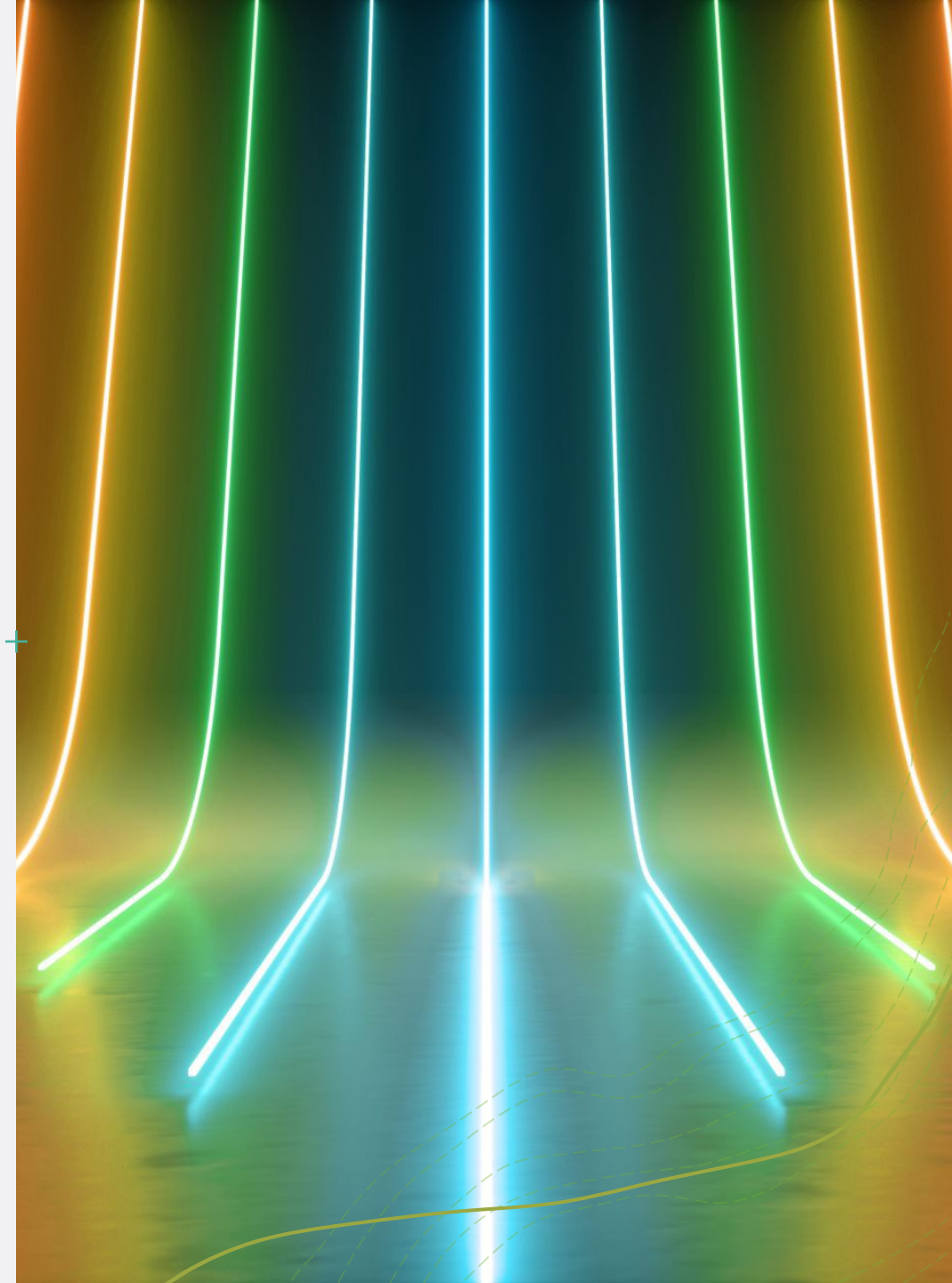




# Northfield Racial and Ethnic Equity Collaborative

2021 community wide survey results

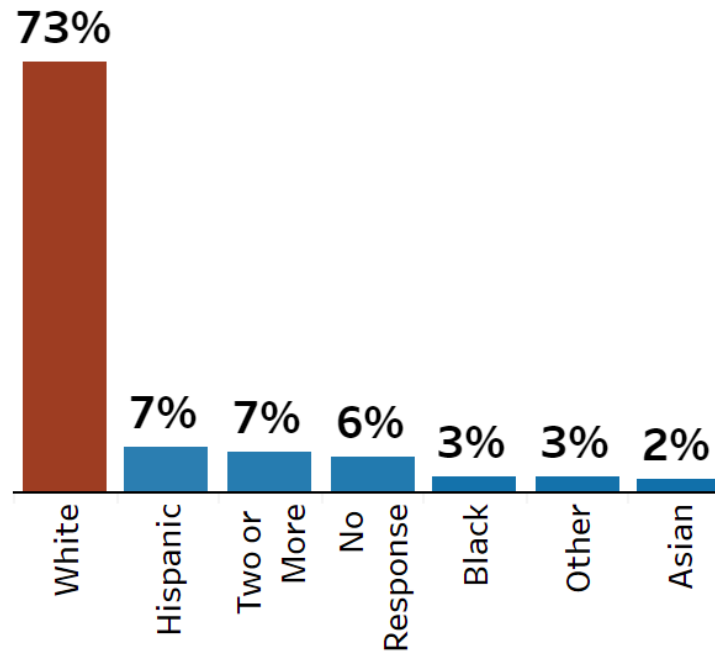


# Overview of Respondent Demographics

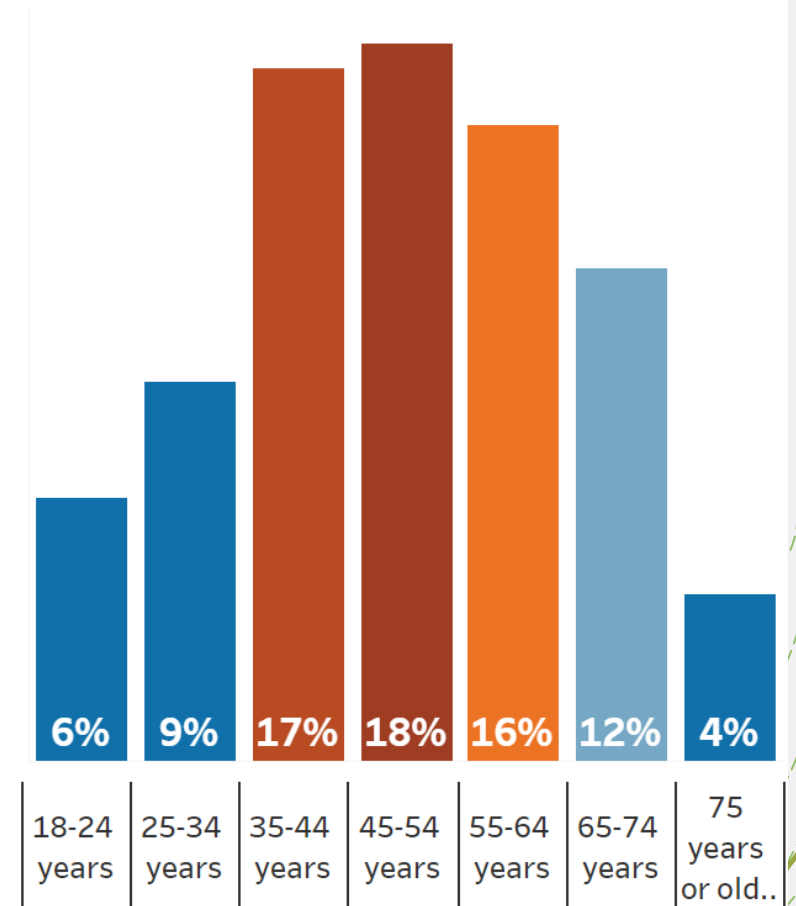
Total Responses ⓘ



Race/Ethnicity

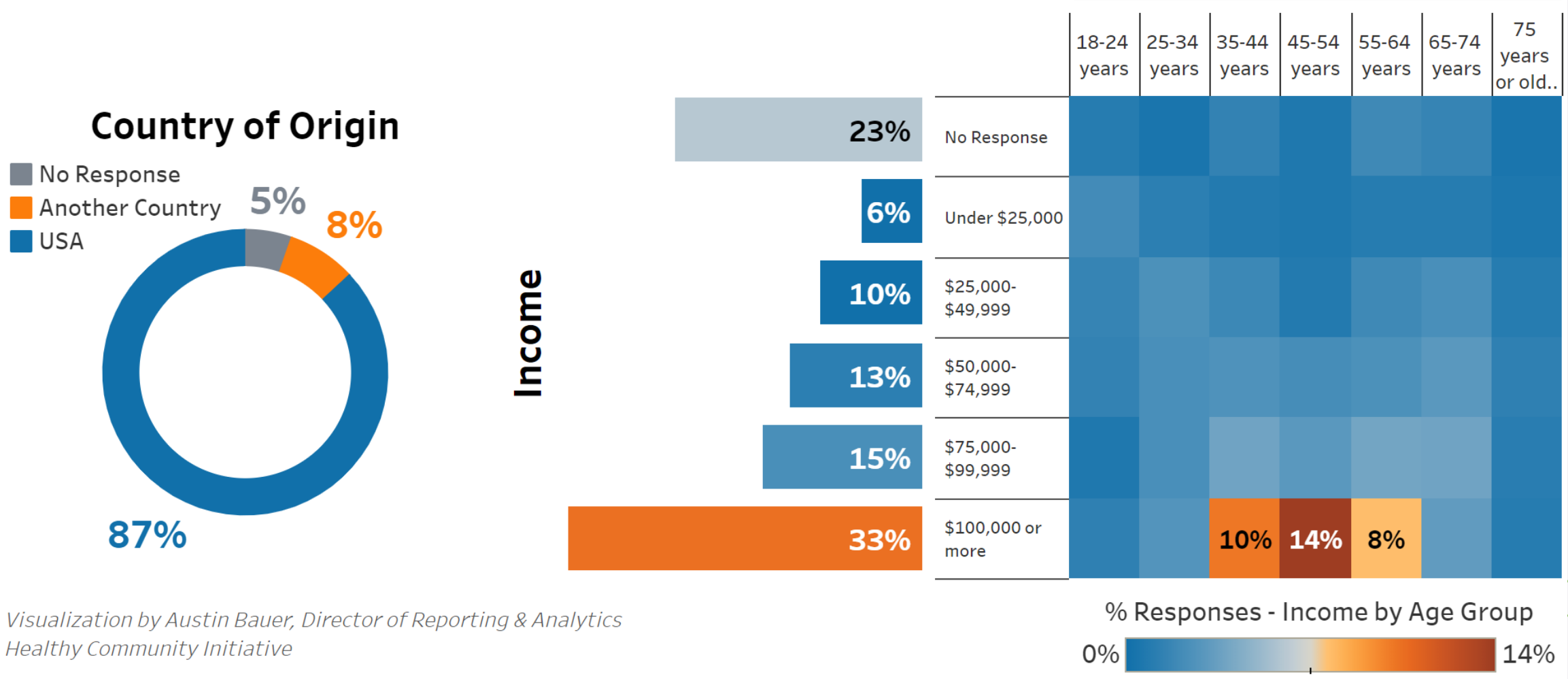


Age



Northfield Population Stats (from the U.S. Census Bureau Quickfacts):  
82.3% White alone, Not Hispanic or Latino  
8.9% Hispanic or Latino

# Overview of Respondent Demographics – part 2



Northfield Population Stats (from the U.S. Census Bureau Quickfacts):  
\$70,148 Median Household Income  
\$75K- \$99K Median Income Survey Response

# The Survey

Three Sections:

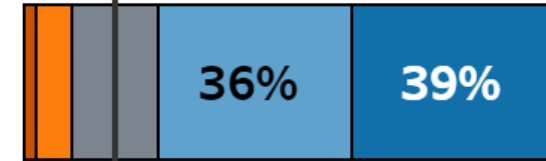
- 1) Demographic questions
- 2) Perception questions – how do respondents perceive various aspects of Northfield
- 3) Experience questions – how have respondents experienced Northfield



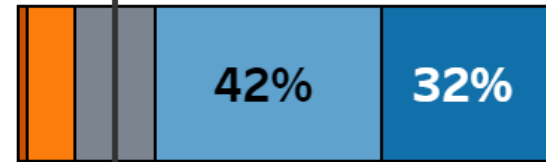
# Results from ALL respondents

## Experience Questions

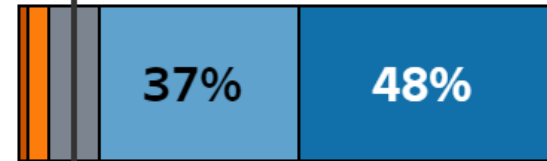
I believe my culture is valued in Northfield.



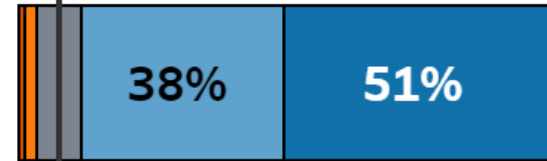
I feel connected with other residents in the Northfield community.



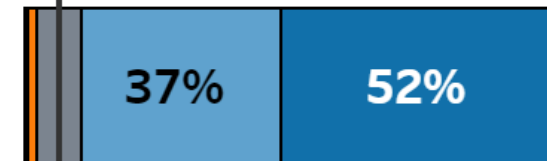
I feel welcome in Northfield.



I feel welcome in business establishments in Northfield.



I feel safe in Northfield.



Strongly Disagree

Disagree

Neutral

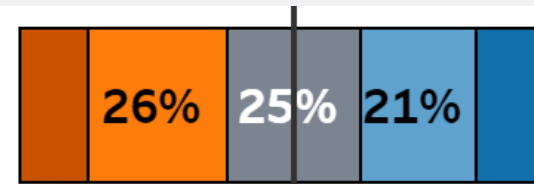
Agree

Strongly Agree

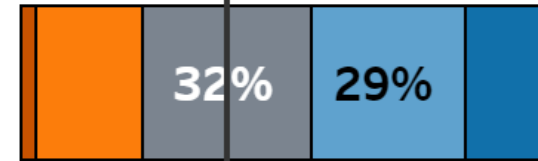
# Results from ALL respondents – part 2

## Perception Questions

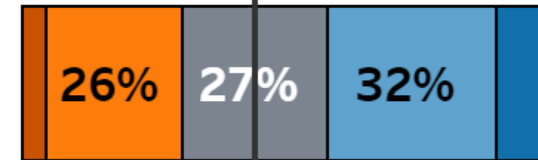
There is access to housing in Northfield for people of all races and ethnicities.



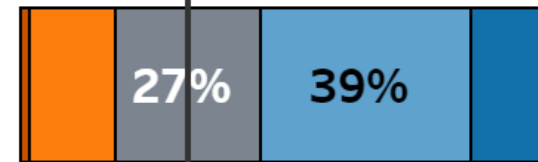
There are equal employment opportunities in Northfield for people of all races and ethnicities.



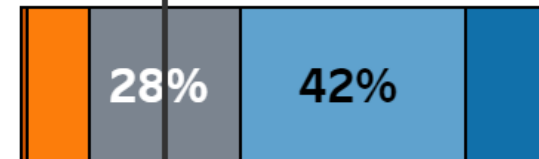
Northfield attracts people of racial and ethnically diverse backgrounds.



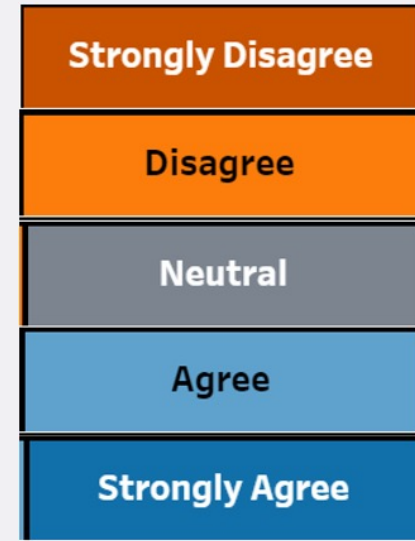
Northfield creates a welcoming environment for people of racial and ethnically diverse backgrounds.



Northfield residents demonstrate respect for residents of racial and ethnically diverse backgrounds.



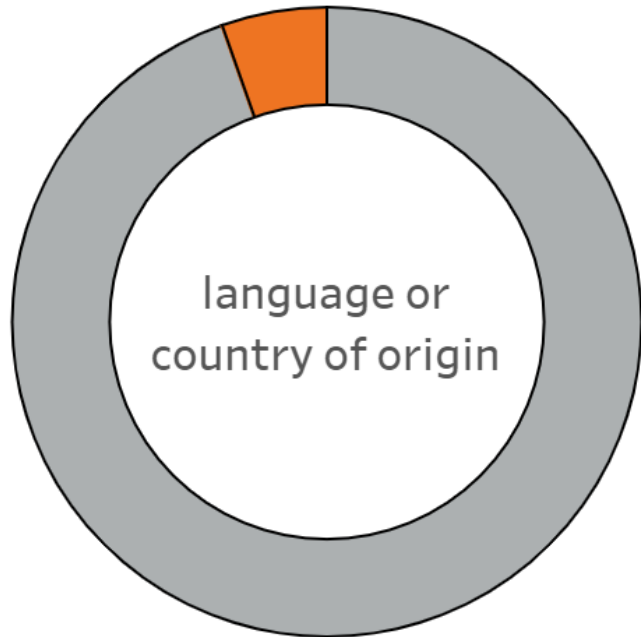
It is important for people of all racial and ethnic backgrounds to feel welcome in Northfield.



# Results from ALL respondents – part 3

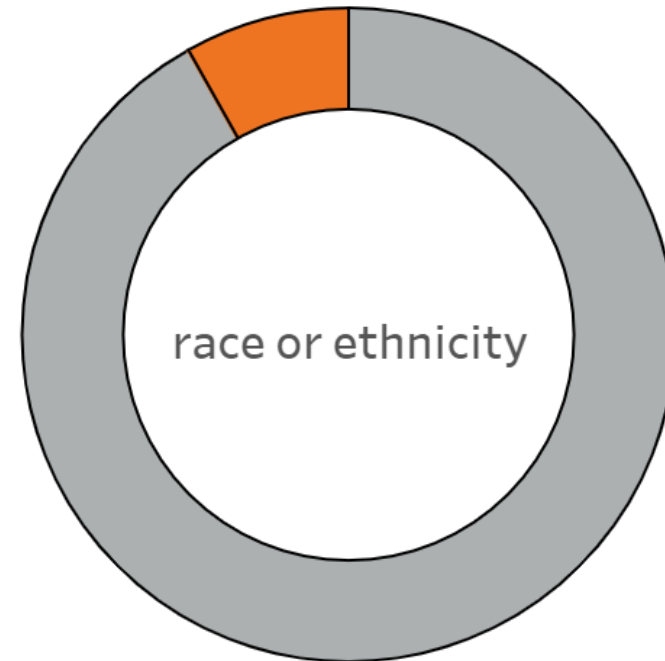
Have you experienced discrimination based on your \_\_\_\_\_  
in Northfield in the past 12 months?

Yes | 5% (49)



No | 95% (858)

Yes | 8% (74)



No | 92% (833)

# Results from ALL respondents – view 2

## Experience Questions

I believe my culture is valued in Northfield.

75%

I feel connected with other residents in the Northfield community.

74%

I feel welcome in Northfield.

85%

I feel welcome in business establishments in Northfield.

88%

I feel safe in Northfield.

90%

Disagree & Strongly Disagree

Neutral

Agree & Strongly Agree

# Results from ALL respondents – part 2, view 2

## Perception Questions

There is access to housing in Northfield for people of all races and ethnicities.

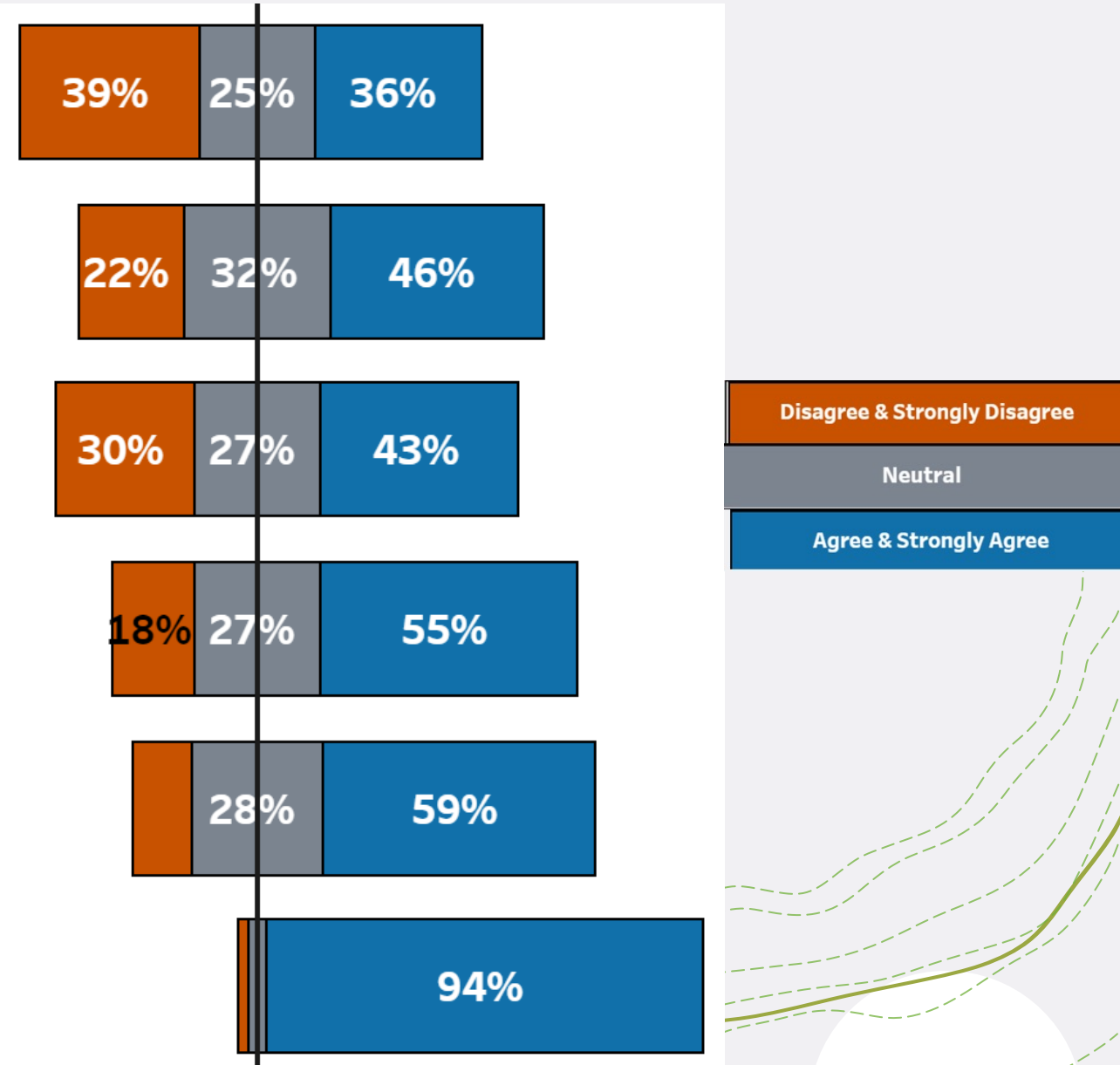
There are equal employment opportunities in Northfield for people of all races and ethnicities.

Northfield attracts people of racial and ethnically diverse backgrounds.

Northfield creates a welcoming environment for people of racial and ethnically diverse backgrounds.

