

LISTEN FOR GOOD FINDINGS

How Feedback Data Differ
By Age, Gender, and Race/
Ethnicity



May 22, 2018

GOALS OF L4G HARDER + CO ENGAGEMENT

- Summarize dataset and **identify patterns** and/or differences in respondent feedback -- **by age, race/ethnicity, gender**
- **Assess** the effectiveness of the **L4G core questions** in capturing nonprofit respondent experiences
- Judge the **effectiveness of the Net Promoter System (NPS)** in the nonprofit context

THE L4G DATASET

29,458 survey responses from nonprofit clients



46 direct service nonprofits

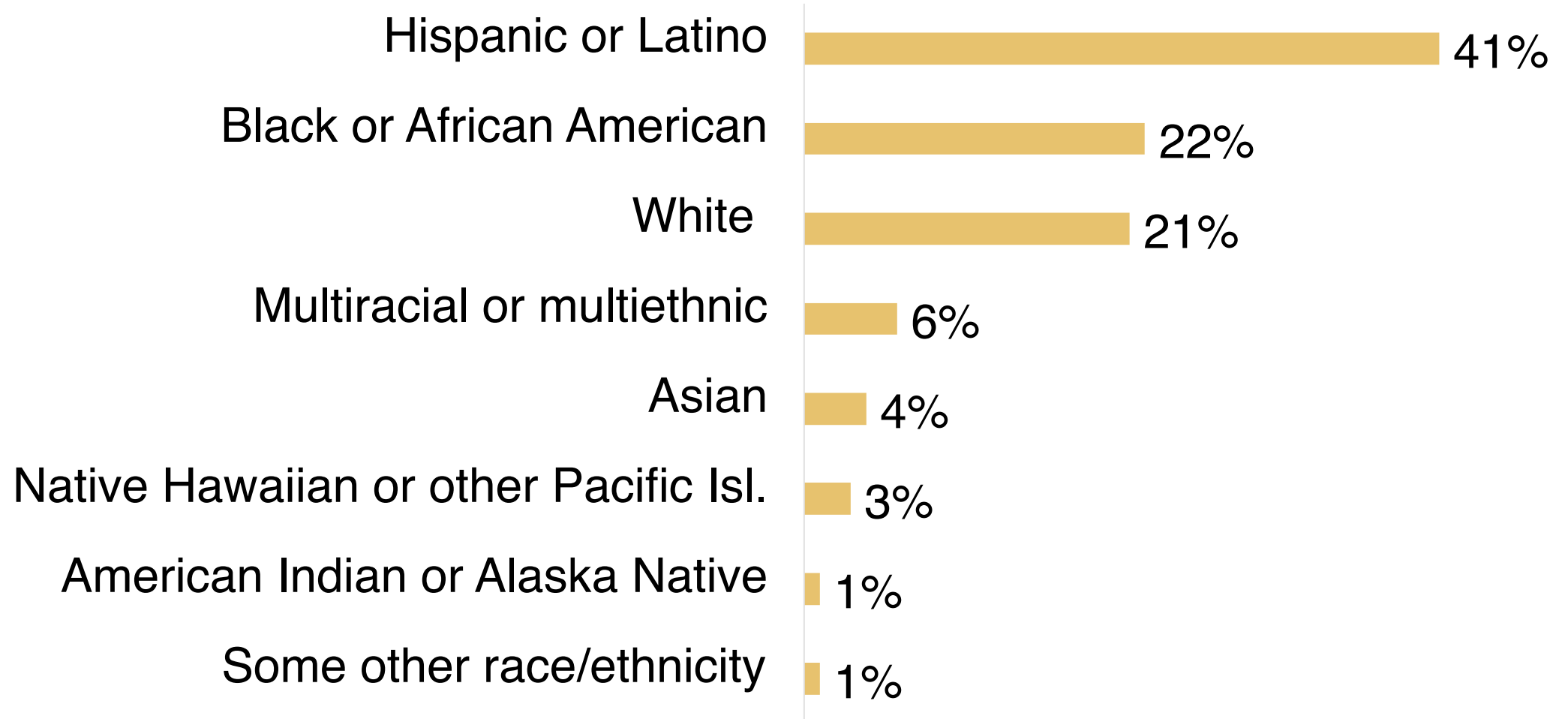


Diverse issue areas and clientele



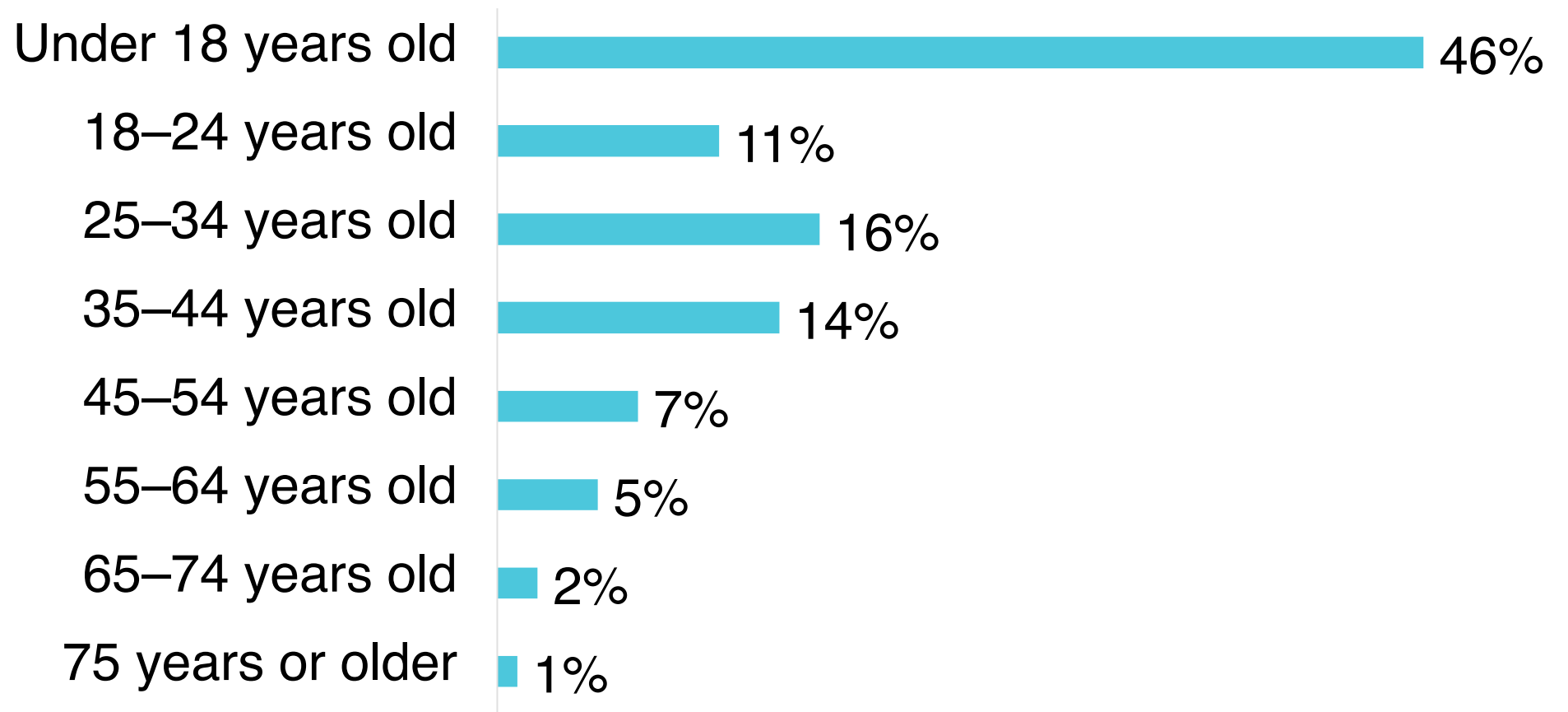
L4G SURVEY RESPONDENTS REPRESENT...

