



**DRIVERS CONTRIBUTING TO THE DECLINE OF
THE BLACK POPULATION IN AUSTIN, TEXAS:
A COMMUNITY-LED SURVEY IN PARTNERSHIP
WITH 212 CATALYSTS ON BEHALF OF THE AFRICAN
AMERICAN LEADERSHIP INSTITUTE**

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Drivers Contributing to the Decline of the Black Population in Austin, Texas

A LIVED-EXPERIENCE DATA BLACK PAPER

MEASURE
Community Led. Data Driven.

Deanna Cureton, MPH | Tiffanie Harrison, MBA

ABOUT MEASURE

MEASURE has a mission to mobilize communities that are furthest from opportunities to fight against systematic disparities in health, economics, criminalization, and education through the MEASURE CARE (Community, Advocacy, Resilience and Evidence) Model and our other anti-racist evaluation tools. The organization's vision is for Powerful Black, Brown, and Multi-Racial/Ethnic communities to have access to information that will support them self-advocate towards an antiracist and equitable future.

ABOUT 212 CATALYSTS & AALI

212 Catalysts

The mission of 212 Catalysts is to help organizations and initiatives make a positive impact in society. Their vision: Undeniable positive community transformation with measurable impact that everyone can feel. 212 Catalysts specializes in providing operational and strategic assistance, recommendations, and connections to both for- and non-profit organizations to identify and meet targeted goals. Business aspects covered include strategy, action planning, finance, data, evaluation and leadership.

AALI

The African American Leadership Institute (AALI) is a program in which Black professionals gain enhanced civic awareness and leadership opportunities enabling them to make contributions that have a positive impact to Central Texas communities.

BACKGROUND

212 Catalysts and the African American Leadership Institute approached MEASURE with a problem: Compared to other large metropolitan cities in the United States, Austin, Texas is unique in that the percentage of the Black population is declining as the overall population grows rapidly. Additionally, employers are having a difficult time retaining Black hires. **What prohibits Black Austinites from connecting with their community and remaining in the Austin metropolitan area?**

The MEASURE Community-Led Survey Tool is implemented using a racial-equity lens whereby those who are historically and systematically impacted by disparate social outcomes must make up the majority of those creating the survey instrument. This prioritization will result in an elevation of their lived-experience and voice as we gain meaningful understanding about the issue or need that we are working to assess. MEASURE assembled a Community-Led Survey Design Team to collaborate on a survey to seek answers regarding the exodus of Black Austinites.

Community-Led Survey participants provided clear guidance on what inhibits Black Austinites from building the community necessary to remain in the Austin area. By centering community voices and experiences we learned that policy, affordability, and a sense of belonging all contribute to Austin's declining Black population.

DEEPENING THE HISTORICAL CONTEXT OF AUSTIN'S BLACK COMMUNITY

Modern day headlines characterize Austin's Black population as diminished by gentrification. After all, Austin is one of the few cities in the United States that boasts a rapidly growing overall population with a steady decline in the percentage of the city's Black population. The story of Austin's Black Community is deeper than gentrification; much of our more recent history is impacted by the sting of racist policy and governance.

The first known Black resident of Austin was a ten year old girl, Mahalia Murchison in 1839. In just one year the Black population would grow to over 200 residents. Known for its music, Austin would become a mecca for Black performers; musicians, Vaudeville and more. In 1928 the City of Austin introduced a city plan that would relocate Black Austinites to Central East Austin. An economic divide continues to reflect the geographic divide set forth in this plan. Over time, Black Austinites have experienced repeated crises that should be considered as factors contributing to the mass exodus, from the significant acts of violence by police like the Sophia King shooting and series of more recent police brutality, to the impacts of climate change and environmental racism. In 2021, Black Austinites were being disproportionately impacted by COVID19 while also experiencing a digital redlining that kept Black businesses from entering digital spaces (1).

A hallmark of Austin's dynamic culture is attracting people from around the world while also impoverishing people that live here. In 2021, median home prices in Austin-Round Rock rose to \$450,000, a 31% increase year-over-year (2). Census data shows that many African Americans who once lived in East and Southeast Austin have chosen to move their families out of the city, with Austin's Black population actually declining 5.4% from 2000 to 2010 (3). Additionally, Contributing factors for why people move from Central Austin include the rising cost of living in Austin, the tightening housing market, the desire for more space, and the importance of good schools and welcoming communities (4).

