

Demographic Categories

The following demographic categories for race, ethnicity, gender, income and zip code (geography) are recommended by the Office of Equity and Inclusion (OEI) for use by city staff when conducting community engagement. Frequent and consistent collection of demographic information helps city staff and Commission analyze whether or not we are reaching the communities that are most impacted by existing inequities and the projects/policies we are engaging about. The categories below are taken directly from the Census with the exception of Gender. By aligning the categories with the Census, staff can use local census data to compare demographics of those who are most impacted based on census data with those that we engage with. This helps the City Commission make decisions that will have the greatest impact on advancing equity.

The categories for Gender do not match the census. The census asks; “What is the person’s sex? Male or Female.” After careful research and consideration of best practices, OEI staff decided that framing Gender as a binary was not inclusive and may actually cause harm by requiring people who do not identify as either male or female to choose a category or leave it blank. Instead, the Gender categories are more expansive and allow participants to select multiple options or write in an answer. It should be noted that for internal surveys of staff, following the census categories for Gender is required.

Messaging to Neighbors about Collecting Demographic Information

It is expected that some neighbors may be hesitant to share their demographic information. Data privacy is a real concern and it’s important that the City is able to clearly communicate:

- Why we are collecting this data
- How we will use this data to improve policies and procedures at the City
- How this data can’t be used to identify individual people
- That providing demographic data is voluntary and anyone can still participate in community engagement without providing demographic data

Below is some sample text that can be included in surveys to communicate these key points to neighbors:

“Below are questions about 5 major demographics: race, ethnicity, gender, income and zip code. It is voluntary for you to fill out this section. Answers are unanimous and can not be used to individually identify you. The City of Gainesville collects this information to help assess who we

are reaching with our programs and who we are missing. Collecting this information helps us design our programs and policies to better serve all of our neighbors.”

Demographic Categories and Questions

RACE:

Ask: *What is your Race?*

Race Categories:

White:

The category “White” includes all individuals who identify with one or more nationalities or ethnic groups originating in Europe, the Middle East, or North Africa. Examples of these groups include, but are not limited to, German, Irish, English, Italian, Lebanese, Egyptian, Polish, French, Iranian, Slavic, Cajun, and Chaldean.

Black or African American:

The category “Black or African American” includes all individuals who identify with one or more nationalities or ethnic groups originating in any of the black racial groups of Africa. Examples of these groups include, but are not limited to, African American, Jamaican, Haitian, Nigerian, Ethiopian, and Somali. The category also includes groups such as Ghanaian, South African, Barbadian, Kenyan, Liberian, and Bahamian.

American Indian or Alaska Native:

The category “American Indian or Alaska Native” includes all individuals who identify with any of the original peoples of North and South America (including Central America) and who maintain tribal affiliation or community attachment. It includes people who identify as “American Indian” or “Alaska Native” and includes groups such as Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, and Nome Eskimo Community.

Asian:

The category “Asian” includes all individuals who identify with one or more nationalities or ethnic groups originating in the Far East, Southeast Asia, or the Indian subcontinent. Examples of these groups include, but are not limited to, Chinese, Filipino, Asian Indian, Vietnamese, Korean, and Japanese. The category also includes groups such as Pakistani, Cambodian, Hmong, Thai, Bengali, Mien, etc.

There are individual Asian checkboxes for people who identify as one or more of the following:

- Chinese
- Filipino
- Asian Indian
- Vietnamese
- Korean
- Japanese
- Other Asian (for example, Pakistani, Cambodian, and Hmong)

Native Hawaiian and Pacific Islander:

The category “Native Hawaiian or Other Pacific Islander” includes all individuals who identify with one or more nationalities or ethnic groups originating in Hawaii, Guam, Samoa, or other Pacific Islands. Examples of these groups include, but are not limited to, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, and Marshallese. The category also includes groups such as Palauan, Tahitian, Chuukese, Pohnpeian, Saipanese, Yapese, etc.

There are individual Pacific Islander checkboxes for people who identify as one or more of the following:

- Native Hawaiian
- Samoan
- Chamorro
- Other Pacific Islander (for example, Tongan, Fijian, and Marshallese)

Some Other Race:

If you do not identify with any of the provided race categories, you may enter your detailed identity in the Some Other Race write-in area.

ETHNICITY:

Ask: *Are you of Hispanic, Latino or Hispanic origin? (Yes/No)*

The category “Hispanic, Latino, or Spanish origin” includes all individuals who identify with one or more nationalities or ethnic groups originating in Mexico, Puerto Rico, Cuba, Central and South America, and other Spanish cultures. Examples of these groups include, but are not limited to, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, and Colombian. “Hispanic, Latino or Spanish origin” also includes groups such as Guatemalan,

Honduran, Spaniard, Ecuadorian, Peruvian, Venezuelan, etc. If a person is not of Hispanic, Latino, or Spanish origin, answer "No, not of Hispanic, Latino, or Spanish origin".

There are individual checkboxes for people who identify as:

- Not of Hispanic, Latino, or Spanish origin
- Mexican, Mexican Am., Chicano
- Puerto Rican
- Cuban
- Another Hispanic, Latino, or Spanish origin (for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.)

GENDER:

Ask: Please select all that apply

Man

Woman

Non Binary/ Gender non conforming/ Genderqueer

Transgender

Prefer to Self Describe:

INCOME:

Ask: What was your total income in the last 12 months? (Write in answer)

ZIP CODE:

Ask: What zip code do you live in? (Write in)