LISTEN FOR GOOD FINDINGS

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

- Hispanic or Latino: 41%
- Black or African American: 22%
- White: 21%
- Multiracial or multiethnic: 6%
- Asian: 4%
- Native Hawaiian or other Pacific Isl.: 3%
- American Indian or Alaska Native: 1%
- Some other race/ethnicity: 1%
L4G SURVEY RESPONDENTS REPRESENT...

A Range of Ages

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18 years old</td>
<td>46%</td>
</tr>
<tr>
<td>18–24 years old</td>
<td>11%</td>
</tr>
<tr>
<td>25–34 years old</td>
<td>16%</td>
</tr>
<tr>
<td>35–44 years old</td>
<td>14%</td>
</tr>
<tr>
<td>45–54 years old</td>
<td>7%</td>
</tr>
<tr>
<td>55–64 years old</td>
<td>5%</td>
</tr>
<tr>
<td>65–74 years old</td>
<td>2%</td>
</tr>
<tr>
<td>75 years or older</td>
<td>1%</td>
</tr>
</tbody>
</table>
How likely is it that you would recommend [X organization] to a friend or family member (in a similar situation as you)?

Average = 8.37
DIFFERENCES BY AGE

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

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

- Female: 8.49
- Male: 7.92
- 'Other'/Non-binary: 6.62

Overall: 8.37
DIFFERENCES BY RACE/ETHNICITY

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

- African American: 6.52
- Hispanic/Latino: 7.47
- White: 7.24

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

- Transgender: 2.67
- Female: 3.70
- Male: 3.67

*Average ratings.*
• 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
How likely are you to recommend our organization to a friend or family member?

- **Asian**
- **Hispanic/Latino**
- **Overall**
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.