

Race to Lead Demographics

2016–2019–2022

Methodology

The third iteration of the *Race to Lead* survey builds on questions from the original 2016 and 2019 surveys, where respondents were asked about their background, organizations, career plans, career supports, and experiences in their organizations and the nonprofit sector. New sections in the 2022 survey explored respondents' experiences and priorities in the wake of the racial justice uprisings and onset of COVID-19 in 2020, as well as the experiences of frontline workers.

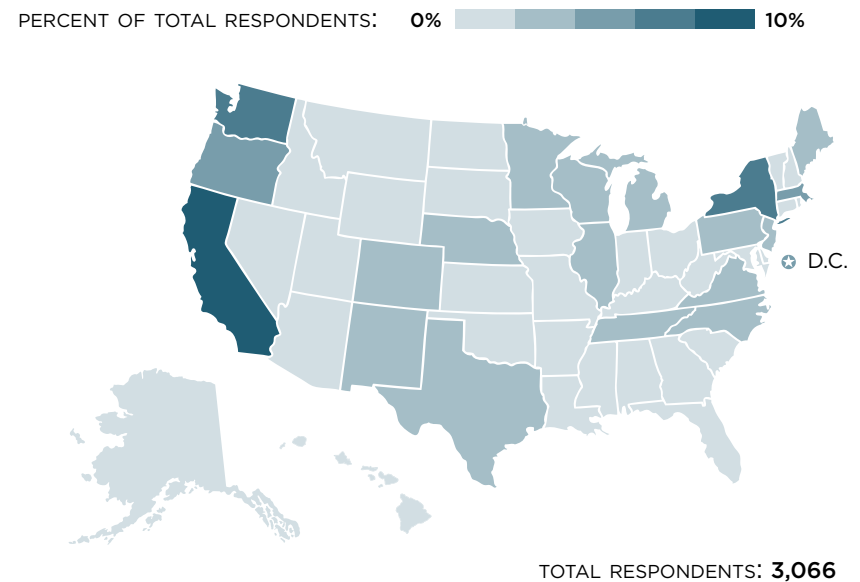
The 2022 *Race to Lead* survey was distributed and conducted online. Respondents may include people who answered previous iterations of the survey, alongside first-time respondents. The survey link was promoted in the summer and fall of 2022 through the Building Movement Project's online newsletter, through social media, and in partnership with organizations and individuals who shared the survey with their networks.

The survey was open for 21 weeks. The result is a convenience sample of those who work for pay in the nonprofit sector in the United States. Out of the 4,455 people who started the survey, 3,066 were included in the final dataset.

Demographics

The composition of the survey sample was similar to both the original 2016 *Race to Lead* respondent pool and the 2019 *Race to Lead* sample. Respondents in the 2022 dataset came from all 50 states and the District of Columbia (see Figure 1).¹