“Austin has built itself on the backs of the Black community. For example, looking at the famed SXSW; Black people have been willing to do things for free for exposure.”

Black Woman Community-Led Survey Design Team Member



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DEEPENING THE HISTORICAL CONTEXT OF AUSTIN'S BLACK COMMUNITY

As reported in the Austin-Statesman, "Nelson Linder, President of Austin's NAACP chapter, said that seeing Austin's already small, and once thriving, Black population continue to decline is a concern. To reverse the trend, he said, the city needs to invest in affordable housing, make sure jobs pay high enough wages for people of color, and put money back into the community and programs that foster Black culture (1)." Compared to 2010, 2020 Census data revealed relatively low population growth for Black Austinites. Of the total 171,465 population increase for the city, only 3% were Black. In contrast, Asian Austinites saw a population growth of 21% and now outnumber Black Austinites for the first time (2).

Black Austinites want people to know that while the population may be decreasing, there is still a group functioning as a cohesive unit within the community. This includes the dozens of families who return each week and contribute to the community through church groups, sports programs, and other extracurricular activities (1). Organizations like the African American Leadership Institute and 212 Catalysts are seeking to broaden and deepen the personal, professional and civic ties of the Black Community in Austin.



1. Luz Moreno-Lozano, L. (2021, May 30). As Austin's Black community shrinks, moves to suburbs, community leaders push for change. Austin American-Statesman. Accessed 1.10.2022.

2. Austin's Population Continues Another Decade of Growth According to U.S. Census Bureau. (2021, August 13). Austintexas.gov. Retrieved March 4, 2022, from <https://www.austintexas.gov/news/austins-population-continues-another-decade-growth-according-us-census-bureau-0>.

HISTORICAL TIMELINE

212 Catalysts, AALI and MEASURE reviewed historical events that have contributed to drivers influenced the decline of the Black population in Austin, TX. See [link](#) for larger view of historical timeline (14).

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THE SHRINKING OF THE BLACK COMMUNITY IN AUSTIN

1839-1865

THE FOUNDING ERA OF AUSTIN



Figure 1. Text about Mahala Murkison (8)

This portion of the timeline was the founding era of the city of Austin. This included the small town and the slave-holding plantations that surrounded it. The first known Black resident of Austin was 10 year old Mahala Murkison. By January of 1840 there would be nearly 200 Black Austin residents. (13)

1865-1928

EAST AUSTIN DEVELOPMENT AND REDLINING

Austin would become home to dozens of Freedmen communities like Clarksville and Wintersville. These areas would become increasingly sought after by Whites. In this era, the City of Austin would grow incredibly adept at relocating Black communities through policy and governance. The 1928 City of Austin City Plan instituted local ordinances that created a "Negro District" in Central East Austin. These ordinances essentially forced Black families to move to East Austin in order to access housing, public schools and parks, utilities and other city services. (2, 13)



Figure 2. Austin City Plan 1928. (9)

1930-1940

DIVIDED BY IH 35

In 1935, the federal government launched the New Deal program that would reinforce segregationist boundaries in Austin and throughout the country. The program was designed to restore household wealth during the Great Depression, but it excluded most marginalized communities through redlining.

The 1940 census indicates that most Black and Hispanic Austinites lived East of Interregional Highway 35. The policies that spawned a geographic divide set the stage for a sharp economic divide as well.

Redlining not only blocked most residents of color from the country's single-largest accumulation of household wealth, it also denied them the compound interest that future generations could derive from such affluence. (2,3)

1940-1960

INDUSTRIAL DEVELOPMENT PLAN

By 1940, most Black Austinites were living between 7th & 12th streets, while the growing Hispanic population was consolidating just south of that. In the 1957 Industrial Development Plan, the City Planning Commission zoned all property in East Austin "Industrial," including single family residential units.

This zoning ensured that the most polluting industries would be in East Austin. Furthermore, because of this zoning, few residents could get bank loans (redlining) for repairs or replacement of their original homes, leading to deterioration which in turn laid the groundwork for gentrification.



