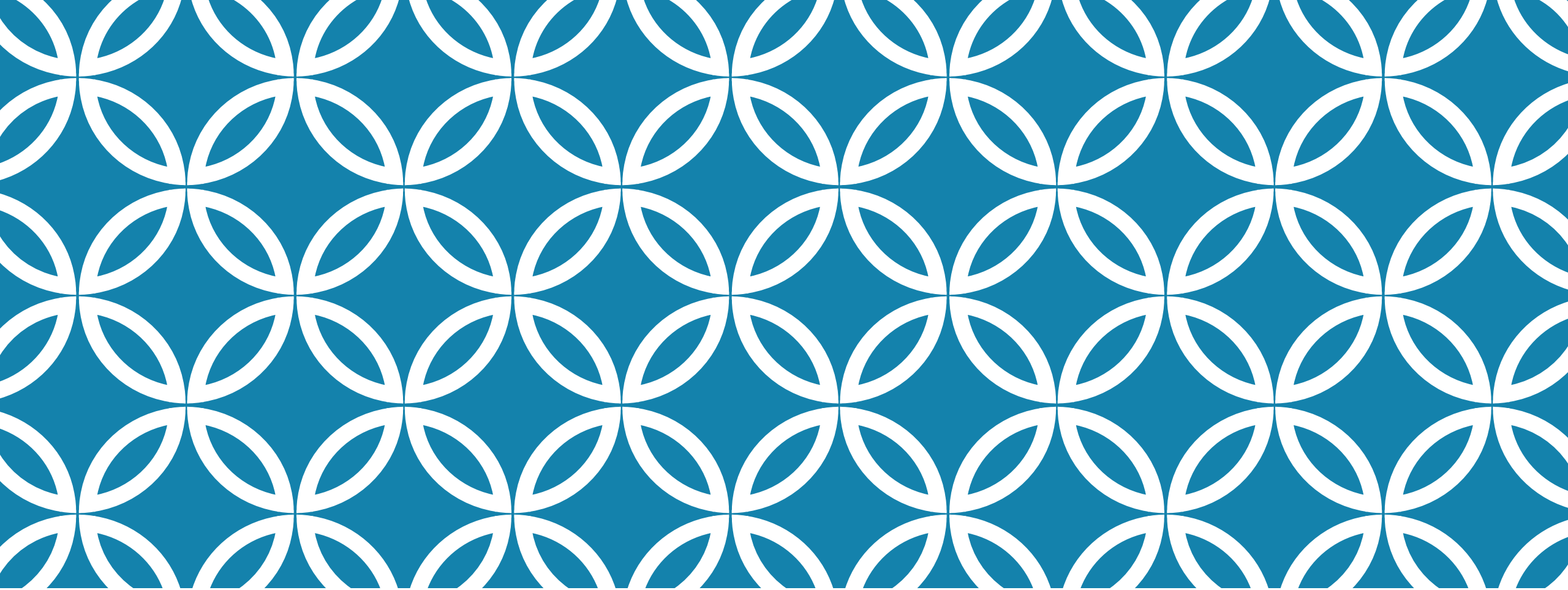


DEMOGRAPHIC DATA 101

Who, What, Where, When & Why

WHAT
WHAT IS DEMOGRAPHIC DATA?

Information Identifying Demographics:

Race

Socioeconomic Information (Poverty, Vulnerability Index, Education)

Geographic Location (Rural vs Urban)

Age

Qualitative and **Quantitative**

WHY
WHY DO WE COLLECT DEMOGRAPHIC DATA?

To Understand:

Populations and areas **served** in grantmaking

Populations and areas **not served** in grantmaking

Areas and populations **reached** in applicant pool

Areas and audiences **not reached** in applicant pool

Benchmarking and measurement of **goals** and **priorities** set

WHO
FROM WHOM DO WE COLLECT DATA?

What is the level of unit?

Individual (Audience member or Artist)

Organization

Board

Neighborhood

Service Area

Counties

Zip Codes

HOW/WHERE
HOW DO WE COLLECT DATA?

