Storytelling with data and ensuring what we measure is meaningful

JULY 28, 2023

ALLISON LIUZZI

MINNESOTA COMPASS IS A PROJECT OF WILDER RESEARCH
WELCOME

What stories do you tell about your organization?
Do you use data in those stories?
Today’s presentation

1. Why use data?
2. How to tell your story using data
3. Ensuring what we measure is meaningful
Why use data?
Why use data?

- To help measure and grow our impact
- To make the case to support my community
- To evaluate effectiveness and tell the story of our impact
- Build a data culture to uncover insights, tell the story, and drive policy change
## What types of decisions can data inform?

<table>
<thead>
<tr>
<th>Area</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allocating resources</td>
<td>How do we distribute funds across programs?</td>
</tr>
<tr>
<td>Strategic planning, goal setting</td>
<td>How do we determine strategic priorities for this funding cycle?</td>
</tr>
<tr>
<td>Understanding community needs</td>
<td>How do we address the needs in our community?</td>
</tr>
<tr>
<td>Program or policy development</td>
<td>How do we develop effective programs that address an issue in our community?</td>
</tr>
<tr>
<td>Program or policy evaluation/implementation</td>
<td>How effective is our programming?</td>
</tr>
<tr>
<td>Grantwriting/fundraising</td>
<td>How do we share our work to effectively educate funders about what we do?</td>
</tr>
</tbody>
</table>
What data should I use?
There’s no shortage of data sources!

- U.S. CENSUS
- STATE DATA
  - County, City, etc.
- ADMINISTRATIVE DATA
- SURVEYS
- FOCUS GROUPS
- CLIENT TESTIMONIALS

YOUR STORY
How comfortable are you with using data to tell your story?
How to tell your story using data
Storytelling with data

1. Where are we at?
2. How does that compare?
3. Where do we see disparities?
1. Where are we at?

• What is the most recent estimate?
• Look for one number.
Fifty-one percent of BIPOC householders own their home.

Homeownership rate by race
Minnesota, 1990-2021

Most recent estimate! One number!

51%
2. How does that compare?

• Where do things stand relative to other time periods, places, or populations?

• Are we getting better, worse, or staying the same?
Homeownership among BIPOC householders is up five percentage points in the last five years.
That’s still 22 percentage points lower than the overall homeownership rate.

Homeownership rate by race
Minnesota, 1990-2021

- 73% Of Color
- 51% Minnesota (all)
3. Where do we see disparities?

• Compare your “one number” to other subgroups.

• Which subgroups are better or worse than your “one number”? 
Across races and ethnicities, most homeownership rates fall above this average. But only 31% of Black householders own their home.

**Homeownership rate by racial and ethnic group of the householder**  
Minnesota, 2021

- American Indian: 49.5%  
- Asian: 66.1%  
- Black: 30.5%  
- Hispanic: 56.6%  
- Other race: 56%  
- Two or more races: 59.7%  
- White (non-Hispanic): 77.5%  
- Minnesota (all): 73%

51% of BIPOC householders own their home.
Let’s pick a topic and try it together.
Ensuring what we measure is meaningful
Ensuring what we measure is meaningful

1. Ask the question
2. Consider historical context and intersectionality
3. Make sure people feel safe
4. Use both qualitative and quantitative data
5. Involve community members in interpreting data
1. Ask the question

• Consider which *identities* are relevant to the stories you need or want to tell.

• Balance:
  
  • In order to count, people need to be counted.

  • Will this additional information help me better tell the story or make a more informed decision?
Analyzing census data

Minnesota Compass researchers analyzed data from the U.S. Census Bureau's American Community Survey to provide estimates of the number of top executives and elected leaders in Minnesota by gender, race, age, education, wage level, disability, veteran status, and more.

Surveying local leaders to learn more

Because the national census data is incomplete in many areas, Wilder Research partnered with League of Minnesota Cities, Minnesota Chamber of Commerce, and Minnesota Council of Nonprofits to collect and analyze detailed data on the characteristics of leaders in local government, nonprofits, and businesses across the state.
As many as 1 in 20 leaders identify as lesbian, gay, or bisexual.

Leadership by sexual orientation and sector
Bush Foundation Leadership Scan, 2020
2. Consider historical context and intersectionality

• Identities are **social constructs**:
  • How, when, and why you ask someone can affect their answer to demographic questions
  • Definitions change across political boundaries
  • No blood or DNA test can “verify” someone’s demographic characteristics

• People have **multiple identities**.
What Census Calls Us
A Historical Timeline

This graphic displays the different race, ethnicity, and origin categories used in the U.S. decennial census, from the first one in 1790 to the latest count in 2020. The category names often changed from one decade to the next, in a reflection of current politics, science, and public attitudes. For example, “colored” became “black,” with “Negro” and “African American” added later. The term “Negro” was dropped for the 2000 census. Through 1950, census-takers commonly determined the race of the people they counted. From 1960 on, Americans could choose their own race. Starting in 2000, Americans could include themselves in more than one racial category. Before that, many multiracial people were counted in only one racial category.

