Unpacking Data
Going Beyond Charts and Numbers
Communication is not the act of speaking, it’s about being heard.
Why invest in perception research?

- Strengthen work
- Measure change
- Identify gaps
- Build bridges
Rural Pulse

Survey of rural Minnesotans on their perceptions of issues facing their community.

https://blandinfoundation.org/learn/research-rural/rural-pulse-2019/
Minnesota population density

darker = more people

Source: MN State Demographer
Family of Studies

- Foundation Home Area
- Rural Minnesota Communities
- 2016 Rural Pulse
- Cultural Study
- Urban Minnesota
- Blandin Community Leadership Program Alumni
- Millennials
Most Critical Issues - Regions

**Northwest**
1. Drugs
2. (tie) Economic development, Jobs
3. Childcare, Healthcare
4. Elder care

**Northeast**
1. Job Opportunities
2. (tie) Healthcare, Drugs
3. Mental health
4. Economic development

**West Central**
1. Job Opportunities
2. (tie) Drugs, Healthcare
3. Workforce
4. (tie) Economic development, Elder care, Affordable housing

**Central**
1. Job Opportunities
2. (tie) Drugs, Healthcare
3. Economic development
4. (tie) Mental Health, Public transportation

**Southwest**
1. (tie) Healthcare, Job Opportunities
2. Economic development
3. (tie) Affordable housing, Drugs
4. Mental health

**Southeast**
1. Job Opportunities
2. Healthcare
3. Economic development
4. Crime
Most Critical Issues - Urban

1. Healthcare
2. Job Opportunities
3. Affordable housing
4. Crime
5. (tie) Drugs and Mental health

Urban sample sponsored by St. Paul and Minnesota Foundation.
Most Critical Issues – Race/Culture

<table>
<thead>
<tr>
<th>Issue</th>
<th>African American</th>
<th>Asian</th>
<th>Hispanic/Latino</th>
<th>Native American</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opioids and drug abuse</td>
<td>15%</td>
<td>8%</td>
<td>8%</td>
<td>30%</td>
</tr>
<tr>
<td>Job opportunities</td>
<td>18%</td>
<td>21%</td>
<td>16%</td>
<td>9%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>8%</td>
<td>13%</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>Affordable housing</td>
<td>8%</td>
<td>13%</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>
People in my community are able to stand up to hatred and discrimination when they see it occur.
Survey Topics

• Community Connectedness
• Housing
• Education
• Transportation
• Health
• Economic Opportunity and Security
• Racial Narratives in News Media
Have you started saving for college?

<table>
<thead>
<tr>
<th>Area</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Metro total</td>
<td>11%</td>
<td>35%</td>
</tr>
<tr>
<td>Dakota County</td>
<td>11%</td>
<td>48%</td>
</tr>
<tr>
<td>City of Saint Paul</td>
<td>8%</td>
<td>21%</td>
</tr>
<tr>
<td>Suburban Ramsey County</td>
<td>18%</td>
<td>34%</td>
</tr>
<tr>
<td>Washington County</td>
<td>11%</td>
<td>34%</td>
</tr>
</tbody>
</table>

- **I have saved or will be able to save enough**
- **I have started saving, but I am worried about having enough**
- **I have thought about it, but have not been able to save for it due to more urgent financial needs**
- **I have thought about it, but I have not started saving for it yet**
- **I have not made any plans to pay for their education after high school**
Have you started saving for college?

<table>
<thead>
<tr>
<th>Group</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>7%</td>
<td>22%</td>
</tr>
<tr>
<td>Asian American</td>
<td>12%</td>
<td>44%</td>
</tr>
<tr>
<td>Latinx</td>
<td>1%</td>
<td>6%</td>
</tr>
<tr>
<td>White</td>
<td>14%</td>
<td>41%</td>
</tr>
</tbody>
</table>

- I have saved or will be able to save enough
- I have started saving, but I am worried about having enough
- I have thought about it, but have not been able to save for it due to more urgent financial needs
- I have thought about it, but I have not started saving for it yet
- I have not made any plans to pay for their education after high school

Data for American Indian respondents suppressed due to a low number of respondents.
<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Ideal Representation</th>
<th>Problematic Representation</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>28%</td>
<td>12% 49% 11%</td>
</tr>
<tr>
<td>American Indian</td>
<td>39%</td>
<td>30% 31% 11%</td>
</tr>
<tr>
<td>Asian American</td>
<td>45%</td>
<td>36% 7% 11%</td>
</tr>
<tr>
<td>Latinx</td>
<td>30%</td>
<td>17% 39% 14%</td>
</tr>
<tr>
<td>White</td>
<td>58%</td>
<td>6% 11% 25%</td>
</tr>
</tbody>
</table>

- Fairly represented
- Missing (not represented)
- Overrepresented in a negative light
- Overrepresented in a positive light
2 volumes

42 survey questions

387 data points in the Volume 2 report

18,978 data points in the Volume 2 data book

1950 residents took the survey

6 data parties

6 nonprofits receiving custom data books

9

SAINT PAUL & MINNESOTA FOUNDATION
How to tackle a data set
• **Step 1**
Identify your question and determine if there is relevant data

• **Step 2**
Find the right pages in the data book and identify data to answer question

• **Step 3**
Make your own data table
• **Step 4**
Write out your (informed) interpretation of the data

• **Step 5**
Summarize your findings in writing, chart form, or other visualization
Questions?
Share the Fun!

#DataParty
@BlandinFound
@SPMCFoundation
Now it’s your turn!

- THINK
- PAIR
- SHARE
Contact Information

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