Figure 3. We Live Here! (10)

1960-1980

FROM EQUAL TO DECLINING

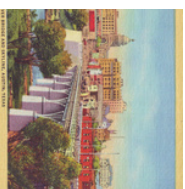


Figure 4. We Live Here! (11)

In the 1960 census, the percentage of Austin's Black and Hispanic populations were roughly equal. Over time the percentage of African Americans has declined to less than 10% of Austin's total population, and for the first time in 60 years it has fallen below the percentage of Asians, according to demographic data from the city. In 1971, Austin elected its first Black city councilperson - 20 years after the city had been gerrymandered into districts to avoid electing a Black citizen. (2,3)

1980-2000

CONTINUED IMPACTS OF RACISM

Though desegregation was made law in 1954, Austin would still struggle to desegregate schools into the 80s. This began one-way busing, where students of color were transported to schools outside their own neighborhoods. As a result, in 1980, the district began busing both white and minority students - finally integrating all ASD schools - 26 years after the Supreme Court's historic ruling. Austin continued to struggle with school segregation, resulting in schools on the east side that were entirely Black or Hispanic. These schools would become the target of school closures in the 2000s. (6)



Figure 5. Forced Busing (12)

2000-2020

CODENEXT & GROWTH

While the overall city population ballooned by 204 percent from 2000 to 2010, the number of Black residents actually declined by 54 percent, a loss of 3,000 people, according to census data. Austin has become the only one of the country's 10 fastest growing cities to see its African-American population decline during that decade.

CODENext legislation was presented in 2014 with the criticism that it would deepen racial inequality by speeding up the gentrification of the east side at other areas of the city which were traditionally home to Black, Hispanic, and other marginalized communities. The Task Force on Institutional Racism called the proposed code "the most recent tool of institutional racism," claiming that it big increase in housing density in and near downtown has displaced actually marginalized people while not affecting the mostly white upper-class neighborhoods of West Austin. (6)

2021

PRICING OUT

The median listing home price in Austin, TX was \$388K in August 2021, trending up 26.5% year-over-year. The median listing home price per square foot was \$399. This may be one reason that Austin is the only growing city with a declining population of Black residents.

There are some efforts towards cultural preservation in Austin. Six Square is a 501(c)(3) nonprofit organization that celebrates and preserves the great art, culture and history of Central East Austin. Named for the six square miles of the former "negro" district, Six Square is a visionary leader and powerful partner for major projects that preserve, promote, and sustain Black arts, history and culture. (5,7)



Figure 6. Six Square Cultural Arts District Logo (7)

AUTHORS

Deanna Curton & Tiffanie Harrison

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See works cited for additional numbered citations

METHODOLOGY

FOCUS GROUP GOALS & TARGET POPULATION

The goal of the survey Community-Led Survey Design Team has been to determine what prohibits Black people in Austin from connecting with their community. For the purpose of this survey, we defined Austin geographically in terms of the wider Austin metroplex. This includes suburban and rural communities like Round Rock, Pflugerville, Bastrop, and Manor. For the remainder of the report, this definition can be applied to any mention of Austin.

It was important to the Community-Led Survey Design Team that we developed a survey that targeted Black current and former Austin residents across Nationality, Gender, Age, Career, Socioeconomic, Ability, and 2SLGBTQIA+ status. We wanted to acknowledge that Austin's Black Community was not a monolith.

RECRUITMENT

It was important to us that this Community-Led Survey Design Team had a wide representation of Black participants. We identified participants across demographics, industries, and life experiences, including but not limited to: corporate, local government, native Austinites, non-profit leadership, community organizers, educators, technology, medicine, mental and behavioral health professionals, entrepreneurs, arts, and culture, philanthropy, and the 2SLGBTQIA+ community.

DATA COLLECTION

The Community-Led Survey Design Team and MEASURE collaborated to design a survey instrument that was deployed online using the Survey Monkey platform. The survey consisted of a mix of closed and open-ended questions and was active from January 24, 2022 - February 7, 2022. Responses from 375 individuals were received. To help reach the greatest number of the target populations, the African American Leadership Institute's Marketing Team created a social media strategy that targeted both current and former Black Austinites.