**1790 to 1950**
- **Free White Males**: Includes all white males who were free from slavery.
- **Free White Females**: Includes all white females who were free from slavery.
- **All Other Free Persons**: Includes all other free persons, regardless of race.
- **Free Colored Males and Females**: Includes all free persons of color.
- **Black (Negro or African American)**: Includes all persons of African ancestry.
- **Mulatto**: Includes persons of mixed African and European ancestry.
- **Quadrupa**: Includes persons of “one-fourth black blood.”
- **Quintupla**: Includes persons of “one-fifth black blood.”
- **Mezzino**: Includes persons of “one-sixteenth or any trace of black blood.”

**1960 to 2000**
- **American Indian**: Includes all persons of American Indian ancestry.
- **Asian Indian**: Includes all persons of Asian Indian ancestry.
- **Native Hawaiian**: Includes all persons of Native Hawaiian ancestry.
- **Other Pacific Islander**: Includes all persons of other Pacific Islander ancestry.
- **Other**: Includes all persons of other ancestry.

**2000 to 2020**
- **People could choose one race or more races**.
- **American Indian or Alaska Native**
- **Chinese**
- **Filipino**
- **Korean**
- **Native Hawaiian**
- **Other Pacific Islander**
- **Other Asian**
- **Other**

**Classification by Race**
- **Central or So. Amer.**: Includes all persons of Central or South American ancestry.
- **Mexican**: Includes all persons of Mexican ancestry.
- **Spanish**: Includes all persons of Spanish ancestry.
- **Puerto Rican**: Includes all persons of Puerto Rican ancestry.

**Classification by Ethnicity**
- **Hisp./Latino**: Includes all persons of Hispanic or Latino origin.

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The nation’s first census was a count of the U.S. population as of Aug. 2, 1790. U.S. marshals and their assistants were supposed to visit each U.S. household and record the name of the head of the household and the number of people in each household in the following categories: Free white males ages 16 and older, free white females, other free persons, and slaves. This is the first page of the publication containing the results.

**Note**: The U.S. Census Bureau does not consider Hispanic/Latino ethnicity to be a race. Hispanics also are asked to select one or more races to define themselves. Source: U.S. Census Bureau.
This graphic displays the different race, ethnicity, and origin categories used in the U.S. decennial census, from the first one in 1790 to the latest count in 2020. The category names often changed from one decade to the next, in a reflection of current politics, science, and public attitudes. For example, "colored" became "black," with "Negro" and "African American" added later. The term "Negro" was dropped for the 2000 census. Through 1950, census-takers commonly determined the race of the people they counted. From 1960 on, Americans could choose their own races. Starting in 2000, Americans could include themselves in more than one racial category. Before that, many multiracial people were counted in only one racial category.

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Before that, many multiracial people were counted in only one racial category.

### Census Year

<table>
<thead>
<tr>
<th>Year</th>
<th>1790</th>
<th>1800</th>
<th>1810</th>
<th>1820</th>
<th>1830</th>
<th>1840</th>
<th>1850</th>
<th>1860</th>
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<th>1930</th>
<th>1940</th>
<th>1950</th>
<th>1960</th>
</tr>
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<tbody>
<tr>
<td>Race</td>
<td>White</td>
<td>Black</td>
<td>Mulatto</td>
<td>Quadroon</td>
<td>Octocean</td>
<td>Negro</td>
<td>Other</td>
<td>Indian</td>
<td>Chinese</td>
<td>Korean</td>
<td>Filipino</td>
<td>Asian</td>
<td>Eskimo</td>
<td>Aleut</td>
<td>Other</td>
<td>Other</td>
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**Multiracial: Two or more races**

- **Mulatto**: Definitions varied from census to census, but this term generally refers to someone who is black and at least one other race. Mulattoes, octoceans, and quadroons did not exist as separate races, but today could be counted as more than one race.

- **Quadroon**: Someone with "one-fourth black blood," according to census-taker instructions.

- **Octocean**: Someone with "one-eighth or any trace of black blood."

- **Aleut**: People who trace their ancestry to the Aleutian Islands in Alaska.

- **American Indian**: Including Native Americans.

- **African American**: Including people who self-identified as "Negro" and "African American." "Negro" was dropped for the 2020 census.

- **Asian Indian**: Including people of Indian origin.