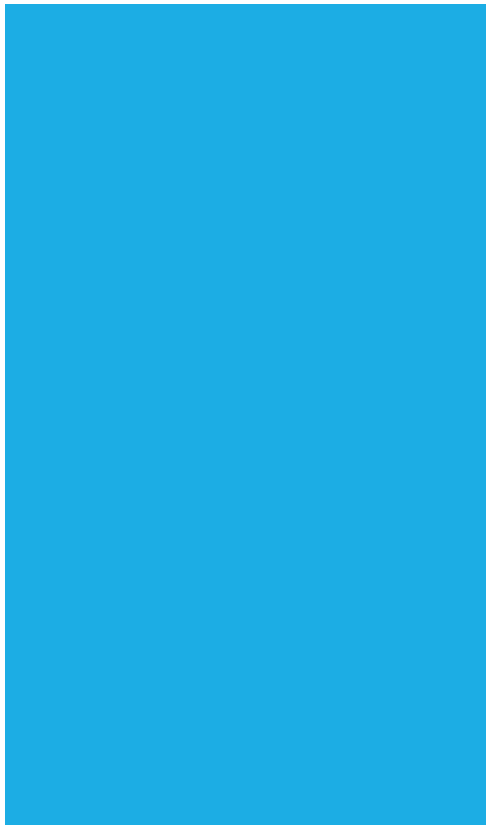
Applications

Reporting

Census and other government data sets

From Events

Other Sources



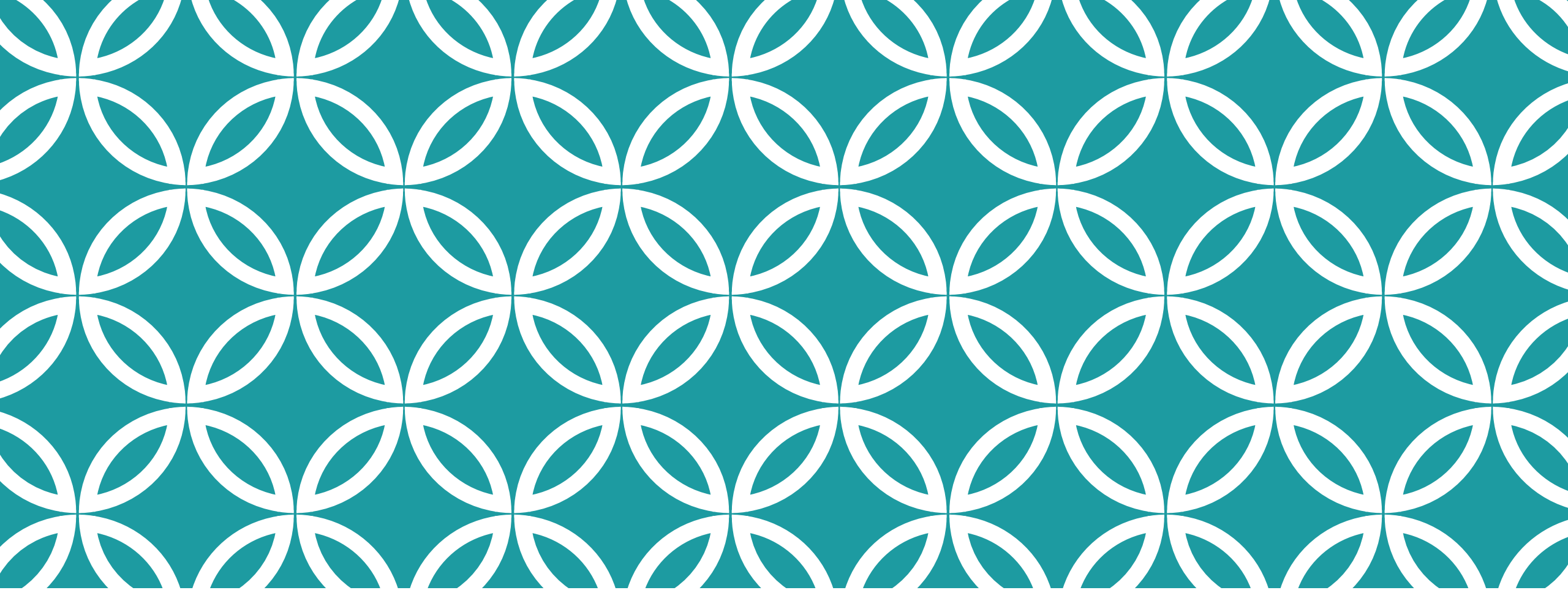
WHEN
AT WHAT TIME DO WE COLLECT DATA?

Applications (Pre): Tell us who is applying/ not applying

Reporting (Post): Tell us about who received the grants

Census: Periodic collection of data

Events and Other Sources: On the spot



DOWN THE RABBIT HOLE

Data Collection Methods & Issues

QUANTITATIVE VS QUALITATIVE

Qualitative

- Mission Statements
- Open-ended questions (Narratives)
- Attachments (Bios, Org charts etc.)

