



www.diversityfocus.org

Voice of Diversity™ Diversity Climate Study Executive Summary



V E R N O N
RESEARCH GROUP

*Conducted by:
Vernon Research Group*

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Table of Contents

Diversity Focus.....	1
Purpose.....	2
Vernon Research Group.....	3
Methodology.....	4
Findings.....	5
Appendix A.....	7
Appendix B.....	8
Appendix C-1.....	9
Appendix C-2.....	10
Appendix D.....	11
Appendix E.....	12
Appendix F.....	13
Appendix G-1.....	14
Appendix G-2.....	15

Diversity Focus

Company Background

Many organizations in our community support diversity. However, our communities will progress and grow more quickly if we work together to draw from the vast cultural experiences we have here, in eastern Iowa, and look to other areas of the country and world to expand our focus.

To spearhead this activity, Diversity Focus was established in 2005 as an entity to integrate and coordinate existing efforts as well as identify or create other activities and programs.

Diversity Focus is a non-profit organization devoted to enhancing the diversity of the Cedar Rapids – Iowa City corridor with the following goals:

- Communication - Promote awareness, inclusion and that diversity is valued, welcomed, and necessary in the community
- Findit! Connect to All Things Diverse - Findit! is an online repository of ethnic and diverse resources and services, for new and not so new community members
- Program Enhancement and Development - Advance new ideas and opportunities through interactive programs to enhance diversity and inclusion within the community

Diversity Focus welcomes the challenge to assist the corridor in embracing the opportunities that diversity creates.

Purpose

- To understand how and where diversity is experienced in Linn and Johnson Counties
- To measure differences between importance and satisfaction ratings for issues of diversity
- To identify differences between perceived diversity by the overall community and reactions of specific diverse individuals
- To determine factors that best predict the willingness to accept diverse populations

Vernon Research Group

Company Background

For over 20 years Vernon Research Group has become a trusted advisor for clients, both locally and worldwide, through the use of advanced analysis to lead them from data to decisions.

Some of their clients include John Deere, AEGON USA, many United Way organizations, cities, counties, school districts and institutions of higher learning.

Specifically in the area of community development, Vernon has worked to help communities discover insights relevant to their future development.

Vernon has accomplished this through:

- Community needs assessments
- Community health care assessments
- Diversity climate studies
- Our Voice of the Citizen™ citizen satisfaction studies
- Education studies in the both fields of K-12 education and with colleges and universities

Methodology

Research Approach

- The diversity climate study was completed in one phase through two media
 - Survey Instrument
 - Designed specifically to assess the current climate of diversity that exists in Linn and Johnson Counties
 - Data Collection
 - Telephone-based interviewing
 - Respondents chosen randomly from residential database
 - Survey conducted between Sept. 15 and Oct. 29, 2008
 - The most difficult-to-obtain respondents were between the ages of 18 and 34 and those who identified themselves as African-Americans
 - Internet version of the survey was created in October and fielded in November in order to provide additional means of reaching these respondents

Sampling Plan

- 300 respondents in Linn County (nearly 500 actually surveyed)
- 300 respondents in Johnson County (nearly 400 actually surveyed)
- Ages 18-85
- Percentages reflective of census data
 - Over-sampling of persons with Black, Hispanic, and Asian race/ethnicity for subgroup comparison
- Balanced for gender

Findings

In the single most likely indicator of performance (Q6. “Overall, how would you rate your community when it comes to embracing diversity among residents?”), Johnson County outperforms Linn County with a rating of 3.79, compared to 3.36 (Appendix A). We believe this should be used as the benchmark for a broad indicator of community satisfaction regarding embracing issues of diversity.

In general, both importance and satisfaction ratings in Johnson County are higher than in Linn County (Appendix B). In addition, black respondents hold their peers to a consistently higher standard than other ethnic groups (especially when compared to Caucasians), and the standard is rarely met (Appendix C-1 and C-2).

Johnson County offers consistently higher ratings, but the breakdown of diversity issues and the identification of specific incidents of discrimination indicate that room for improvement in the diversity climate exists in both counties (Appendix D).