- **Chinese**: Including people of Chinese origin.

- **Filipino**: Including people of Filipino origin.

- **Other**: Including people of other racial or ethnic origins.

In 1910, the vast majority of the Other category were Korean, Filipino and Asian Indian (called Hindu).
What Census Calls Us: A Historical Timeline

This graphic displays the different race, ethnicity and origin categories used in the U.S. decennial census, from the first one in 1790 to the latest count in 2020. The category names often changed from one decade to the next, in a reflection of current politics, science and public attitudes. For example, "colored" became "black," with "Negro" and "African American" added later. The term "Negro" was dropped for the 2000 census. Through 1950, census-takers commonly determined the race of the people they counted. From 1950 on, Americans could choose their own race. Starting in 2000, Americans could include themselves in more than one racial category. Before that, many multiracial people were counted in only one racial category.

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</tbody>
</table>

**Multiracial:** Two or more races

- **All other persons:**
  - Free black males
  - Black females
  - Mulatto females

- **Free colored males and females:**
  - Mulatto females
  - Free black males

- **Slaves:**
  - Mulatto males
  - Slaves

### People could choose their own race

- **1980**: The Equal Credit Opportunity Act protected against discrimination in credit.

**For the first time, people who check one or both of these boxes are asked to write more about their origins, for example American Indian, African American, Hispanic, etc.**

**Classification of Race**

- **White:**
  - White
  - Black
  - Asian
  - Native American
  - Hawaiian

- **Black or African American:**
  - Black
  - African American
  - Other
  - Asian
  - Native American

- **Asian or Pacific Islander:**
  - Asian
  - Pacific Islander
  - Other

- **Native Hawaiian:**
  - Hawaiian

- **Other:**
  - Other

**Note:** The U.S. Census Bureau does not consider Hispanic/Latino ethnicity to be a race. Hispanics also are asked to select one or more races to define themselves.

**Source:** U.S. Census Bureau
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Multiracial: Two or more races

Although American Indians living in white society were included in the census before 1850, the 1890 census was the first to include a separate count of American Indians on their land as well.

In 1930, the vast majority of the Other category were Korean, Filipinos and Asian Haitian (other/other).

This category included smaller racial groups not specified on the census form.

Mexicans were counted as a separate race in 1940 for the first time ever.

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For the first time, people who check one or both of these boxes are asked to write more about their origins, for example German, African American, Jamaican, etc.

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The census of 2000 includes a count of the U.S. population as of Aug. 2, 1790. U.S. marshals and their assistants were supposed to sell each U.S. household and record the name of the head of the household and the number of people in each household. In the following categories: free white males ages 16 and older, free white males younger than 16, free white females, other free persons, and slaves. This is the first page of the publication containing all results.

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PEAK RESEARCH CENTER
Becomes

Asian American

Chinese

Korean

Vietnamese

Indian

Lao

Hmong
Becomes African American men who
Sixteen percent of BIPOC residents live below the poverty level.
Twenty-one percent of Black residents live below the poverty level.
Forty-seven percent of Somali residents live below the poverty level.

ALL MINNESOTANS

Somali population

<table>
<thead>
<tr>
<th>Poverty (2016-2020)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>All people for whom poverty status is determined</td>
<td>82,197</td>
</tr>
<tr>
<td>With income below poverty</td>
<td></td>
</tr>
</tbody>
</table>

47.0%
3. Make sure people feel safe

- People may feel **unsafe** about disclosing information.

- Consider:
  - Have you made people aware of how their information will or will not be used? How it will be stored and shared?
  - Is your request for information tied to the person’s ability to access services? If not, is it possible that the person believes it is?
THE CITIZENSHIP QUESTION ON THE 2020 CENSUS

Commerce Secretary Wilbur Ross approved a late request from the Justice Department for a citizenship question to be added to the 2020 census. The last time a citizenship question was among the census questions for all U.S. households was in 1950, although smaller Census Bureau surveys have included questions about citizenship. The Justice Department says it needs a better count of voting-age citizens from the census in order to enforce protections against voting discrimination under the Voting Rights Act. But critics of the citizenship question say they’re worried adding the question will discourage noncitizens, especially unauthorized immigrants, from participating in the national headcount. More than two dozen cities and states have filed lawsuits to try to remove the question.

Opposition to the citizenship question was rooted among local governments and advocacy groups representing ethnic minorities, all of whom feared that the question's mere presence on the census would deter noncitizens and even legal immigrants from filling out the form for fear of government retaliation.

The New York Times
4. Use both qualitative and quantitative data

• Seek information from **multiple sources** when trying to unpack complex social issues.