Quantitative

- Counts and Estimations
- Underlying demographic census data
- Percents
- Yes/No
- Selections

QUALITATIVE DATA

- **Mission Statements**
- **Open-ended questions**
- **Attachments (Bios, Org charts etc.)**

➢ All can be coded to provide statistical analyses

➢ However, this is very laborious work and biases and errors can enter into the process

QUALITATIVE ANALYSIS EXAMPLE

Introduction

The California Arts Council's programs aim to allow all Californians to thrive via public support for creativity and the arts. To assess the effectiveness of its grantmaking and contract-based funding, CAC contracted with the consulting firms **Scansion** and **WolfBrown** to engage in a comprehensive, 30-month-long grantmaking evaluation. Beginning in February of 2020, the final deliverables were presented to the Council at a public meeting in August 2022.

Evaluation Summary Report

Field Scan of Equity in Arts Funding in California

The Field Scan provides a deep analysis of California's arts infrastructure and access to funding, with particular focuses on racial and geographic equity. These analyses offer critical context for the other components of the evaluation. Methodology included a scan of the existing literature, extensive analysis of quantitative data from CAC and other sources, as well as qualitative data from arts stakeholders in three communities across the state. The evaluation team collaborated with the National Assembly of State Arts Agencies (NASAA) in preparing the Field Scan.

How BIPOC-centered Organizations Were Identified

1) Created an extensive list of keywords used to flag BIPOC-centered names. Lists are shown below.

2) Reviewed organization names in IRS, Candid, DataArts, CAC records to flag for BIPOC-centered keywords, then read for accuracy. Initial review of all records from only the IRS, DataArts and Candid sources: 2,381 records were flagged out of 26,576 total records; but these records include duplicates across sources when spelling and punctuation are not cleaned. Cleaning of names came after flagging for BIPOC-centered.

3) Reviewed organization mission statements in DataArts and CAC to flag for BIPOC-centered keywords, then read for accuracy.
   a. 211 DataArts organizations were originally flagged with BIPOC-centered keywords in their missions. After review, 35 of them were deemed non-BIPOC-centered and were unflagged.
   b. 231 CAC organizations were originally flagged with BIPOC-centered keywords in their missions. After review, 79 of them were deemed non-BIPOC-centered and were unflagged.

   In below lists, an asterisk at the end of a keyword broadens the search by finding words that start with the same letters.

4) Searched Candid's "grant population code" and "recipient population code" to flag for BIPOC-centered. Codes PE00 through PE03 and PE05 through PE09 are BIPOC-centered; PE04 is European (https://taxonomy.candid.org/populations). This resulted in flagging approximately 410 out of 3,994 organizations as BIPOC-centered.

5) Searched ACTA's "Primary Cultural Community" and "Primary Specific Cultural Community" fields for BIPOC races and ethnicities to flag for BIPOC-centered. This resulted in flagging 217 out of 320 organizations as BIPOC-centered.

   a. *Primary Cultural Community:*
   African/African-American
   Asian/Asian-American/Pacific Islander
   Eastern European-American
   European/European-American
   Latin/o/a/x
   Middle Eastern/Middle Eastern-American
   Native American

   b. *Primary Specific Cultural Community:*

African American	Latin American
African and Afro-Latin Diaspora	Latino, Afro Latino
African, African Diaspora	Maidu
API	Maya/Mexica
Armenian	Native Mexican/Aztec
Ashkenazi Jewish	Mexican
Black, Latinx, Indigenous	Mexican/Mexican-American

BIPOC-centered keywords used to flag organization names and missions:

Africa*	Kurd*	Cambodian
Algeria*	Latin*	Cambodian/Khmer
Asia*	Leban*	Caribbean
Aztec*	Marshallese*	Central Asia
Barbadian*	Maya*	Chamorro
Barbados*	Mexic*	Chicano
BIPOC	Middle East*	Chinese
Black	Migrant*	Chinese American
Blackfeet*	Morocc*	Congolese
Cambodia*	Native*	Croatian
Chamorro*	Navajo*	Cuban
China*	Nigeria*	Filipino
Chinese*	Pacific*	Filipino American
Colombia*	Pakistan*	Guatemalan
Cuba*	People of Color*	Guinea
Cultur*	Philippine*	Haitian
Dominica*	Puerto*	Hawaiian
Ecuador*	Salvador*	Hawai'ian
Egypt*	Samoa*	Hmong
Ethiopia*	Somali*	Hungarian
Fiji*	South Africa*	Ilocano
Filipin*	Syria*	Indian
Ghana*	Togo*	Indigenous Mixtec
Guatemala*	Tongan*	Irish
Haiti*	Tribal*	Iu Mien
Hawai'ian*	Tribe*	Japanese
Hispanic*	Vietnam*	Karuk
Hmong		Korean
Immigra*		Korean American
India*		Lao
Indigenous*		Myanmar
Iran*		Oaxacan
Iraq*		Pacific Islander/Asian American
Jamaica*		Persian
Japan*		Peruvian
Korea*		Peruvian/Andean/Afro-Peruvian
		Philippine/Philippine American
		Puerto Rican
		Purepecha
		Quechan
		Romani
		Salvadoran Indigenous
		Senegal/Mali
		Senegalese
		Somali
		Somali-American
		South Asian
		South East Asian/Indian
		Southern Sierra Miwuk
		Spain/Gitano
		Tataviam
		Thai
		Tibetan
		Tongan
		Trinidad + Tobago
		Ukrainian
		Venezuelan
		Vietnamese
		Vietnamese American
		West African