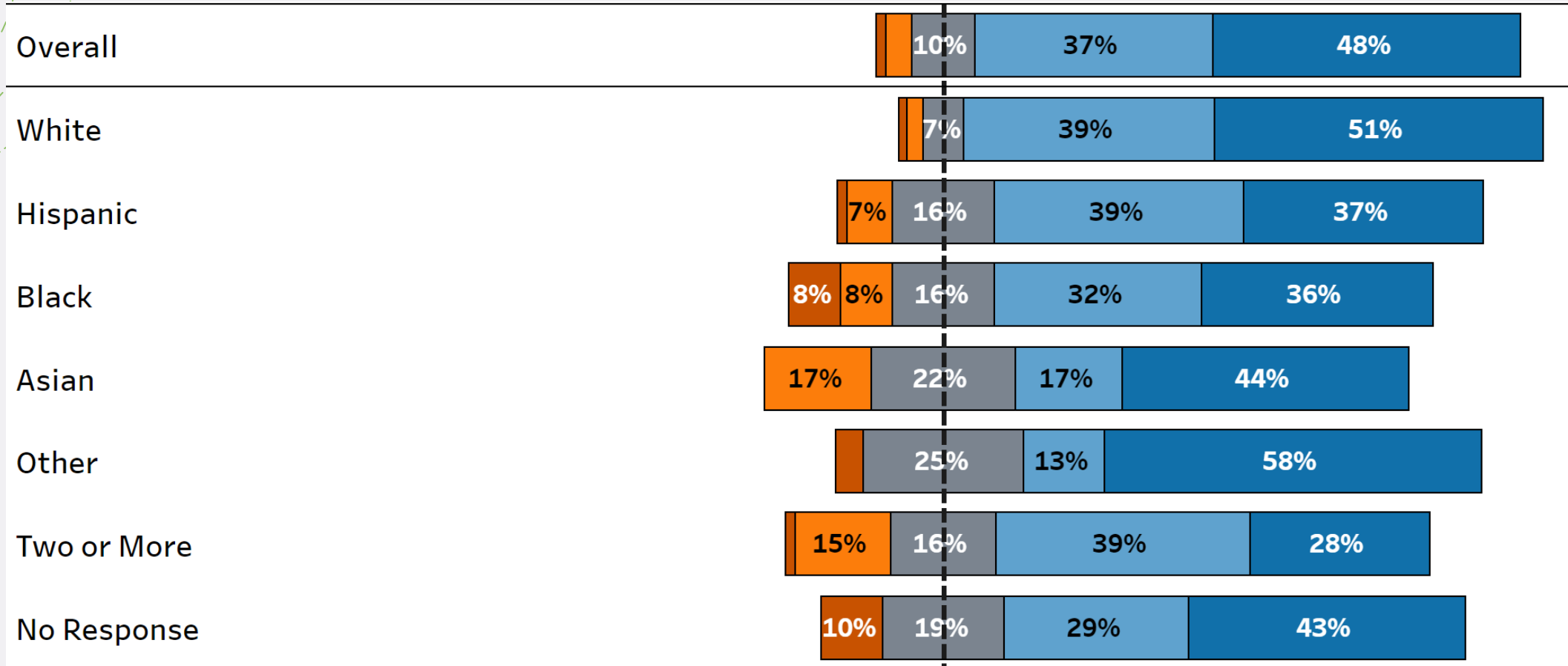
Northfield residents demonstrate respect for residents of racial and ethnically diverse backgrounds.

It is important for people of all racial and ethnic backgrounds to feel welcome in Northfield.



# Feeling Welcome Question – filtered by race/ethnicity

I feel welcome in Northfield



**Strongly Disagree**

**Disagree**

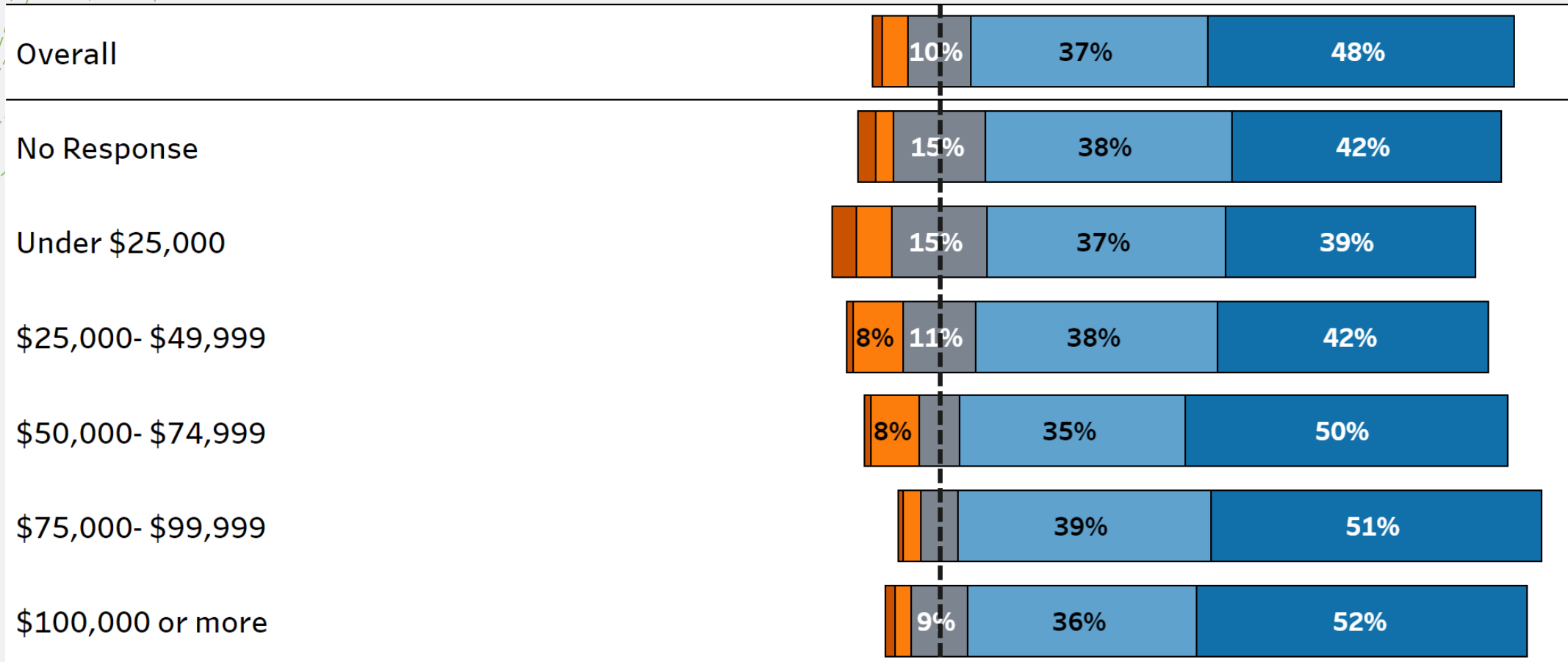
**Neutral**

**Agree**

**Strongly Agree**

# Feeling Welcome Question— filtered by income

I feel welcome in Northfield



Strongly Disagree

Disagree

Neutral

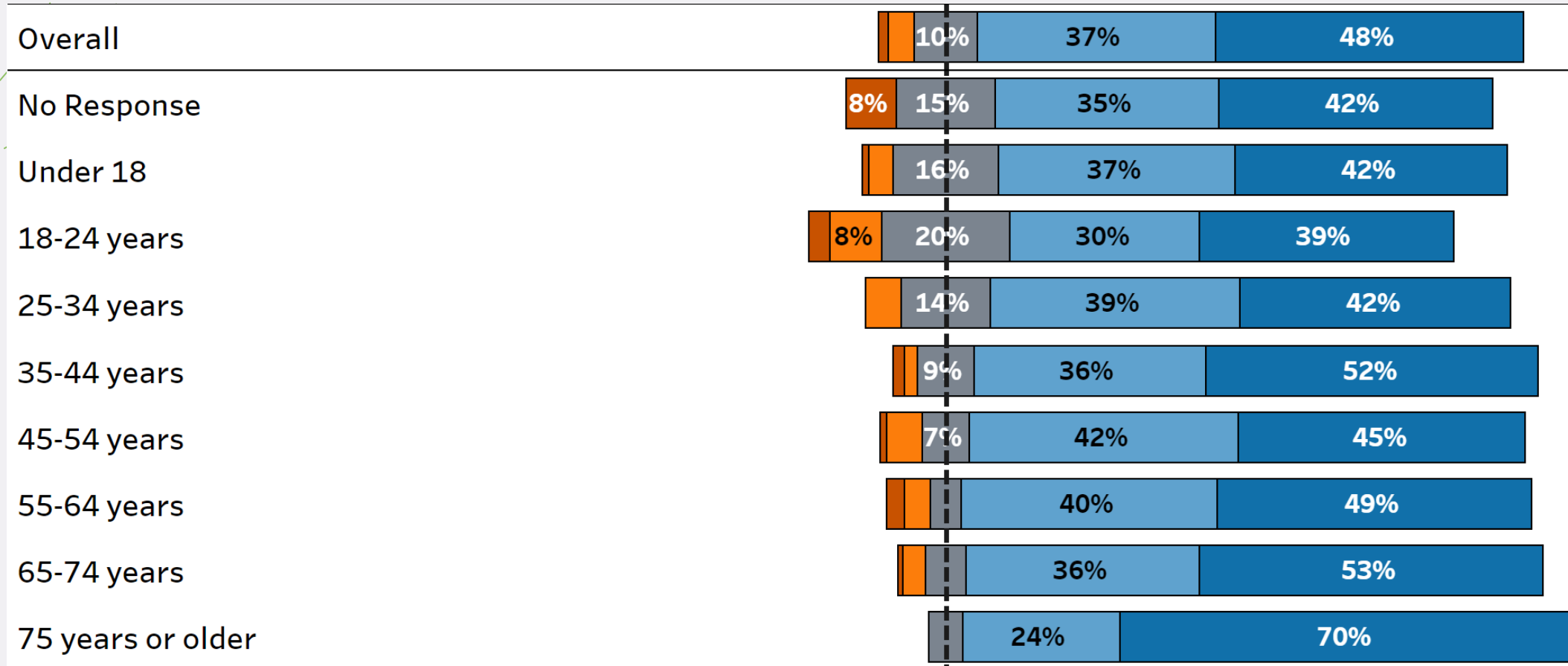
Agree

Strongly Agree



# Feeling Welcome Question– filtered by age

I feel welcome in Northfield



Strongly Disagree

Disagree

Neutral

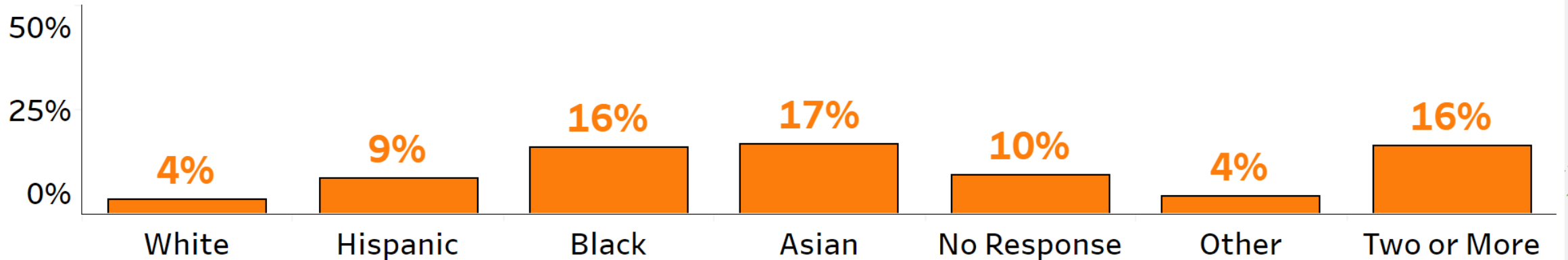
Agree

Strongly Agree

# Feeling Welcome Question negative responses – filtered by race/ethnicity

I feel welcome in Northfield

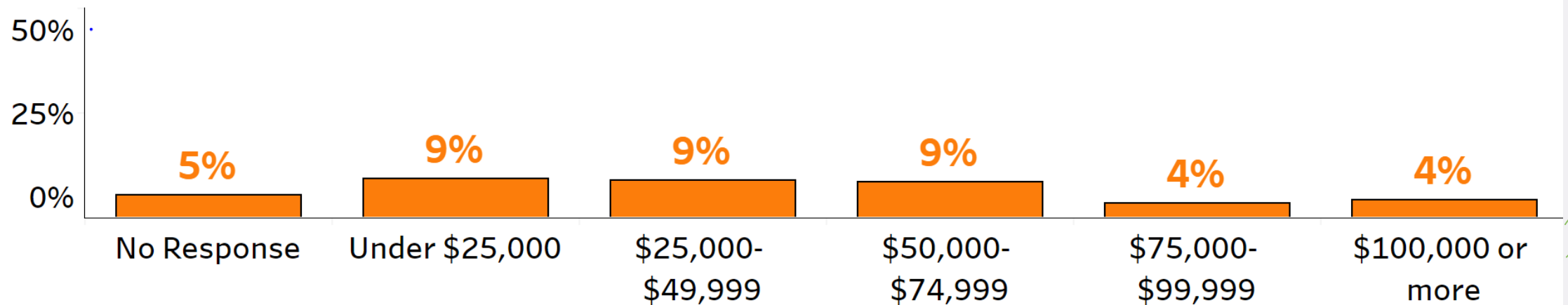
Summary of negative responses  
(Disagree & Mostly Disagree)



# Feeling Welcome Question negative responses– filtered by income

I feel welcome in Northfield

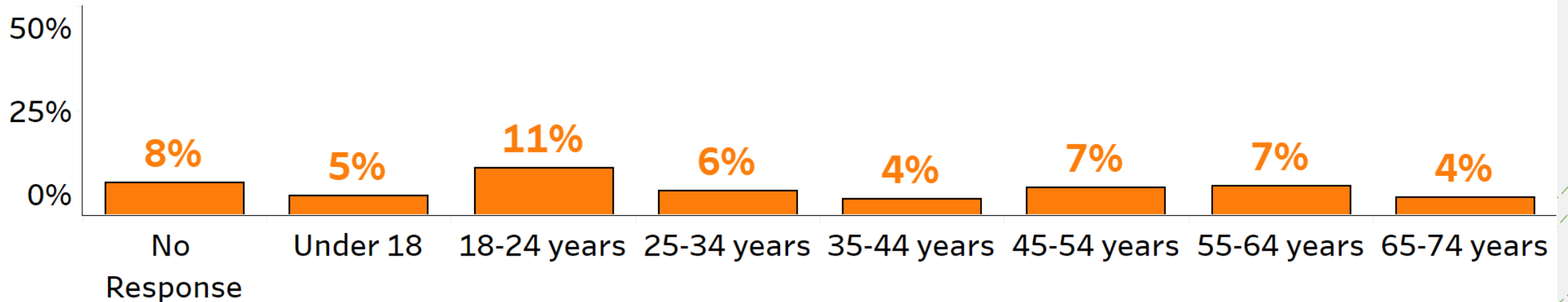
Summary of negative responses  
(Disagree & Mostly Disagree)



# Feeling Welcome Question negative responses – filtered by age

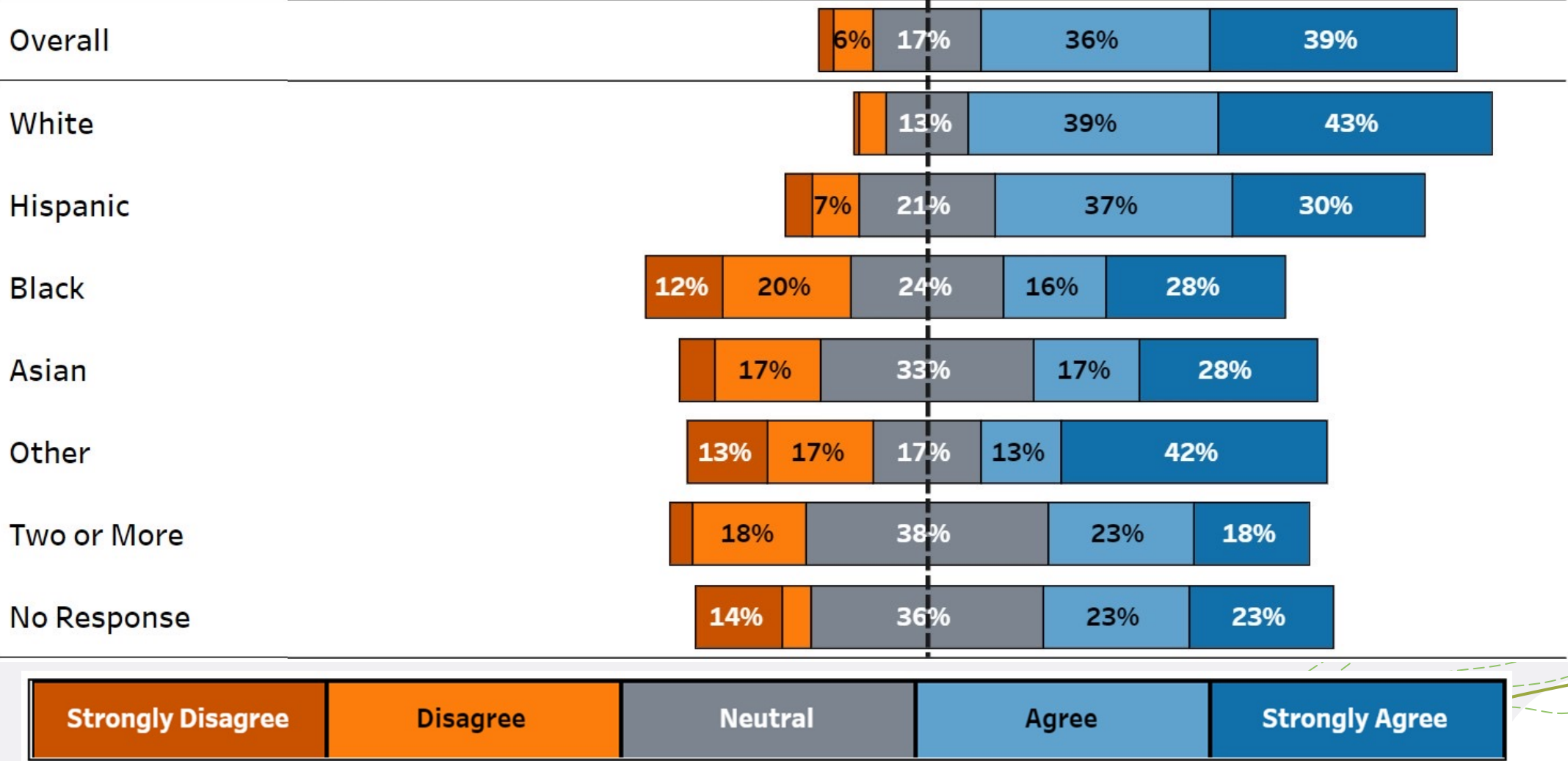
I feel welcome in Northfield

Summary of negative responses  
(Disagree & Mostly Disagree)



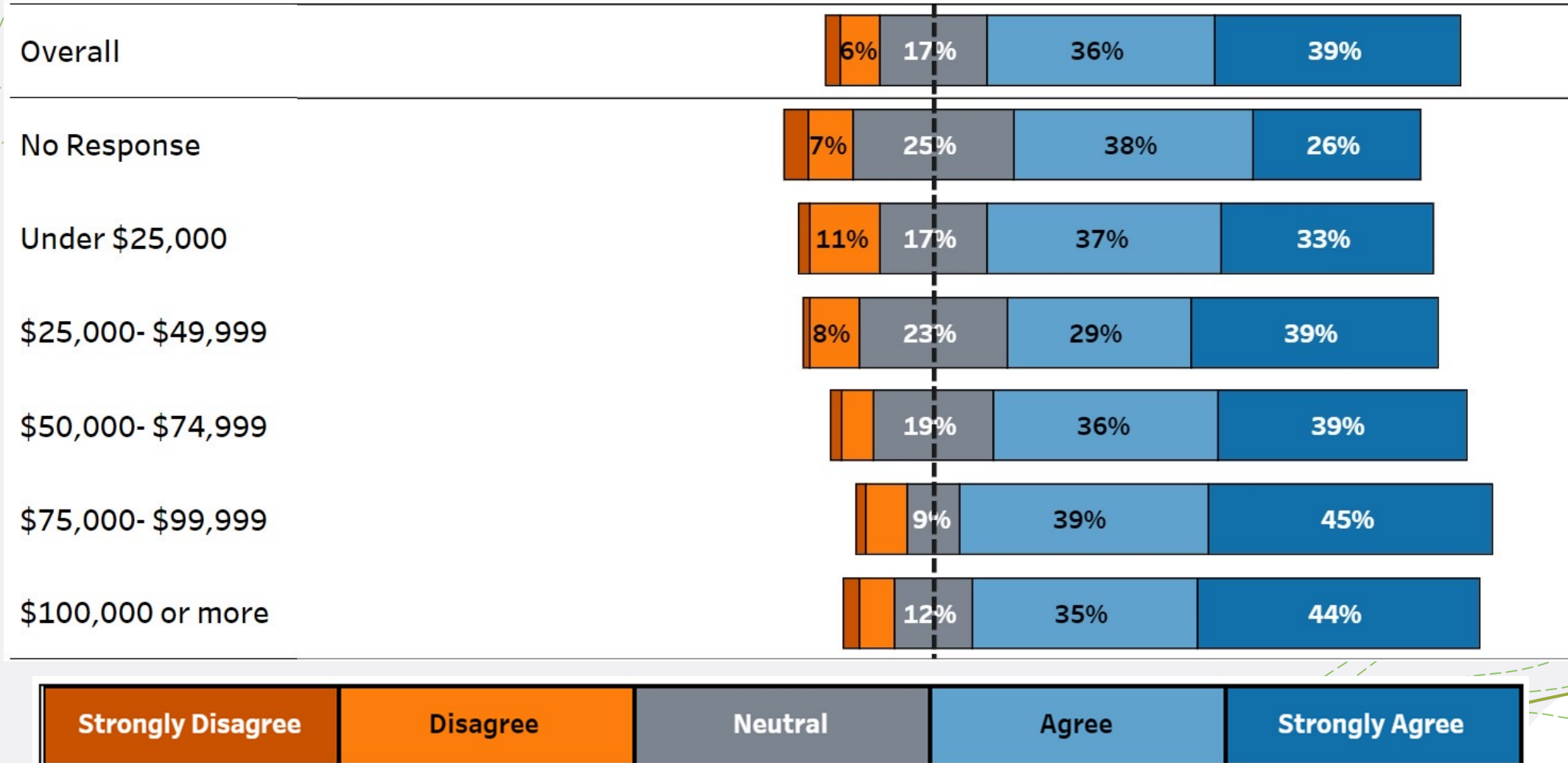
# Believes Culture is Valued Question – filtered by race/ethnicity