Race or ethnicity are the primary attributes of diversity cited in response to an open-ended question. The other six pillars of diversity (gender, age, religion, socio-economic status, disability and sexual orientation) are tremendously underrepresented, particularly in Linn County. In addition, socio-economic status is voluntarily offered by as few as 10% of 18-24 year olds (Appendix E).

The strengths of each county are as follows:

- Linn County
 - Higher performance ratings in meeting workplace needs -
Community leaders have diverse backgrounds
 - Community safety
 - High rates of involvement with diversity events and programs -
High rates of monetary donations

- Johnson County
 - Better awareness of programs and events relating to diversity - Higher ratings for teachers with diverse backgrounds
 - Higher ratings for “children attend school with classmates of diverse backgrounds”
 - High rates of involvement with diversity events and programs

Some negative issues included workplace related discrimination in Linn County and education-based discrimination in Johnson County.

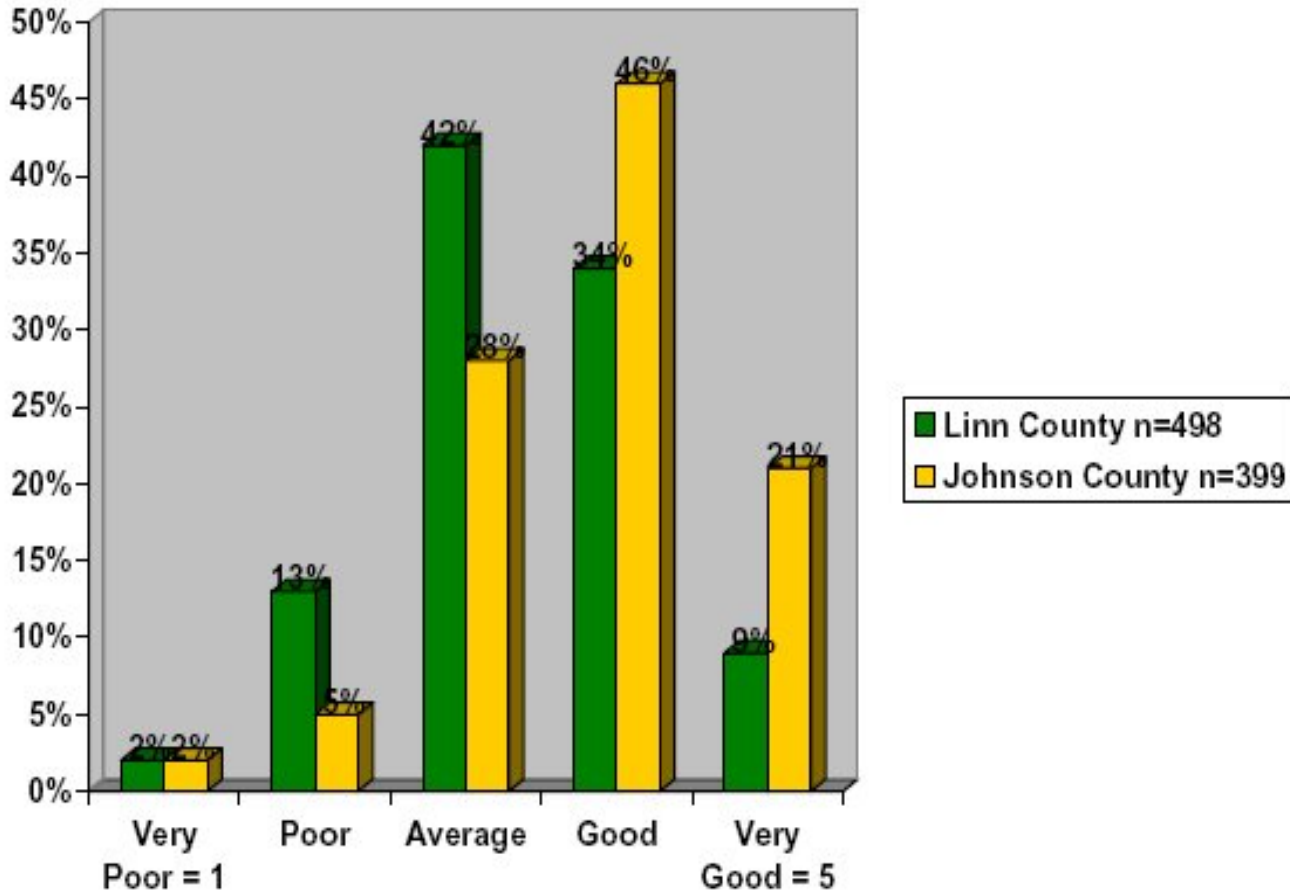
Based on the responses we received, we have determined that discrimination is most likely to occur in the following areas, with the following individuals (Appendix F):