6) Used membership list from Latino Arts Network to further identify organizations as BIPOC-centered.

7) Used list of AAACC Resident Companies to further identify BIPOC-centered organizations.

USED A QUALITATIVE ANALYSIS FOR A LARGE DATABASE OF IDENTIFIED ORGANIZATIONS
METHODOLOGY INCLUDED:
FILTERING THROUGH ORGANIZATION NAMES AND MISSION STATEMENTS
USING CANDID CODES
ACTA FIELDS

QUALITATIVE DATA

- **Narratives** can provide very **rich data** through **storytelling**
- **Mission statements/organization names** can also provide rich information about **audiences served**

QUANTITATIVE DATA RETRIEVAL

Quantitative data as **Passive** or **Active**

(Census or Tracking, e.g. GPS) (Counts or Estimations)

ESTIMATION ISSUES

What is recall bias?

Recall bias occurs when people have a distorted or inaccurate memory of past events, experiences, or exposures. It might affect participants in a study when they are asked to recall information from memory, but due to various cognitive factors, their responses may not accurately represent reality.

Inflationary Bias

Occurs when people present overestimated/underestimated figures.

Data Limitations and Opportunities

Another benefit of undertaking an equity analysis, apart from showing where gaps may exist, is that it provides an opportunity to show where data collection methods and current information collection processes may be strengthened.

OAC collects information on the number of beneficiaries from Arts Access and Sustainability grantees through both applications and final reports. Beneficiary data include a total number of individuals (including artists) who will benefit from the arts experience as well as breakdowns of youth, adults, older adults, people with disabilities, Appalachian population and people of color benefiting. Application and final report submissions ask grantees the number of intended beneficiaries and actual participants in each program.

However, several issues and challenges emerged with the beneficiary data supplied to NASAA by OAC that prevented analysis of this information. The extent of these issues is unknown to NASAA (the data anomalies may be unique to the time period or data dumps requested for this project). But addressing them may offer opportunities to further improve the utility of OAC's data for equity purposes.

- **Intended versus actual numbers:** In the applications, grantees are asked to estimate the populations that will benefit. In final reports, grantees are asked to measure the populations that benefited from their programs. A wide discrepancy existed between the two figures, with differences appearing quite inconsistent from organization to organization.
- **Beneficiary numbers:** Estimates of beneficiaries from applications and final report counts of actual beneficiaries both exceeded the population of Ohio. Grantees anticipated reaching 6.3 million individuals, a figure approximating 62% of the total population in the grantees' counties in 2020. This number could theoretically be plausible, since the beneficiary counts include residents, visitors and students. However, grantees also stated that they expected to serve 70 million youth, 9 million Appalachians and 9 million people with disabilities through their programs. By comparison, the entire state of Ohio is home to 2,593,988 youth under age 18, 1,992,679 Appalachians and 1,612,446 million individuals with disabilities. In the same year, grantees reported in their final reports that they ultimately served a total of 18,303,639 people. Even taking visitors and students into account, this number should be taken with a grain of salt since the 2020 American Community Survey population estimate for Ohio was 11,675,275.

  Several reasons may exist for the large numbers. First, these numbers may represent double counting, meaning that one audience member may attend several events. Also, the data aggregates attendees across multiple organizations, so if one person attended events across several organizations, they show up multiple times in the data. Audience members may be coming from across state borders or may represent some virtual attendance. Grantee organizations also may lack the capacity or the technology to accurately count audiences for some kinds of events, especially free or outdoor events where ticket or seating counts are not available.

QUANTITATIVE DATA

Counts and Estimations of direct groups or audiences (Active)

- Estimations have shown to be unreliable. NEA has phased this collection out.
- Counts are more reliable when groups are smaller such as counts of organization staff or board members.