I believe my culture is valued in Northfield



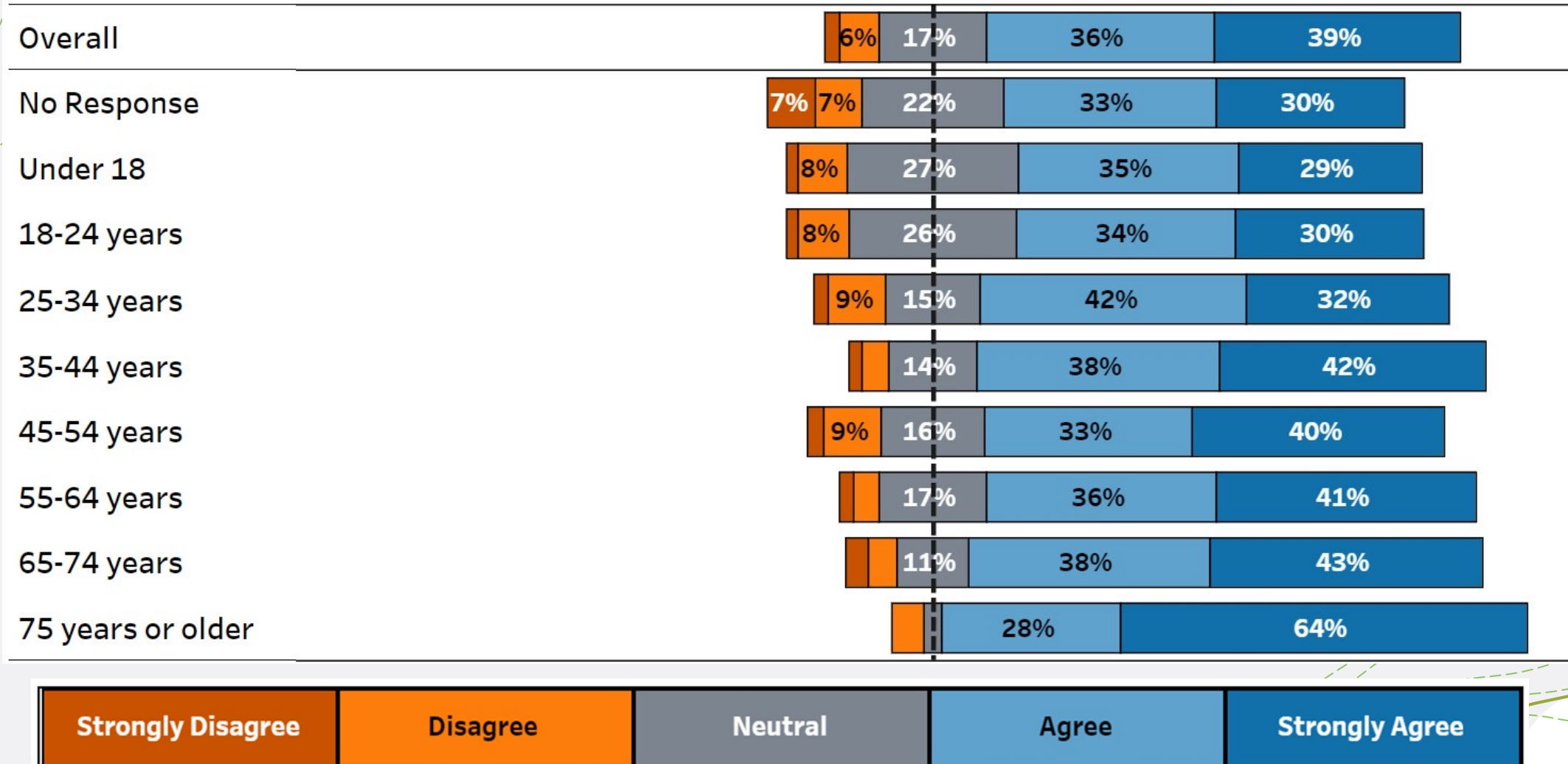
# Believes Culture is Valued Question – filtered by income

I believe my culture is valued in Northfield



# Believes Culture is Valued Question – filtered by age

I believe my culture is valued in Northfield

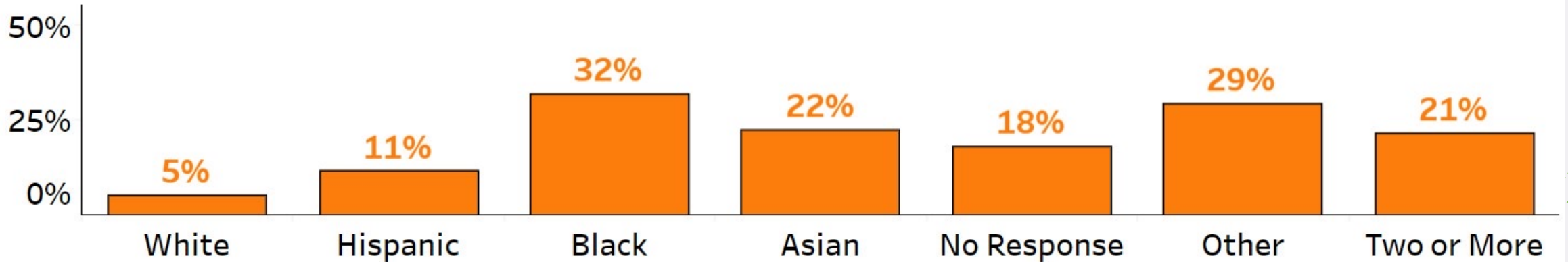




# Believes Culture is Valued Question negative responses – filtered by race/ethnicity

I believe my culture is valued in Northfield

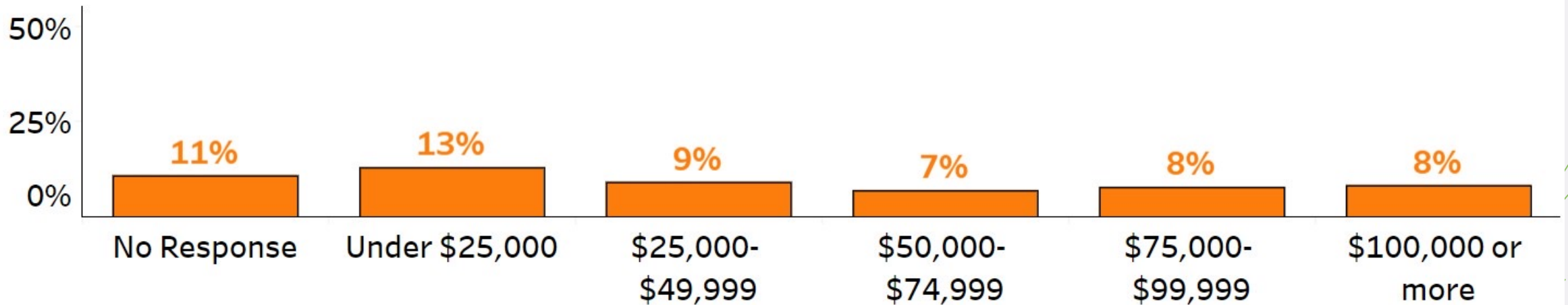
Summary of negative responses  
(Disagree & Mostly Disagree)



# Believes Culture is Valued Question negative responses – filtered by income

I believe my culture is valued in Northfield

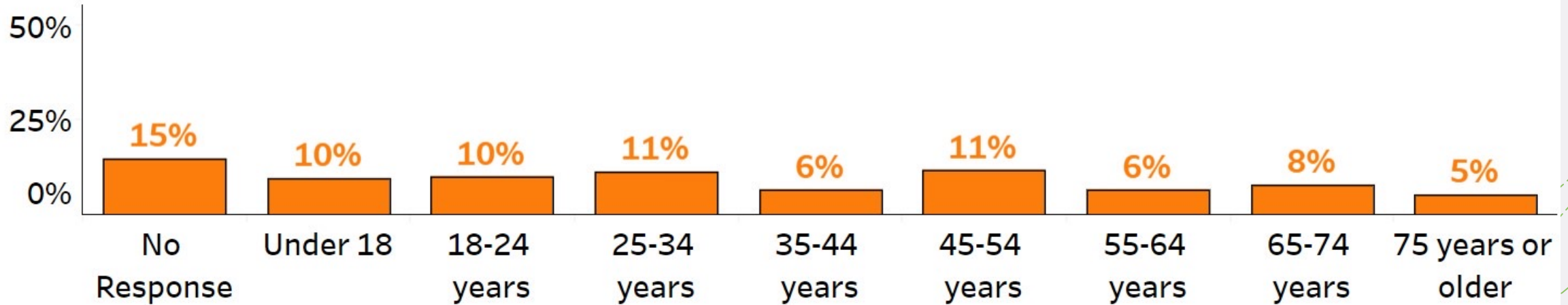
Summary of negative responses  
(Disagree & Mostly Disagree)



# Believes Culture is Valued Question negative responses – filtered by age

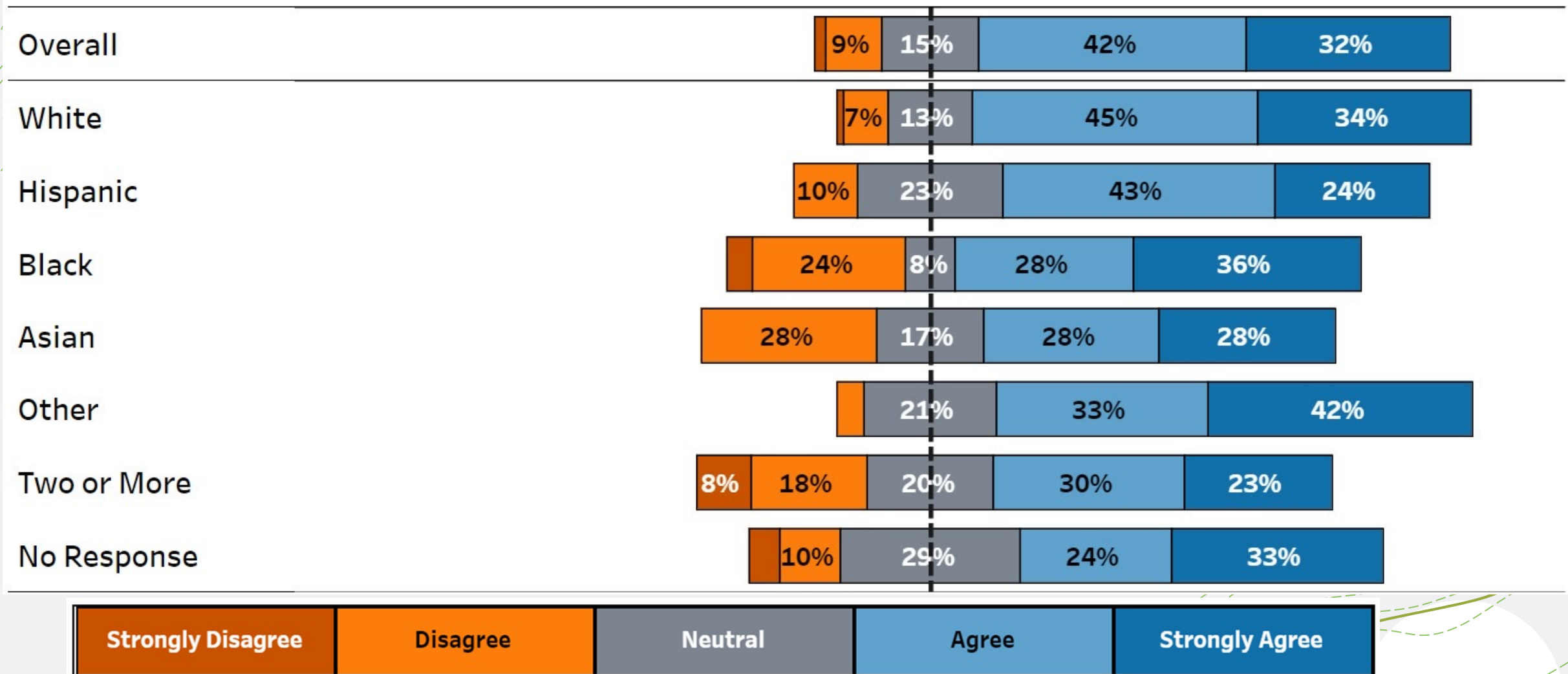
I believe my culture is valued in Northfield

Summary of negative responses  
(Disagree & Mostly Disagree)



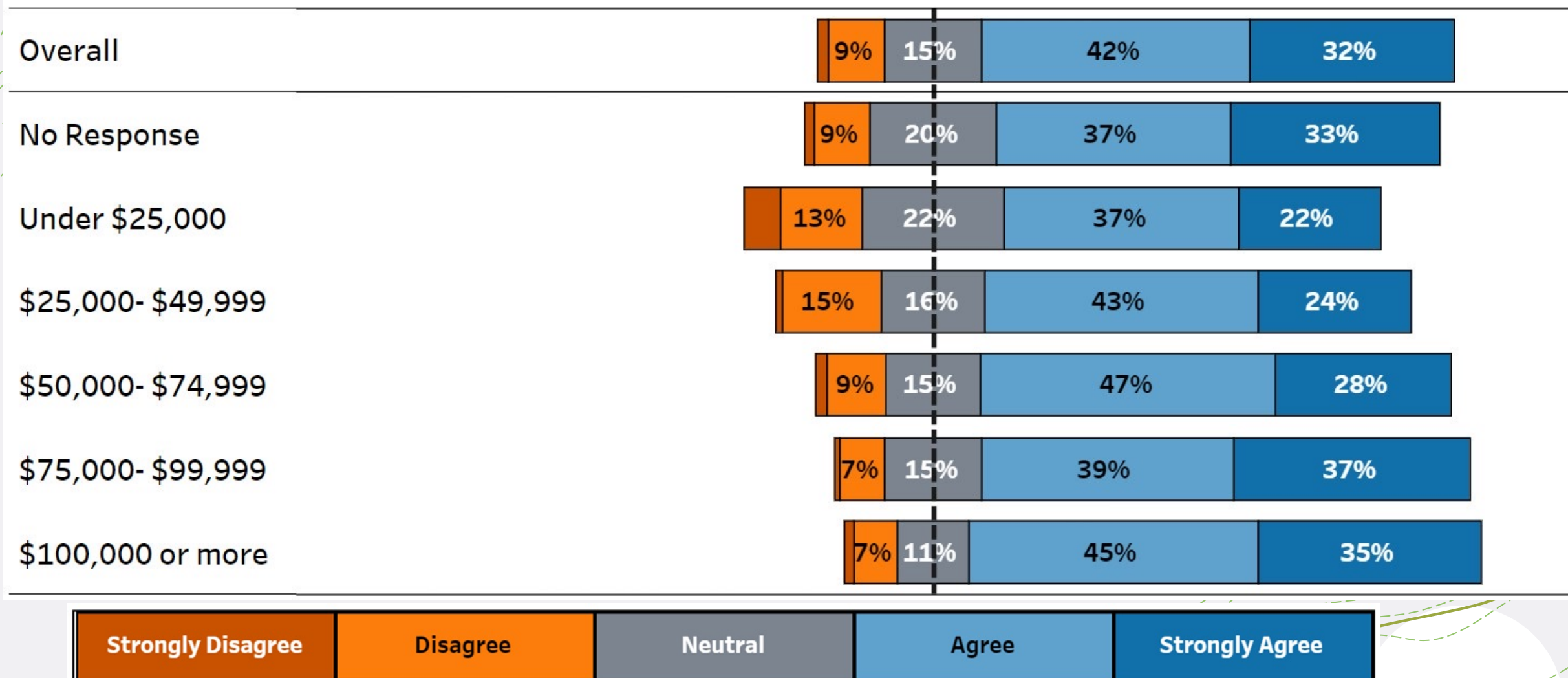
# Feeling Connected Question – filtered by race/ethnicity

I feel connected with other residents in Northfield



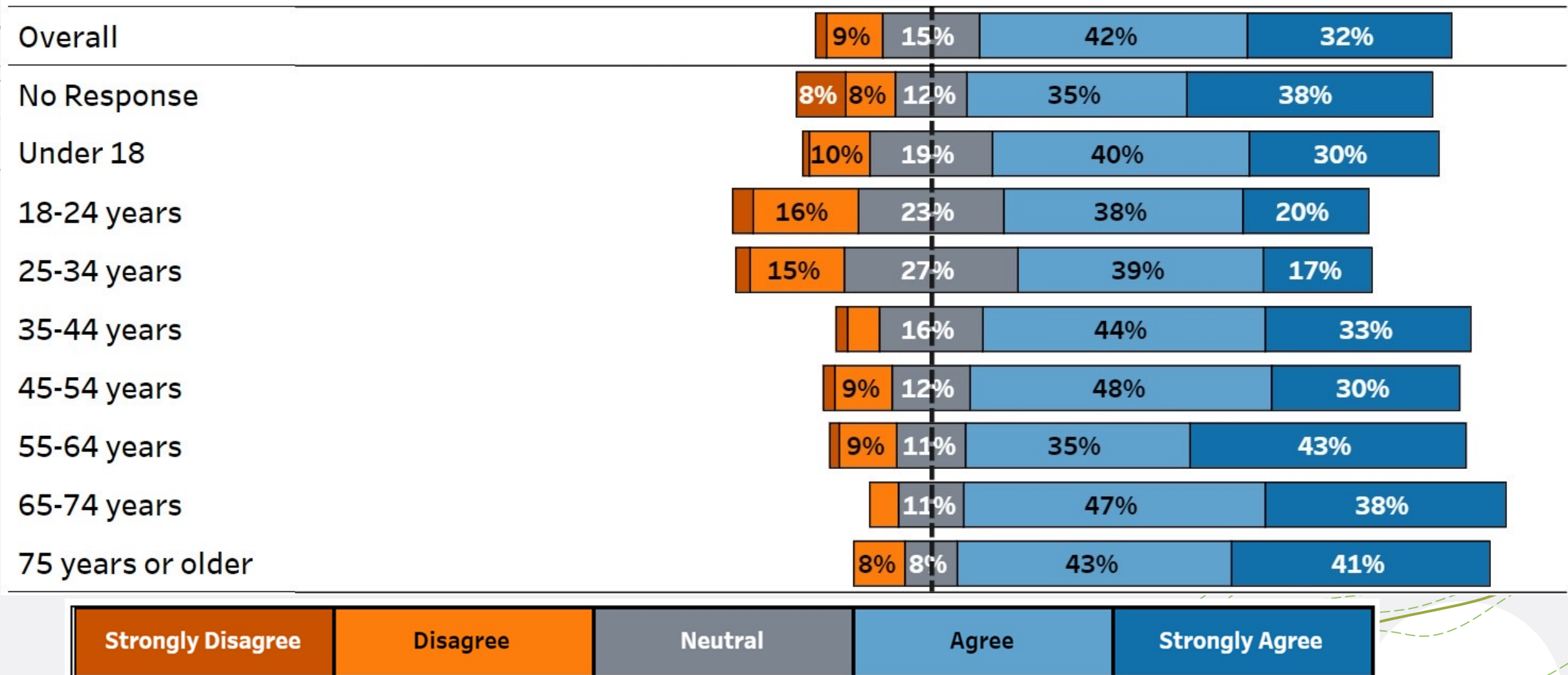
# Feeling Connected Question – filtered by income

I feel connected with other residents in Northfield



# Feeling Connected Question – filtered by age

I feel connected with other residents in Northfield

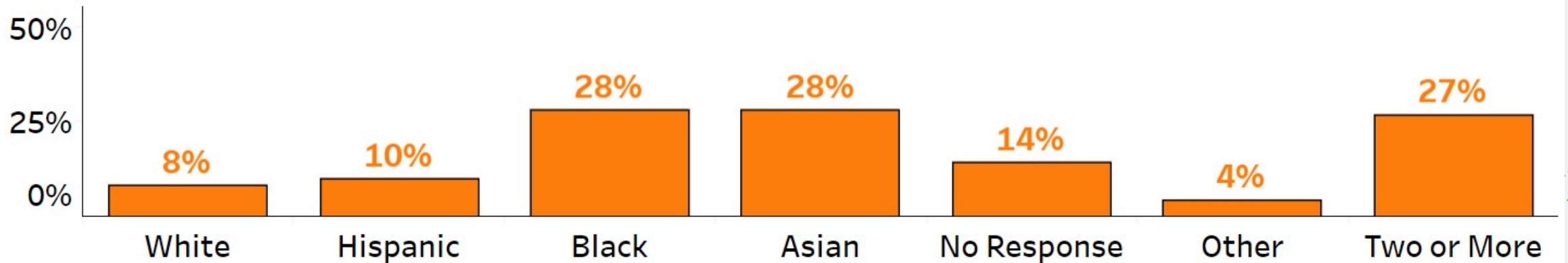




# Feeling Connected Question negative responses – filtered by race/ethnicity

I feel connected with other residents in Northfield

Summary of negative responses  
(Disagree & Mostly Disagree)

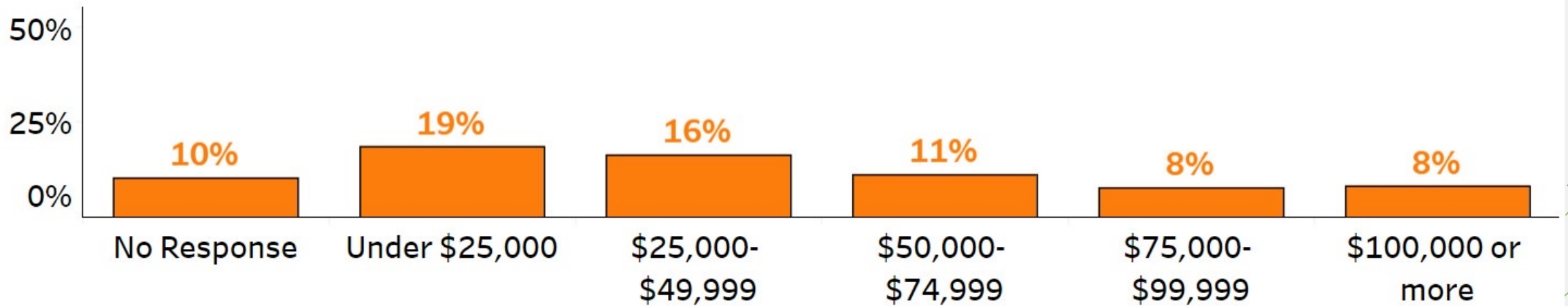




# Feeling Connected Question negative responses – filtered by income

I feel connected with other residents in Northfield

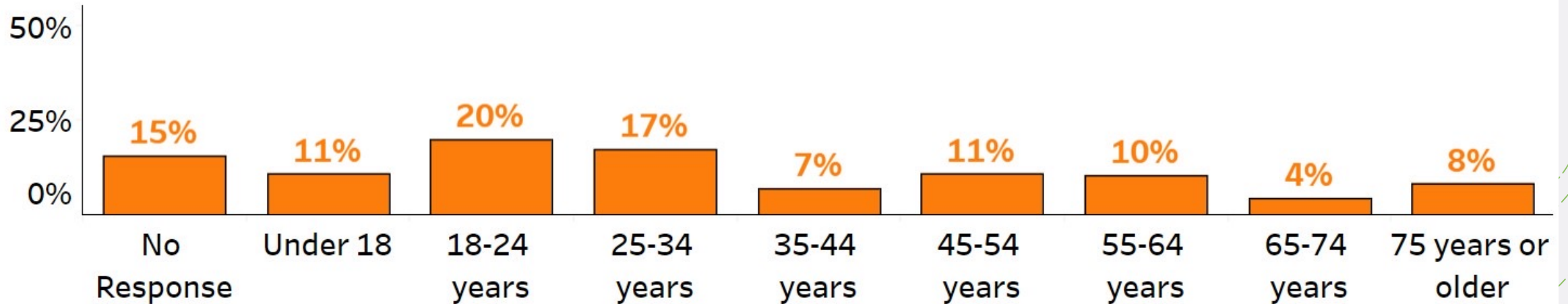
Summary of negative responses  
(Disagree & Mostly Disagree)