- **At a store**
 - Johnson County
 - Black individual between the ages of 18 and 24
- **Employment**
 - Linn County
 - Black males
- **Law enforcement**
 - High in both counties
 - Most likely in Johnson County
 - Black males between the ages of 18 and 24
- **Public schools**
 - Johnson County
 - Blacks and Hispanics/Latinos(as)

Appendix A - Overall Community Diversity Ratings by County

The mean diversity rating in Johnson County was 3.79, while it was only 3.36 in Linn County

“Overall, how would you rate your community when it comes to embracing diversity among residents?”



Appendix B - Mean Importance and Satisfaction Ratings by County

(5-Point Scale, where 5 = Very Good or Very Important)

	Linn County Mean Importance Rating	Johnson County Mean Importance Rating	Linn County Mean Satisfaction Rating	Johnson County Mean Satisfaction Rating
Employers advocate diversity in the workplace	4.17	4.20	3.83	3.94
Diverse populations are welcomed and accepted	4.51	4.69	3.61	3.94
Schools advocate diversity through training and awareness building	4.25	4.43	4.11	4.16
I have neighbors of diverse backgrounds	3.88	4.04	3.53	3.74
Children attend school with classmates of diverse backgrounds	4.15	4.46	4.14	4.18
Children have teachers of diverse backgrounds	4.03	4.26	3.74	3.60
The community is prepared for a diverse, global economy	4.21	4.35	3.27	3.53
Community residents feel safe in all neighborhoods	4.60	4.75	3.30	3.48
Persons of specific ethnic backgrounds live in many communities rather than being segregated	4.06	4.31	3.30	3.28
Diversity is represented in community businesses	4.13	4.25	3.46	3.54
Community leaders have diverse backgrounds	4.17	4.30	3.31	3.37
I have co-workers with diverse backgrounds	4.16	4.15	3.69	3.71
Appropriate action is taken against people who do not respect laws relating to diversity	4.32	4.52	3.58	3.76
Outward intolerance of diversity is socially unacceptable	4.61	4.69	3.99	4.15
People of diverse backgrounds are treated in a friendly manner	4.53	4.66	3.72	3.97
Accommodations are made in workplaces, schools, and public facilities for residents with disabilities	4.42	4.59	3.96	4.12
Preferential treatment to residents because of race, ethnicity, religion, ability, etc. is unacceptable	4.30	4.47	3.99	3.86

“Tell me how well your community is doing when it comes to embracing differences of residents when it comes to race, gender, ethnicity, age, disability, sexual orientation, religion, and socio-economic status?”

(5-Point Scale, where 5 = Very Good or Very Important)