Multiple Ethnicities



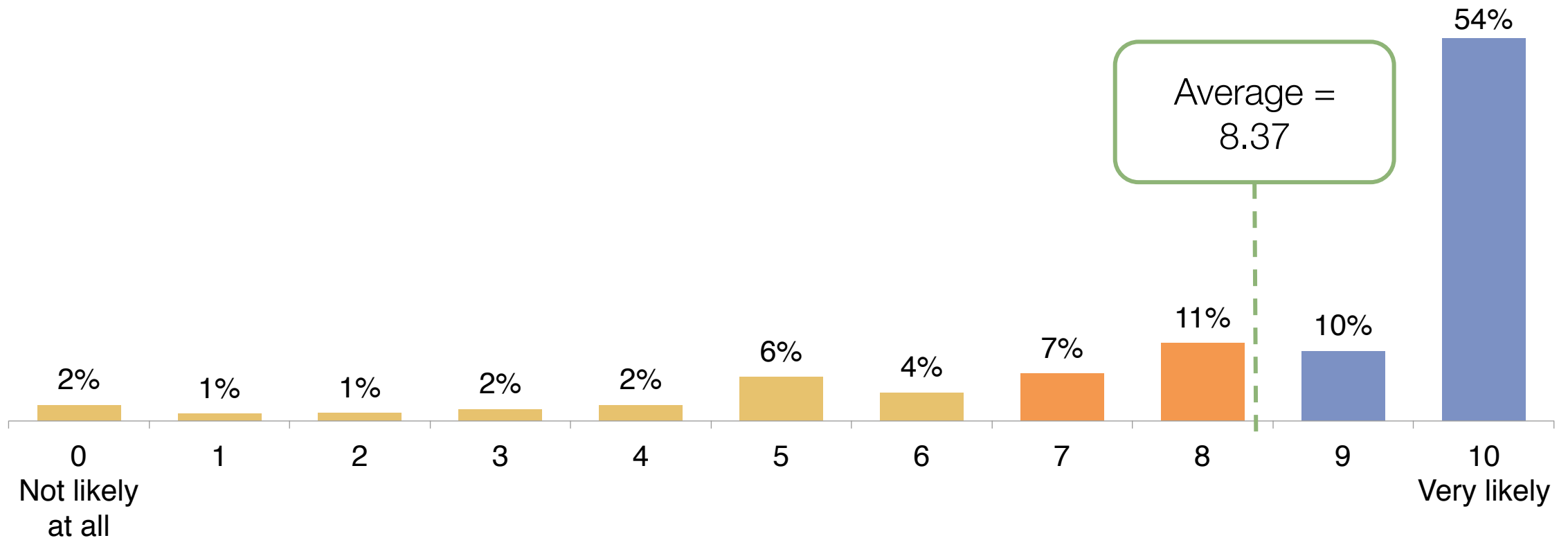
L4G SURVEY RESPONDENTS REPRESENT...

