



# Oshkosh Citizen Survey Trend Analysis 2009-2021

Prepared By:

University of Wisconsin Oshkosh  
Department of Public Administration

University of Wisconsin Oshkosh  
Center for Customized Research

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## Introduction

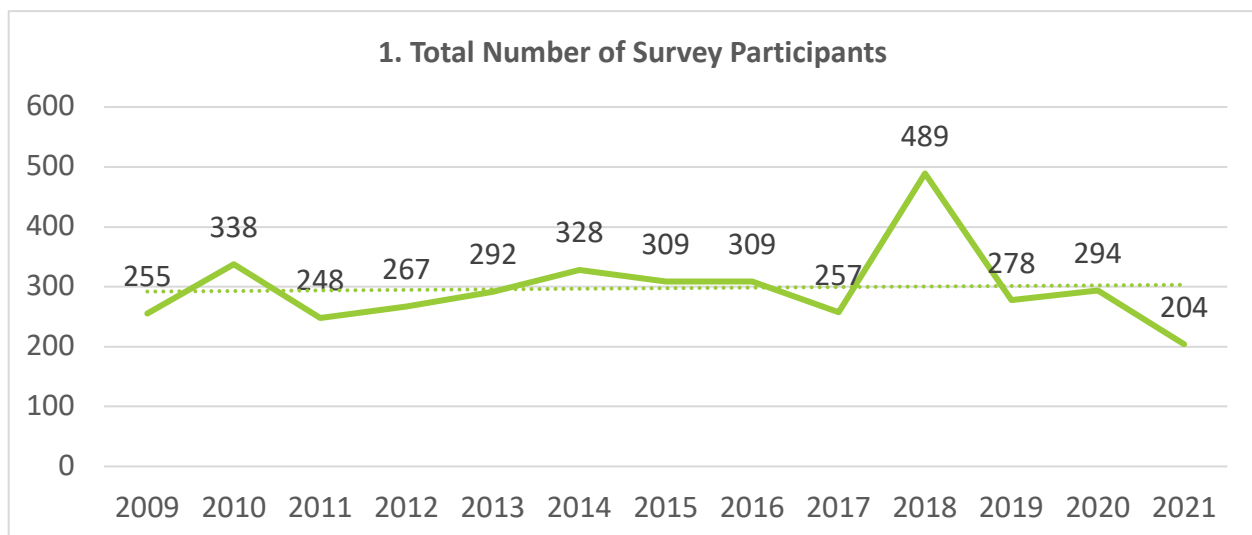
Since 2009, the City of Oshkosh has partnered with the Department of Public Administration at the University of Wisconsin – Oshkosh (UWO) to conduct the Oshkosh Citizen Survey. Residents are asked questions pertaining to their overall quality of life, feelings of safety, and city services. This report offers a trend analysis of the results from 2009 - 2021.

This report is organized into the following sections. First, the methodology section provides an overview of how the survey data has been collected and changes that have been implemented over time to increase diversity of respondents. It also reviews the statistical validity of results over time. Next, participant demographic characteristics are presented, including a breakdown of the proportion of participants by: sex, age, race, ethnicity, and annual household income.

Then, responses to questions about services provided by the City of Oshkosh are presented. The section begins by presenting results concerning quality of life indicators between 2009-2020. City service results are highlighted that present the highest and lowest ranked services in terms of quality. Then, the highest and lowest services ranked in terms of importance are presented. Finally, results of a gap analysis between quality and importance of services are presented to show the services that have most often shown a gap in service between what participants experience compared to the level of service they expect.

## Methodology

Chart 1 includes the number of total participants from 2009 through 2020. From 2009-2017, the Oshkosh Citizen Survey was randomly distributed through a mail survey using the City of Oshkosh utility data addresses. In 2018, new data methods were introduced to increase the total survey response and the diversity of participants. The additional methods included recruiting participants through field surveys and Polco online survey software. This led to 489 total participants, the highest proportion in the history of the Oshkosh Citizen Survey.



Of those 489, 227 participants completed a survey that they received in the mail, 70 filled out the survey in person when asked by MPA graduate students throughout the City, and 192 completed the survey online through Polco. After 2018, it was decided that mail surveys would no longer be sent and all surveys would be completed through Polco online surveying techniques. That is the reason that the total participants has returned to comparable levels of 2009-2016.

In addition to changing the method of survey distribution from mail to an online format, additional techniques have been utilized to increase diversity of participants. More specifically, based on data from 2017, only 2 participants identified as non-white, as shown in the Table below.

<b>Race</b>	<b>Number</b>	<b>%</b>	<b>2010 Census</b>
White	242	94.5%	90.5%
Two or More Races	1	.4%	1.7%
Some Other Race	1	.4%	-
No Response	13	5.1%	-
<b>Total</b>	<b>257</b>	<b>100%</b>	

To increase outreach to communities of color and other demographic groups that were underrepresented (Hispanic/Latino, residents under 40, and residents making less than \$25,000 annually), field surveys were attempted by MPA graduate students in 2018 at locations that such participants were likely to be present. Since then, these locations have included: Reeve Union at UWO, State of the City at the Oshkosh Convention Center, Oshkosh Public Library, Unity in Community Day at the Oshkosh Convention Center, Oshkosh YMCA, Downtown Transit Center, Kids and Cops Basketball Game hosted by Fit Oshkosh, and the Oshkosh Mediterranean Food Market.