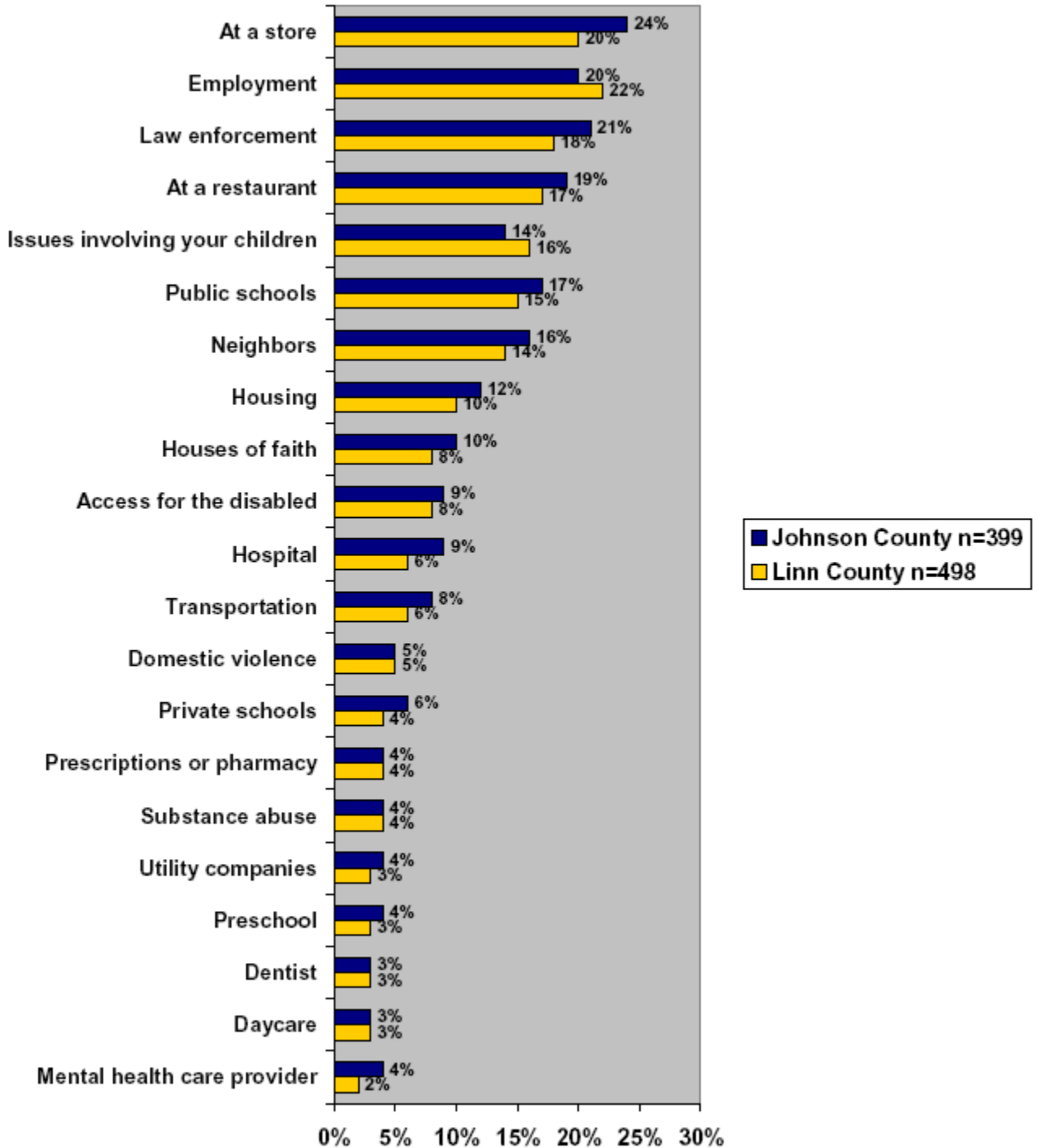
Mean Importance Ratings	Caucasian Respondents	African-American Respondents	Hispanic Respondents	Asian Respondents
Employers advocate diversity in the workplace	4.06	4.93	4.53	4.35
Diverse populations are welcomed and accepted	4.53	4.85	4.68	4.65
Schools advocate diversity through training and awareness building	4.25	4.78	4.62	4.47
I have neighbors of diverse backgrounds	3.84	4.42	3.94	3.86
Children attend school with classmates of diverse backgrounds	4.21	4.81	4.38	4.46
Children have teachers of diverse backgrounds	4.04	4.79	4.23	4.26
The community is prepared for a diverse, global economy	4.18	4.64	4.55	4.45
Community residents feel safe in all neighborhoods	4.63	4.90	4.75	4.64
Persons of specific ethnic backgrounds live in many communities rather than being segregated	4.10	4.62	4.46	4.16
Diversity is represented in community businesses	4.13	4.79	4.28	4.14
Community leaders have diverse backgrounds	4.14	4.71	4.40	4.32
I have co-workers with diverse backgrounds	4.07	4.80	4.16	4.24
Appropriate action is taken against people who do not respect laws relating to diversity	4.35	4.84	4.62	4.34
Outward intolerance of diversity is socially unacceptable	4.63	4.80	4.70	4.55
People of diverse backgrounds are treated in a friendly manner	4.59	4.61	4.52	4.62
Accommodations are made in workplaces, schools, and public facilities for residents with disabilities	4.47	4.79	4.51	4.63
Preferential treatment to residents because of race, ethnicity, religion, ability, etc. is unacceptable	4.30	4.81	4.63	4.65

