

THE STUDY

From Sept. 15 to Oct. 29, 2008, Diversity Focus commissioned Cedar Rapids-based Vernon Research Group to conduct a phone and Internet survey in Linn and Johnson Counties.

THE PURPOSE OF THE STUDY WAS TO:

- Establish a baseline measure of the community's perception of diversity and inclusion
- Highlight issues that Diversity Focus needs to partner with the community to improve

In many of the questions, respondents were asked to rank factors on a scale of 1-5. According to Vernon Research, a mean rating of 3.5 or higher is considered minimally acceptable.

MORE ABOUT THE STUDY:

- 600 respondents from Linn and Johnson Counties
- Ages 18-85
- Over-sampling of non-Caucasian subgroups
- Margin of sampling error: +/- 3.27%



WORK TO BE DONE

Corridor residents, businesses, schools and law enforcement agencies have more work to do toward creating a welcoming and inclusive environment for people of diverse backgrounds. Prompted by the findings in this study, Diversity Focus will explore new programs to promote sensitivity training and awareness and acceptance of people of diverse backgrounds.

Creating a truly diverse and inclusive community is an economic imperative. Only by doing so will be able to develop a 21st-century workforce and compete effectively in the global marketplace.

ABOUT DIVERSITY FOCUS

Diversity Focus exists to promote awareness and acceptance of people from diverse backgrounds; to advance community discussion regarding diversity within the community; and to connect people with resources to help educate the greater community on issues of diversity in the Johnson and Linn County area.

For more about the diversity climate study and a complete list of programs available, visit www.DiversityFocus.org.



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THE CORRIDOR'S DIVERSITY CLIMATE

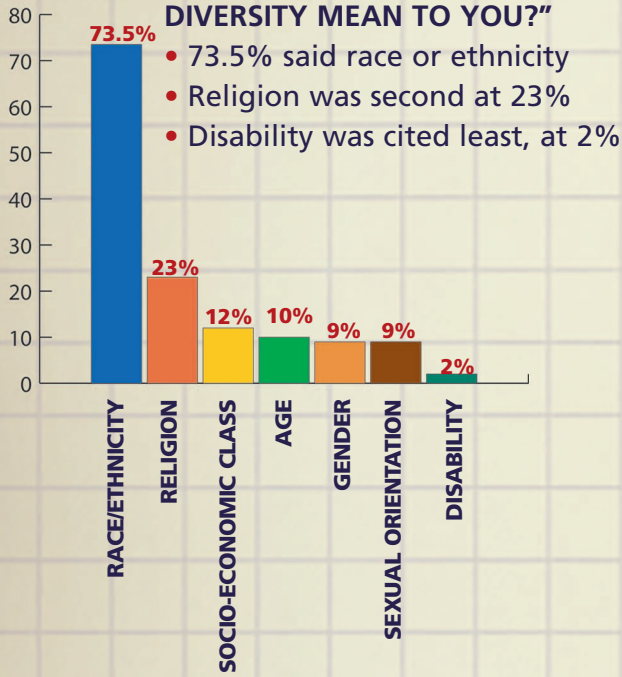
CEDAR RAPIDS-IOWA CITY 2009

What's important, how we're performing and what we need to improve



DEFINING DIVERSITY

WHEN ASKED, "WHAT DOES DIVERSITY MEAN TO YOU?"



- 73.5% said race or ethnicity
- Religion was second at 23%
- Disability was cited least, at 2%

OVERALL DIVERSITY RATINGS

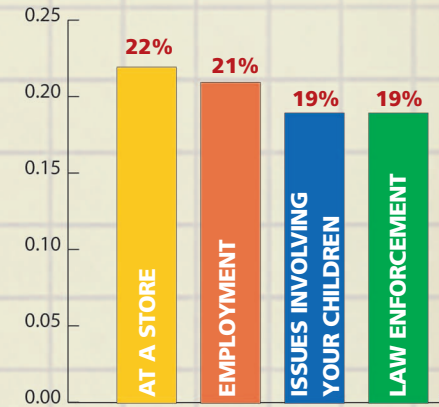
WHEN ASKED TO RATE THEIR COMMUNITY IN TERMS OF EMBRACING DIVERSITY:

- 54% said "good" or "very good"
- The mean diversity ranking, on a scale of 1-5, was approx. 3.5 (minimally acceptable)
- Rankings in Johnson County (3.79) were slightly higher than in Linn County (3.36)
- Ratings were highest for Caucasian respondents and lowest for African-American respondents



IDENTIFICATION OF DISCRIMINATION

The study also asked respondents to identify situations in which they felt discriminated against based on intolerance of diversity. The following situations were those with the highest percentages of respondents who indicated that someone in their household experienced discrimination "sometimes" or "often":

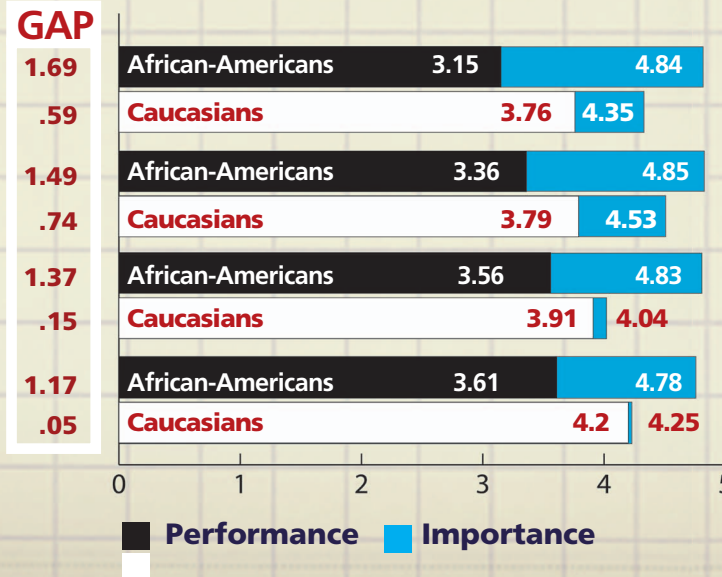


GAP ANALYSIS

IMPORTANCE VS. PERFORMANCE

Non-Caucasians cited a large difference between the importance of certain attributes and the community's performance on these attributes. Caucasians considered the gap to be much smaller.

- Appropriate action is taken against those who don't respect laws relating to diversity
- Diverse populations are welcome and accepted
- Employers advocate diversity in the workplace
- Schools advocate diversity through training and awareness-building



"In stores, they watch my daughter and they follow her."

-Survey Respondent

- 14% of the respondents stated they were often discriminated against and 47% said they were sometimes discriminated against in at least one specific situation of the 21 possible situations presented in the study
- 41% of respondents under the age of 25 said they experience discrimination at stores often or sometimes
- 50% of all African-Americans surveyed said they'd experienced discrimination involving law enforcement (46% in Linn County and 69% in Johnson County)