A Range of Ages

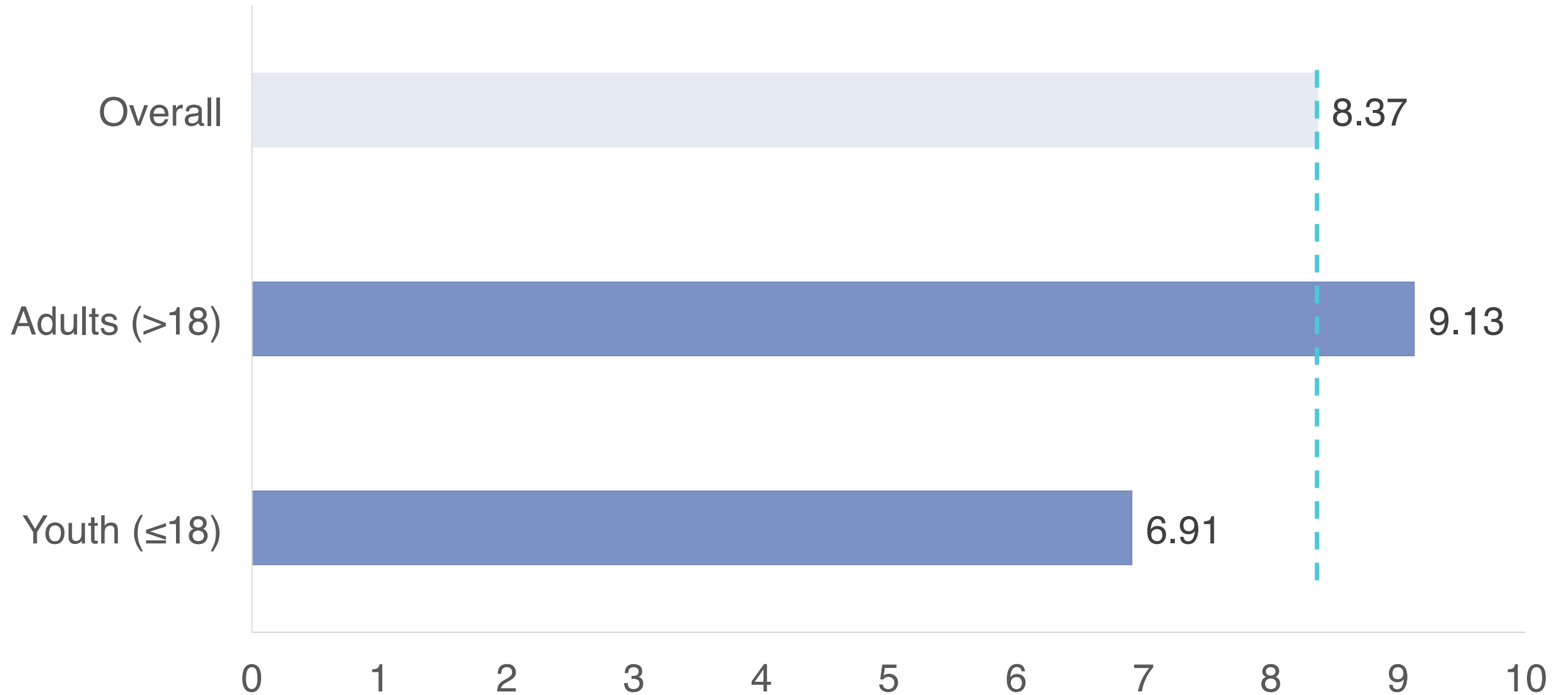


OVERALL RESPONSES TO THE NPS QUESTION

- 1 How likely is it that you would recommend *[X organization]* to a friend or family member (in a similar situation as you)?