Furthermore, targeted outreach to various UWO offices and organizations has also occurred, sending invitations to historically underrepresented groups and asking for their participation, including: UWO Library, LGBTQ+ Resource Center, American Indian Student Services, Men of Color and Latino/Hispanic Initiatives, Department of Social Justice, Multicultural Education Center, Women’s Center, Student Recreation and Wellness, Department of Residence Life, The Cabinet Food Pantry, Student Organization of Latinos, College Democrats, College Republicans, Student Environmental Action Coalition, Oshkosh Student Association, Asian Student Association, Africa American Studies, Hmong Student Union, and the International Student Association. While community outreach efforts were difficult due to the Covid disruption in 2020 and 2021, more outreach is planned for 2022.

## Participant Demographics

Chart 2 includes the percentage of respondents that identified as people of color from 2010 through 2021. The proportion has increased over time, showing an upward trend. For instance, 1.50% of respondents identified as people of color in 2010. Over the past four years, the proportion has steadily increased. In 2021, 8.3% of respondents identified as people of color, which is the highest proportion in the history of the Oshkosh Citizen Survey.

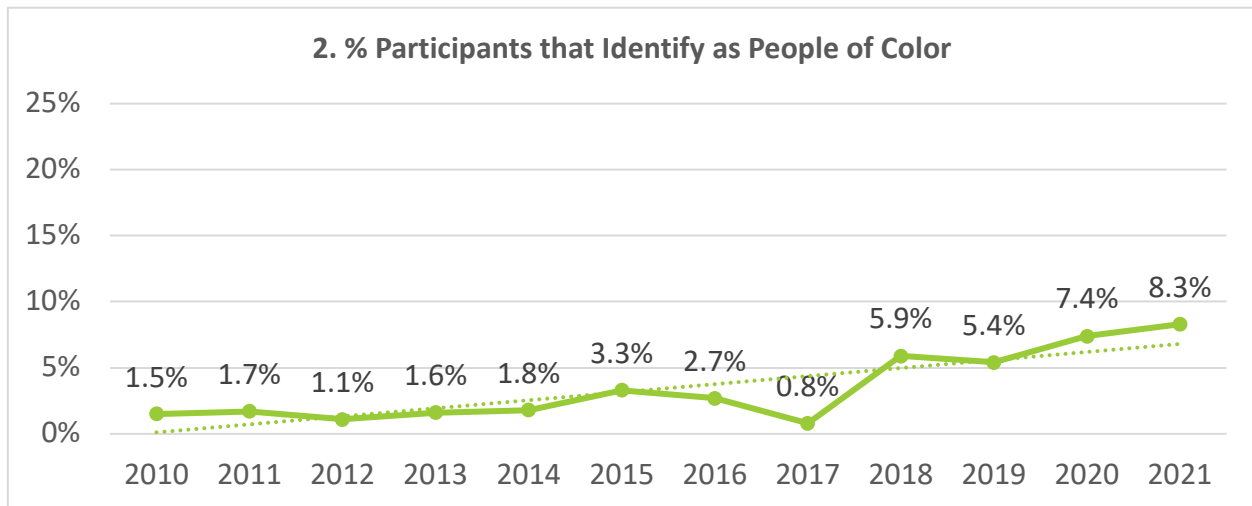


Chart 3 includes the percentage of respondents that identified as participants by Hispanic or Latino origin. The proportion increased substantially between 2011 and 2018. However, since 2018 the percentage of Hispanic or Latino respondents steadily decreased to less than one percent in 2021.