# Feeling Connected Question negative responses – filtered by age

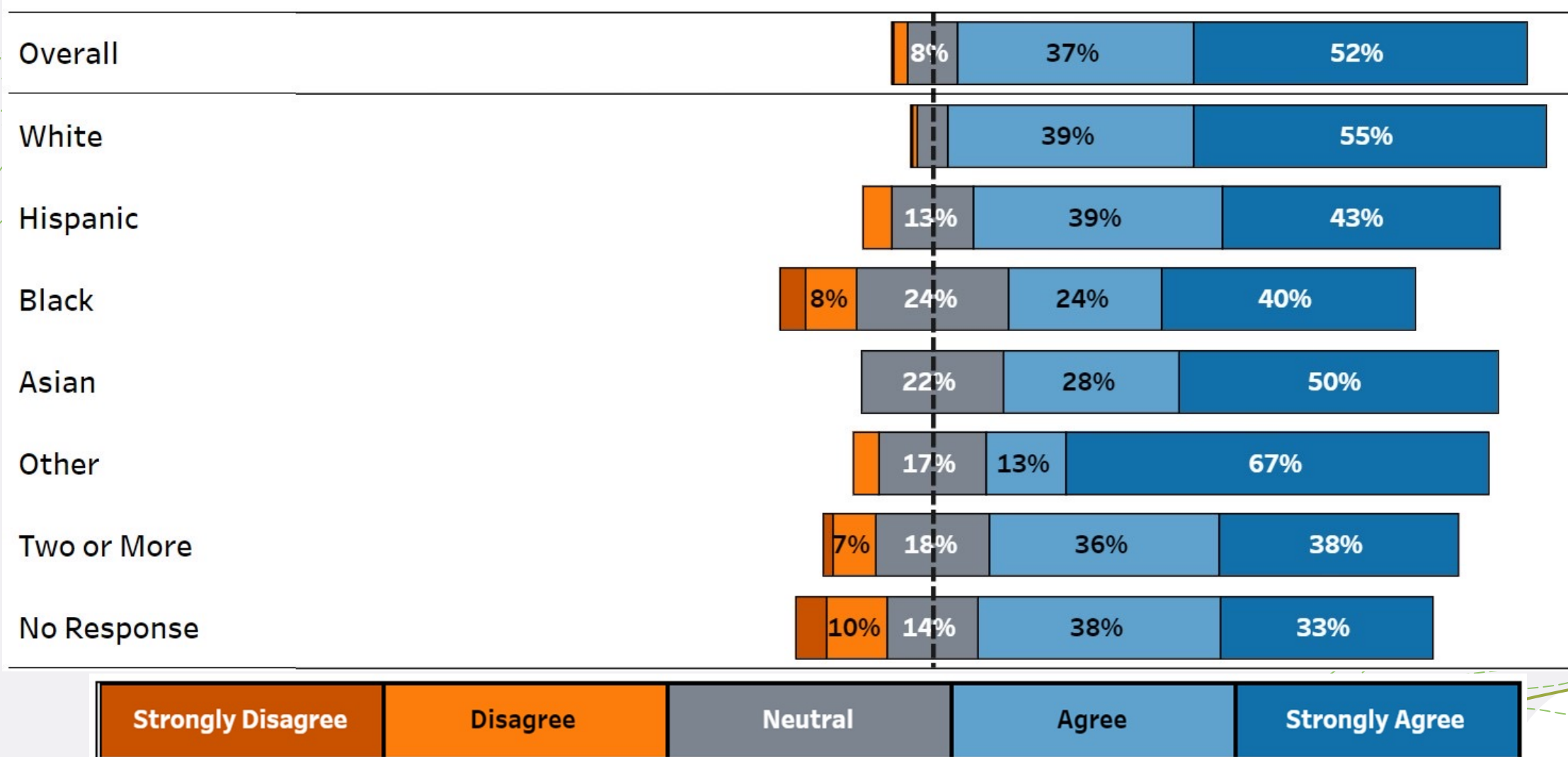
I feel connected with other residents in Northfield

Summary of negative responses  
(Disagree & Mostly Disagree)



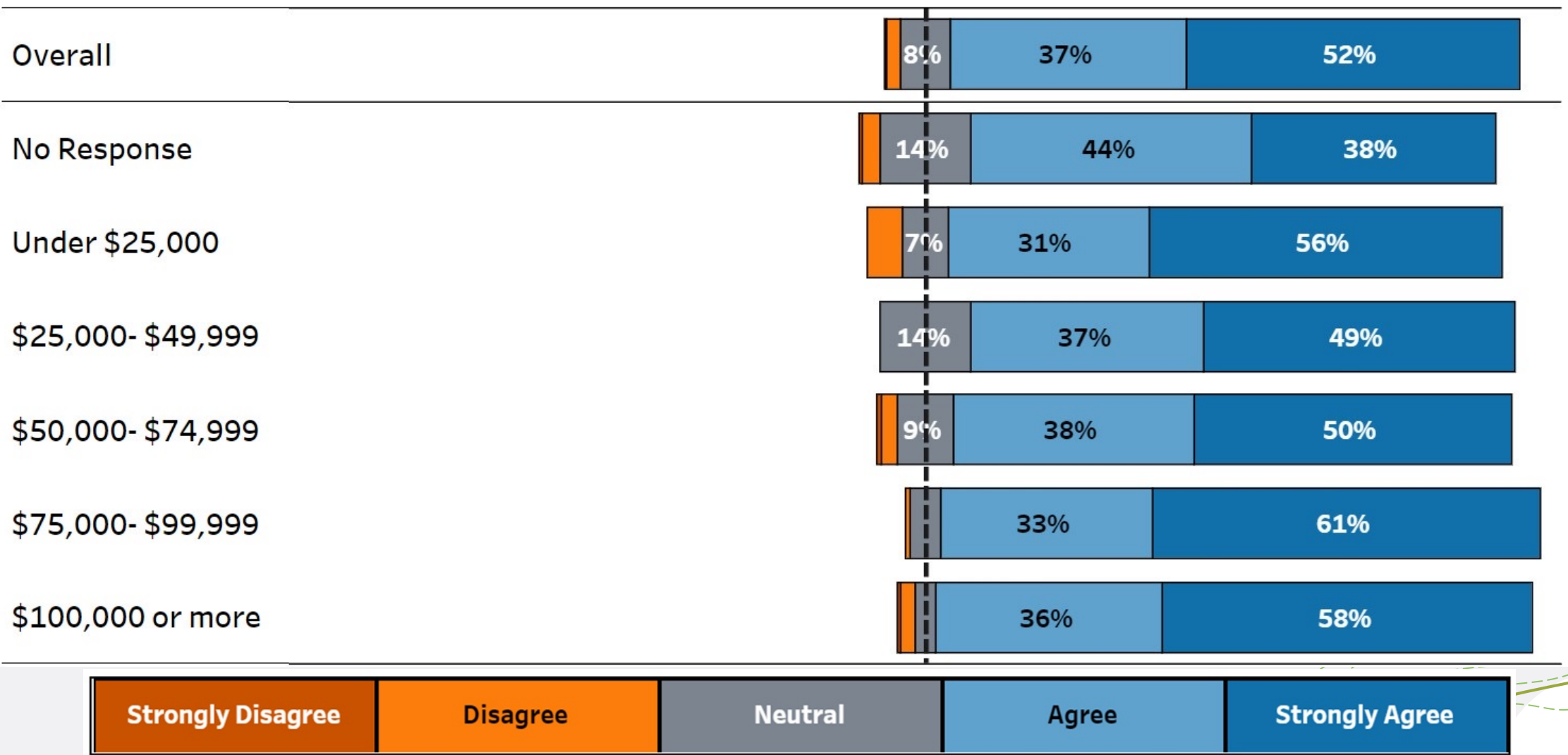
# Feeling Safe Question – filtered by race/ethnicity

I feel safe in Northfield



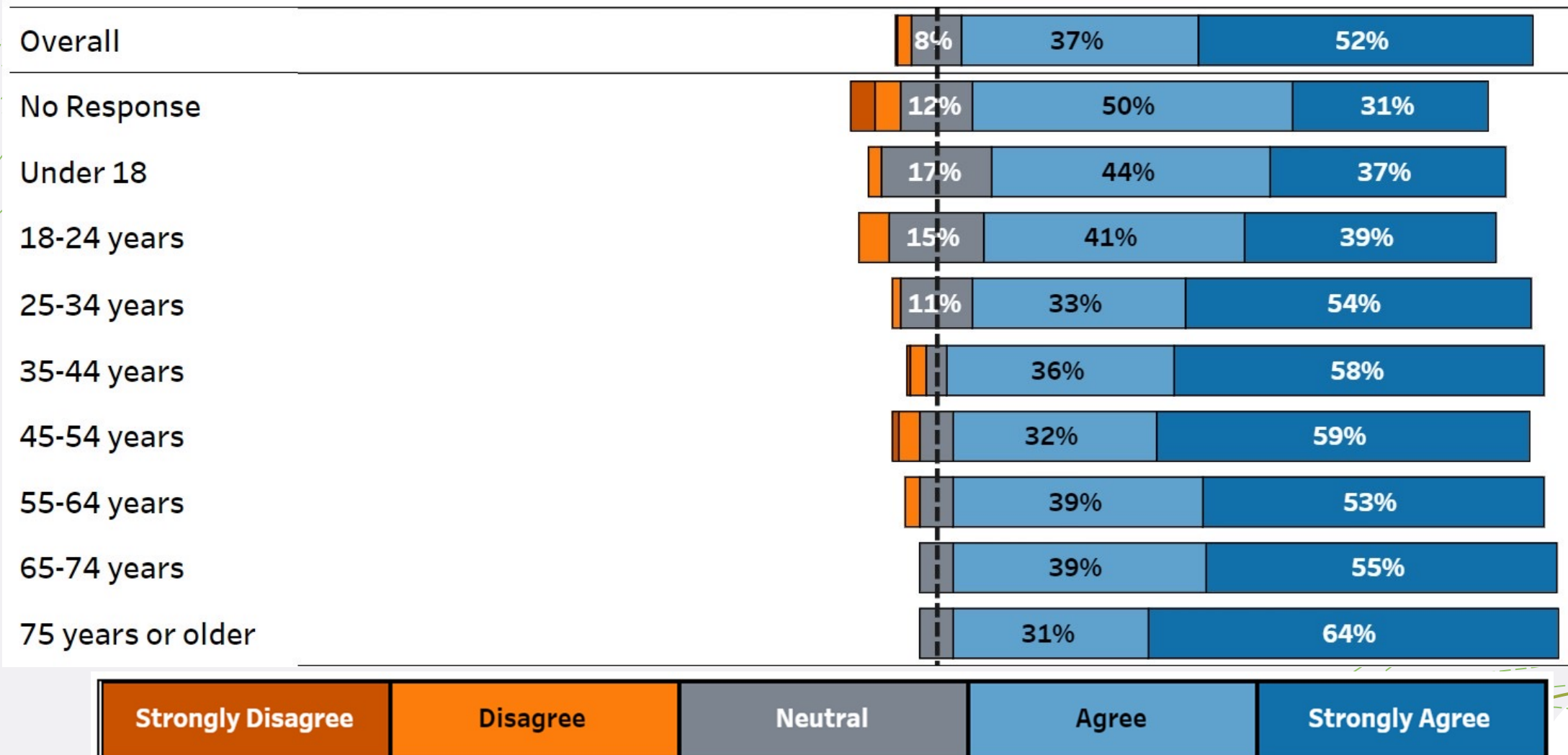
# Feeling Safe Question – filtered by income

I feel safe in Northfield



# Feeling Safe Question – filtered by age

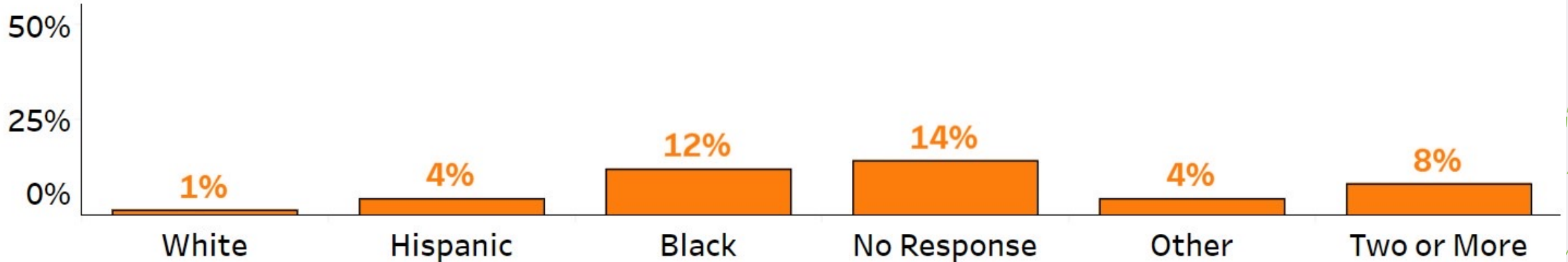
I feel safe in Northfield



# Feeling Safe Question negative responses – filtered by race/ethnicity

I feel safe in Northfield

Summary of negative responses  
(Disagree & Mostly Disagree)

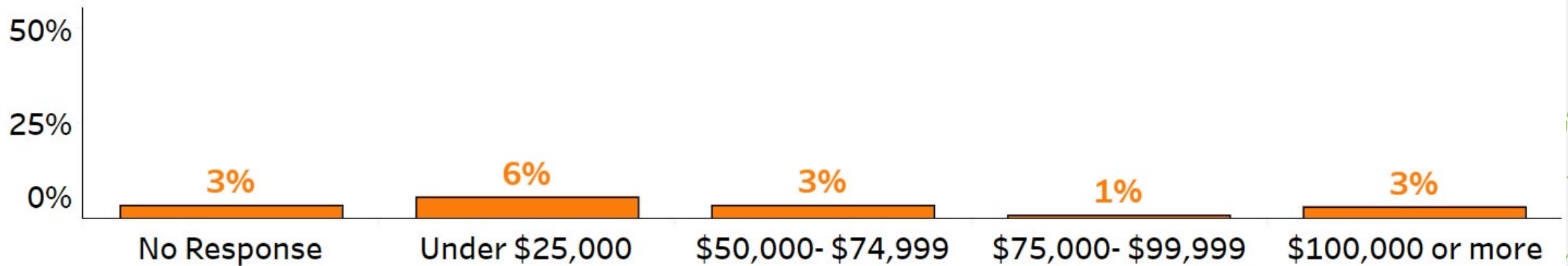




# Feeling Safe Question negative responses – filtered by income

I feel safe in Northfield

Summary of negative responses  
(Disagree & Mostly Disagree)

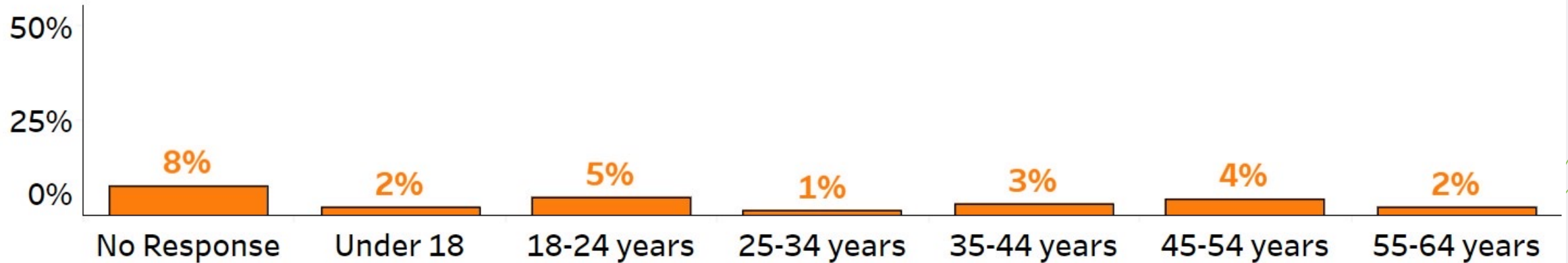




# Feeling Safe Question negative responses – filtered by age

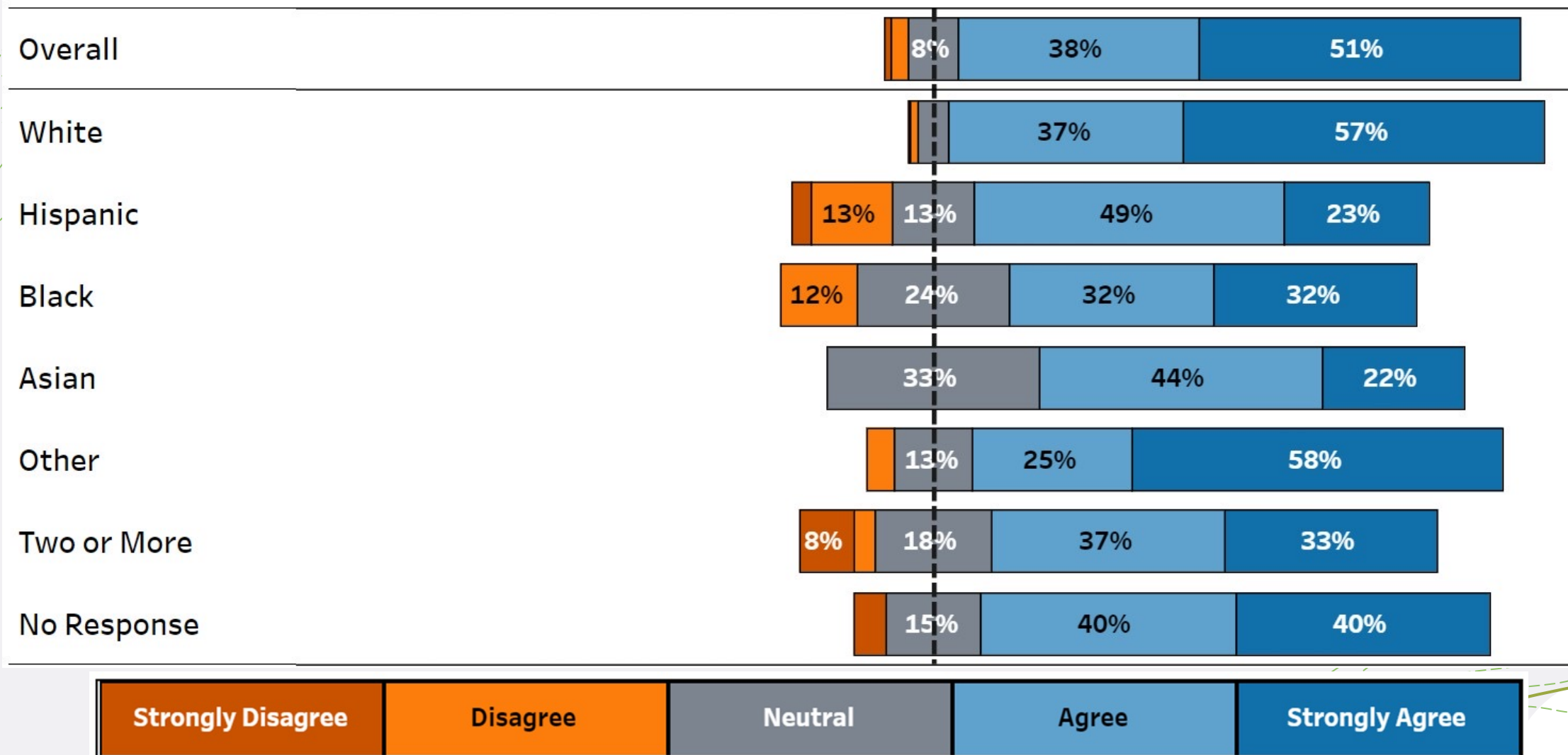
I feel safe in Northfield

Summary of negative responses  
(Disagree & Mostly Disagree)



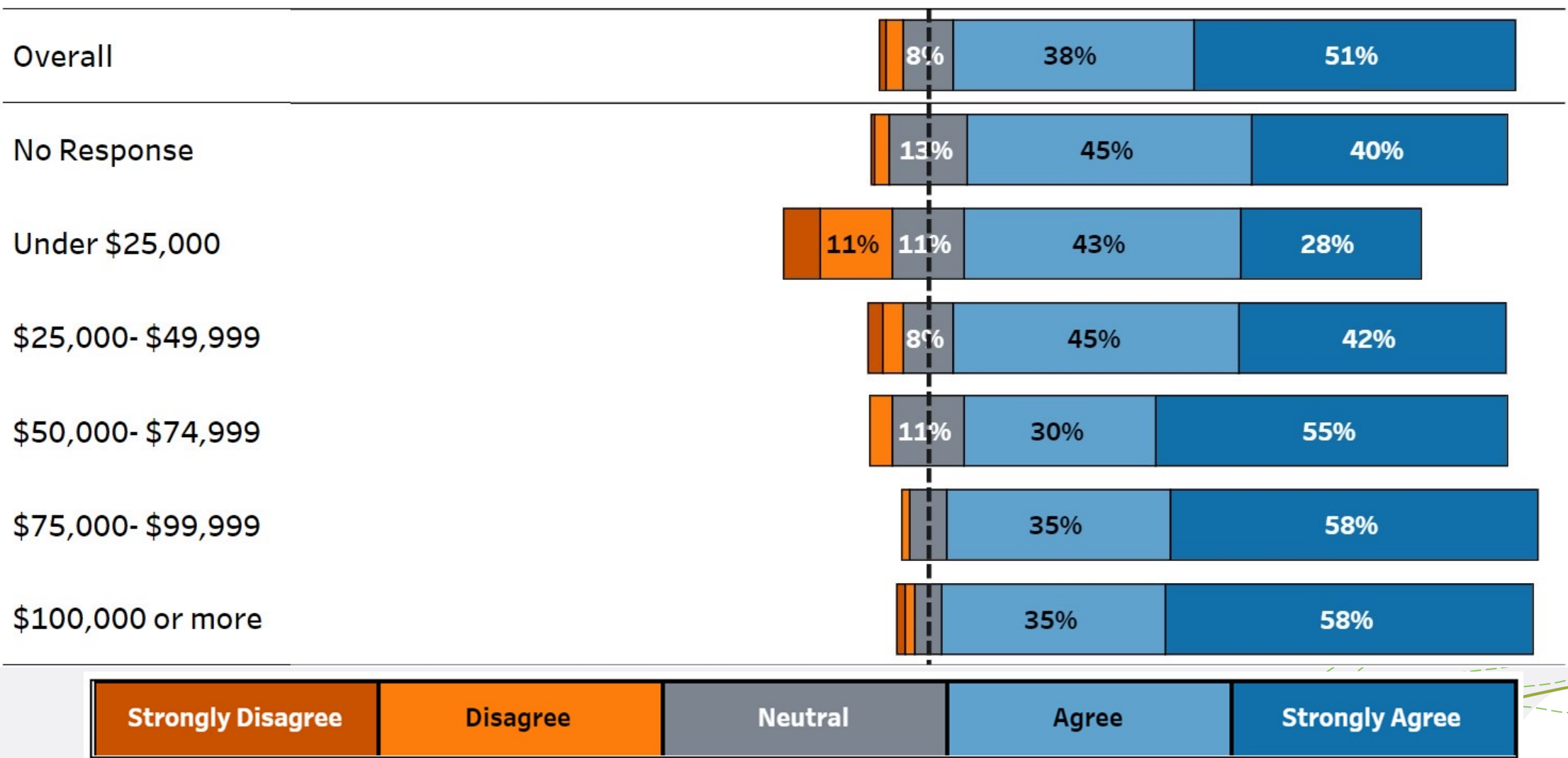
# Feeling Welcomed in Business Question – filtered by race/ethnicity