DATA ANALYSIS

Frequency data for close-ended questions were analyzed using Survey Monkey analytic tools. Data associated with open-ended questions were reviewed by researchers to identify common themes. Due to applied skipped logic and the allowance for respondents to self skip questions, the total number of responses per question vary.

RESPONDENT DEMOGRAPHICS

- 89% identified as residents of the Austin, TX area
- 91% identified as Black or African American exclusively
- 74% identified as a woman
- 80% had a bachelor's degree or above
- 68% were age 50 or younger

Respondents represented a variety of industries, including government/public affairs, technology, education, health care, arts/culture/entertainment, and finance.

LIVED- EXPERIENCE DATA & STORYTELLING



"For the most part, our rich culture and history are absent from the fabric of Austin, so from museums/ theater to concerts to houses of worship, there are multiple opportunities for development."

- Black Woman in Austin who works in the tech industry

"When I moved to Austin the Black community had a voice and was part of Austin I moved here in 1987."

- 65 y/o Black Woman in Austin

"Hard to pay rent when your job won't pay you a living wage or give you opportunities.."

- 32 y/o Black Man in Austin



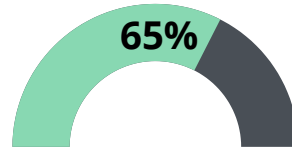
our experience
makes us

EXPERTS

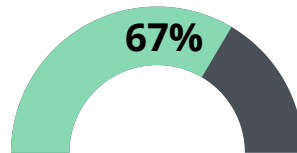
AUSTIN'S DECLINING BLACK POPULATION

In the early 2000's, the Austin, TX area experienced a decrease in its Black population even though the total city population has continued to grow. (1,2)

Among 336 Respondents:



were aware of Austin's Black population declining.



were concerned about the decline.

CONTRIBUTING FACTORS IDENTIFIED

Results of the survey uncovered a strong desire for more events that would promote and increase belonging in Austin. Additionally, a majority of respondents reported high living costs as a contributing factor that pushed them to move farther away from the Austin, TX area.

Among 334 Respondents, factors identified:

- **Unaffordable cost of living** (88% of respondents)
- **Lack of belonging** (80% of respondents)
- **Experience of racism** (47% of respondents)
- **Job related** (29% of respondents)



"There's no cultural / social hub."

- 49 y/o Black Woman who works in law and lives in Austin

"Seeking better school opportunities"

- Person living in Austin

"I recall the 1990s lots of Blacks were living in Austin, from Atlanta, Memphis, Michigan, etc. But big layoffs hit the Black community hard and those people left never to return"

