



COMMUNITY SURVEY 2023



Prepared by

Josie Gatti Schafer, Ph.D., director, UNO Center for Public Affairs Research

Tara Grell, graphic designer, UNO Center for Public Affairs Research

Morgan D. Vogel, Ph.D., research associate, UNO Center for Public Affairs Research

Dena Lund, community service specialist, UNO Center for Public Affairs Research

Michael Lee, research assistant, UNO Center for Public Affairs Research



This brief summarizes findings from a community survey that was distributed to 11,565 households in the City of Manhattan, Kansas, in April of 2023 with a response rate of 22%. Data in this report was collected and analyzed using established and tested methods.

*The data, statements, finds, and conclusions in this report do not necessarily reflect the views and policies of the City of Manhattan, Kansas. ** ADA STATEMENT ??*

EXECUTIVE SUMMARY



90%

About 90% of respondents are satisfied or very satisfied with the overall quality of life and feeling of safety in the city.



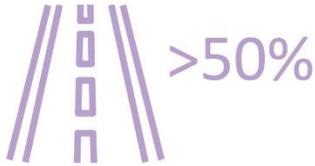
84%

About 84% were satisfied or very satisfied with the quality of parks. Quality and availability of parks are top priorities.



64%

64% of respondents think the City of Manhattan Parks and Recreation (MPRD) should develop and maintain recreation facilities and manage youth recreation leagues and 57% felt youth recreation should be mostly paid for with tax dollars and some user fees.



>50%

Over 50% were satisfied or very satisfied with most public works services, in particular, the quality and timeliness of snow removal. Maintenance of many city streets is a top priority.

75%



75% of respondents are satisfied or very satisfied with the condition and maintenance of housing in their neighborhood.



81%

Of a range of “workforce housing” initiatives being considered, 81% of respondents support or strongly support rehabilitation of existing homes for workforce housing.



78%

78% of respondents support or strongly support development of an indoor aquatic center accessible year-round within city limits.



42%

Residents are divided on options for Moro Street in Aggieville with 42% of respondents supporting closing the street to traffic to develop a pedestrian only zone, 33% supporting some traffic and parking, and 15% supporting keeping traffic but eliminating on-street parking.



>50%

A majority of residents, over 50%, feel satisfied or very satisfied with customer service and the effectiveness of communications from the city.

METHODS

Overview

In February of 2023, Jared Wasinger, Kristel Dolf, and the team at the University of Nebraska at Omaha Center for Public Affairs Research (CPAR) kicked off planning for the 2023 MHK Community Survey building on previous survey collaborations in 2015, 2017, and 2019.

Sampling

A survey gauges the opinions of a population with data from a sample, a subset of the population. The population of interest for this survey is 23,427 households in the City of Manhattan, Kansas, according to the City Utilities Department household billing list. As in years past, the goal of the sampling strategy was to ensure expansive outreach to the community and valid representation of the opinions of households.

For 2023, we began with the large convenience sample of 6,838 email addresses provided by the city utilities department and stratified them by neighborhood. Our sample of email subscribers have the benefit of receiving the survey direct to their email making it easy to access and therefore increasing the response rate. However, use of a convenience sample can have negative consequences for the validity of the findings as they may systematically differ in meaningful ways from the population at large. In prior years conducting the community survey, we analyzed differences in response between a random sample and email respondents. We found that responses between the two samples did not differ significantly for most questions. As a result, we began with this sample to maximize outreach to the community. Next, we drew a random, stratified by neighborhood, sample of 3,000 households. Then, because the email addresses were not proportional to the population, we drew another random 2,000 addresses in certain neighborhoods to ensure each neighborhood was represented proportionally to their total population. That is a total of 11,838 houses within the city of MHK that were contacted to participate in the survey, or 50% of the population. Our sampling strategy is summarized in Table 1.