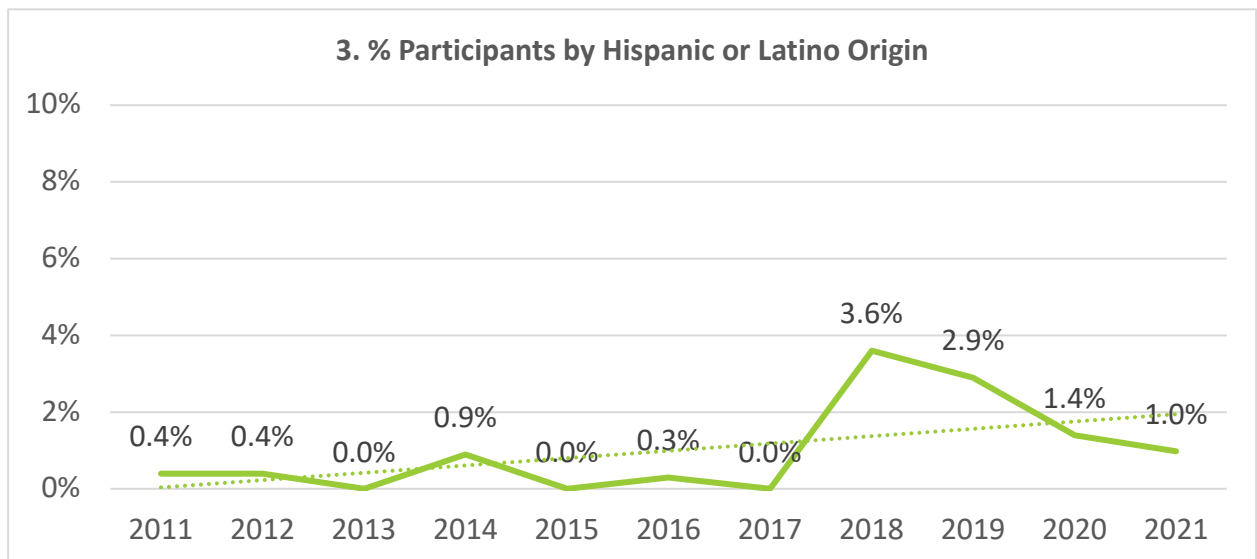
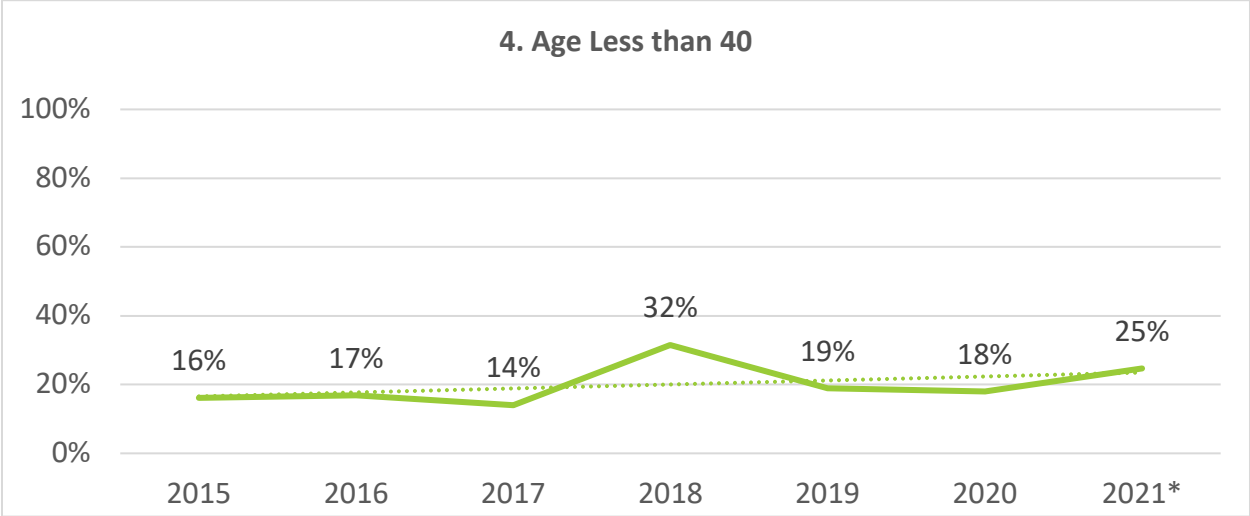
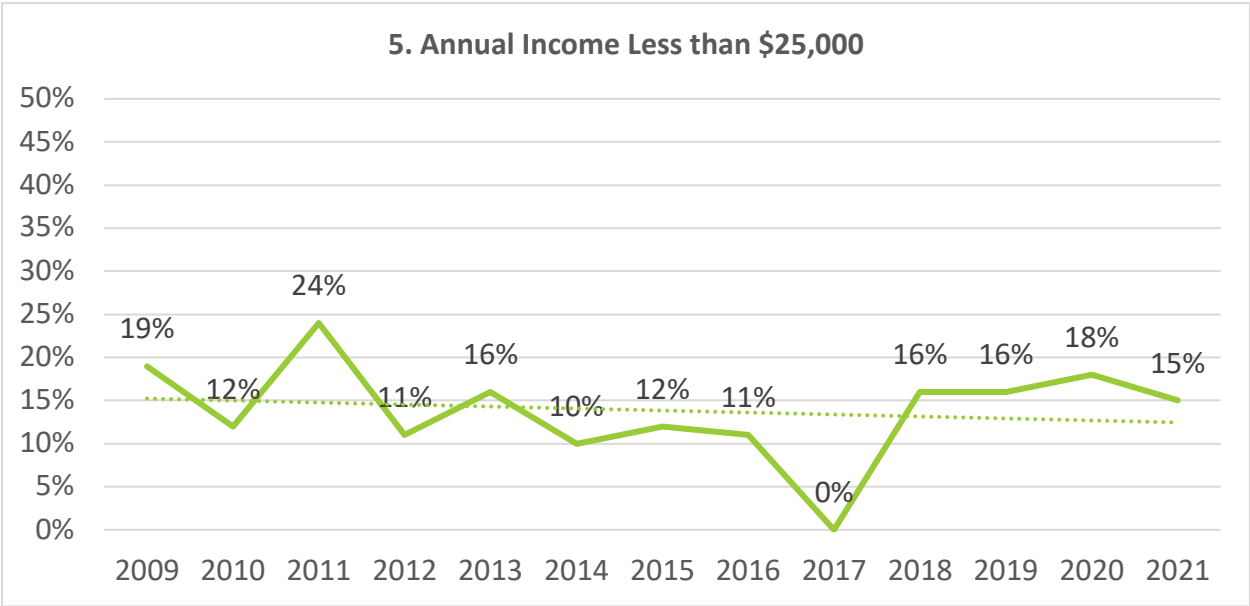


Chart 4 includes the percentage of people who were less than 40 years of age from 2015 through 2021. Age data was not available at this level prior to 2015. In addition, reporting changes mean the 2021 numbers reflect those under the age of 45. The proportion has increased over time, showing an upward trend. For instance, 16.2% of respondents were less than 40 in 2015, whereas 18% were 18-39 in 2020. In 2018, the proportion increased showing an upward trend, 31.50% of respondents were less than 40, which is the highest proportion in the history of the Oshkosh Citizen Survey.



