Percent	Cumulative Percent
Less than \$10,000	157	6.2	6.2
\$10,000 to \$14,999	50	2	8.2
\$15,000 to \$19,999	62	2.5	10.7
\$20,000 to \$24,999	78	3.1	13.8
\$25,000 to \$29,999	150	6	19.8
\$30,000 to \$34,999	157	6.2	26
\$35,000 to \$39,999	129	5.1	31.1
\$40,000 to \$44,999	143	5.7	36.8
\$45,000 to \$49,999	124	4.9	41.8
\$50,000 to \$59,999	245	9.7	51.5
\$60,000 to \$74,999	338	13.4	65
\$75,000 to \$99,999	377	15	80
\$100,000 to \$124,999	252	10	90
\$125,000 to \$149,999	98	3.9	93.9
\$150,000 to \$199,999	72	2.9	96.7
\$200,000 or more	82	3.3	100
Total	2,514	100	
Don't know, no response, refused	9		
Total	2,523		
Less than \$25,000	347	13.8	13.8
\$25,000 to \$49,999	703	28.0	41.8
\$50,000 to \$74,999	583	23.2	65.0
\$75,000 to \$99,999	377	15.0	80.0
\$100,000 or more	504	20.0	100.0
Total	2,514		

16. What is your marital status?

	Number of Responses	Percent	Cumulative Percent
Now married	1,558	61.9	61.9
Widowed	64	2.5	64.5
Divorced	332	13.2	77.7
Separated	31	1.2	78.9
Never married	531	21.1	100.0
Total	2,516	100.0	
Don't know, no response, refused	7		
Total	2,523		

17. 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	19	.8	.8
Nursery to 4th grade	5	.2	1.0
5th to 9th grade	60	2.4	3.3
10th to 12th grade no diploma	67	2.7	6.0
High school graduate (includes GED or equivalency)	187	7.4	13.4
Some college, no degree	468	18.6	32.0
Associate degree (<i>for example: AA</i>)	192	7.6	39.7
Bachelor's degree (<i>for example: BA</i>)	890	35.4	75.0
Master's degree (<i>for example: MA</i>)	519	20.6	95.6
Professional school degree Doctorate degree (<i>for example: MD</i>)	51	2.0	97.7
Doctorate degree (<i>for example: PhD, EdD</i>)	59	2.3	100.0
Total	2,517	100.0	
Don't know, no response, refused	6		
Total	2,523		

18. 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	1,275	50.7	50.7
1 child	479	19.0	69.7
2 children	449	17.9	87.6
3 children	182	7.2	94.8
4 children	74	2.9	97.8
5 or more children	56	2.2	100.0
Total	2,515	100.0	
Don't know, no response, refused	8		
Total	2,523		

Survey Additional Comments Overview

At the end of the online survey, participants were given the opportunity to provide additional comments. Of the 2,532 participants who completed the survey, 449 participants (17.7%) made additional comments. The comments were coded by a team of coders. The coding team was comprised of eleven individuals with diverse racial and professional backgrounds. Each comment was analyzed individually by a pair of coders for content and grouped with other comments expressing similar thoughts. Decisions were reviewed by the larger coding team. Codes were developed to categorize particular issues or concerns expressed. The codes fall into two general categories: (1) General Racial Relations and (2) Specific Areas of Concern. In addition to these two general categories, more detailed “sub-themes” emerged as described below.

General Racial Relations

Of the comments made specifically mentioning race and race relations, five codes emerged. Racial Issues – General (N = 117; 26.1 % of comments): These comments did not fit into one of the four other codes in this category. Examples include:

- “I hope it will get better here, having come from the Atlanta area which is by no means perfect, Wichita has even further to go. I love this city and hope to see it work towards an end to the spiritual disease of racism.”
- “I miss the days when Wichita had boards actively working on improving race relations here. Many groups work on these issues, but not together. ‘Race relations’ will improve when race inequity subsides.”