Figure 1: Neighborhood Map

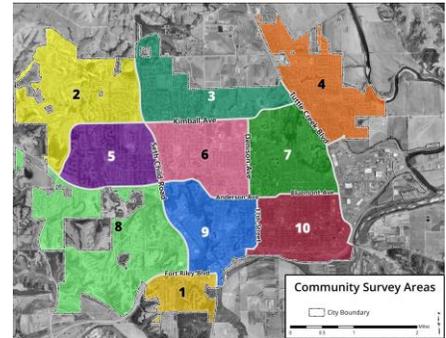


Table 1: Sampling Strategy

Neighborhood	Households	Percent of Total Households	Households w/ Email	Email Sample %	Random Address Sample	Additional Address Sample	Total Sample	Sample %
2	1,818	7.9%	545	8.0%	233		778	6.6%
4	4,163	17.8%	1,244	18.2%	533	250	2,027	17.9%
6	2,998	12.8%	790	11.6%	384	500	1,674	14.1%
8	2,464	10.5%	1,056	15.4%	316		1,372	11.6%
10	3,561	15.2%	747	10.9%	456	500	1,703	14.4%

Response Rate

The survey was sent to those with email addresses on April 17, 2023, at 10 A.M. with a successful delivery rate of 98%. Three reminder emails were sent on April 21, May 2, and May 17, 2023. Postcards to addresses were sent on April 21 and a reminder postcard was sent on April 27. Due to delays in bulk mailing, postcards were received on approximately May 3 and May 10. Due to undeliverable addresses and email bounces we estimate about 11,565 households received a request to participate in the survey.

The total number of responses to the survey was 2,503 for a response rate of 22%, which is more surveys received than in any previous years of the community survey.

Confidence Interval and Margin of Error

Based on our population, sample, and response rate, we can calculate a confidence interval and a margin of error, using common formulas. Generally, we can say, that **95% of the time the range of opinions that we see in the sample will be precise to the population within two percentage points above or below the sample number.** However, some questions have fewer responses and thus the margin of error will increase for those questions.

Examining Non-Response and Sample Bias

Non-response bias is the concern that persons who respond to the survey have views that differ substantially from those who do not respond to the survey.

There are several methods for checking non-response bias. However, the most common way is to compare attributes of the data collected with some outside sources of data to characterize the population.

First, we examine response rates by neighborhood. Table 2 demonstrates that we generally have a fair proportion of response from each neighborhood.

Table 2: Response Rate by Neighborhood

Neighborhood	Number of Households	% of Households in Each Neighborhood	% Respondents in Each Neighborhood
1	792	3.4%	4.1%
2	1,818	7.9%	12.2%
3	1,746	7.5%	8.7%
4	4,163	17.8%	13.4%
5	1,698	7.2%	11.8%
6	2,998	12.8%	11.7%
7	2,453	10.5%	4.9%
8	2,464	10.5%	14.7%
9	1,734	7.4%	9.2%
10	3,561	15.2%	9.3%

Next, we use data from the U.S. Census Bureau’s American Community Survey’s 5-year estimates for 2021 to compare to some of the demographic variables on the survey. Table 3 shows that some demographic differences in our sample compared to the population exist. Large differences are notated with stars.

Table 3: Analysis of Potential Sample Bias

Demographics	Survey Responses	American Community Survey, U.S. Census Bureau, 5-year estimates, 2021
AGE, 18 - 24	6.5%	16.9% *
25 - 34	15.7%	15.9%
35 - 44	22.9%	9.8%
45 - 54	15.7%	7.4%
55 - 64	15.1%	7.9%
65 and older	24.1%	8.9%
GENDER, % Female	56.7%	49.0%
INCOME, Less than \$24,999	4.6%	24.1% *
\$25,000 - \$49,999	12.9%	23.4%
\$50,000 - \$99,999	32.1%	29.3%
\$100,000+	38.5%	23.1%
EDUCATIONAL ATTAINMENT, Less than high school	0.4%	4.3%
High school	5.3%	13.5%
Some college	13.5%	21.3%
Associate degree	7.3%	8.2%
Bachelor's degree	35.0%	27.8%
Graduate or professional degree	38.6%	25.0%
HOUSING, % own	78.6%	41.7% *
RACE & ETHNICITY, Identify as White	87.5%	80.4%

As a result of this analysis, we may conclude that our survey results may fail to accurately capture the opinions of those 18-24 years old, make less than \$24,999 a year, and rent as compared to own their homes.