I feel welcomed in business establishments in Northfield



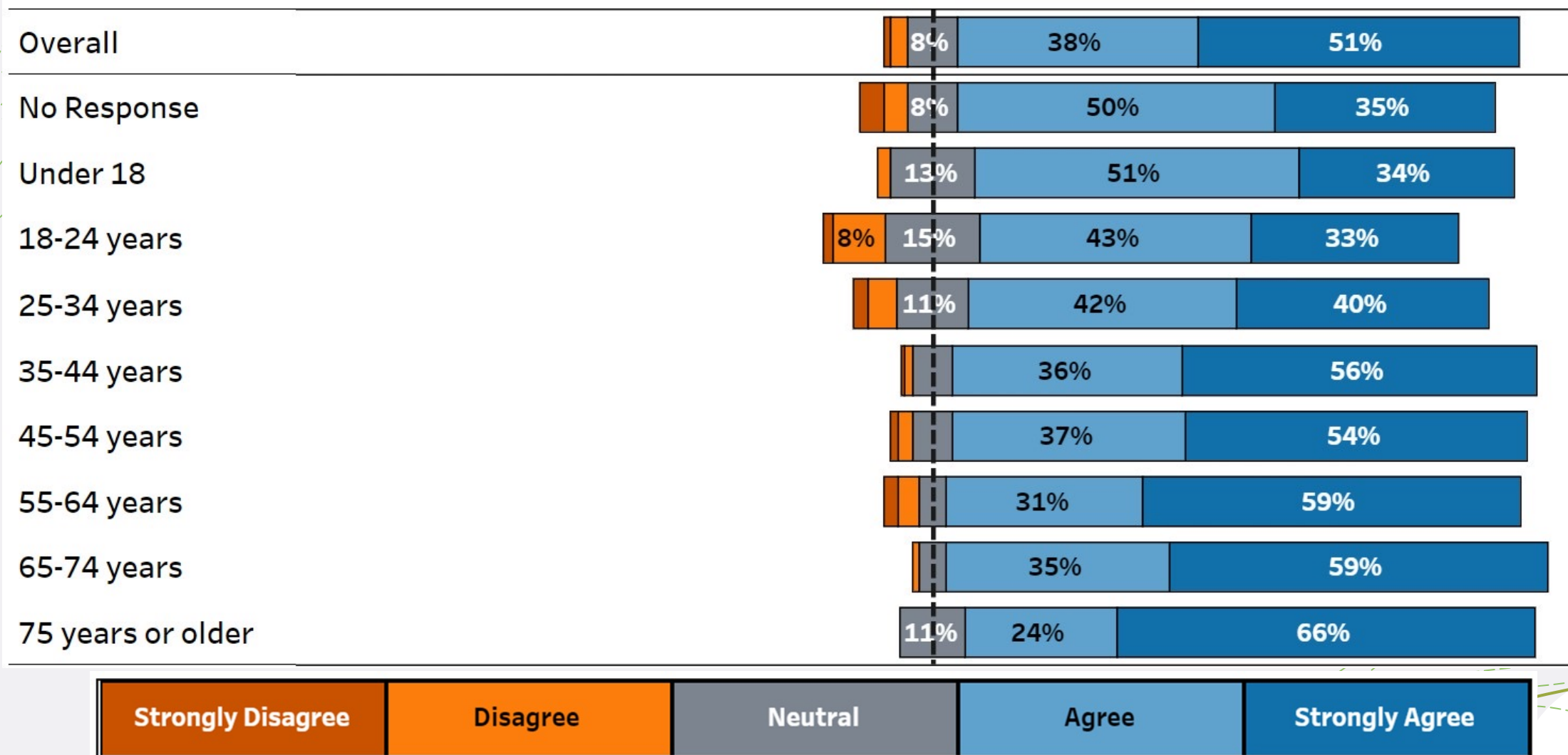
# Feeling Welcomed in Business Question – filtered by income

I feel welcomed in business establishments in Northfield



# Feeling Welcomed in Business Question – filtered by age

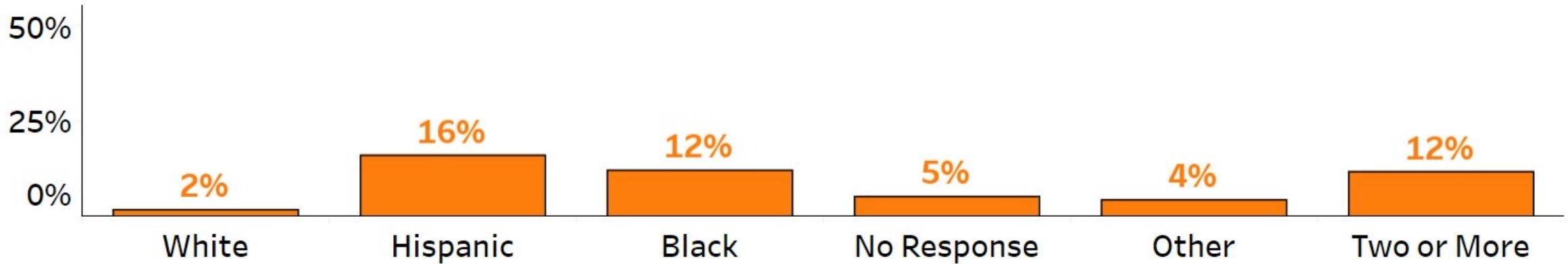
I feel welcomed in business establishments in Northfield



# Feeling Welcomed in Business Question negative responses – filtered by race/ethnicity

I feel welcomed in business establishments in Northfield

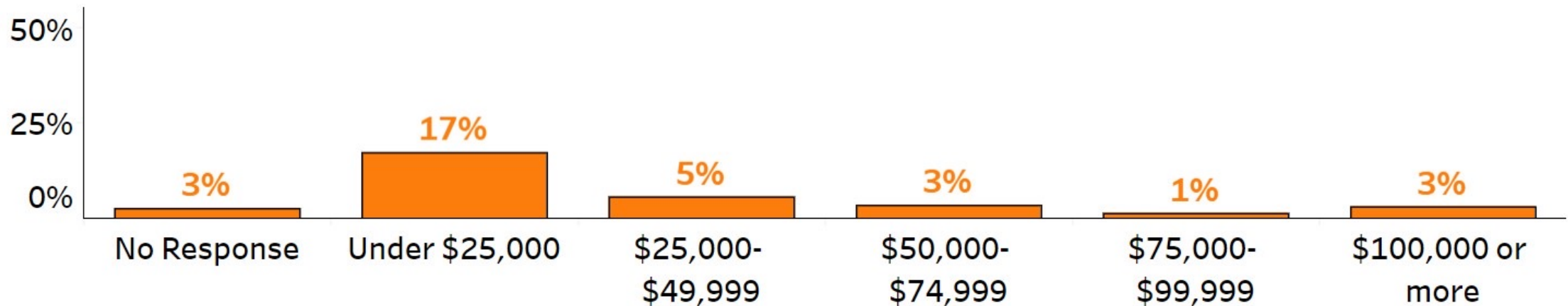
Summary of negative responses  
(Disagree & Mostly Disagree)



# Feeling Welcomed in Business Question negative responses – filtered by income

I feel welcomed in business establishments in Northfield

Summary of negative responses  
(Disagree & Mostly Disagree)

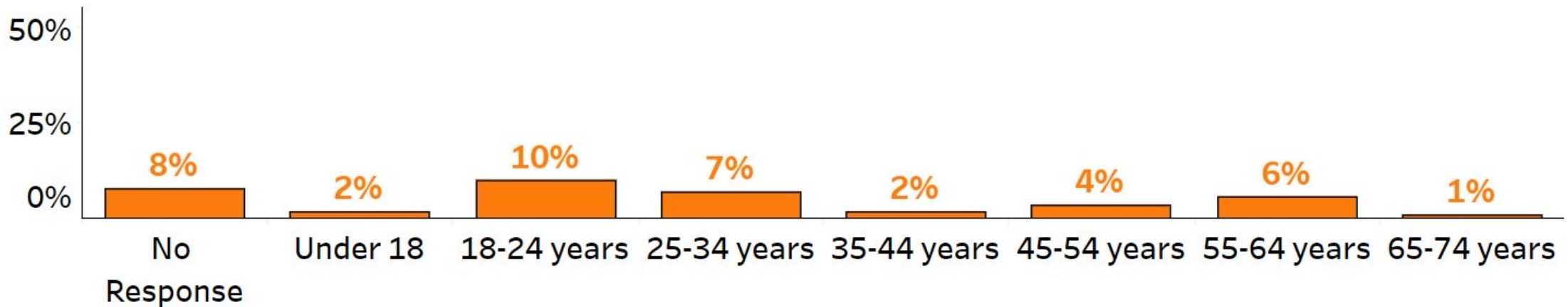




# Feeling Welcomed in Business Question negative responses – filtered by age

I feel welcomed in business establishments in Northfield

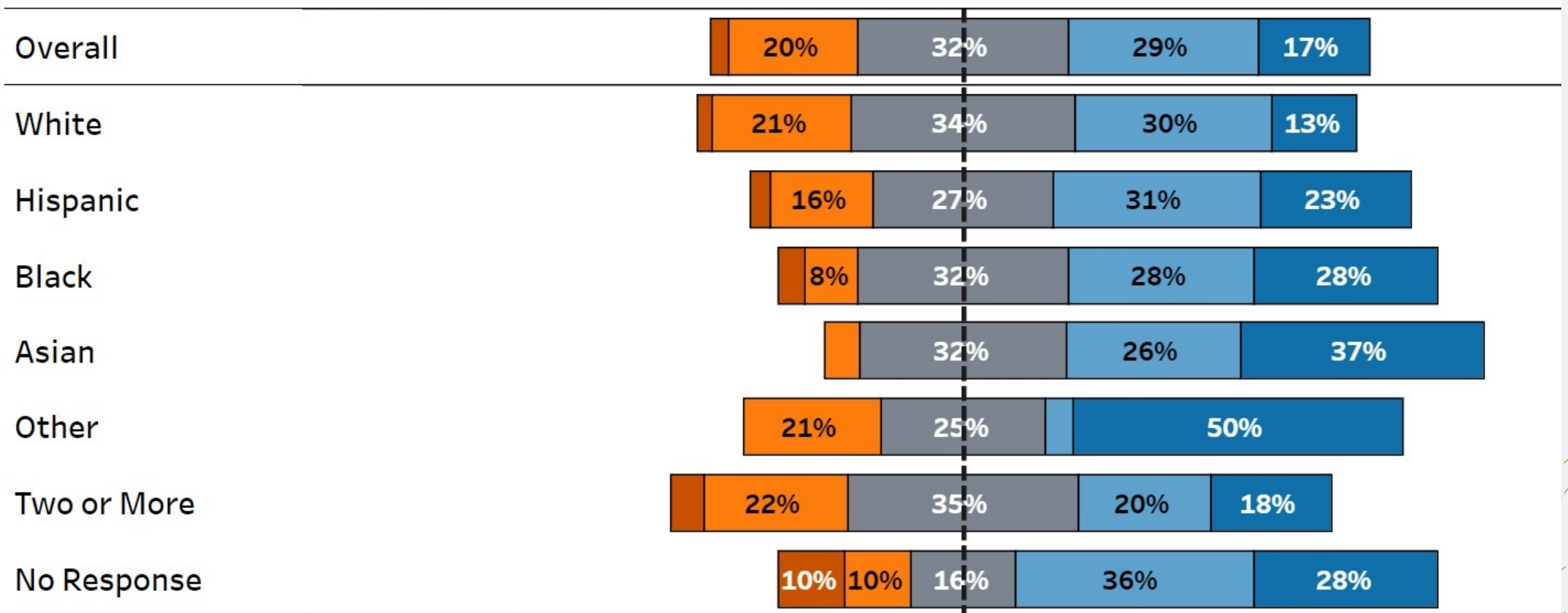
Summary of negative responses  
(Disagree & Mostly Disagree)





# Equal Employment Opportunities Question – filtered by race/ethnicity

There are equal employment opportunities for people of all races & ethnicities in Northfield



Strongly Disagree

Disagree

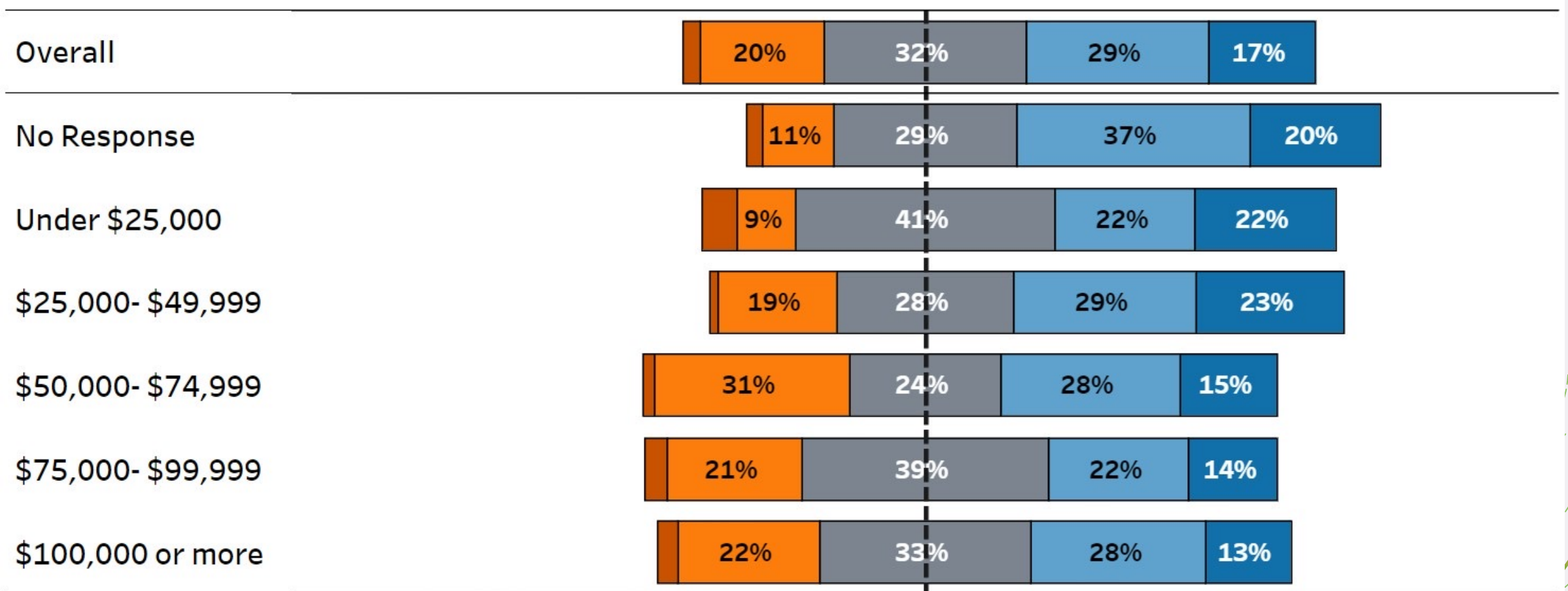
Neutral

Agree

Strongly Agree

# Equal Employment Opportunities Question – filtered by income

There are equal employment opportunities for people of all races & ethnicities in Northfield



Strongly Disagree

Disagree

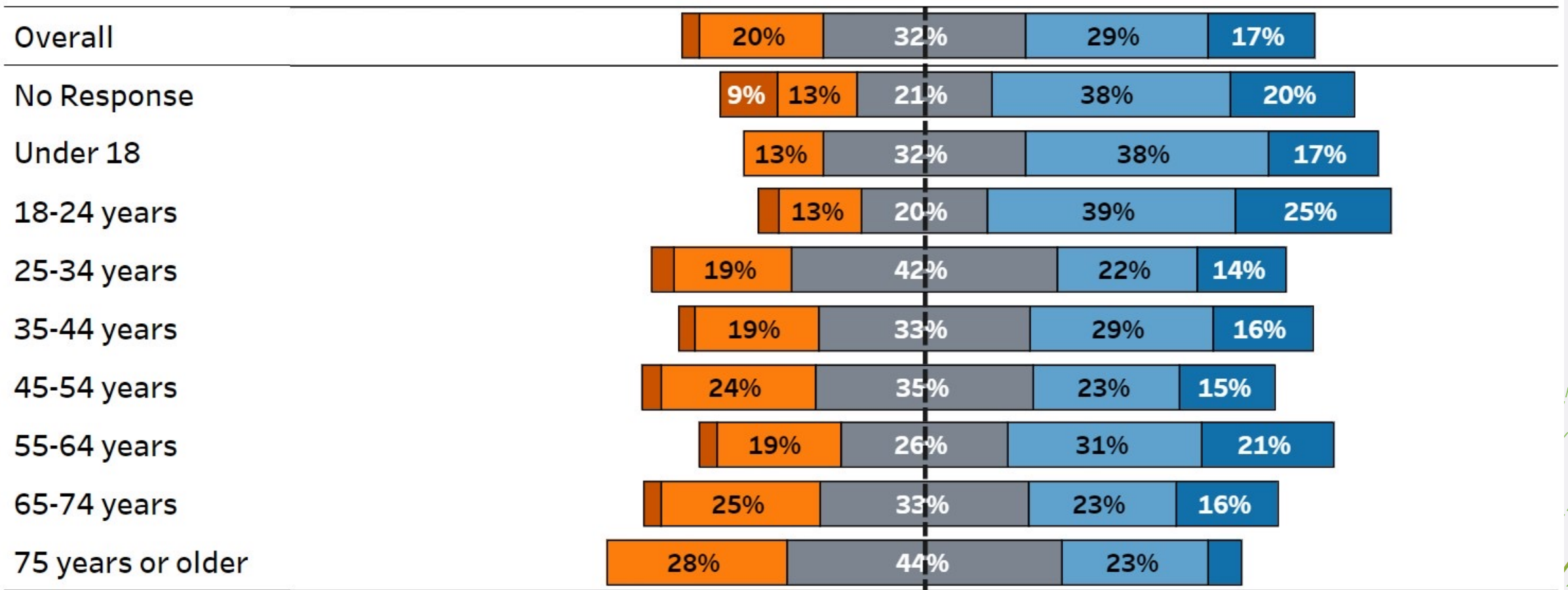
Neutral

Agree

Strongly Agree

# Equal Employment Opportunities Question – filtered by age

There are equal employment opportunities for people of all races & ethnicities in Northfield



Strongly Disagree

Disagree

Neutral

Agree

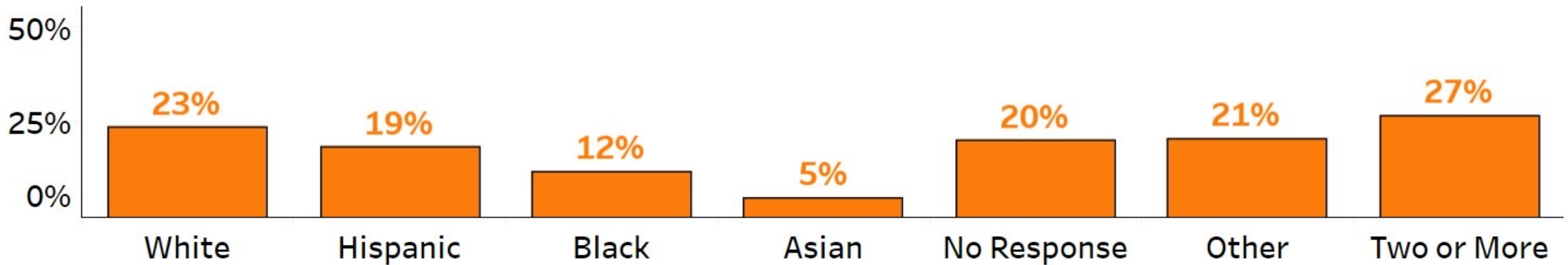
Strongly Agree

# Equal Employment Opportunities Question

## negative responses – filtered by race/ethnicity

There are equal employment opportunities for people of all races & ethnicities in Northfield

Summary of negative responses  
(Disagree & Mostly Disagree)

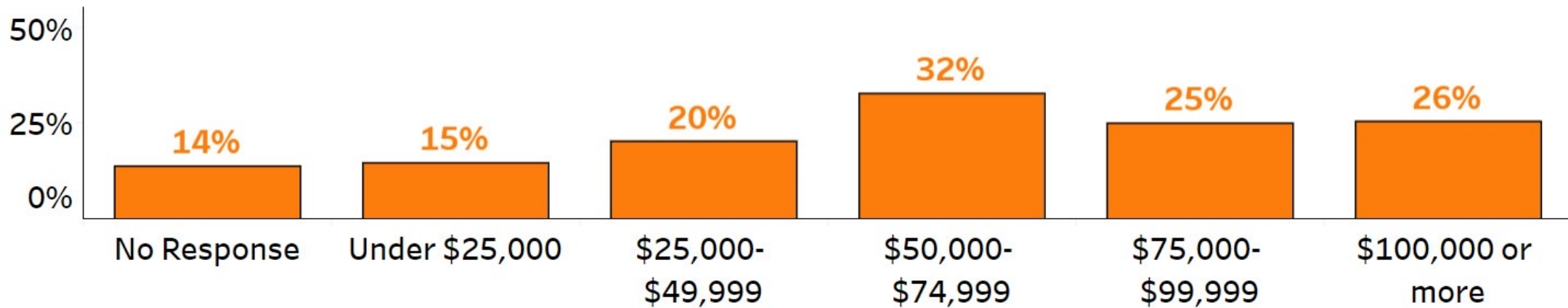


# Equal Employment Opportunities Question

## negative responses – filtered by income

There are equal employment opportunities for people of all races & ethnicities in Northfield

Summary of negative responses  
(Disagree & Mostly Disagree)



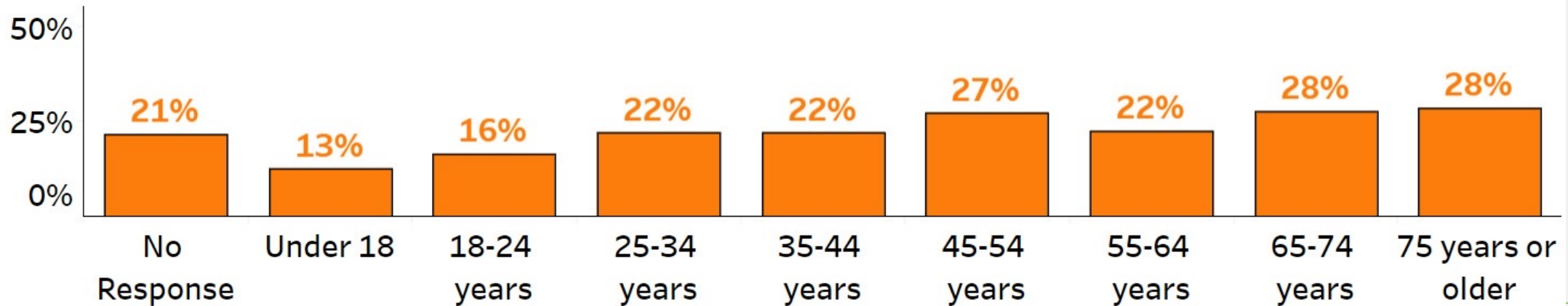


# Equal Employment Opportunities Question

## negative responses – filtered by age

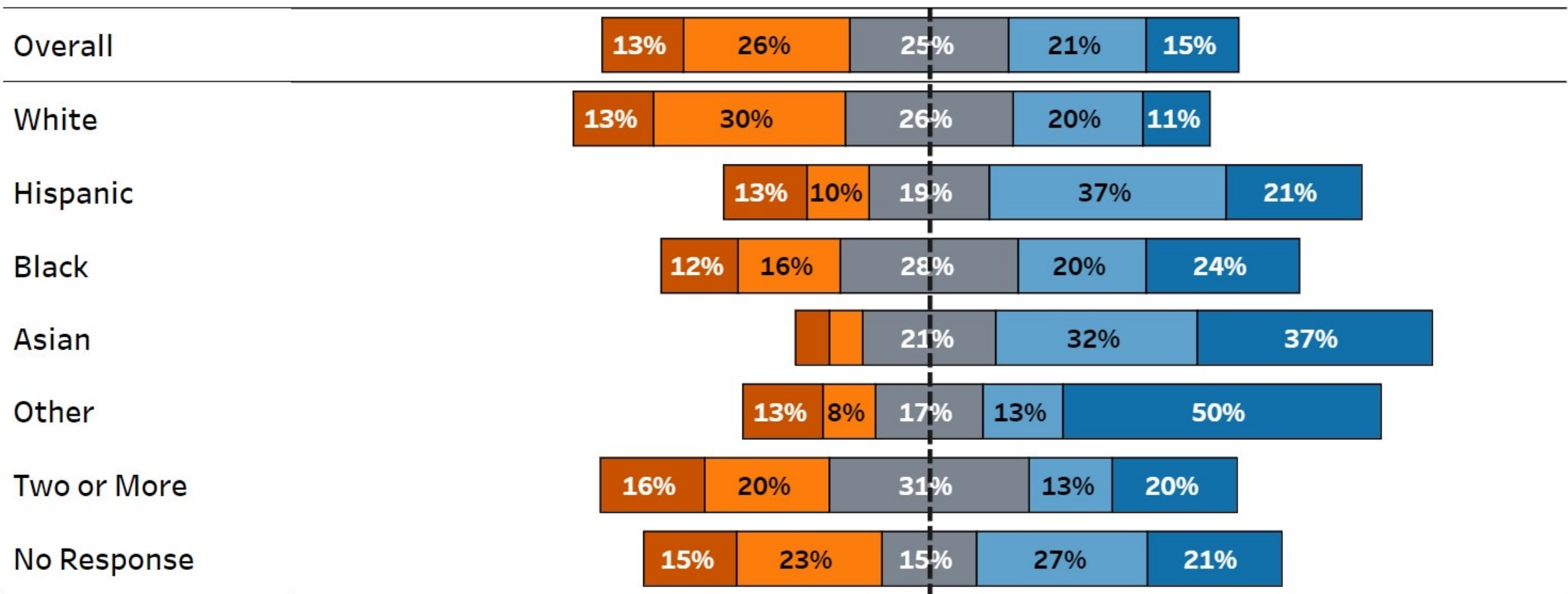
There are equal employment opportunities for people of all races & ethnicities in Northfield