Census data: Underlying demographics of neighborhoods (Passive)

- Data are readily available.
- Does not actually measure populations benefited. Only a proxy.

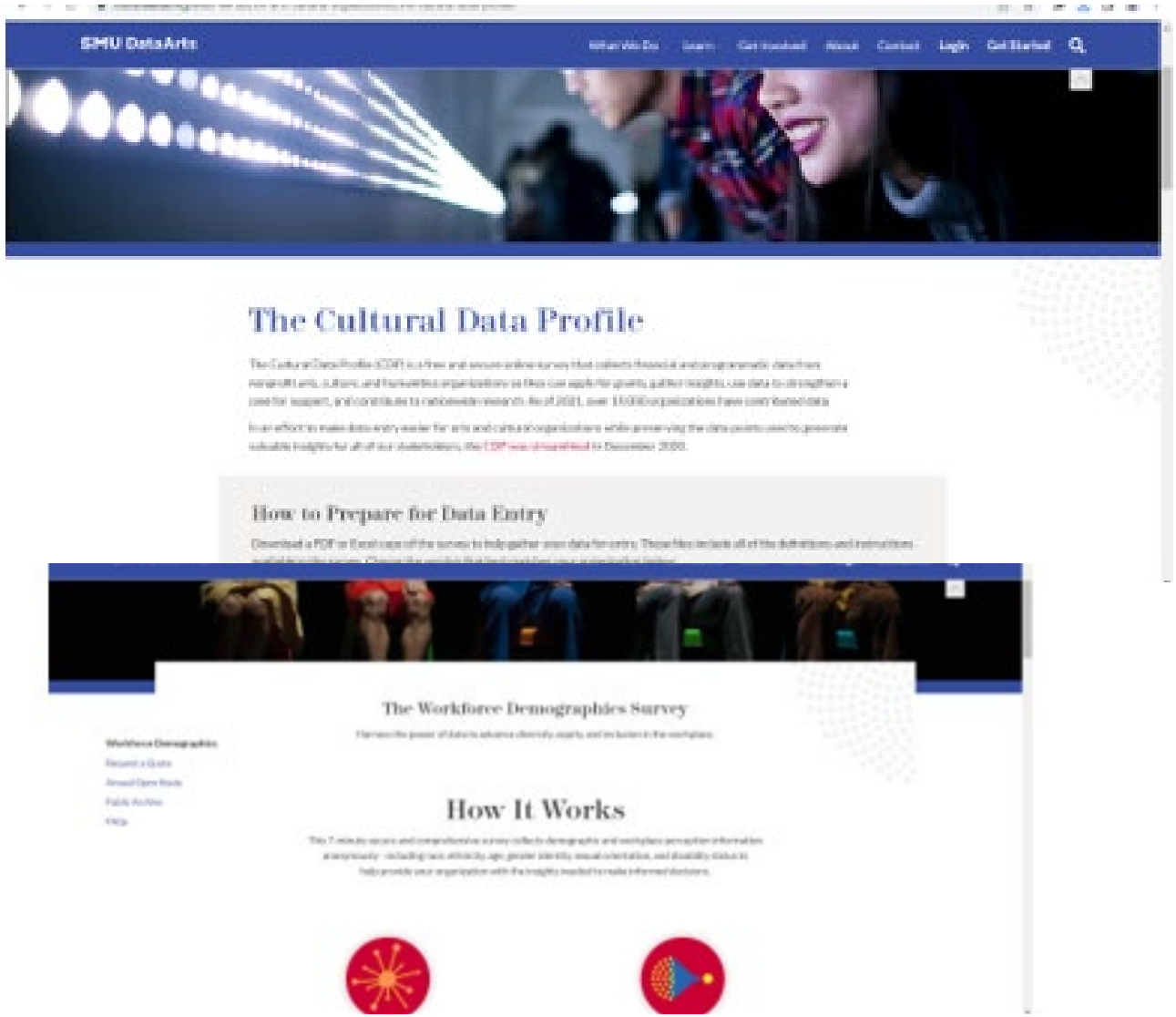
Percents (Active); Yes/No (Active)

Selections (Active)

Tracking Data (Passive)