• **One data source is rarely enough** to paint a full picture.
Quantitative and Qualitative Data

**Quantitative**
- Quantify a problem
- Data that can be counted or compared on a numeric scale
- Show current issues or trends

**Qualitative**
- Describe qualities or characteristics
- Explains more nuance around an issue
# Quantitative and Qualitative Data: An Example

<table>
<thead>
<tr>
<th>Quantitative</th>
<th>Qualitative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Census data:</td>
<td>Community perspectives:</td>
</tr>
<tr>
<td>• There is growing racial and ethnic diversity in rural communities.</td>
<td>• Economic strength</td>
</tr>
<tr>
<td></td>
<td>• Cultural and language barriers prevent integration into community</td>
</tr>
<tr>
<td></td>
<td>• Lack of integration efforts to create welcoming community</td>
</tr>
</tbody>
</table>
5. Involve community members in interpreting data

• Rely on **community wisdom** when deciding how to collect data, interpret information, make meaning, and generate recommendations.

• **Rely on the experts** – those who are directly affected by the issue.
Updated: Minnesota’s Latino numbers—An overview

October 11, 2021

Authors: Rodolfo Gutierrez and Daisy Richmond
Hispanic Advocacy and Community Empowerment through Research

More than 345,000 people of Latino descent live in Minnesota, making it the 13th largest Latino population in the country. While this total may sound modest in size, Latino population growth in Minnesota has been quite large, increasing 38% since 2010, compared to the population of the state. Minnesota’s Latino population also continues to grow in visibility, with many communities embracing the diversity.

But what do we mean when we say “Latino?” To some, it may conjure images of people. However, nothing could be further from the truth.

African-born population
Twin Cities 7-county region, 2005-2020

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>2005-2009</th>
<th>2016-2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>African-born population</td>
<td>54,924</td>
<td>105,208</td>
</tr>
<tr>
<td>Native-born children (age 0-17) with at least one African-born parent*</td>
<td>19,192</td>
<td>58,008</td>
</tr>
</tbody>
</table>

LENGTH OF TIME IN U.S.

<table>
<thead>
<tr>
<th></th>
<th>2005-2009</th>
<th>2016-2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5 years</td>
<td>39.4%</td>
<td>24.2%</td>
</tr>
<tr>
<td>6-10 years</td>
<td>35.4%</td>
<td>18.8%</td>
</tr>
<tr>
<td>11-15 years</td>
<td>12.7%</td>
<td>20.2%</td>
</tr>
<tr>
<td>16-20 years</td>
<td>5.9%</td>
<td>19.5%</td>
</tr>
<tr>
<td>21+ years</td>
<td>6.6%</td>
<td>17.3%</td>
</tr>
</tbody>
</table>
Recap of today’s presentation

1. Why use data?
2. How to tell your story using data
3. Ensuring what we measure is meaningful
What gives me hope?

Data collection is constantly evolving and improving so that we get better at measuring what is meaningful.

While earlier versions of the HPS asked respondents for their sex (male or female), Phase 3.2 rewords this question and adds two new items.

- What sex were you assigned at birth on your original birth certificate?
  Choice of answers: Male or Female.
- Do you currently describe yourself as male, female or transgender?
  Choice of answers: Male, Female, Transgender or None of these.

The latest version of the survey now asks about sexual orientation, too:

- Which of the following best represents how you think of yourself?
  Choice of answers: Gay or lesbian; Straight, that is not gay or lesbian; Bisexual; Something else; I don’t know.
What gives me hope?

Data collection is constantly evolving and improving so that we get better at measuring what is meaningful.

Census Ready to Study Combining Race, Ethnicity Questions

U.S. Bureau officials say they are ready to start examining changes that would combine race and ethnic questions and add a Middle Eastern and North African category on the 2030 census questionnaire.

By Associated Press | May 6, 2022, at 3:53 p.m.
Additional Resources

Race data disaggregation: What does it mean? Why does it matter?

April 4, 2018

MEET THE AUTHOR

Nicole
MartinRogers
RESEARCH SCIENTIST

email Nicole

mncompass.org
I am a Jewish, bisexual woman and I am a researcher, and from all of these perspectives the questions of who counts and how to be counted are important ones. It is meaningful that the word “counts” can refer to both the number of something and its importance. In our society, in order to count (to matter), you need to be counted (be visible to those who are counting).

National Coming Out Day, which was Oct. 11, speaks to the inextricable relationship between being visible and being empowered. People with the courage to publicly identify as lesbian, gay, bisexual, transgender, queer or another marginalized gender identity or sexual orientation (LGBTQ+) have changed the world by making clear that LGBTQ+ lives are important.
What questions, thoughts, comments, or feedback do you have for me?
Please be in touch!

allison.liuzzi@wilder.org

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