Summary of negative responses  
(Disagree & Mostly Disagree)



# Access to Housing Question – filtered by race/ethnicity

There is access to housing for people of all races & ethnicities in Northfield



Strongly Disagree

Disagree

Neutral

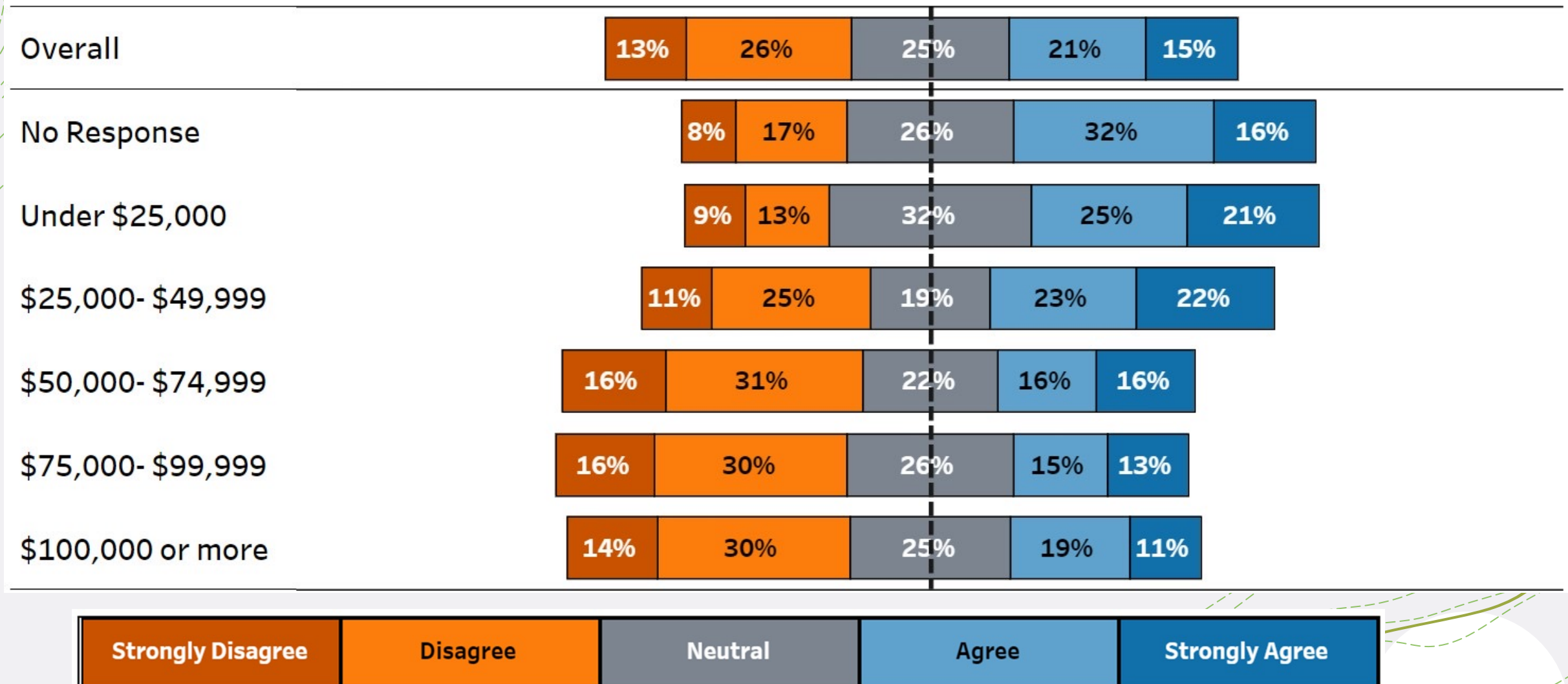
Agree

Strongly Agree



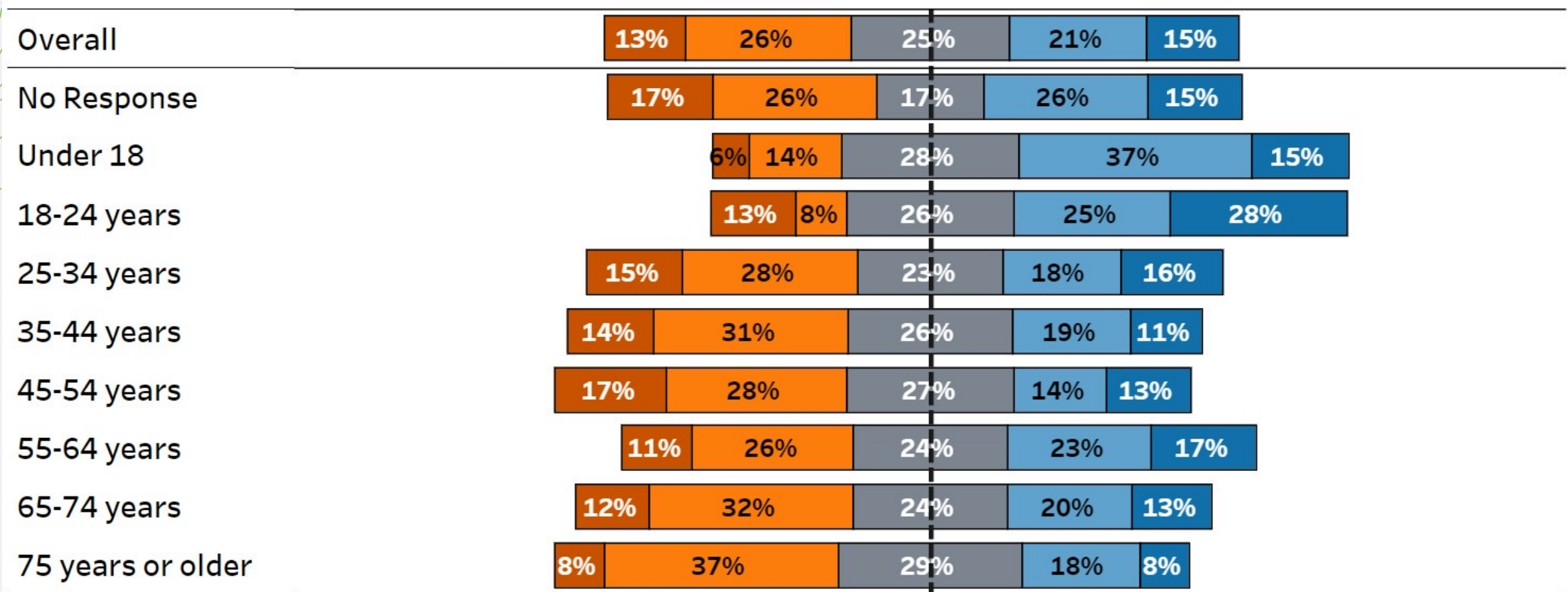
# Access to Housing Question – filtered by income

There is access to housing for people of all races & ethnicities in Northfield



# Access to Housing Question – filtered by age

There is access to housing for people of all races & ethnicities in Northfield



Strongly Disagree

Disagree

Neutral

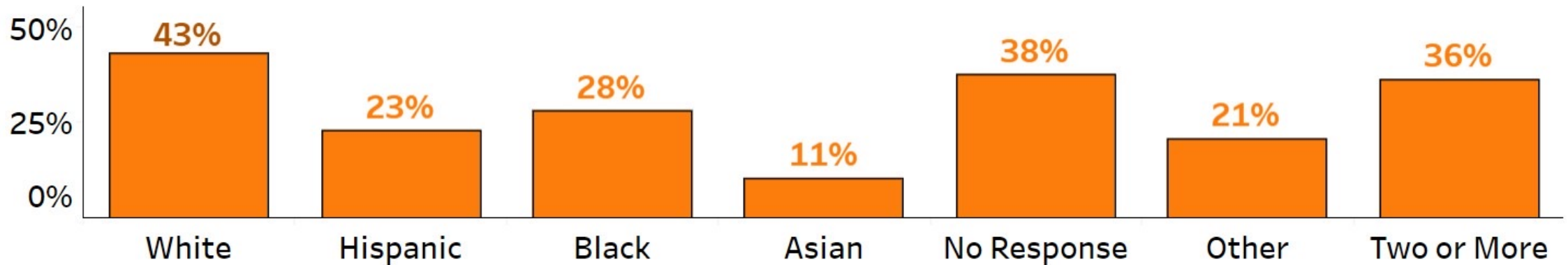
Agree

Strongly Agree

# Access to Housing Question negative responses – filtered by race/ethnicity

There is access to housing for people of all races & ethnicities in Northfield

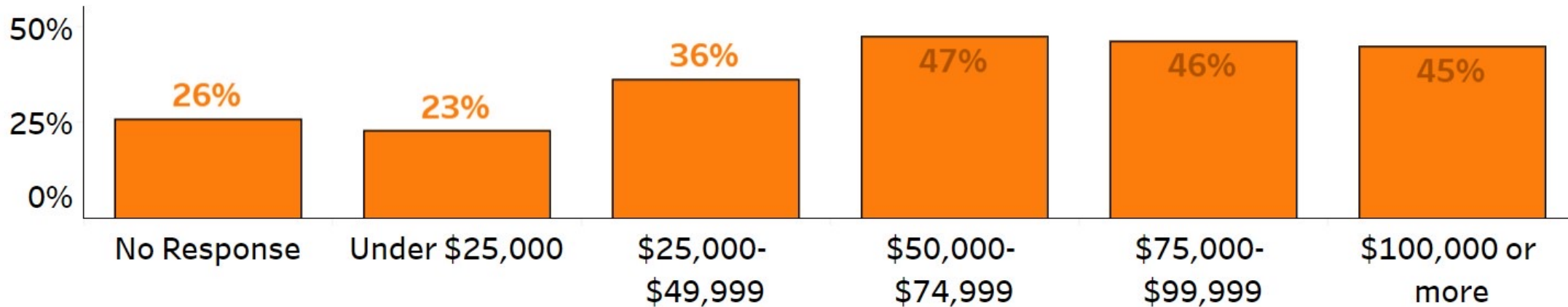
Summary of negative responses  
(Disagree & Mostly Disagree)



# Access to Housing Question negative responses – filtered by income

There is access to housing for people of all races & ethnicities in Northfield

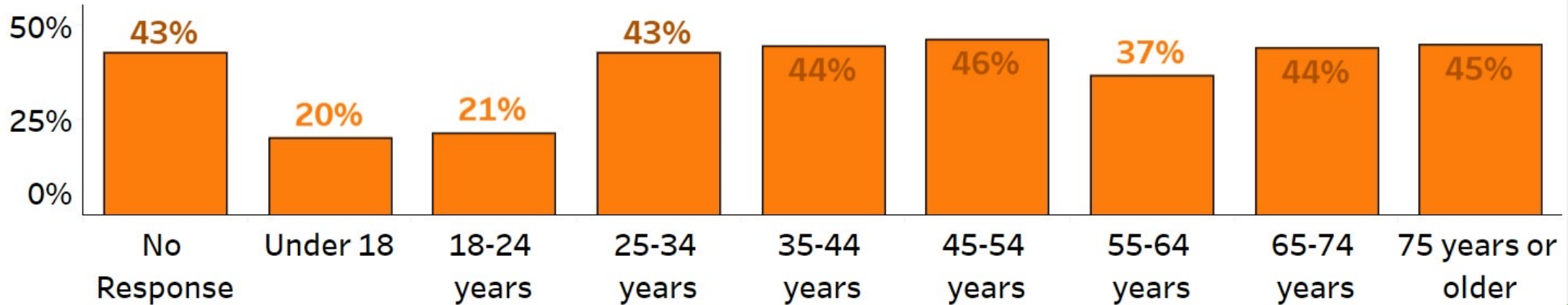
Summary of negative responses  
(Disagree & Mostly Disagree)



# Access to Housing Question negative responses – filtered by age

There is access to housing for people of all races & ethnicities in Northfield

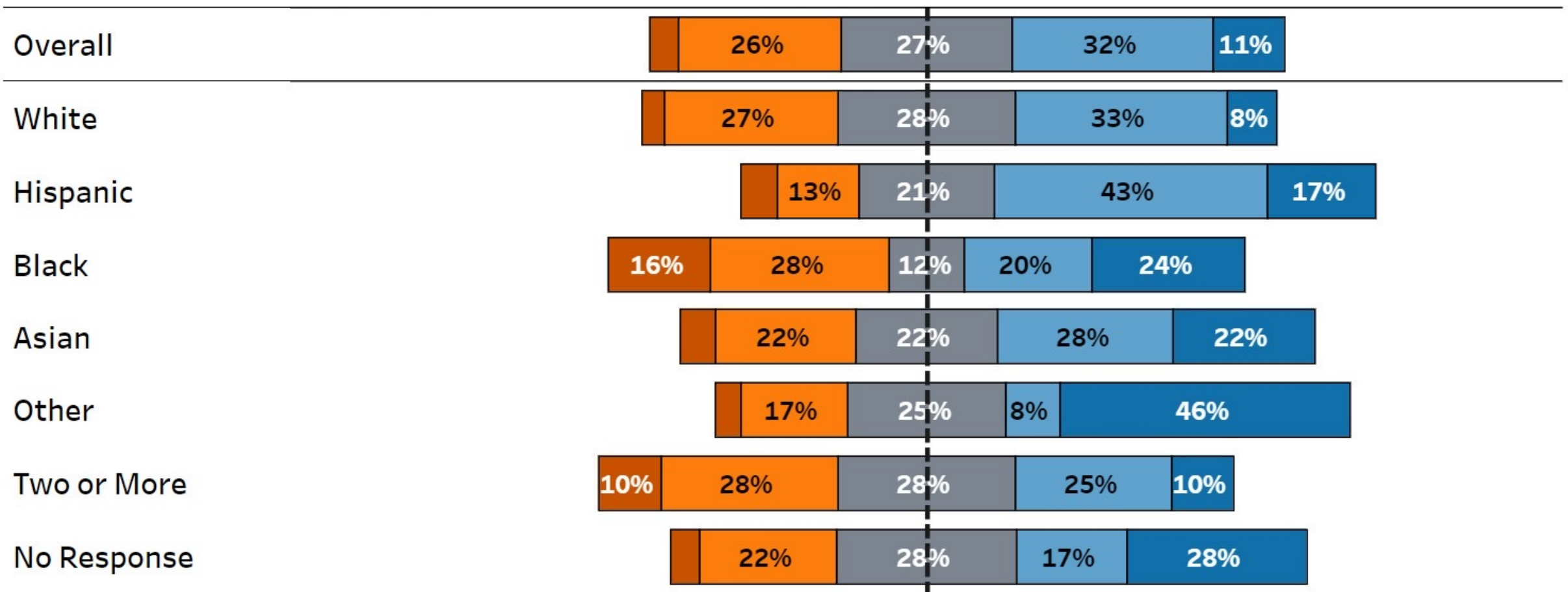
Summary of negative responses  
(Disagree & Mostly Disagree)





# Attracting Diversity Question – filtered by race/ethnicity

Northfield attracts people of racial & ethnically diverse backgrounds



Strongly Disagree

Disagree

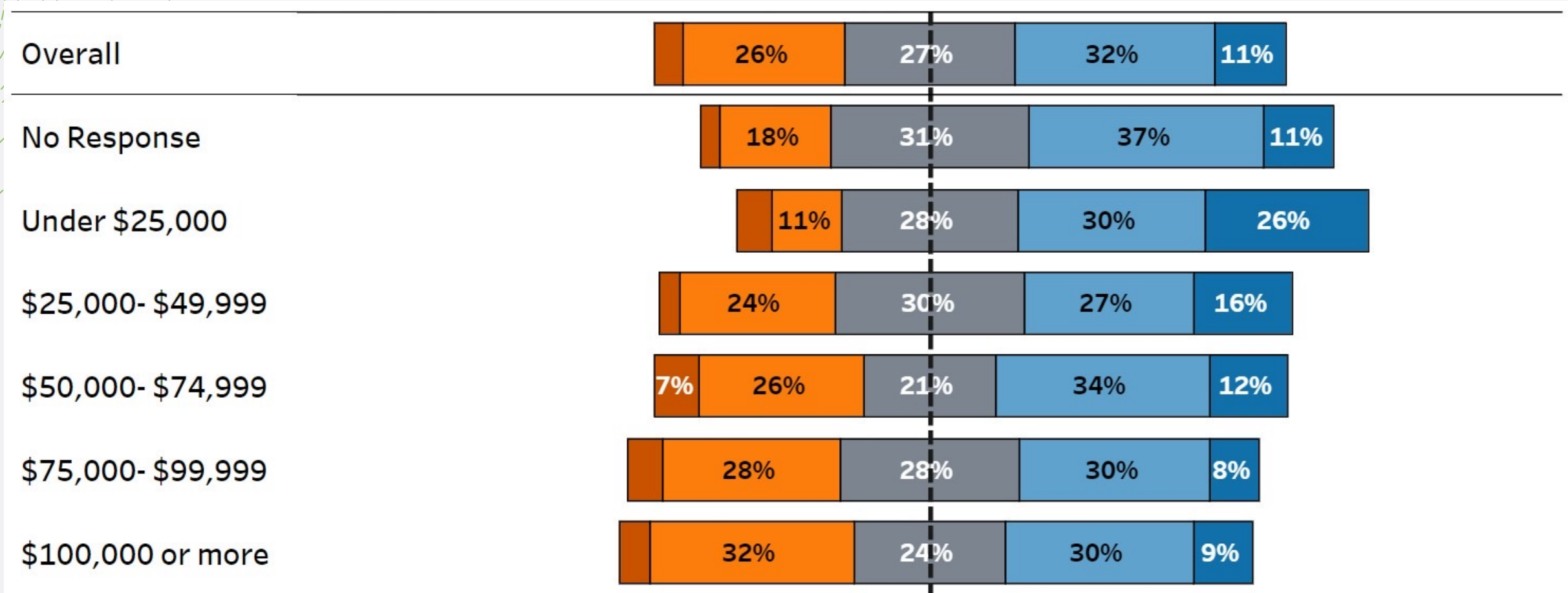
Neutral

Agree

Strongly Agree

# Attracting Diversity Question – filtered by income

Northfield attracts people of racial & ethnically diverse backgrounds



Strongly Disagree

Disagree

Neutral

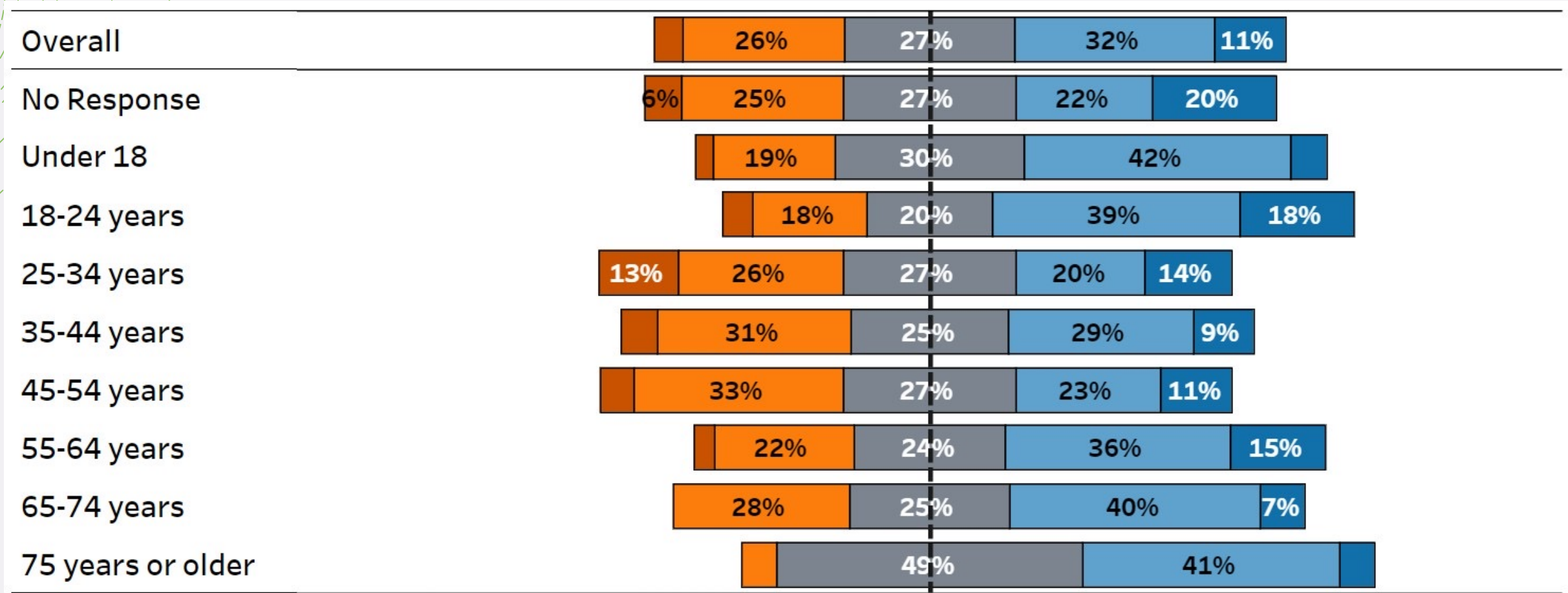
Agree

Strongly Agree



# Attracting Diversity Question – filtered by age

Northfield attracts people of racial & ethnically diverse backgrounds



Strongly Disagree

Disagree

Neutral

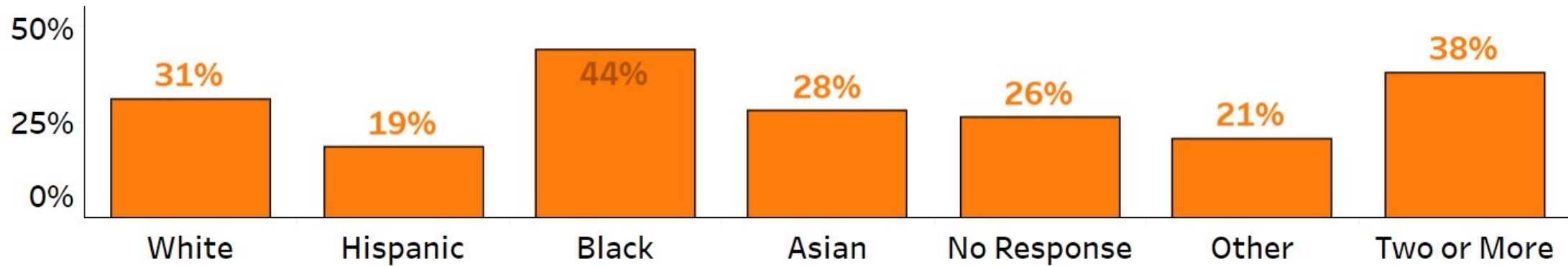
Agree

Strongly Agree

# Attracting Diversity Question negative responses – filtered by race/ethnicity

Northfield attracts people of racial & ethnically diverse backgrounds

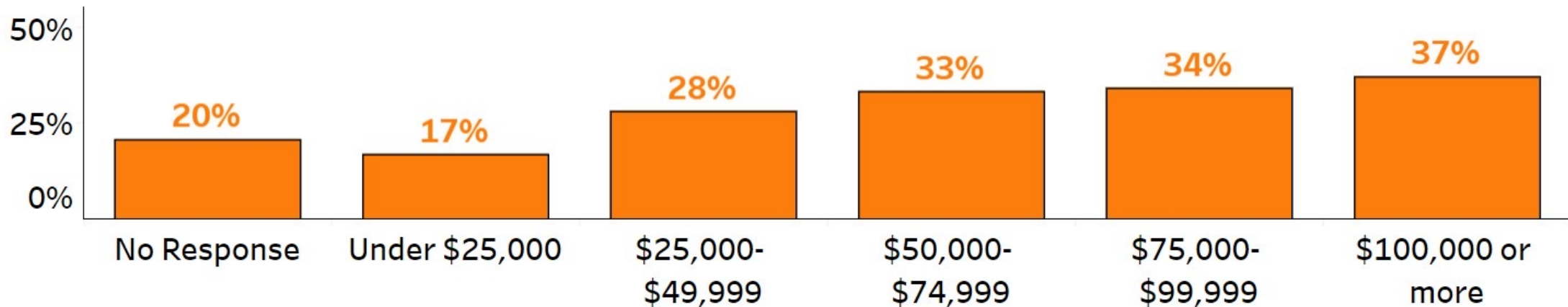
Summary of negative responses  
(Disagree & Mostly Disagree)