Racial Issues – Denial/Hidden (N = 87; 19.4 % of comments): These comments indicated that the participant denies that there is racism towards minorities. Examples include:

- “Racism is a crutch for the uneducated to have someone to blame for their ignorance!”
- “Black people are allowed to say and make racial statements with no recourse what so ever. Just let a white person start a show or march that has a name like White people's history or The Story of the white explorers. Need I go on anymore!”

Racial Issues – Specific Race (N = 66; 14.6 % of comments): These comments specifically mention a race and how racism affects the members of that race. Examples include:

- “I think it is wonderful how Wichitans are reaching out to include and understand our Hispanic community.”
- “I am a first grade first year teacher, teaching in a predominately African American school, and I see how racial profiling affects these students personally. I am so tired of watching our children live in the shadows, and walk around with their heads down.”

Progress on Race Relations Positive (N = 55; 12.2% of comments): These comments were positive statements about race relations. Examples include:

- “Much has improved re: racial issues in my community of residence and in Wichita where I work. However, I have the haunting feeling that so much more needs to be done, particularly with those of color who have poverty or below incomes. We must do more.”

- “I believe efforts are being made to improve these issues in the community. My disagreement is not with the members of the community facilitating the change, but with the general public. Things are better than they have been, but it could be much better and I believe the members of the community facilitating the changes are excellent role models for the general public.”

Progress on Race Relations Negative (N = 68; 15.1 % of comments): These comments included negative comments in regard to the progress that has been made concerning race relations.

Examples include:

- “There’s still too much denial in this community that racism is real and very prevalent! Also, economically speaking white preference and the good-ole-boy system is woven into the very fabric of this community.”
- “I feel that there are deep continuing problems in ethnic, racial and gender relation issues. There has been progress sometimes, dramatic, sometimes creeping forward at a snails pace. Attempts at different levels are being made, but more needs to be done.”

Non-Racial Content (N= 57; 12.6% of comments): These comments included miscellaneous comments not related to race or race relations such as, “VW is doing a great job. Thanks for having this survey.”