- 52 y/o Black Woman who works in manufacturing and lives in Austin

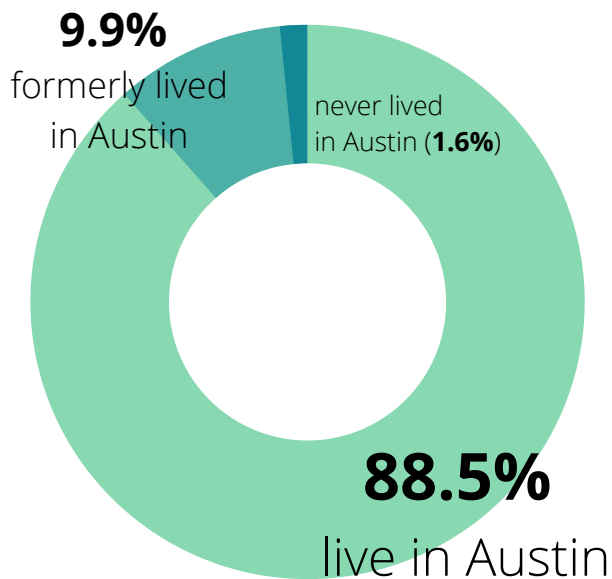


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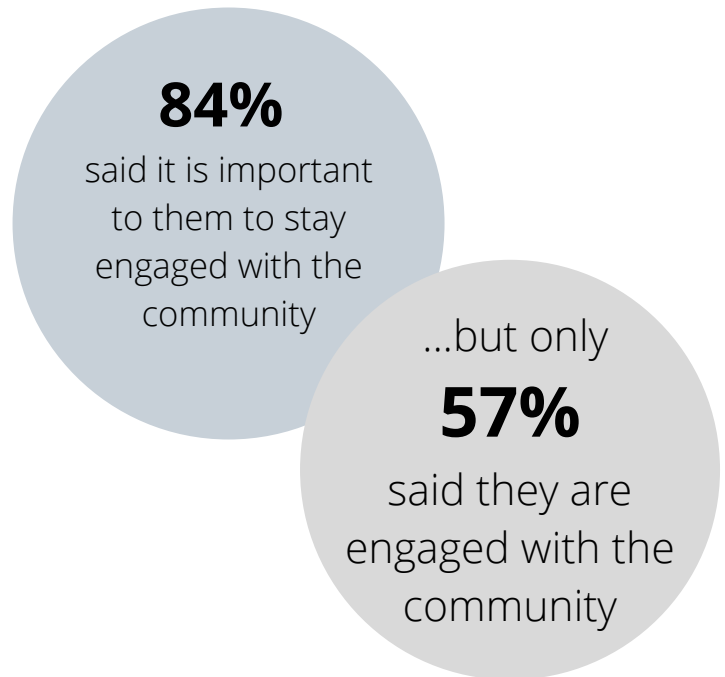
WHERE DO RESPONDENTS LIVE?

Of 375 participants...



ENGAGING WITH THE BLACK COMMUNITY

Of 338 participants...



WHERE IS THE BLACK COMMUNITY?

Of the 328 participants that responded, **over half (62%) said they know where to find community with other Black people in Austin.** However, after mentioning these locations, participants did note there is a tendency to see the same people engaging.

PLACES PEOPLE GO TO CONNECT:

- The Victory Grill
- Austin Urban League
- Givens Park
- Champions of Change
- Encore ATX
- Kenny Dorham's Backyard
- Huston-Tillotson University
- Juneteenth Celebration event
- Church
- North Austin
- Pflugerville
- Black Austin Facebook Group
- Soulcity
- Political events
- Jack and Jill of America
- Carver Museum
- Downtown Austin
- Melanated Marketplace



"There are jobs out here, but they're not the most inclusive. It feels like we're always tokens or a small handful of people at these companies and organizations and it can be hard to find each other. A sense of belonging doesn't always exist. Plus, since a lot of workplaces skew white, that means that they aren't always as interested in hiring Black people or treating them right once they're hired."

- 29 y/o Black Woman who works in education and lives in Austin

"In a liberal-leaning city like Austin, there's a tendency for employers to focus on "treating everyone the same". This pervasive view actively disenfranchises black and brown employees, who face distinct barriers in this city. By intentionally developing relationships based upon recognizing the distinct personhoods of employee bases, black members will feel better about working in these mostly white spaces."