“Tell me how well your community is doing when it comes to embracing differences of residents when it comes to race, gender, ethnicity, age, disability, sexual orientation, religion, and socio-economic status?”

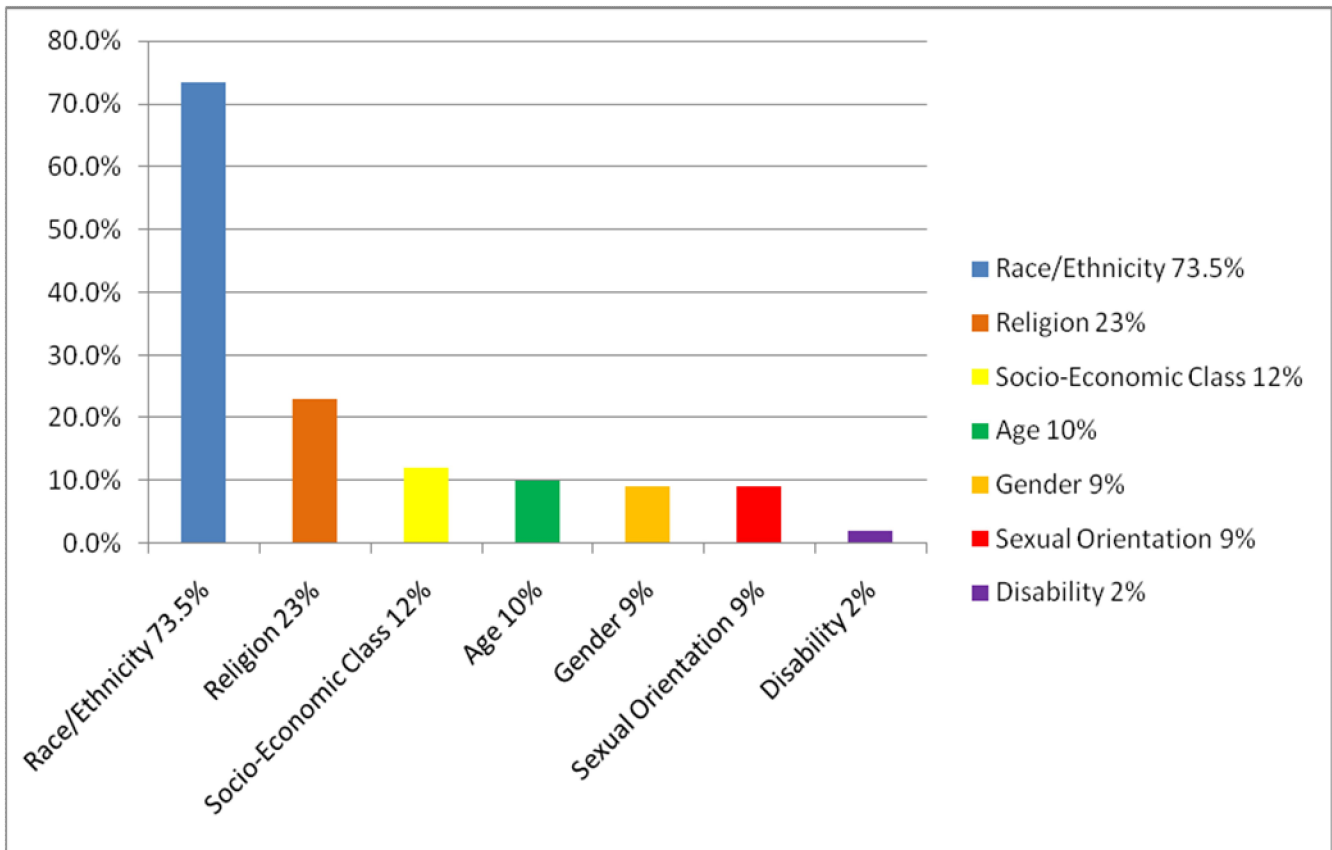
(5-Point Scale, where 5 = Very Good or Very Important)