# Attracting Diversity Question negative responses – filtered by income

Northfield attracts people of racial & ethnically diverse backgrounds

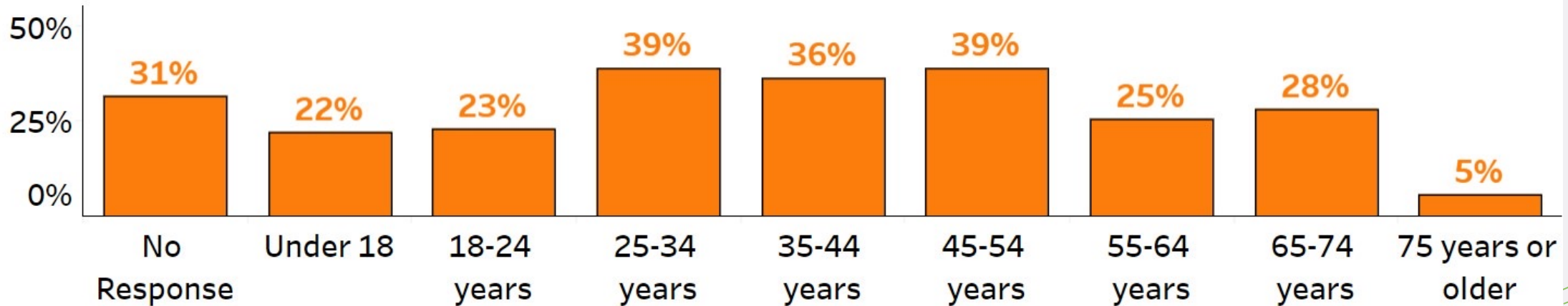
Summary of negative responses  
(Disagree & Mostly Disagree)



# Attracting Diversity Question negative responses – filtered by age

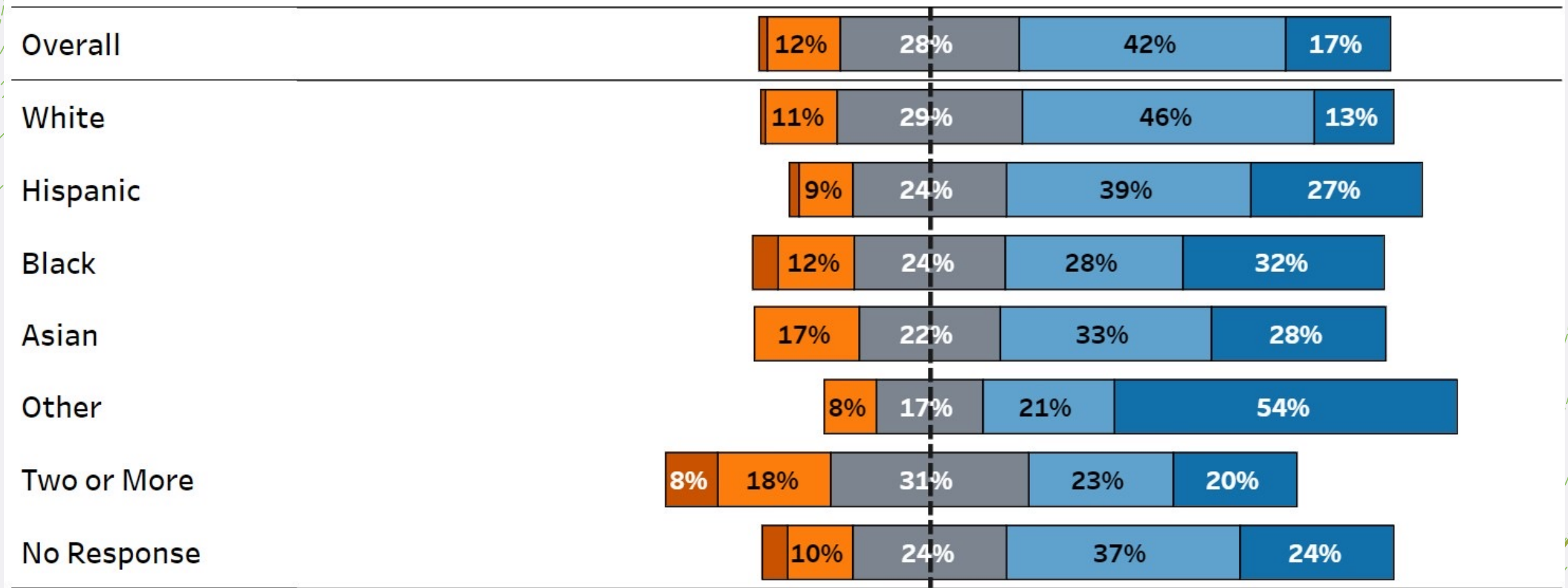
Northfield attracts people of racial & ethnically diverse backgrounds

Summary of negative responses  
(Disagree & Mostly Disagree)



# Demonstrating Respect Question – filtered by race/ethnicity

Northfield residents demonstrate respect for residents of racial & ethnically diverse backgrounds



Strongly Disagree

Disagree

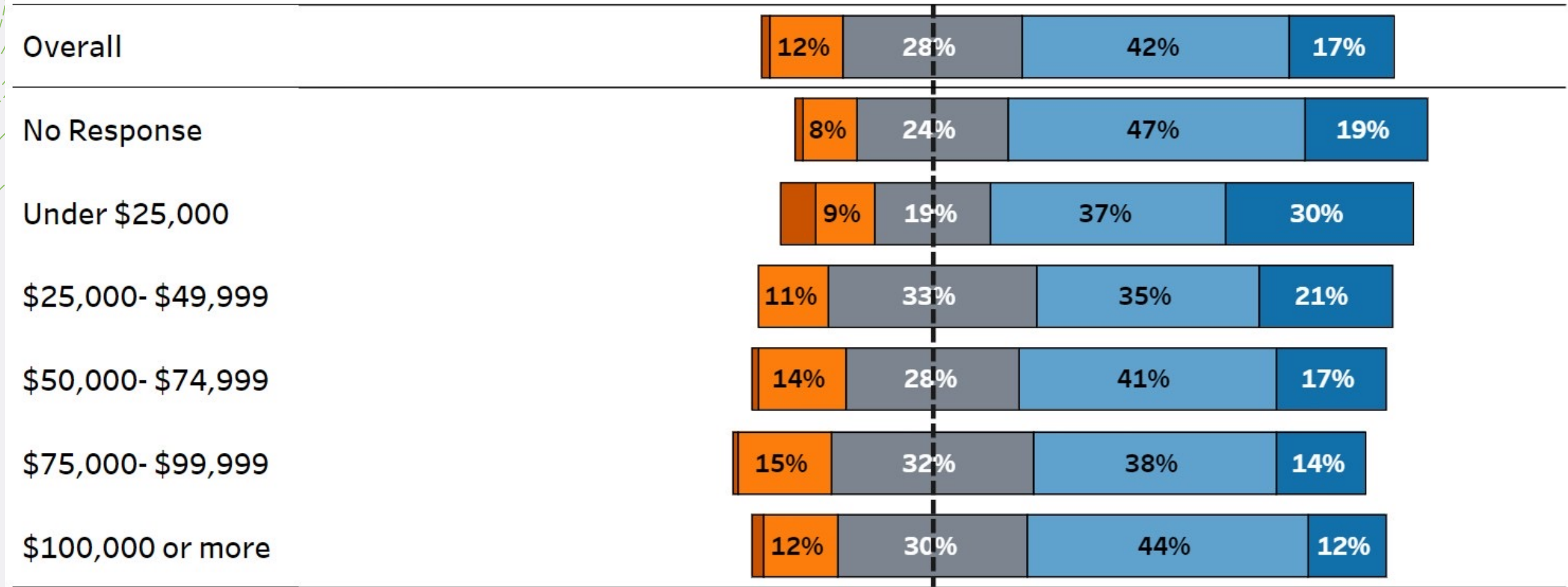
Neutral

Agree

Strongly Agree

# Demonstrating Respect Question – filtered by income

Northfield residents demonstrate respect for residents of racial & ethnically diverse backgrounds



**Strongly Disagree**

**Disagree**

**Neutral**

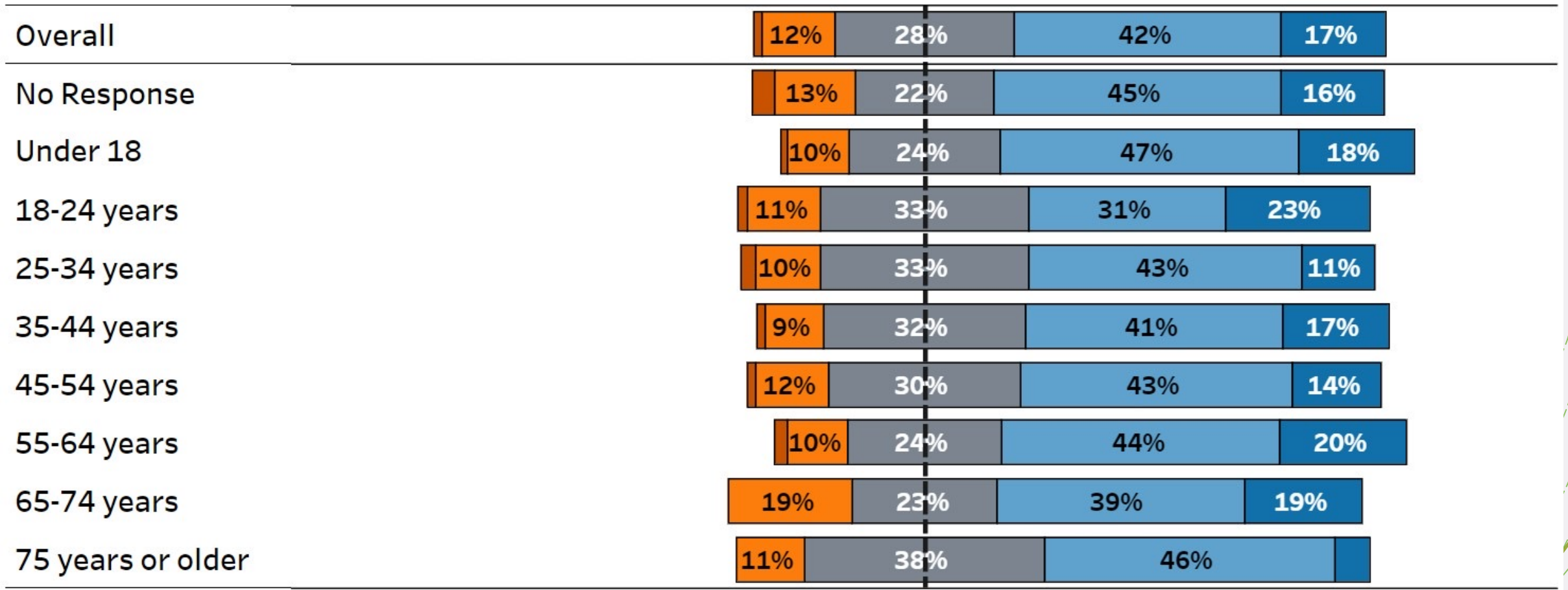
**Agree**

**Strongly Agree**



# Demonstrating Respect Question – filtered by age

Northfield residents demonstrate respect for residents of racial & ethnically diverse backgrounds



Strongly Disagree

Disagree

Neutral

Agree

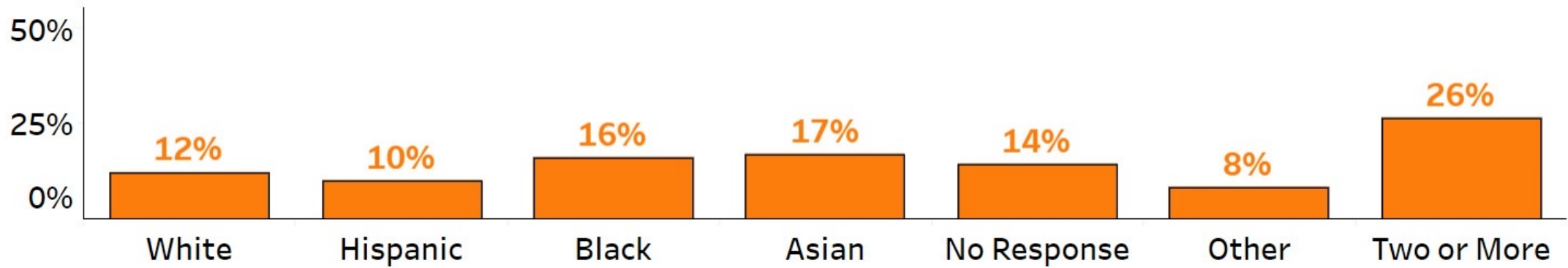
Strongly Agree



# Demonstrating Respect Question negative responses – filtered by race/ethnicity

Northfield attracts people of racial & ethnically diverse backgrounds

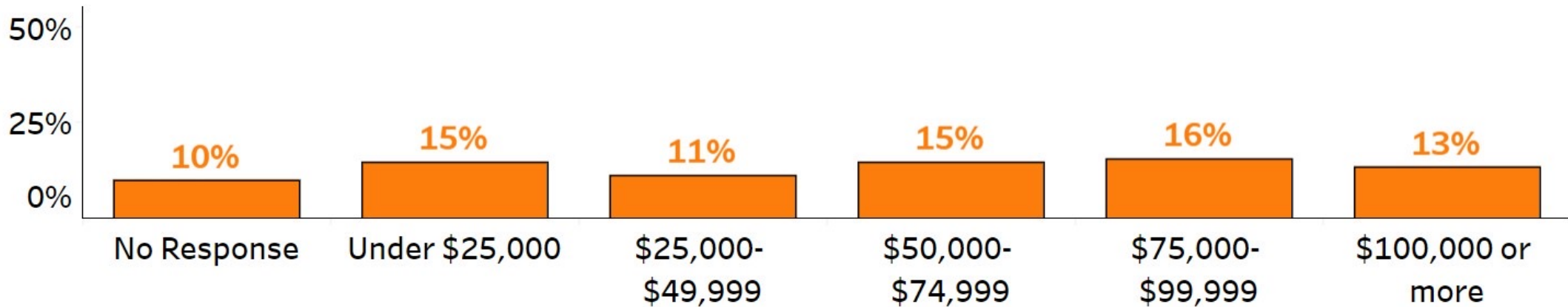
Summary of negative responses  
(Disagree & Mostly Disagree)



# Demonstrating Respect Question negative responses – filtered by income

Northfield attracts people of racial & ethnically diverse backgrounds

Summary of negative responses  
(Disagree & Mostly Disagree)

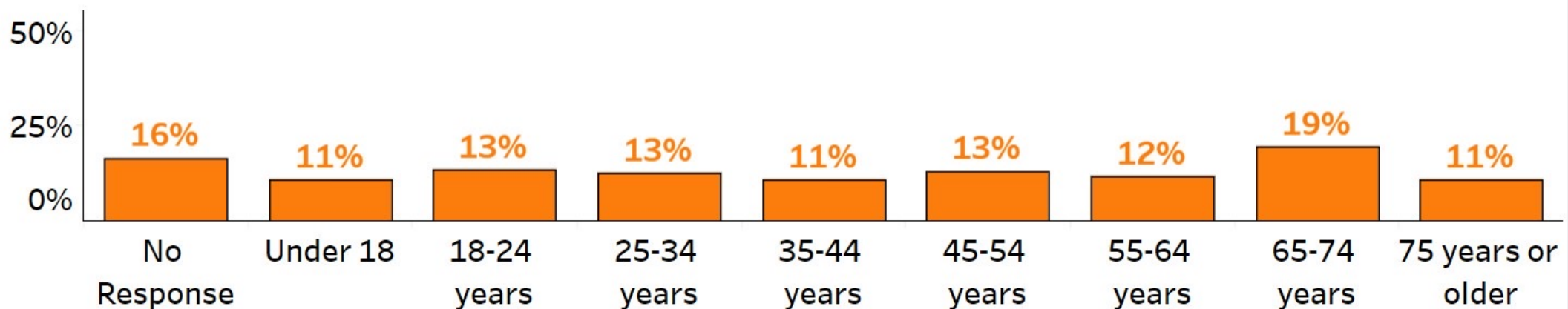


# Demonstrating Respect Question negative responses – filtered by age

Northfield attracts people of racial & ethnically diverse backgrounds

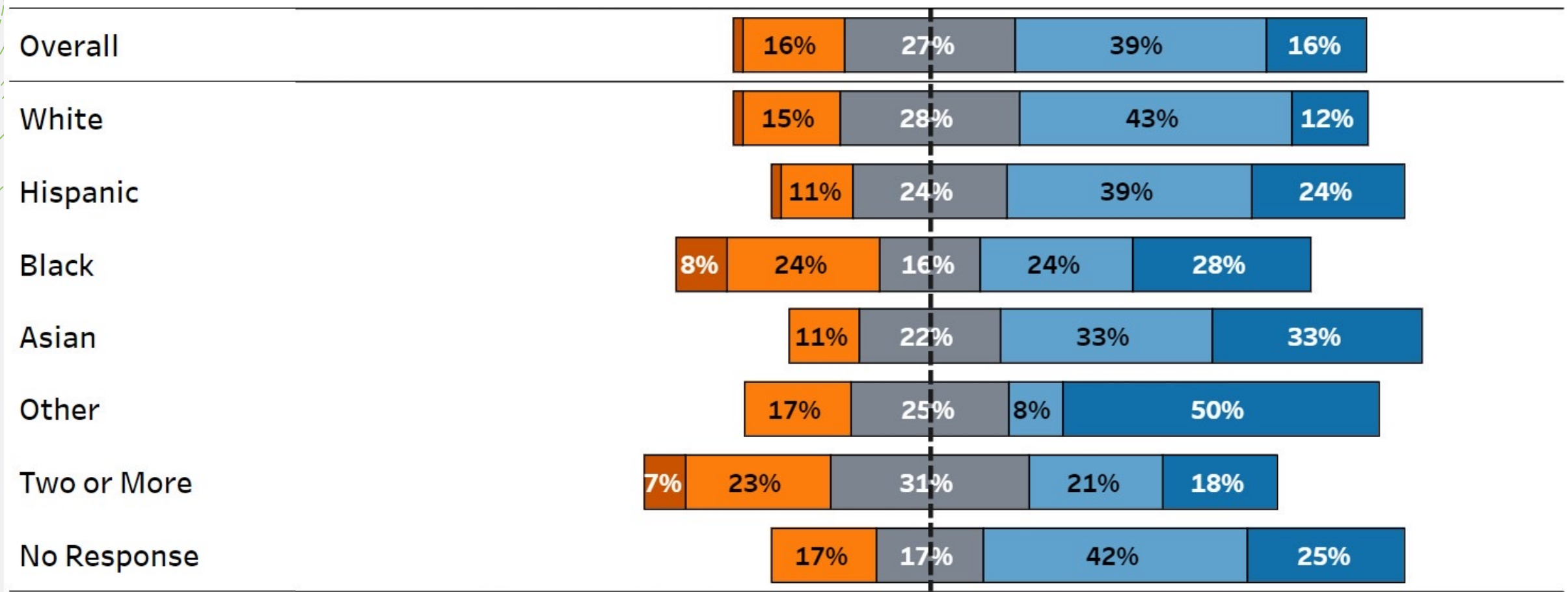
## Summary of negative responses

(Disagree & Mostly Disagree)



# Welcoming Environment Question – filtered by race/ethnicity

Northfield creates a welcoming environment for people of racial & ethnically diverse backgrounds



Strongly Disagree

Disagree

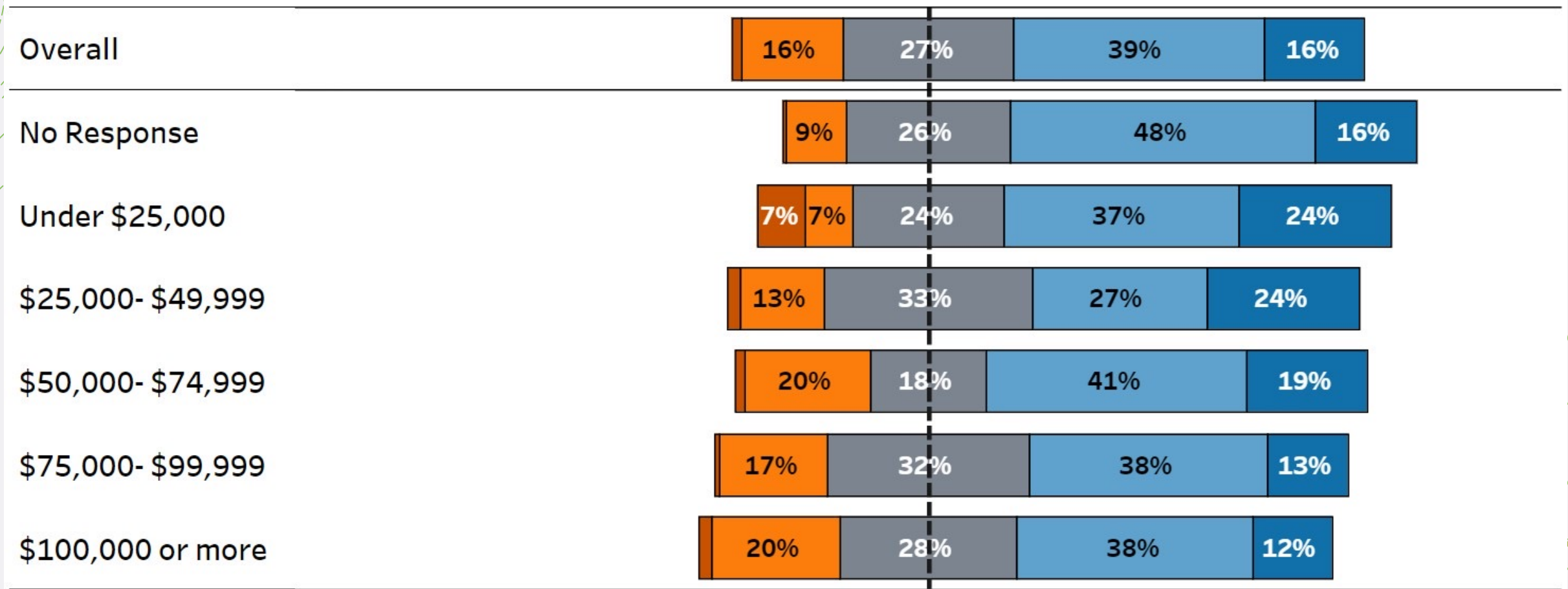
Neutral

Agree

Strongly Agree

# Welcoming Environment Question – filtered by income

Northfield creates a welcoming environment for people of racial & ethnically diverse backgrounds



