

SA2020[®]

RECOMMENDATIONS FOR COLLECTING INCLUSIVE DEMOGRAPHIC DATA



Collecting Inclusive Demographic Data

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For a community that not only developed a community vision, but also created measurements by which to track shared goals, San Antonio knows that community indicators help give us a snapshot of our progress. Because SA2020 is intentional in telling the complete story of San Antonio, we have further disaggregated this data where possible by race, gender, age, zip code, and City Council District (SA2020.org/City-Council-Profiles).

By revealing where information at the community level may be masking disparate outcomes, disaggregated data gives multi-sector organizations the opportunity to understand the different histories, challenges, and needs of San Antonians, and thereby create responsive policies, budgets, and programs. Disaggregated data additionally helps multi-sector organizations reach the populations that need their services the most. The following offers a template for capturing demographics in your work. Where possible, you should track and report the intersection of demographics—not just race, but race and gender identity and age and place.

1. How would you identify your race/ethnicity?

Please check ALL that apply.

- a.
- b. African American or Black
- c. Asian
- d. Latino/a
- e. Middle Eastern or North African
- f. Native American
- g. Native Hawaiian or Pacific Islander
- h. White
- i. Race/ethnicity not listed here (please specify):

2. What is your gender identity?

- a. Woman
- b. Man
- c. Gender non-conforming

3. In what age range do you fall?

- a. 18-24
- b. 25-44
- c. 45-64
- d. 65-79
- e. 80+

4. In which San Antonio City Council District do you currently reside?

- a. District 1
- b. District 2
- c. District 3
- d. District 4
- e. District 5
- f. District 6
- g. District 7
- h. District 8
- i. District 9
- j. District 10
- k. Outside of COSA Limits (please specify municipality or unincorporated area of Bexar County):

5. What is your work ZIP Code? _____

6. What is your home ZIP Code? _____

Need help? SA2020 leads capacity-building work for multi-sector organizations, including collecting, analyzing, and reporting data. Email partner@SA2020.org for more info.