QUANTITATIVE DATA EXAMPLES

SMU DATA ARTS & CANDID

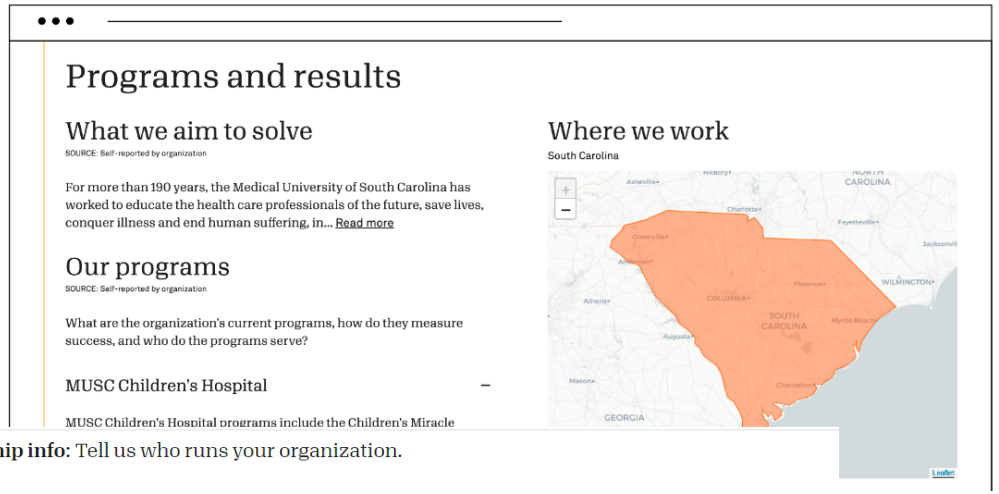


guidestar.org/UpdateNonprofitProfile/get-silver

Step 1

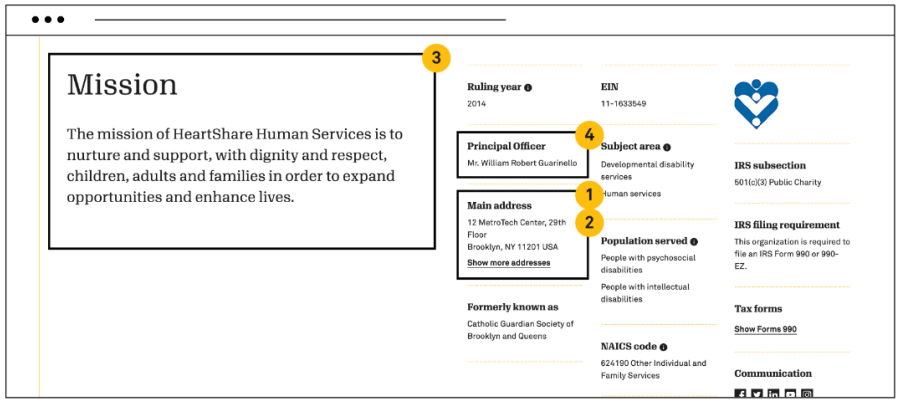
Funders want to know what you do, tell them.

Funders support organization's with similar programs and support areas to their own. Enter your organization's key program details (including population(s) and geographic areas served) to show how you're aligned.



4. **Leadership info:** Tell us who runs your organization.

Enter these important details to your profile and click **publish** to earn a Bronze Seal of Transparency.



Earn a Bronze Seal

STAFF & LEADERSHIP DATA

Grantee Staff by Percent of Race Represented for Arts Access and Sustainability

The following tables summarize staffing by race, disability, and senior status. The Percent of Total calculation tallies each demographic category for all Arts Access grantees, all Sustainability grantees, and both GOS categories combined, divided by the total number of staff reported in each category. For example, in Table 27, under the Appalachian column, 16.7% of the total staff of Arts Access grantees represent the Appalachians. 8.2% of the total staff of Sustainability grantees represent the Appalachians.

As can be seen in the following table, relative to Ohio State's population breakdowns, OAC operating support grantees tend to employ a slightly more demographically diverse pool of individuals than the overall Ohio population. For instance, Asian Americans represent 2.3% of Ohio's general population and 3.9% of individuals employed by OAC Sustainability and Arts Access grantees, combined. Two exceptions are Black staff in Arts Access grantee organizations (6.6% of grantee staff versus 12% of Ohio's population) and Appalachian staff in Sustainability grants (8.2% of grantee staff versus 17% of Ohio's population).

In comparison to the overall population of Ohio, OAC GOS grantees employ fewer persons with disabilities and individuals over age 65. This holds true across both the Arts Access and Sustainability categories, with the exception of Arts Access grantee employment of seniors (17% of Ohio's population versus 18.4% of Arts Access staff). Percent of persons with disabilities is substantially lower for both grant categories.