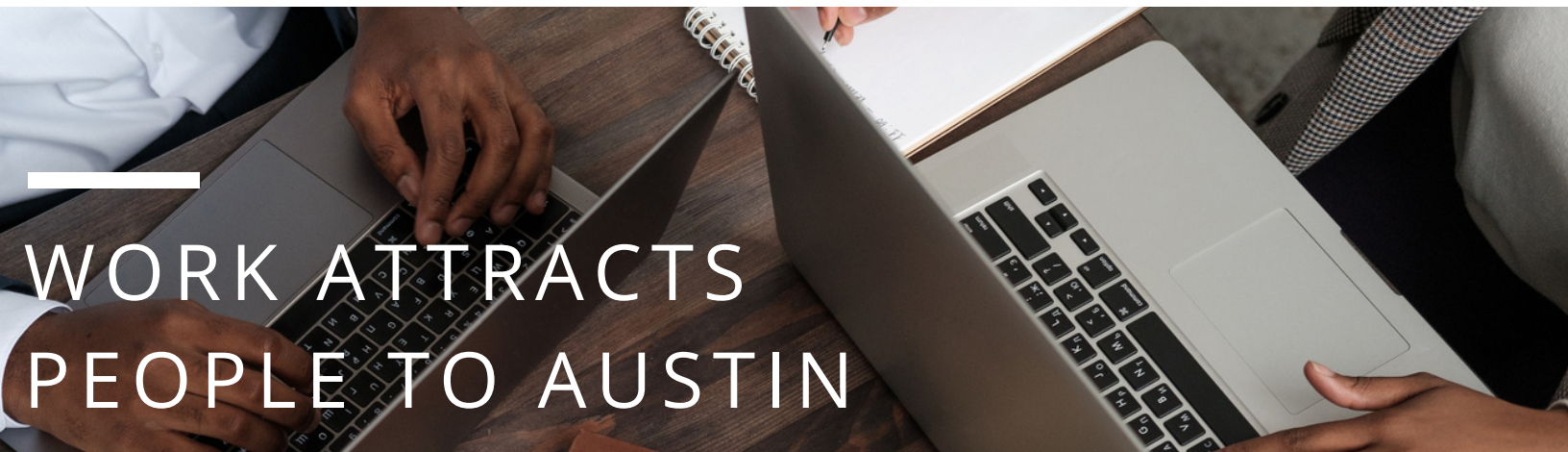
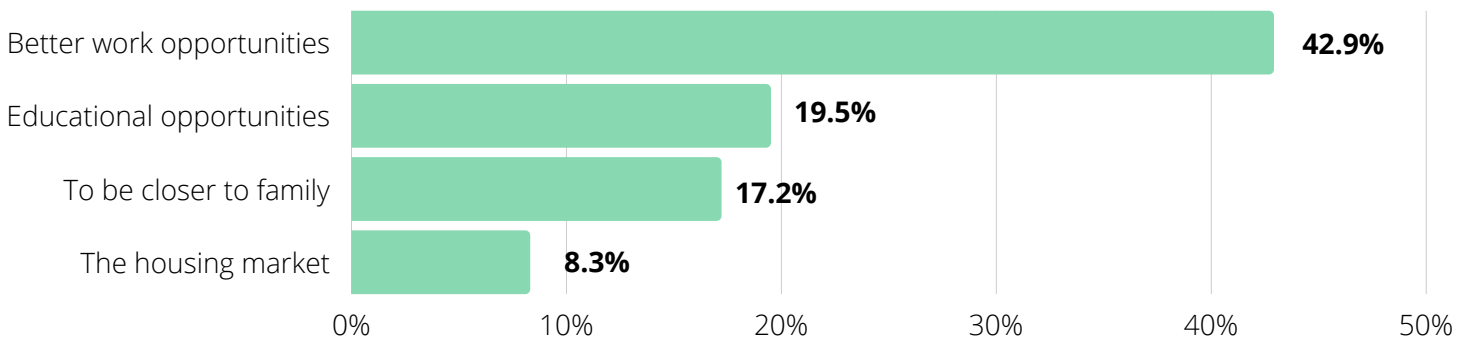
-32 y/o Black Man who works in community-engagement and lives in Austin

"To live within the Austin city limits affordable housing is the challenge for younger and unestablished young people, if they are not working in the tech industry in some fashion it's gonna be tough sledding housing wise...Still expensive but more affordable housing is on the outskirts of Austin to its South, North, and East..."

- 59 y/o Black Man who works in technology sales and lives in Austin



RESPONDENTS IDENTIFIED A VARIETY OF REASONS THAT BROUGHT THEM TO AUSTIN. **OF 338 RESPONDENTS, ALMOST HALF (42.9%) REPORT MOVING TO THE AREA BECAUSE OF WORK OPPORTUNITIES.**



**WORK ATTRACTS
PEOPLE TO AUSTIN**

THEMES & RECOMMENDATIONS

AFFORDABLE HOUSING

Address Housing Affordability Crisis & Austin's Black Unhoused Population

- City of Austin Elected Officials and Policymakers need to center the voices and lived experiences of Black Austinites to influence the cost of living.
- Evaluate existing zoning policies to allow and encourage mixed-income housing.
- Study existing housing voucher programs to improve housing mobility.
- Regarding the unhoused Black population, work with organizations such as Austin Justice Coalition, ECHO, and Community First to encourage the inclusion of Black people with lived experience to be part of the decision-making process.

WORK OPPORTUNITIES

Devote Efforts to Address Barriers to Advancement in the Workplace

- Encourage the adoption of practices to account for the experiences of Black employees.
- Address the tokenization and isolation of Black employees.
- Initiate conversations with employers about aligning wages equitably to keep up with costs of living that are followed by measurable action.
- Increase leadership and advancement opportunities for Black workers.