\*Note: 2021 results reflect those under the age of 45.

Chart 5 includes the percentage of respondents whose annual income is less than \$25,000 from 2009 through 2016 and from 2018 through 2021, no data is available for 2017. The proportion has been variable over time. In 2021, 14.7% of respondents had a household income below \$25,000.



## Quality of Life

Chart 6 displays the percentages of respondents that identified Oshkosh positively as an affordable place to live from 2012 through 2021. The proportion has generally increased over time, showing an upward trend. For instance, 53.5% of respondents identified Oshkosh positively as an affordable place to live, whereas 62% did in 2021.

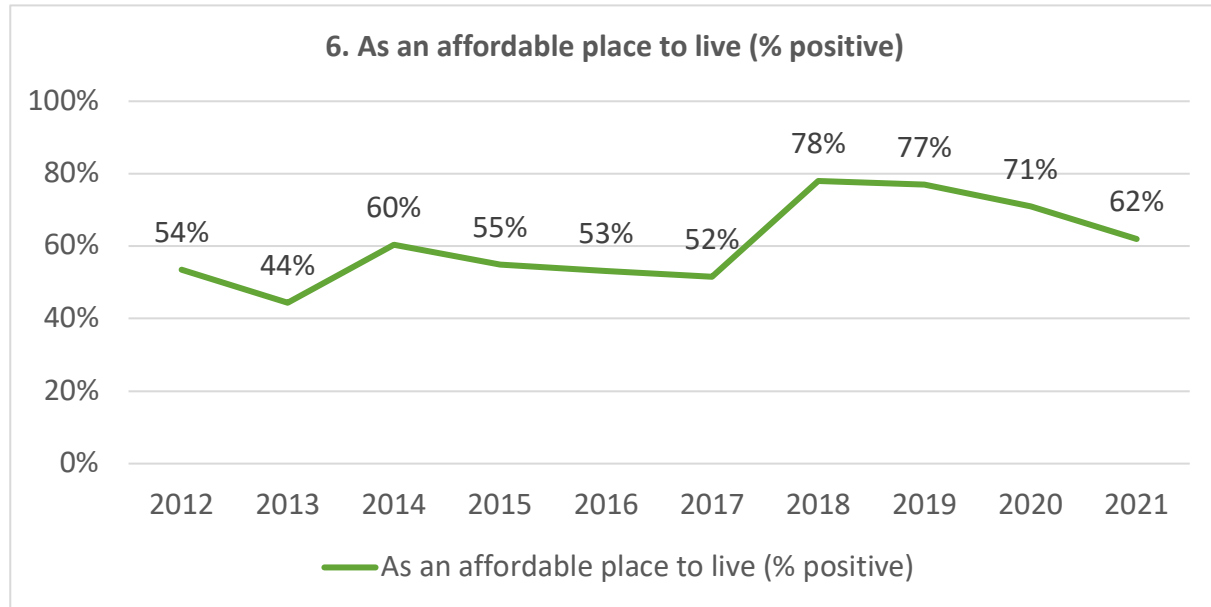


Chart 7 displays the percentage of respondents that identified Oshkosh positively as a place to recreate and play from 2018 through 2021. The proportion has stayed steady over time. For instance, 69% of respondents identified Oshkosh positively as a place to recreate and play in 2018, whereas 68% did in 2021.

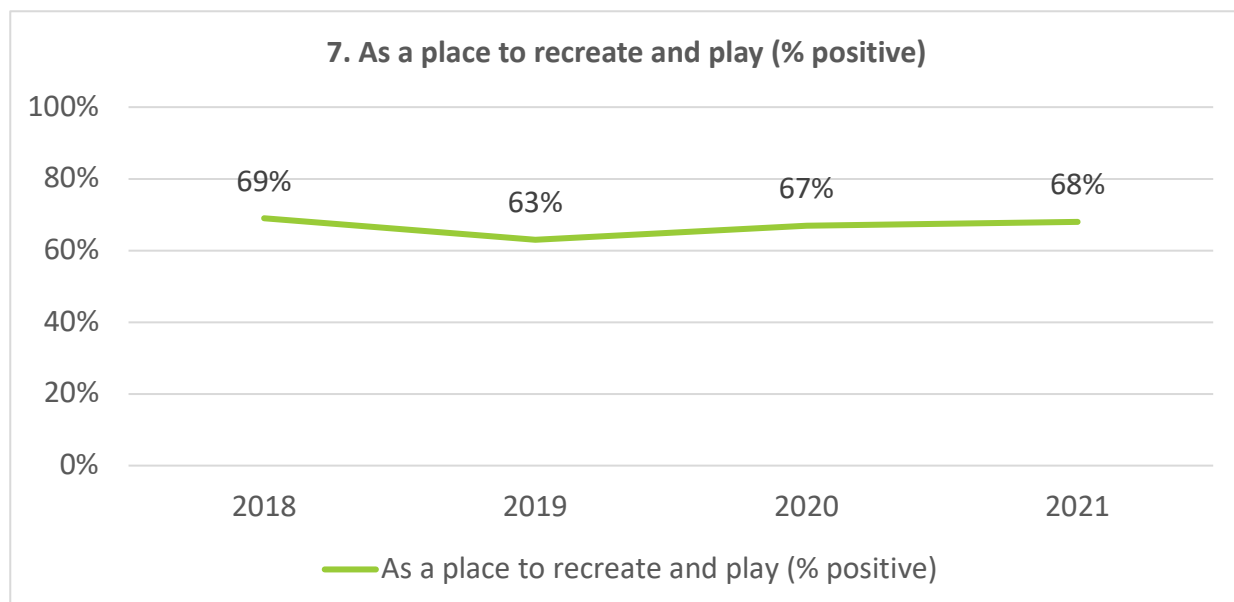


Chart 8 displays the percentage of respondents that identified Oshkosh positively as a place with quality entertainment from 2014 through 2021. The proportion has generally remained steady, however there is a substantial drop in 2021. It is likely this drop is related to diminished entertainment options during the Covid pandemic.