Table 27: Staff Race Represented by Percent of Total

	American Indian /Alaskan Native	Appalachian	Asian	Black/African American	Hispanic	Native Hawaiian /Pacific Islander	Persons with Disabilities	Seniors
All	0.3%	8.7%	3.9%	10.8%	3.1%	0.2%	2.7%	13.6%
Arts Access	1.4%	16.7%	4.4%	6.6%	2.9%	0.3%	4.3%	18.4%
Sustainability	0.2%	8.2%	3.9%	11.1%	3.1%	0.1%	2.6%	13.3%

Table 28: State of Ohio Race, Disability and Senior Percent of Population, 20201

State Population	Percent
White alone	78.3%
Black or African American alone	12.2%
American Indian and Alaska Native alone	0.1%
Appalachian[2]	17.0%
Asian alone	2.3%
Native Hawaiian and Other Pacific Islander alone	0.03%
Hispanic or Latino	3.9%
Persons with Disabilities	14.0%
Persons over 65 years of age	17.0%

Organizational data also allow the OAC to understand the presence of people of color on grantee boards, hired as contractors, or serving as volunteers.

Table 29: ent of Grantees Reporting Persons of Color, by Organizational Role

Board

	0	1-2	3-4	5+
All	32%	30%	18%	19%
Arts Access	28%	22%	11%	39%
Sustainability	32%	31%	19%	19%

Volunteer

	0	1-2	3-4	5+
All	36%	9%	8%	47%
Arts Access	18%	27%	0%	55%
Sustainability	37%	9%	8%	47%

Contractors

	0	1-2	3-4	5+
All	60%	12%	4%	23%
Arts Access	83%	11%	0%	6%
Sustainability	59%	12%	5%	24%

Data

Try out our new way to explore data

GO TO DATA.CENSUS.GOV

What is data.census.gov?

Data Profiles

View statistics across a variety of topics for your state, county or town.

Tables and Maps

Dynamically add geographies, topics, or filters to get the data tables and maps you

2020 Census Data

Sign up to receive updates as n Census results become availab

Figure 6: Activity Locations in Rural and Urban Counties (MSA delineation)