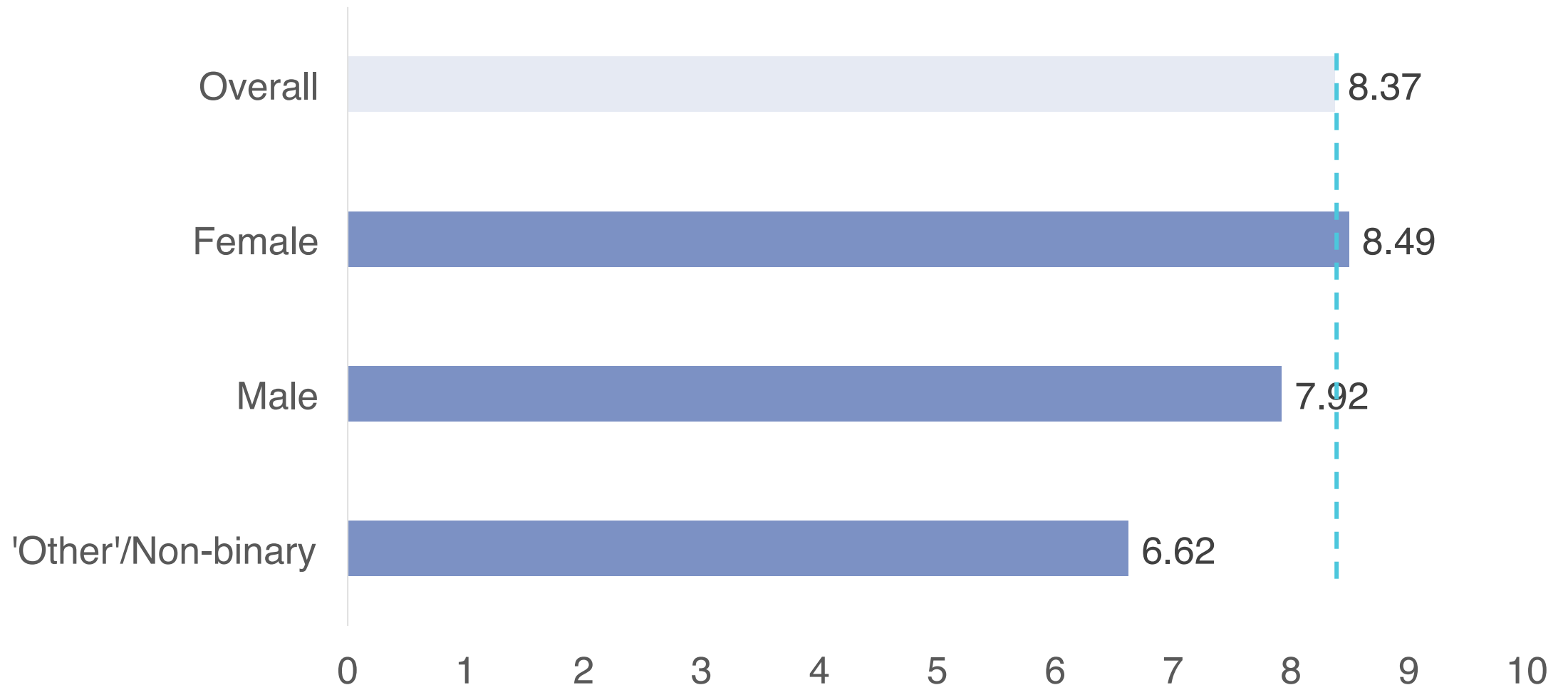


DIFFERENCES BY AGE

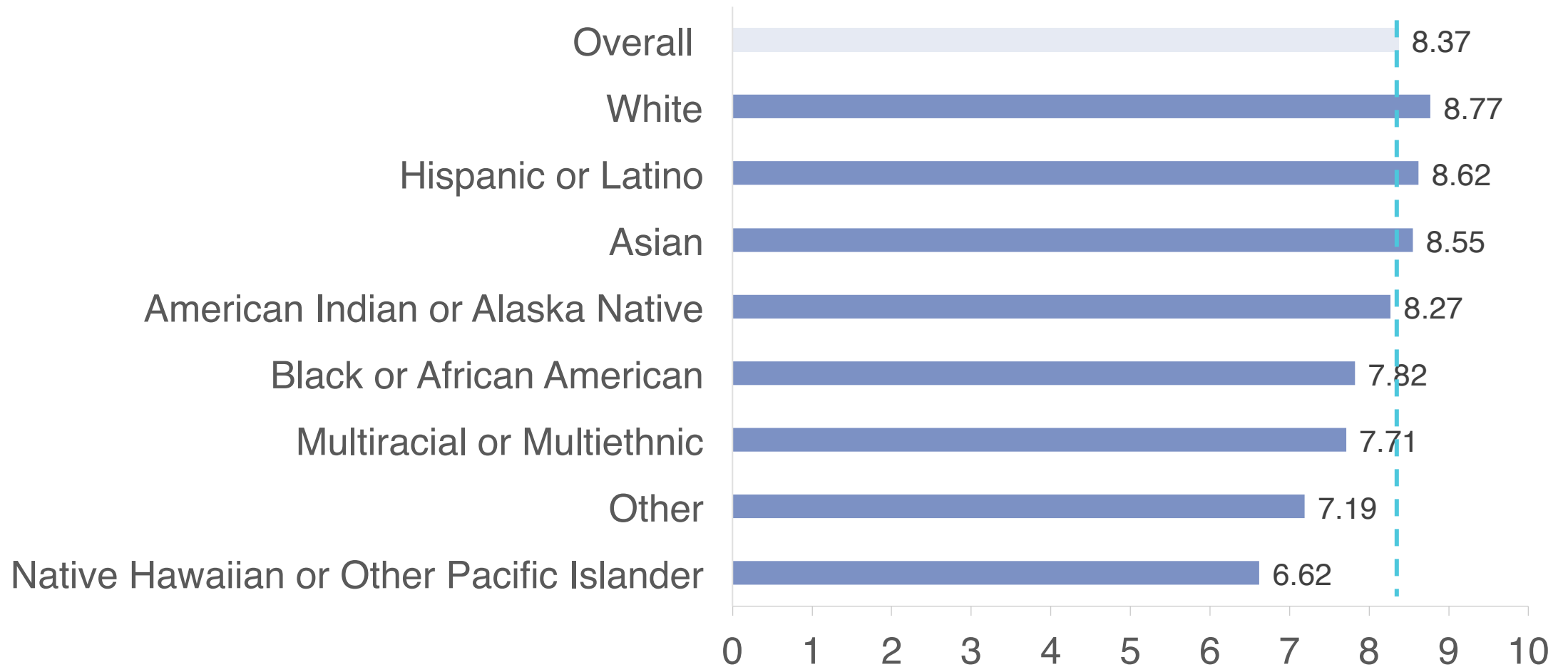


7 *Average ratings in response to the question, “How likely are you to recommend *x organization* to a friend or family member?”