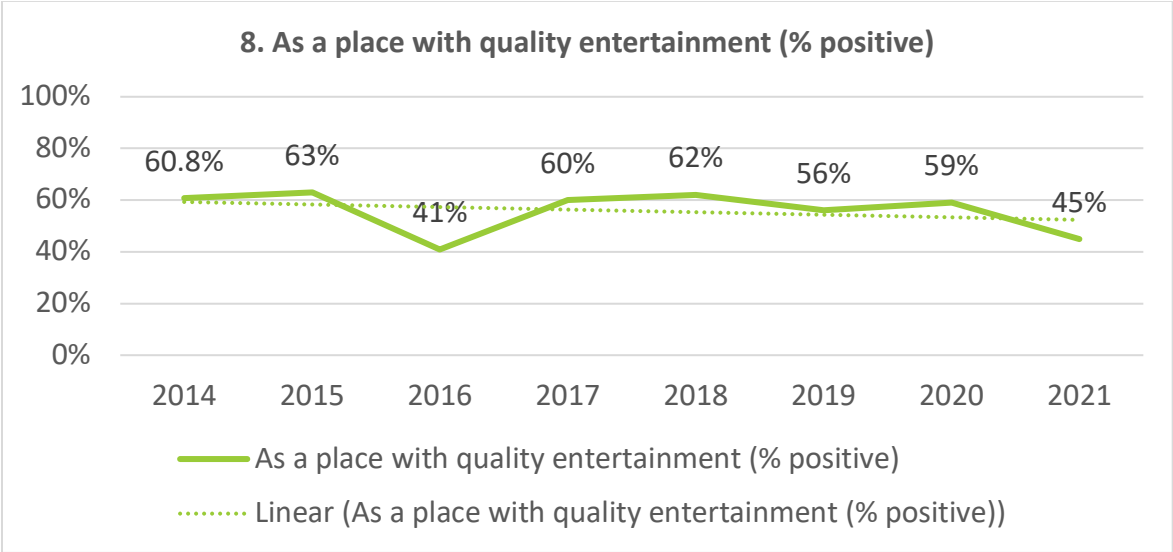


Chart 9 displays the percentage of respondents who identified Oshkosh positively as a place to work from 2011 through 2021. The proportion has increased over time, showing an upward trend. For instance, 49% of respondents identified Oshkosh positively as a place to work in 2011, whereas 58% did in 2021. Over the past two years, however, trends have been negative.