BLACK SPACES

Create and Amplify Black-centric events and spaces.

- Leverage technology and social media to better communicate around what the Austin area Black community is doing.
- Stay sensitive to gate-keeping and improve the atmosphere of inclusion in existing Black spaces.

DISCUSSION

Housing affordability in Austin continues to be a crisis that disproportionately impacts Black people. This issue will not correct itself overnight. Respondents of the survey shared that Black Austinites are having difficulty accessing housing that does not outpace their income. On the matter of income, members of the Black community expressed the sentiment that they have the skills to be competitive in the workplace. They also expressed that they often feel under-appreciated and undervalued and as a consequence are often underpaid. It is important that employers be aware of this lived experience and work to create work cultures that affirm the expertise of Black employees in a welcoming environment. The need for a welcoming environment extends past the workplace and includes Black-centric spaces for events and gatherings. While we look to hold elected officials and policymakers accountable for the experiences of Black Austinites, we also believe that Austin's Black Community can come together to collaborate towards an increased sense of belonging. Any of the aforementioned recommendations can and should be expanded upon through additional research and study such as dedicated focus groups. There has been prior work done on exploring the drivers contributing to the decline of the Black population in Austin, TX and It is our belief that in concert with the continuation of exploratory work, it is also time to develop a comprehensive plan that will have lasting positive impact on Black Austinites.

OUR EXPERIENCE MUST INFORM CHANGE

It is clear Austin, TX is booming, with its growing technology industry offering job opportunities, an active and organic music scene, and the ability to turn out a highly educated workforce. However, despite experiencing exponential population growth, the Black community has continued to shrink as a percentage of the total population for the past 45 years (1,2). This shrinkage is a result of initiatives that systematically targeted Black Austinites. This includes institutional and structural racism, a lack of affordable housing, and policy that has led to redlining, environmental racism and the repeated gentrification of Black communities. As a result of atrophying numbers, members of the existing community are experiencing a lack of belonging and connection to the city leading to a discouraged desire to remain in Austin. This circumstance will continue unless greater care and strategic actions are taken at both individual and even more importantly, at macro social, structural, and institutional levels. This Black paper adds voice and perspective to aid in decision making as those strategies are developed and implemented by the leaders and stakeholders who influence the changing housing, employment, social and cultural landscape of Austin, Texas.

“Employers are the top player in attracting Black people to Austin, but it is the community environment -- factors outside of the employer sphere of direct influence -- that are causing people to leave again. Therefore, investments in solutions like AALI or others that work to build community for the Black population, are necessary to ensure that Black talent remains in Austin.”

BiNi Coleman, AALI Co-Founder

”



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APPENDIX 1: SURVEY INSTRUMENT

2022 Survey to better understand Austin's shifting Black population

212 Catalysts, on behalf of the [African American Leadership Institute \(AALI\)](#), and MEASURE are working together to better understand why the percentage of the Black population of Austin, TX keeps declining while other populations continue to grow¹⁻³. Austin has been described as having a thriving economy and in 2020 was listed as a top destination for job seekers. However, employers are having a tough time retaining Black employees, and there do not appear to be enough incentives for Black people to stay and live in the Austin, TX area.

Your survey responses will help AALI better understand the Black experience in Austin so that we can get to the root cause(s) of the declining Black population. We seek to help identify ways we can change and grow Austin's Black population and increase the sense of unity within the Black community.

For the purposes of this survey, the Austin, TX area is defined as including the following counties: Bastrop County, Caldwell County, Hays County, Travis County, Williamson County.

All responses will be anonymous. We are using SurveyMonkey to collect and store answers to this survey. Please see SurveyMonkey's privacy policy and security statement for further details about how they store and protect data. MEASURE will collect and analyze all responses and then share the observations with the community. If you have questions about this survey and how data will be used, please contact MEASURE at hello@wemeasure.org.

Sources

1. Luz Moreno-Lozano, L. (2021, May 30). As Austin's Black community shrinks, moves to suburbs, community leaders push for change. *Austin American-Statesman*. Accessed 1.10.2022
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1. Do you currently or have you in the past lived in the Austin, TX area?

- Currently live in the Austin, TX area.
- Have lived in the Austin, TX area in the past.
- I have never lived in the Austin, TX area.