DIFFERENCES BY GENDER

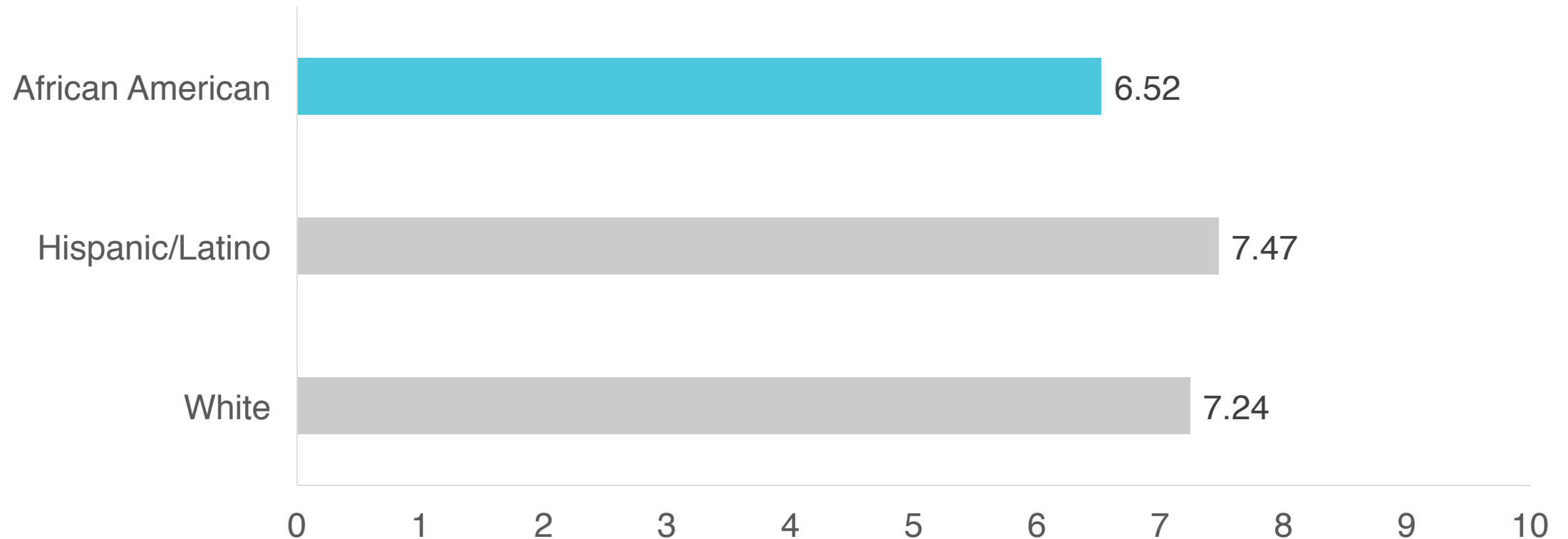


DIFFERENCES BY RACE/ETHNICITY



ONE ORGANIZATION'S STORY: RACE/ETHNICITY

How likely are you to recommend our organization to a friend or family member?