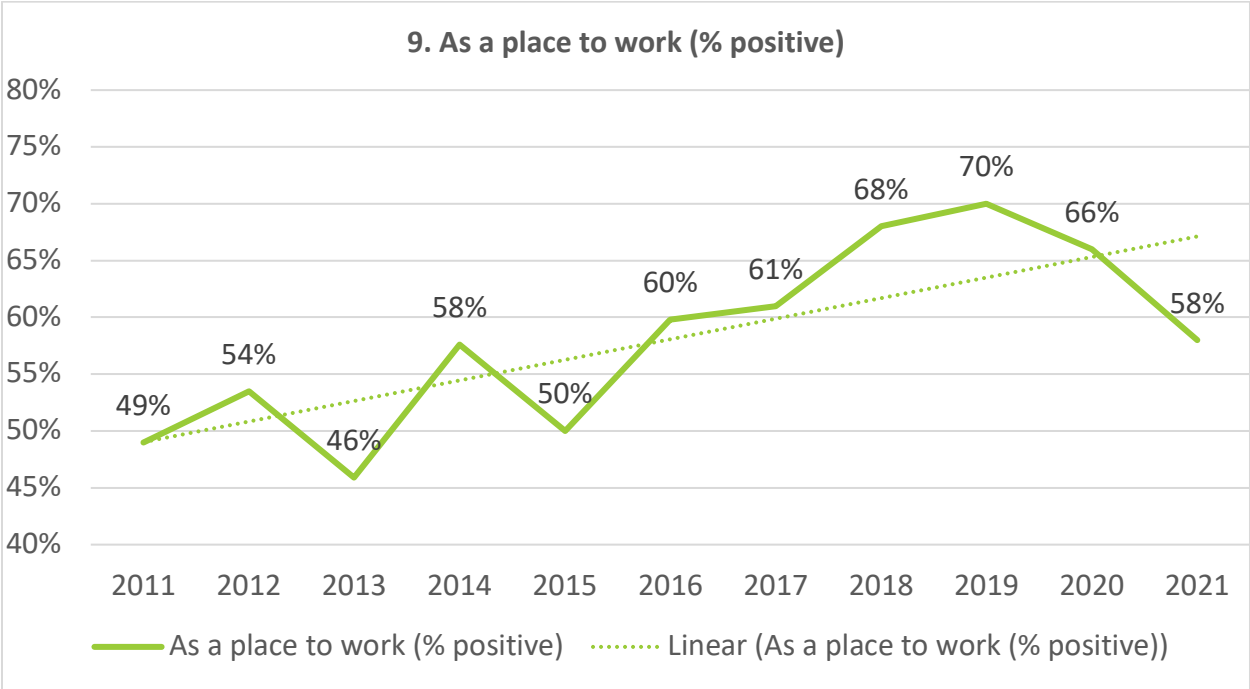


Chart 10 displays the percentage of respondents that identified Oshkosh positively as a place to start a business from 2017 through 2021. The proportion has very slightly increased over time, showing an upward trend. For instance, 26% of respondents identified Oshkosh positively as a place to start a business in 2017, whereas 29% in 2021.

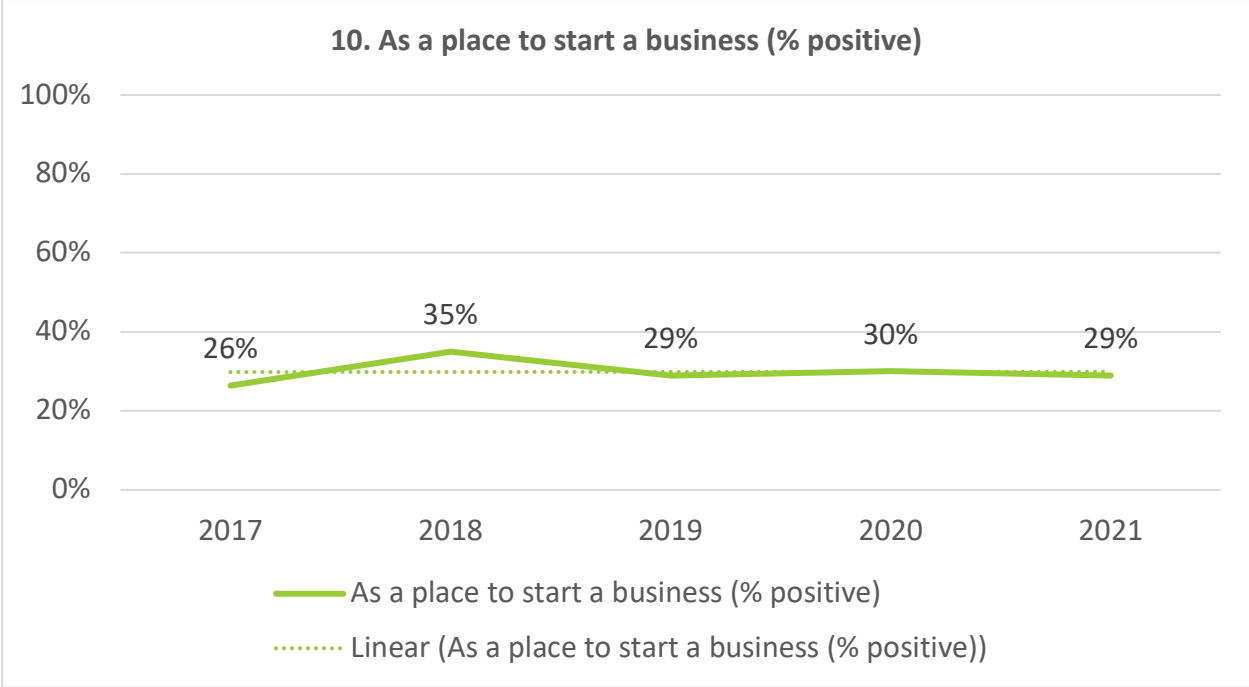


Chart 11 shows the percentage of respondents that identified Oshkosh positively as a place to raise children from 2009 through 2021. The proportion has decreased steadily over time, to an all-time low of 62% in 2021.