Mean Satisfaction Ratings	Caucasian Respondents	African-American Respondents	Hispanic Respondents	Asian Respondents
Employers advocate diversity in the workplace	3.91	3.56	3.84	4.0
Diverse populations are welcomed and accepted	3.79	3.36	3.75	3.82
Schools advocate diversity through training and awareness building	4.20	3.61	4.05	4.05
I have neighbors of diverse backgrounds	3.67	3.27	3.59	3.68
Children attend school with classmates of diverse backgrounds	4.23	3.88	3.93	4.0
Children have teachers of diverse backgrounds	3.74	3.34	3.59	3.64
The community is prepared for a diverse, global economy	3.39	3.05	3.46	3.35
Community residents feel safe in all neighborhoods	3.25	3.36	3.82	3.98
Persons of specific ethnic backgrounds live in many communities rather than being segregated	3.26	3.04	3.44	3.50
Diversity is represented in community businesses	3.60	2.90	3.46	3.25
Community leaders have diverse backgrounds	3.35	3.42	3.30	3.18
I have co-workers with diverse backgrounds	3.69	3.62	3.92	3.88
Appropriate action is taken against people who do not respect laws relating to diversity	3.76	3.15	3.56	3.39
Outward intolerance of diversity is socially unacceptable	4.10	3.98	4.18	3.81
People of diverse backgrounds are treated in a friendly manner	3.86	4.0	3.85	3.88
Accommodations are made in workplaces, schools, and public facilities for residents with disabilities	4.11	3.75	4.13	3.77
Preferential treatment to residents because of race, ethnicity, religion, ability, etc. is unacceptable	3.97	3.84	3.79	3.79

“Please tell me if you or anyone in your household has been discriminated against based on an intolerance of diversity, often, sometimes, or never?”



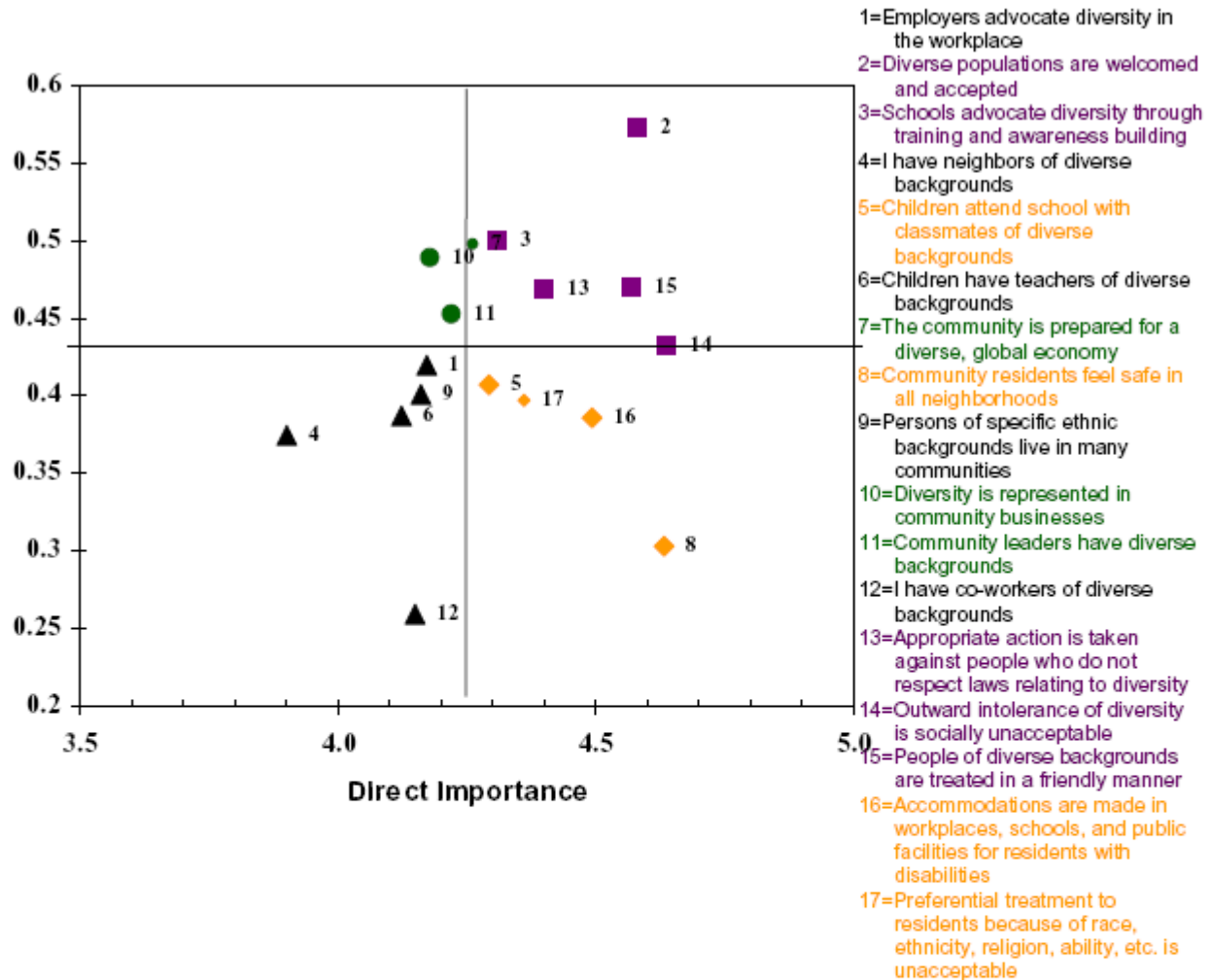
“What Does Diversity Mean To You?”