APPENDIX 1: SURVEY INSTRUMENT

2. If you no longer live in the Austin, TX area why did you choose to leave? (Check all that apply.)

- High cost of living
- To be closer to family
- Better work opportunities
- Educational opportunities
- Lack of belonging
- Prefer not to respond
- Other (please describe):

3. What attracted you to live in the Austin, TX area? (Check all that apply.)

- Better work opportunities
- Educational opportunities
- The housing market
- To be closer to family
- Other (please specify)

- N/A - I grew up in the Austin area.

4. How engaged have you been with the Black community in the Austin, TX area?

- Disengaged
- Somewhat engaged
- Very engaged

5. How important is it to you to stay engaged with the Black community in Austin, TX?

- Very unimportant
- Somewhat unimportant
- Somewhat important
- Very important

6. Do you know where to find community with other Black people in the Austin, TX area? (Please describe your Yes or No response.)

Yes (please describe):

No (please describe):

APPENDIX 1: SURVEY INSTRUMENT

7. If someone were to move to the Austin, TX area, where would you suggest they go to connect to the Black community?

8. Since the early 2000's the Austin, TX area has experienced a decrease in its Black population even though the total city population has continued to grow. Considering the above statement, check the statement(s) that most accurately apply to you.^{1,2} (Check all that apply.)

Sources

1. Luz Moreno-Lozano, L. (2021, May 30). As Austin's Black community shrinks, moves to suburbs, community leaders push for change. *Austin American-Statesman*. Accessed 1.10.2022

2. Eric Tang, PhD, E., & Ren, PhD, C. (2014). (issue brief). *Outlier: The Case of Austin's Declining African American Population* (pp. 1–12). Austin, TX: Institute for Urban Policy Research and Analysis.

- I was aware that Austin's Black population was declining.
- This declining shift in Austin's Black population is concerning.
- This statement is reflective of my experience.
- Other (please describe)

- Prefer not to respond

9. In your own experience, why do you believe Black people are leaving the Austin, TX area? (Check all that apply.)

- Job related
- Unaffordable cost of living
- Lack of sense of belonging
- Experience of racism
- Other (please describe)

APPENDIX 1: SURVEY INSTRUMENT

10. If you believe job-related issues are reasons why Black people are leaving the Austin, TX area, please explain.

11. What do you believe are actions that can be taken/implemented to increase the number of Black community members who live in the Austin, TX area? (Check all that apply.)

- Improve employee – employer relationships
- Having a more affordable cost of living
- Improve sense of belonging
- Address racism
- Other (please specify)

2022 Survey to better understand Austin's shifting Black population

12. If you believe an improvement in employer-employee relationships will increase the number of Black community members who live in the Austin, TX area, please explain.

2022 Survey to better understand Austin's shifting Black population

13. If you have never lived in the Austin, TX area ever, why? (Check all that apply.)

- High cost of living
- Educational opportunities
- To be closer to family
- Better work opportunities
- Other (please describe)

- Prefer not to respond

APPENDIX 1: SURVEY INSTRUMENT

14. What is your current age (in years)?

15. How would you describe yourself? (Check all that apply.)

- Hispanic or Latino
- Black or African-American
- Native Hawaiian or Pacific Islander
- Asian
- American Indian or Alaska Native
- White, non-Hispanic, non-Latino
- Multiple or other (please describe)

Prefer not to respond

16. To which gender do you most identify?

- Man
- Woman
- Transgender
- Agender
- Genderqueer
- Genderfluid
- Gender non-binary/non-conforming
- Prefer to self-describe (please describe):

Prefer not to respond

APPENDIX 1: SURVEY INSTRUMENT

17. What is your highest attained level of education?

- Master's degree or above
- Bachelor's degree
- Associates degree
- High school degree
- Other (please describe)

- Prefer not to respond

18. In which industry do you work?

- Arts/Culture/Entertainment
- Consumer Services
- Education
- Environment & Utilities
- Entrepreneur/Start Up
- Finance (e.g. Accounting/Banking/Insurance)
- Government/Public Affairs
- Health
- Manufacturing
- Multiple industries or Other (please describe):

- Prefer not to respond

APPENDIX 2: TARGETED MARKETING ON FACEBOOK

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