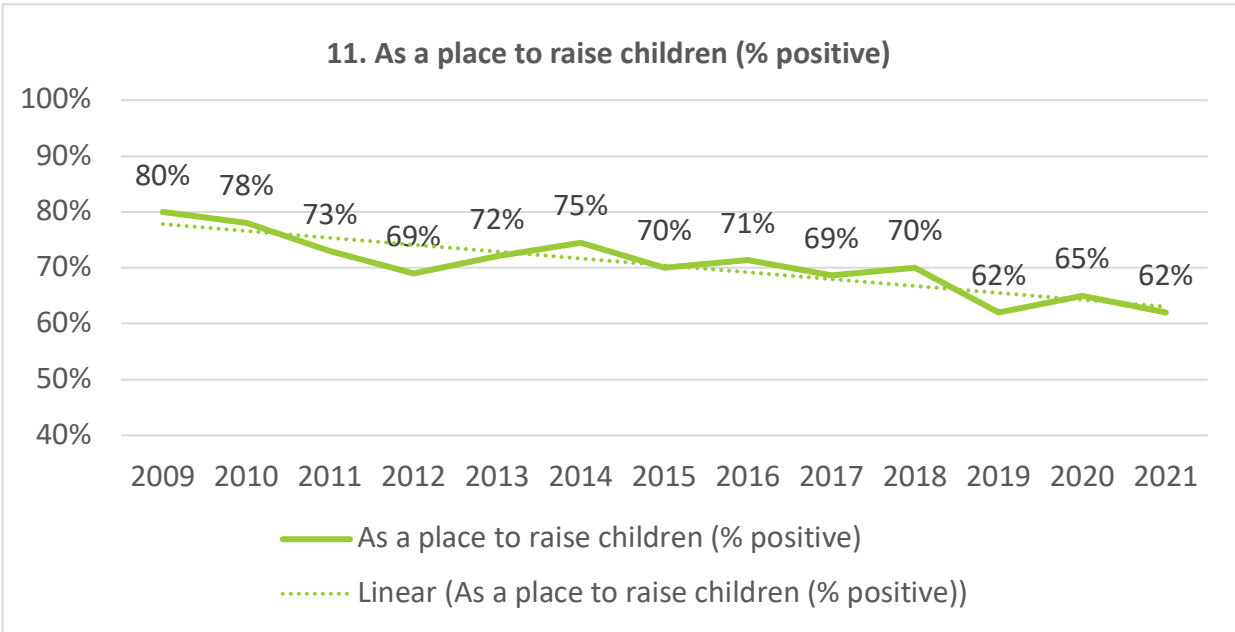




Chart 12 displays the percentage of respondents that identified Oshkosh positively as an environmentally friendly city from 2010 through 2021. The proportion has slightly declined over time to 40% in 2021.

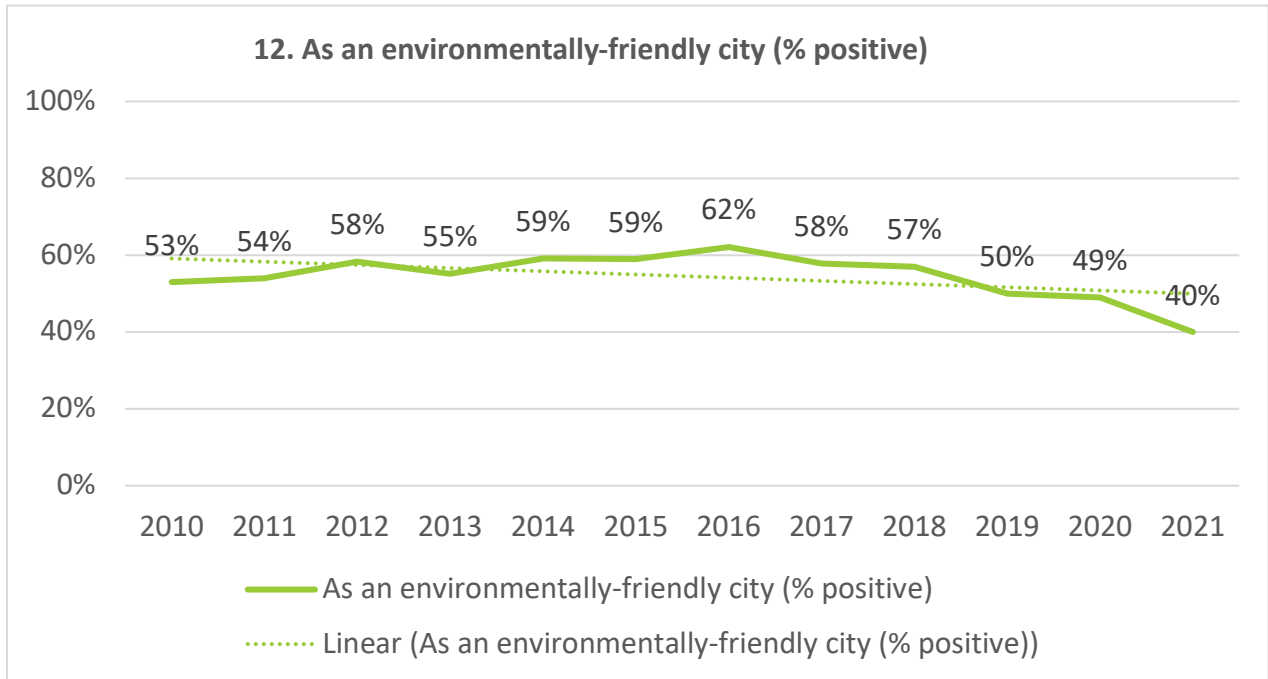


Chart 13 displays the percentage of respondents that identified Oshkosh positively as a place to retire from 2009 through 2021. The proportion has significantly decreased over time, showing a downward trend. For instance, 75% of respondents identified Oshkosh positively as a place to retire in 2009, which is the highest proportion in the history of the Oshkosh Citizen Survey, whereas 39% did in 2021.