RACE/ ETHNICITY DIFFERENCES (CONTINUED)

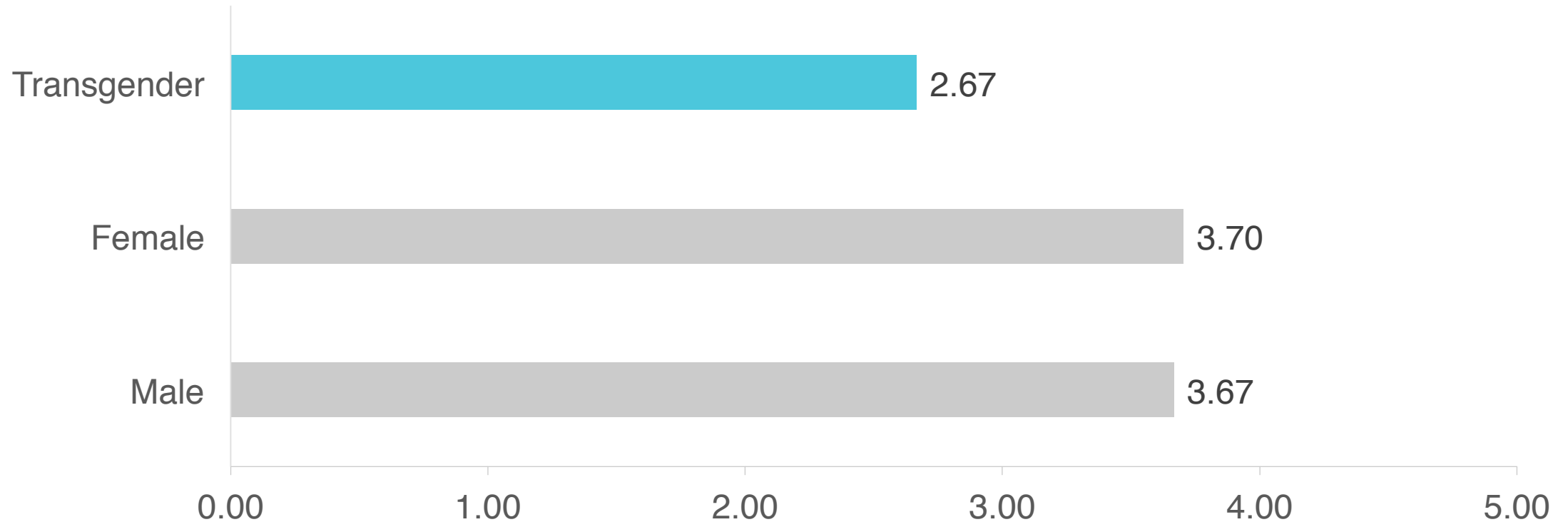
- Consistent differences between White/Hispanic and African American ratings
- *Everyone* rated lower at majority African American sites



- Ongoing path of inquiry:
 - Staff composition
 - Cultural competence
 - Implicit bias

ONE ORGANIZATION'S STORY: GENDER

How comfortable do you feel with the other interns in your cohort?
(on a scale of 1-5)