**Strongly Disagree**

**Disagree**

**Neutral**

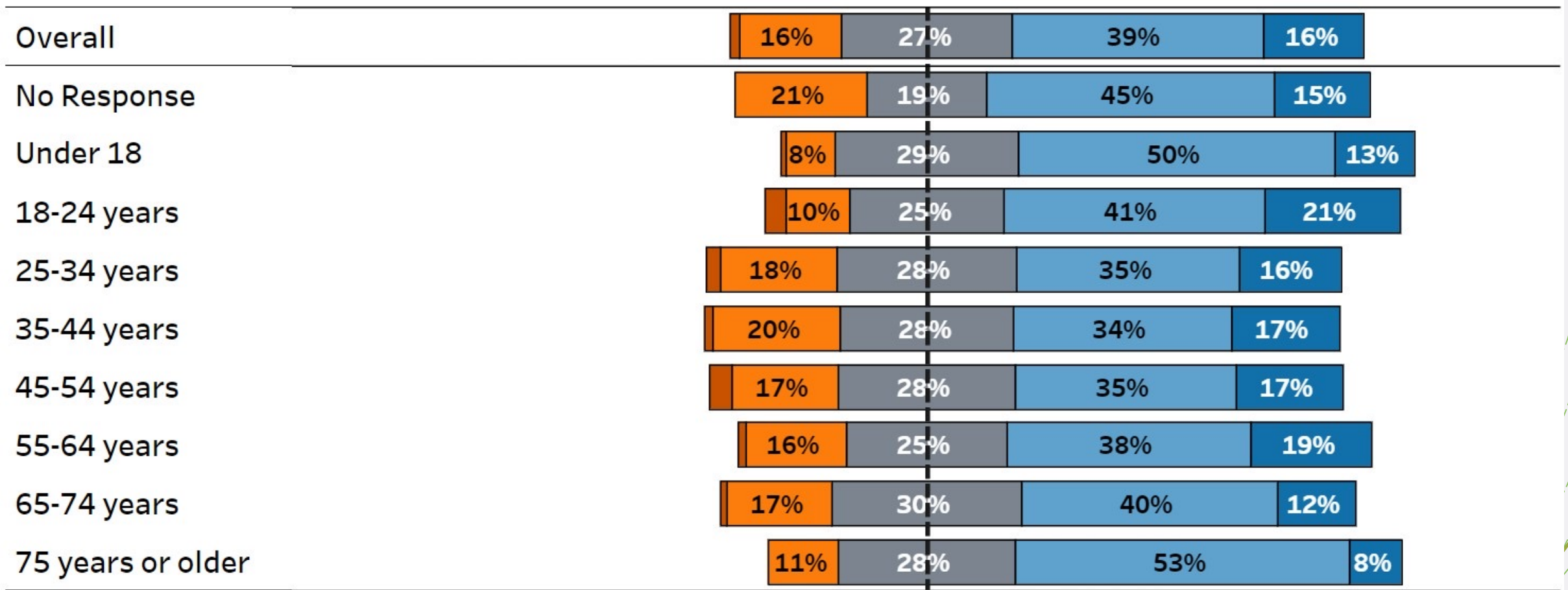
**Agree**

**Strongly Agree**



# Welcoming Environment Question – filtered by age

Northfield creates a welcoming environment for people of racial & ethnically diverse backgrounds



Strongly Disagree

Disagree

Neutral

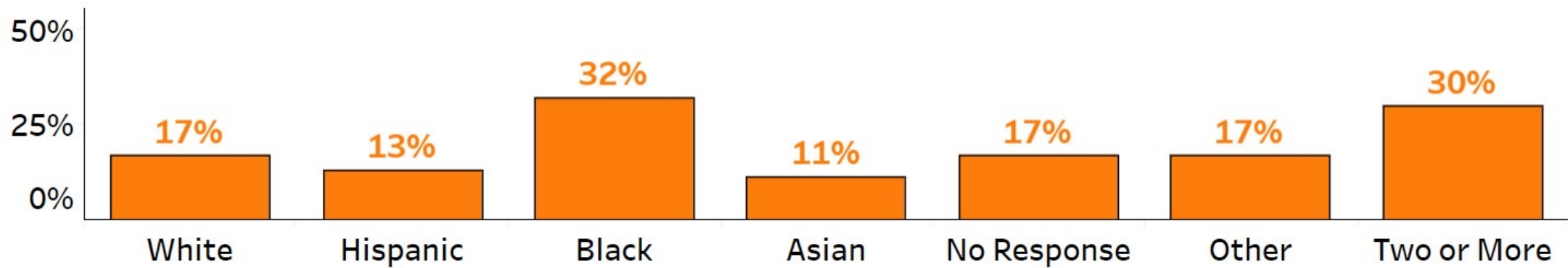
Agree

Strongly Agree

# Welcoming Environment Question negative responses – filtered by race/ethnicity

Northfield creates a welcoming environment for people of racial & ethnically diverse backgrounds

Summary of negative responses  
(Disagree & Mostly Disagree)

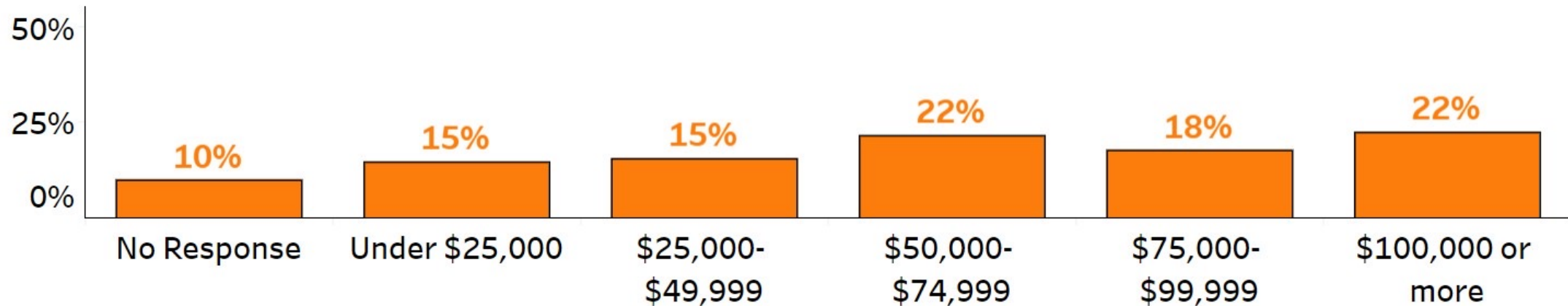




# Welcoming Environment Question negative responses – filtered by income

Northfield creates a welcoming environment for people of racial & ethnically diverse backgrounds

Summary of negative responses  
(Disagree & Mostly Disagree)

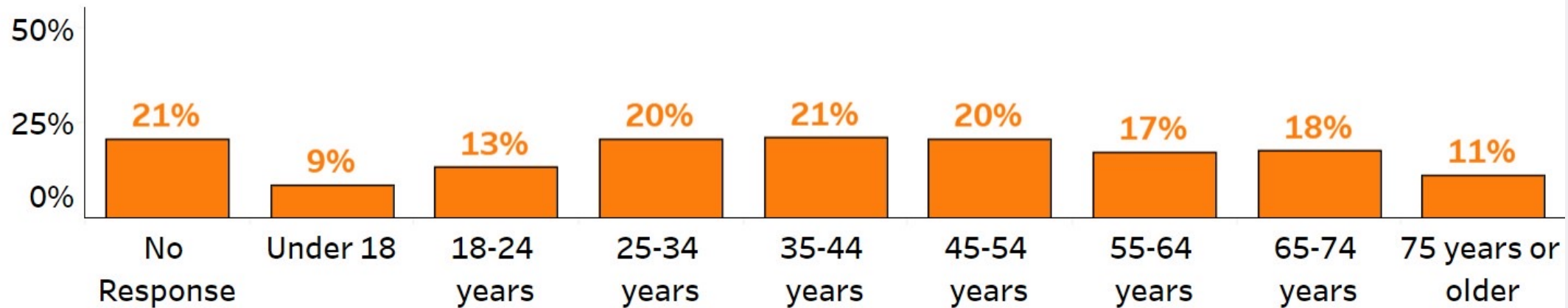


# Welcoming Environment Question negative responses – filtered by age

Northfield creates a welcoming environment for people of racial & ethnically diverse backgrounds

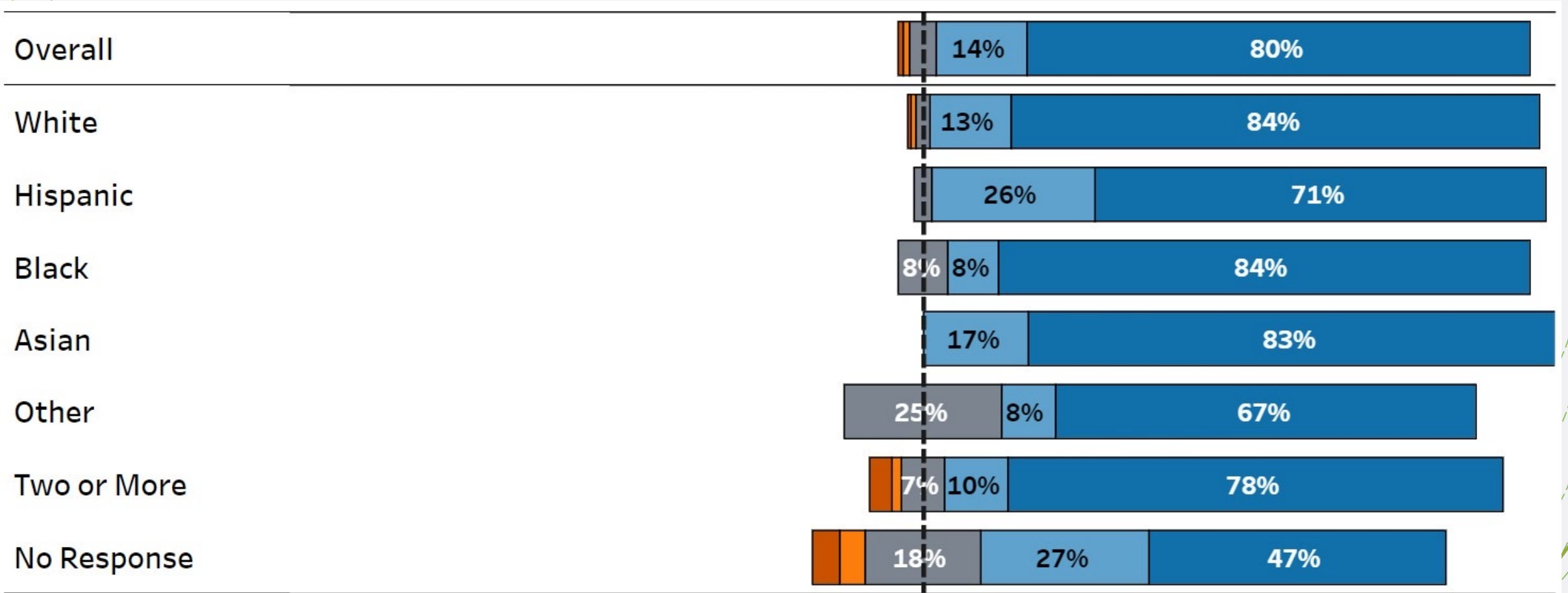
## Summary of negative responses

(Disagree & Mostly Disagree)



# Importance of Welcoming Question – filtered by race/ethnicity

It is important for people of all racial & ethnic backgrounds to feel welcome in Northfield



Strongly Disagree

Disagree

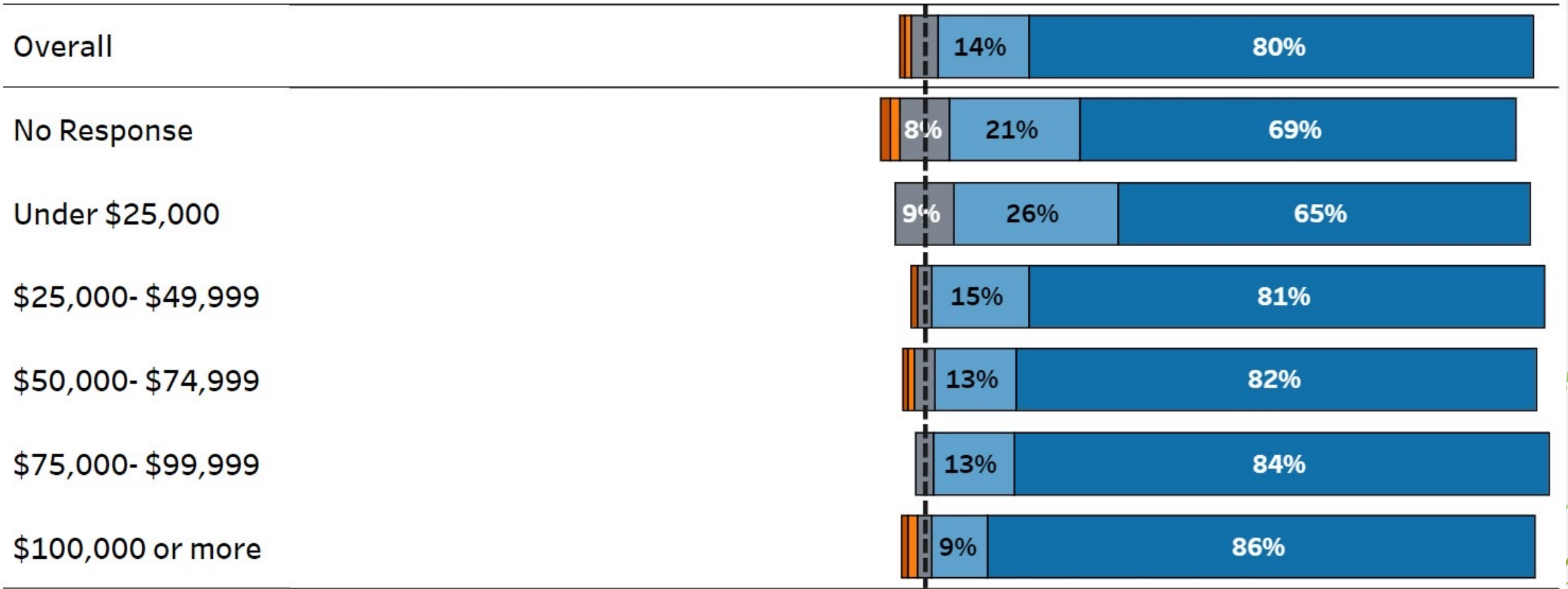
Neutral

Agree

Strongly Agree

# Importance of Welcoming Question – filtered by income

It is important for people of all racial & ethnic backgrounds to feel welcome in Northfield



Strongly Disagree

Disagree

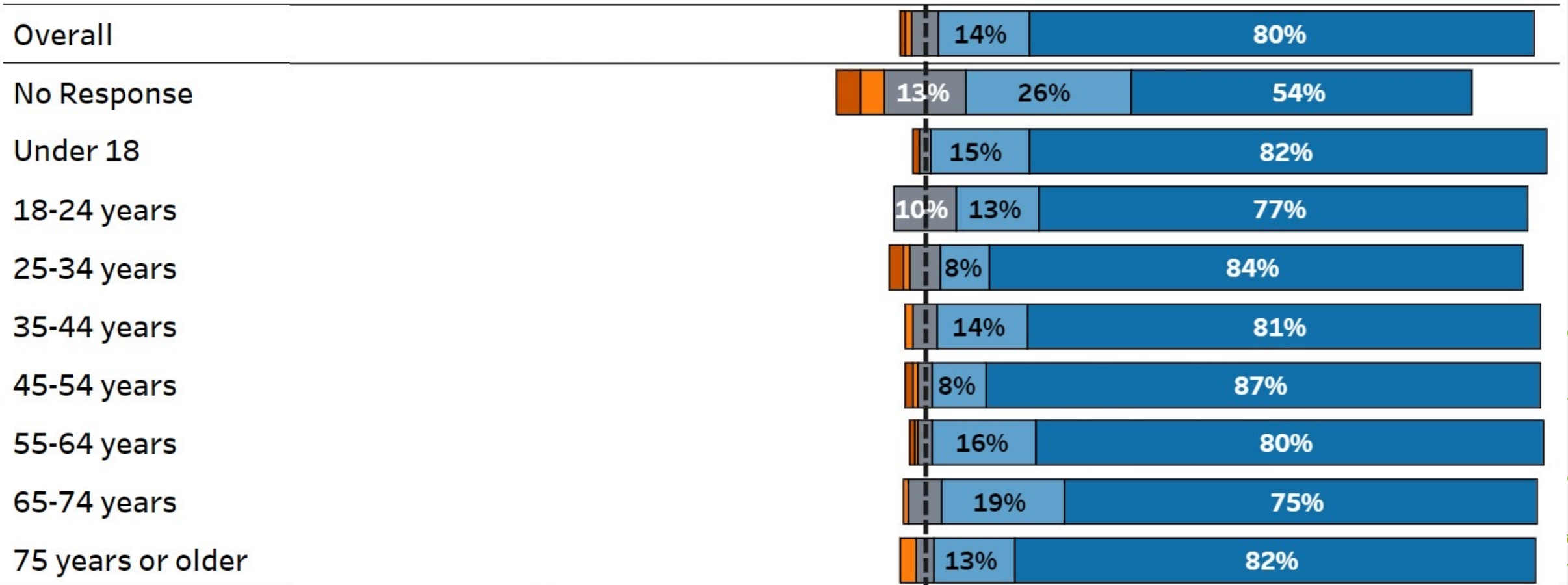
Neutral

Agree

Strongly Agree

# Importance of Welcoming Question – filtered by age

It is important for people of all racial & ethnic backgrounds to feel welcome in Northfield



Strongly Disagree

Disagree

Neutral

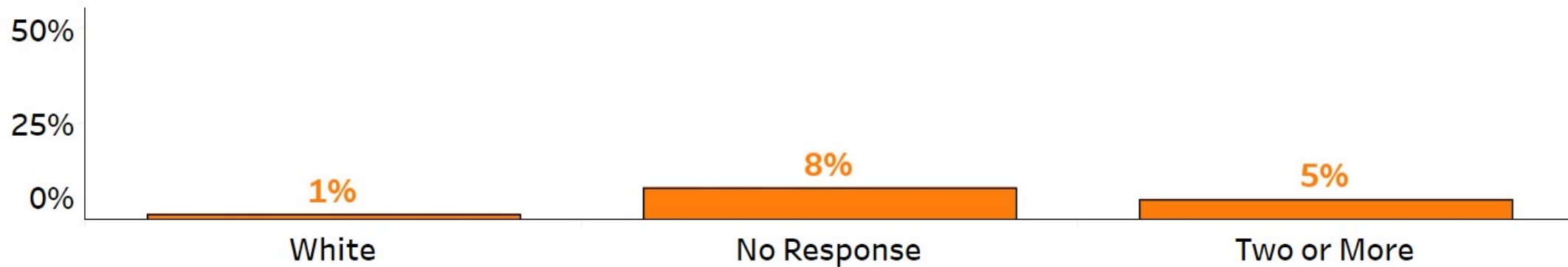
Agree

Strongly Agree

# Importance of Welcoming Question negative responses – filtered by race/ethnicity

It is important for people of all racial & ethnic backgrounds to feel welcome in Northfield

Summary of negative responses  
(Disagree & Mostly Disagree)



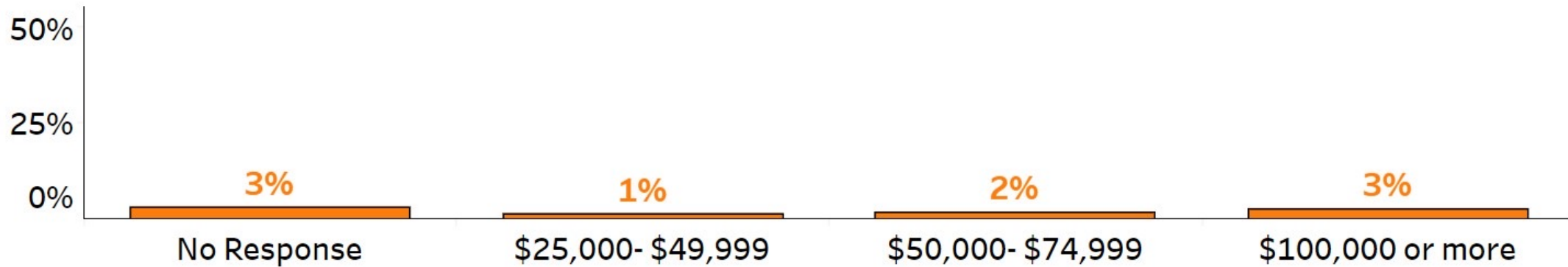


# Importance of Welcoming Question negative responses – filtered by income

It is important for people of all racial & ethnic backgrounds to feel welcome in Northfield

## Summary of negative responses

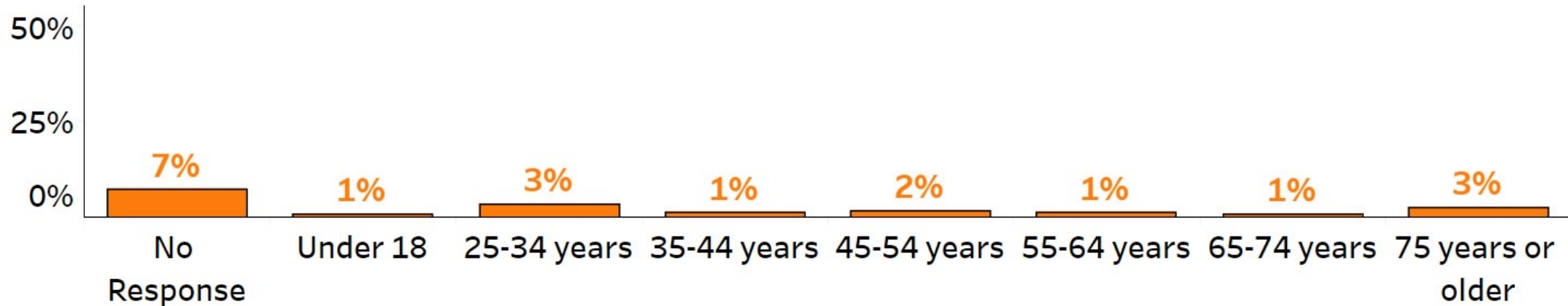
(Disagree & Mostly Disagree)



# Importance of Welcoming Question negative responses – filtered by age

It is important for people of all racial & ethnic backgrounds to feel welcome in Northfield

Summary of negative responses  
(Disagree & Mostly Disagree)



# What's Next?

- + Complete slide deck developed
  - + Breakdown slides for all survey questions (housing, employment, environment, etc)
  - + Distributed to entire NREEC team for use in presentations
- + Explore the information on your own:
  - + [https://tableau.strivetgether.org/t/NorthfieldPromise/views/NREECDashboard/Interact?%3Adisplay\\_count=n&%3Aembed=y&%3AisGuestRedirectFromVizportal=y&%3Aorigin=viz\\_share\\_link&%3AshowAppBanner=false&%3AshowVizHome=n#1](https://tableau.strivetgether.org/t/NorthfieldPromise/views/NREECDashboard/Interact?%3Adisplay_count=n&%3Aembed=y&%3AisGuestRedirectFromVizportal=y&%3Aorigin=viz_share_link&%3AshowAppBanner=false&%3AshowVizHome=n#1)
- + Findings shared with larger community – social media, newspaper, radio, etc.