Fig. 1.1

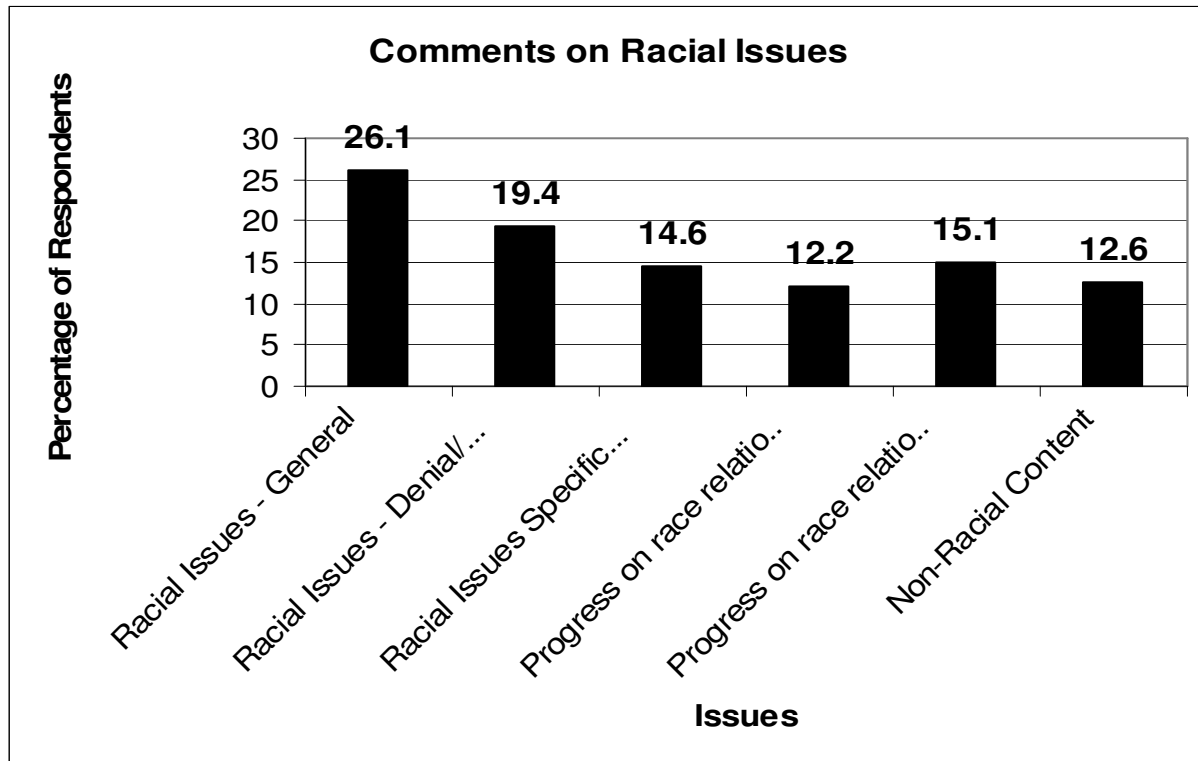


Fig.1.1 indicates the percentage of the respondents who provided additional comments that mentioned racial relations (N=449).

Specific Areas of Concern

As coders reviewed the participants' comments, several specific topics emerged related to community sectors, economic conditions, or concerns. A little over half (52.2%) of the respondents made comments regarding specific issues of concern regarding racial issues. Therefore, 48.8% are categorized as non-specific (See Figure 1.2). Those who reviewed comments developed the following codes:

- Gender/GLBT³ Issues
- Government
- Language Barriers
- Law Enforcement Negative
- Law Enforcement Positive
- Media
- Neighborhood/Housing
- Opportunities and Access
- Parenting
- Religion
- Socio-Economic
- Violence/Drugs/Alcohol

The two issues of concern that were mentioned the most were “*Opportunities and Access*” (N = 97); and “*Socio-Economic*” (N = 42) issues (see Fig. 1.2). “*Opportunities and Access*” was specifically referred to by 21.6% of the respondents who offered additional comments. “*Socio-Economic*” issues were specifically referred to by 9.4% of the respondents who offered additional comments.

Examples of comments that were coded “Opportunities and Access” are as follows:

- “There are many professional organizations in Wichita that need to use their collective power and influence to reach out to minorities in their respective workplaces and the community.”
- “I believe that families need to feel as if they have the same opportunities, regardless of race to improve race relations. Opportunities for minorities need to be made known to them.”

Examples of comments that were coded “Socio-Economic” are:

- “The disadvantages minorities face in school and business are due to income levels and family makeup more than a pure racial issue. Whites with similar characteristics have similar disadvantages. It is more social income driven than racial.”
- “Poverty is a growing concern in our community; it seems to intersect all races.”

Due to the low number of responses for the other specific issues, no examples have been provided. If interested, please contact the Self-Help Network at 1-800-445-0116 or selfhelpnetwork@wichita.edu for additional information.