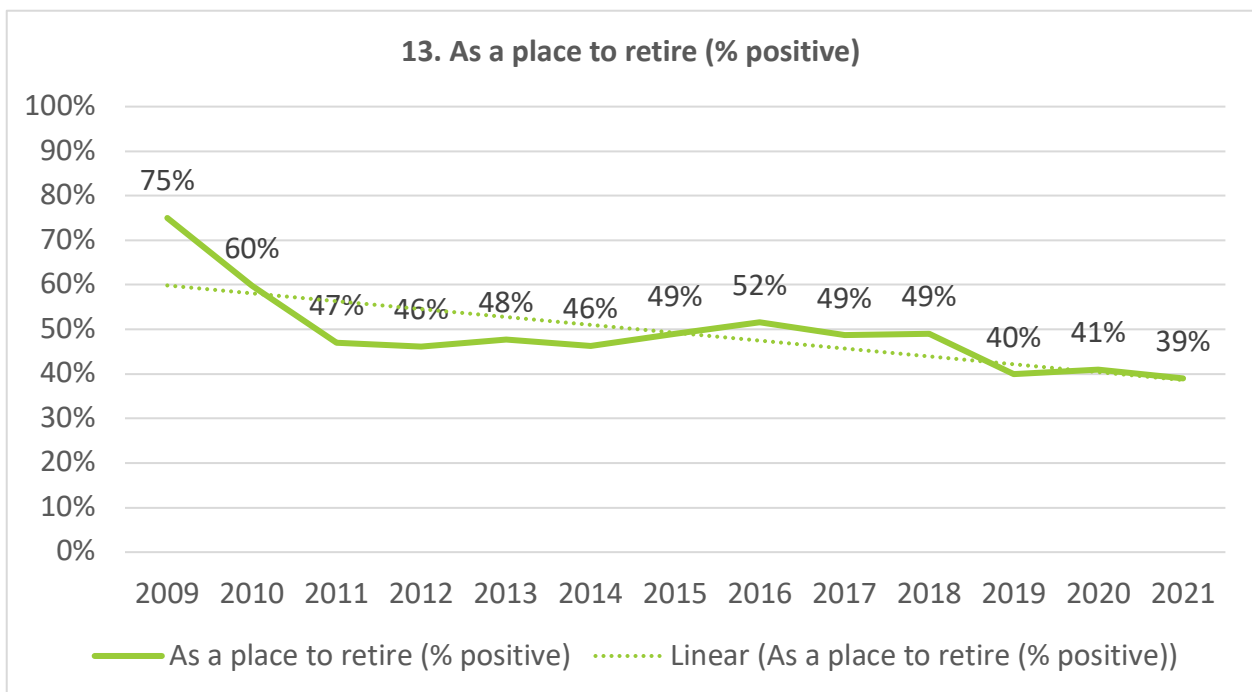


Chart 14 shows the percentage of respondents that identified Oshkosh positively as a welcoming, inclusive community/feeling a part of the community from 2013 through 2021. The proportion has decreased over time, showing a downward trend. For instance, 53% of respondents identified Oshkosh positively as a welcoming, inclusive community/feeling a part of the community in 2013. In 2021, 41% of respondents identified Oshkosh positively as a welcoming, inclusive community/feeling a part of the community.

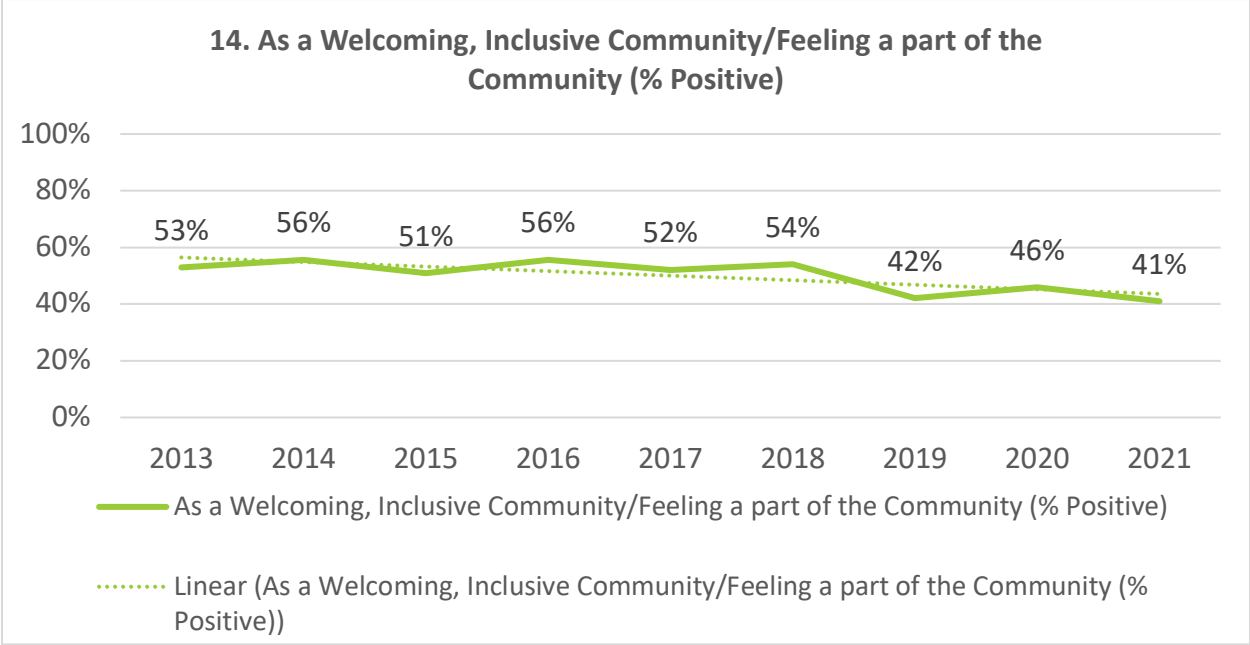


Chart 15 shows the percentage of respondents that identified Oshkosh positively as a place accepting of diversity from 2009 through 2021. The proportion has decreased over time showing a downward trend. For instance, 58% of respondents identified Oshkosh positively as a place accepting of diversity in 2009, whereas 32% did in 2021.