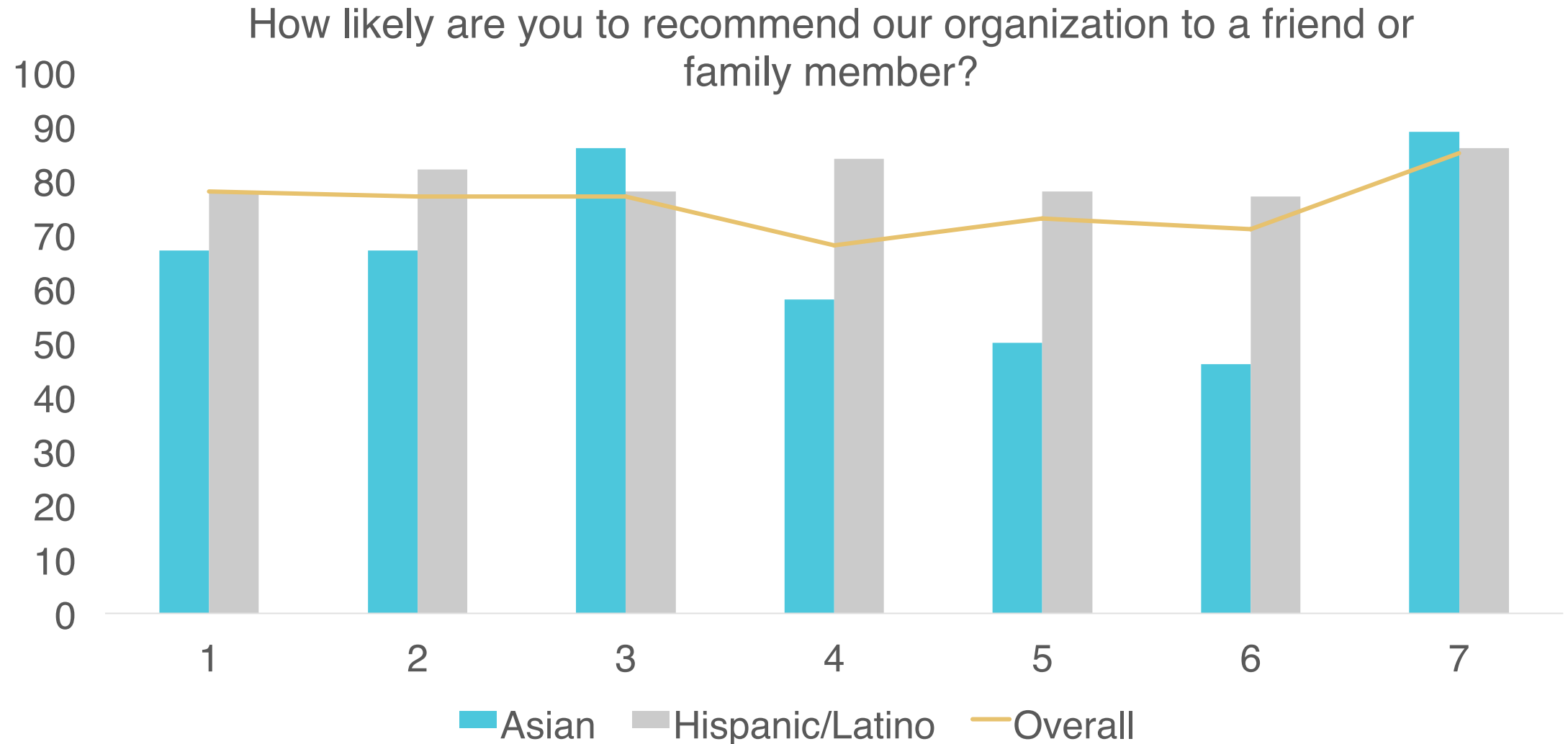
GENDER DIFFERENCES (CONTINUED)

- On select questions around comfort, transgender youth rated discernably lower



- Coincided with internal conversations about inclusion broadly
 - Critical issue for transgender youth who have higher risk profile
 - Impact on youth retention

ONE ORGANIZATION'S STORY: RACE & LANGUAGE



TAKEAWAYS

- What's presented here is preliminary but suggests some potential patterns:
 - There are differences based on race/ethnicity, which we are continuing to monitor
 - Young people tend to use the lower end of the scale more
- It's important to examine patterns at an organizational level as there is significant nuance in the data.
- Seeing disparities can inspire meaningful conversations about equity and inclusion.
- Without any data, we couldn't begin this conversation.