³ Gay Lesbian, Bisexual and Transgender issues

Fig. 1.2

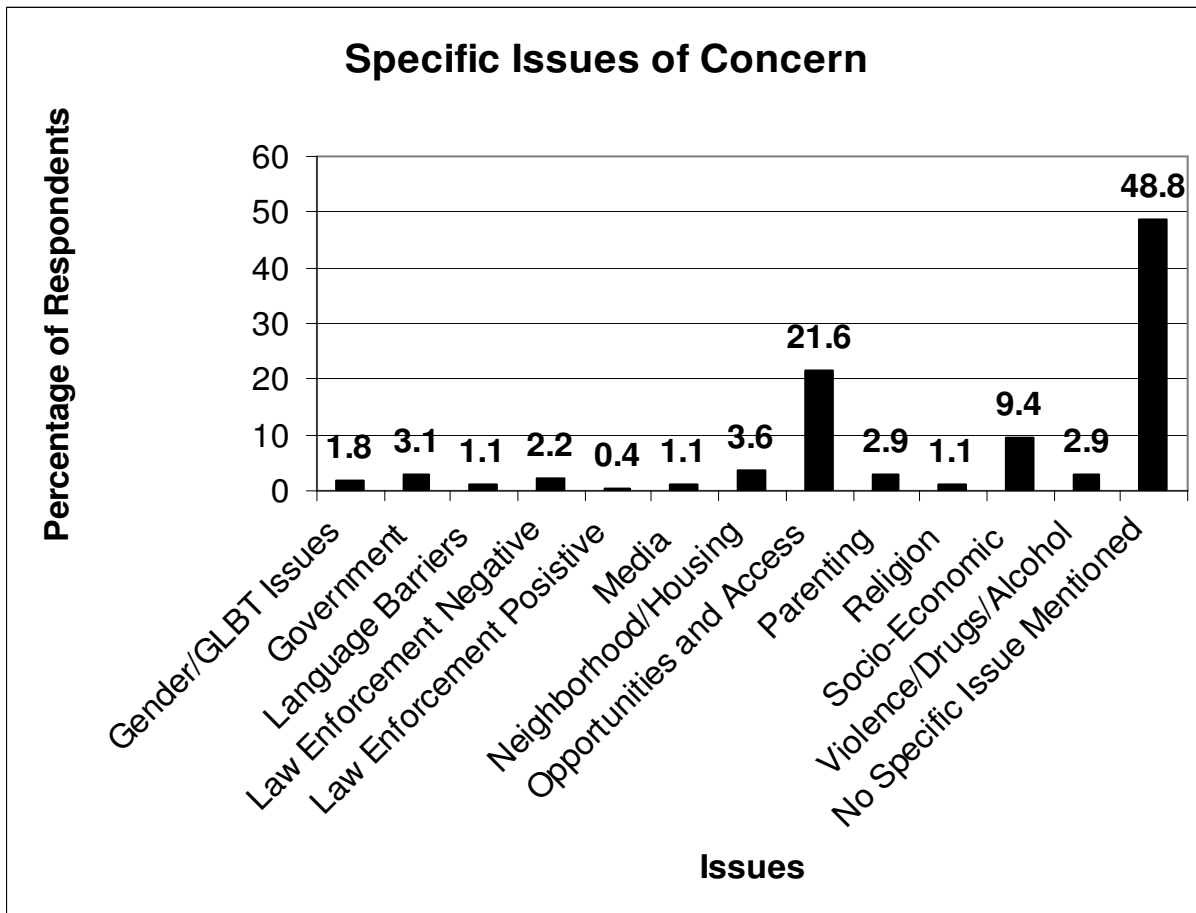


Fig.1.2 indicates the percentage of the respondents who provided additional comments that mentioned specific areas of concern (N=449).

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 2,532 responses each, the survey estimates have a margin of error of plus or minus 1.95 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 (2,432 responses) 1.99 percent
- All minorities (660 responses) 3.81 percent
- White persons (1,769 responses) 2.33 percent
- African American persons (304 responses) 5.62 percent
- Hispanic persons (161 responses) 7.72 percent
- Low income persons (593 responses) 4.02 percent
- Middle income persons (965 responses) 3.15 percent
- Upper income persons (869 responses) 3.32 percent
- Without college degree persons (912 responses) 3.25 percent
- Persons with college degree (1,517 responses) 2.52 percent
- Persons under 25 years of age (170 responses) 7.52 percent
- Persons 25 to 39 years of age (723 responses) 3.64 percent
- Persons 40 to 59 years of age (1,330 responses) 2.69 percent
- Persons 60 years of age and over (209 responses) 6.78 percent