Appendix F - Percentages of Reported Discrimination by Demographics

	At a store	Employment	Law Enforcement	Public Schools
Linn County Asians	33%	33%	17%	17%
Linn County African-Americans	54%	51%	46%	37%
Linn County Hispanics	23%	23%	38%	17%
Linn County Caucasians	14%	17%	12%	10%
Johnson County Asians	31%	12%	17%	24%
Johnson County African-Americans	69%	46%	69%	35%
Johnson County Hispanics	51%	28%	46%	31%
Johnson County Caucasians	13%	16%	11%	12%
18-24	41%	27%	46%	32%
25-34	28%	24%	17%	13%
35-44	12%	16%	11%	8%
45-54	21%	20%	17%	21%
55-64	16%	25%	17%	18%
65-74	10%	12%	13%	8%
75+	6%	7%	3%	3%
Linn County Males	21%	25%	16%	14%
Linn County Females	20%	20%	19%	15%
Johnson County Males	31%	24%	26%	20%
Johnson County Females	17%	16%	16%	15%

Appendix G-1 - KANO Model



Appendix G-2 - KANO Model Ratings

Mean Satisfaction Ratings	Threshold Attributes	Performance Attributes	Excitement Attributes	Other Attributes
Employers advocate diversity in the workplace				3.87
Diverse populations are welcomed and accepted		3.75		
Schools advocate diversity through training and awareness building		4.13		
I have neighbors of diverse backgrounds				3.62
Children attend school with classmates of diverse backgrounds	4.15			
Children have teachers of diverse backgrounds				3.68
The community is prepared for a diverse, global economy			3.38	
Community residents feel safe in all neighborhoods	3.38			
Persons of specific ethnic backgrounds live in many communities rather than being segregated				3.29
Diversity is represented in community businesses			3.49	
Community leaders have diverse backgrounds			3.38	
I have co-workers with diverse backgrounds				3.70
Appropriate action is taken against people who do not respect laws relating to diversity		3.64		
Outward intolerance of diversity is socially unacceptable		4.06		
People of diverse backgrounds are treated in a friendly manner		3.86		
Accommodations are made in workplaces, schools, and public facilities for residents with disabilities	4.01			
Preferential treatment to residents because of race, ethnicity, religion, ability, etc. is unacceptable	3.94			