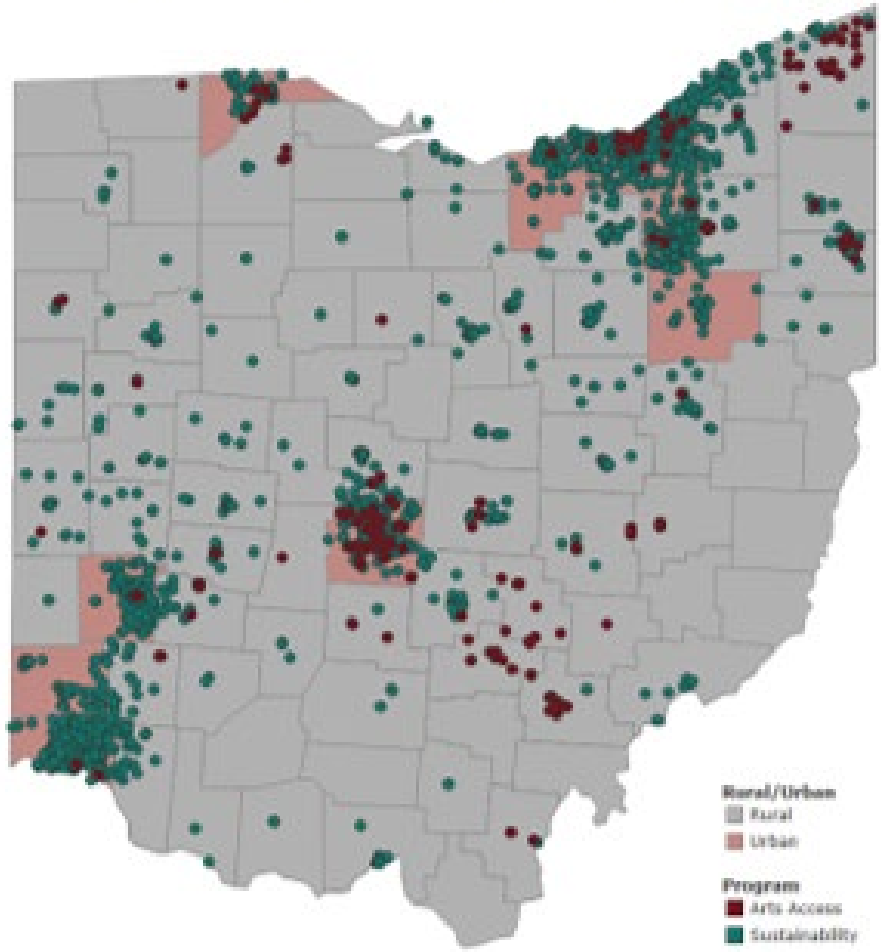
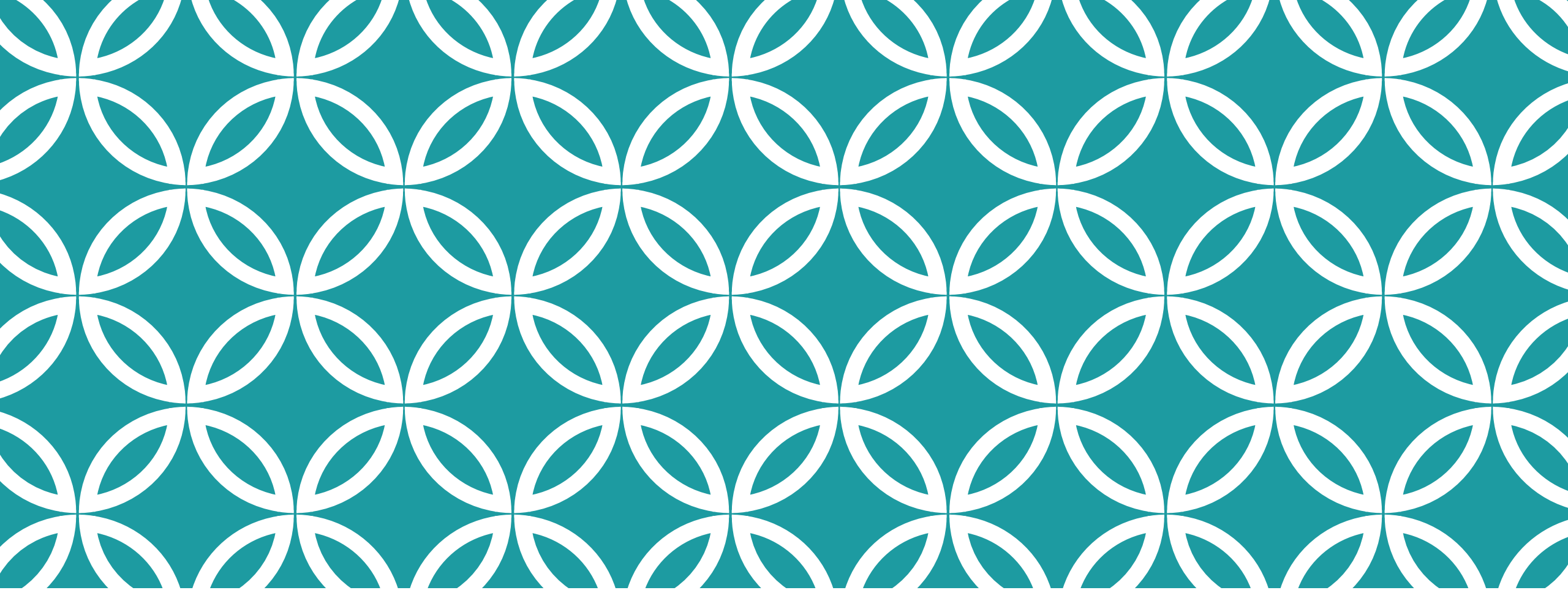


Table 13: F.Y. 2020-2021 Sustainability Grants and Activity Locations by MSA Type

	Percent of Population	No. of Grants	Percent of Grants	Grant Dollars	Percent of Dollars	Grants & Activities	Percent Grants & Activities
Rural	19%	37	12%	$558,396	5%	300	7%
Metro	81%	272	88%	$10,651,626	95%	4,032	93%
Total	**100%**	**309**	**100%**	**$11,210,022**	**100%**	**4,332**	**100%**

UNDERLYING DEMOGRAPHICS OF SERVICE AREAS: UNIT BECOMES IMPORTANT
SPATIALLY CONSIDER SPREAD OF GRANTS AND ACTIVITIES
COMPARE POPULATION CHARACTERISTICS TO POPULATIONS SERVED



AND MORE?

HOW CAN WE BETTER ASSESS AUDIENCES SERVED?

Issue remains: who **are we** actually **serving?**

- Find methods to conduct accurate counting
- Use better passive and active data sets: credit card data, ticketing, other tracking data, asking audiences to enter zip code, tax data

Conversations from CD Listserve regarding how folks are tracking visitors:

Utah: Office of tourism uses cell phone tracking data to track visitor data. They created 'fences' around certain cultural sites.

Louisiana: For events, data are captured through ticketing, registration, tally clickers and other tech. The festival international de Louisiane is free but requires wristbands for purchasing. Wristband are connected to card and info. Some events use geographical attendance tracking and some galleries ask you to enter your zip code.

Omaha: Tracks sales tax and lodging data.