FIGURE 1 | SURVEY RESPONDENTS BY STATE, D.C., AND TERRITORY IN 2022

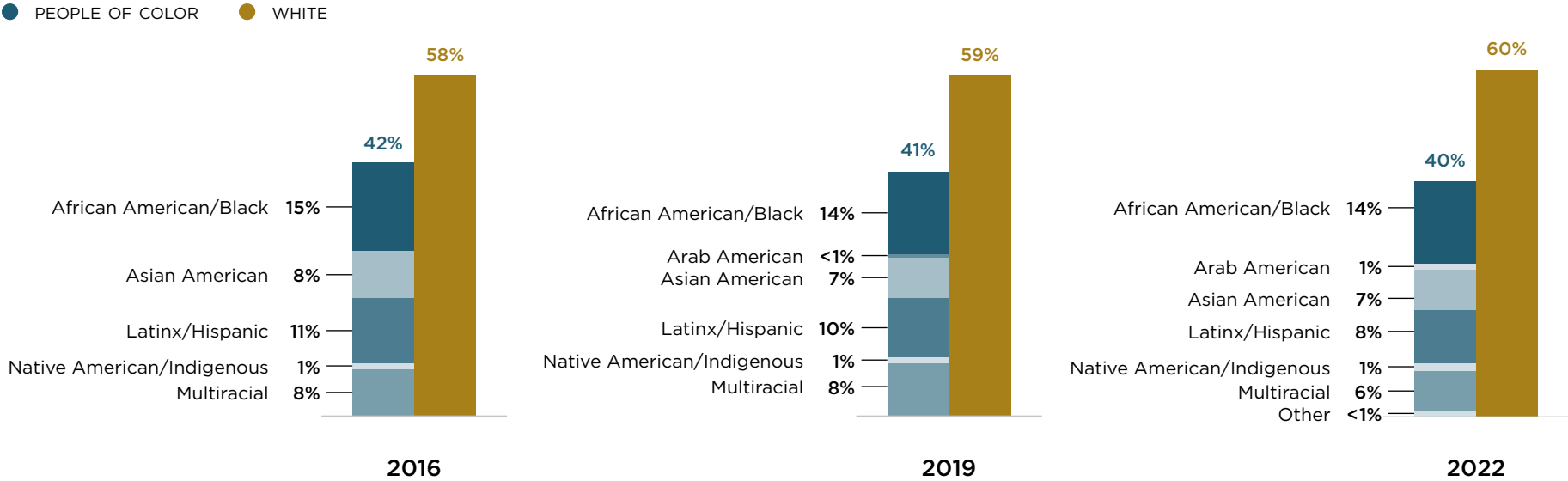


¹ The survey was open to all paid nonprofit staff in the U.S. states and territories. A combined 5 respondents came from American Samoa and Puerto Rico.

Of the respondents in the 2022 sample, 60% identified as white and 40% identified as BIPOC (Black, Indigenous, or other Person of Color), a remarkably similar share as both the 2016 and 2019 samples (see Figure 2). The largest proportion of BIPOC

respondents were African American/Black (14%), followed by Latinx/Hispanic (8%), Asian American (7%), Biracial/Multiracial (6%), and 1% or less of AAMENA², Native American/Indigenous, and Native Hawaiian/Pacific Islander respondents, respectively.

FIGURE 2 | RACE/ETHNICITY

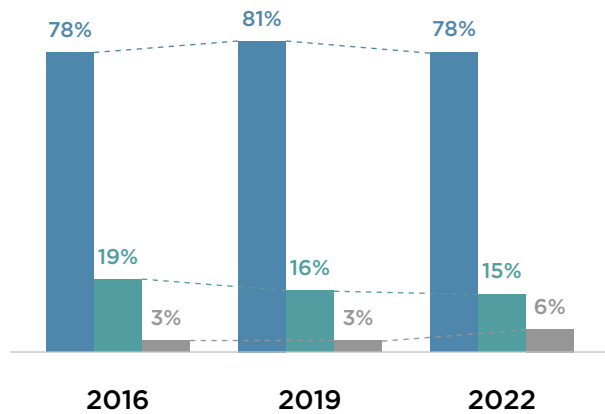


² Note: AAMENA stands for Arab American, Middle Eastern, North African.

The majority of each *Race to Lead* sample has been comprised of women and the most recent 2022 dataset was no exception (78%), as shown in Figure 3. Men made up 15% of the sample, while the proportion of gender nonbinary, non-conforming, and genderqueer respondents doubled from 3% in 2019 to 6% in 2022.³ In 2019 and 2022, both cisgender and transgender respondents are included in the categories of “Women” and “Men.” In 2016, transgender respondents were included in a “trans, gender non-conforming, non-binary, et.al.” category. The proportion of LGBTQIA+ respondents slightly increased in 2022, where a quarter of the sample identified this way compared to 21% in both 2016 and 2019 (see Figure 4).

FIGURE 3 | GENDER IDENTITY

● WOMEN ● MEN
● GENDER NON-BINARY/GENDER NON-CONFORMING/GENDERQUEER



³ In 2019 and 2022, both cisgender and transgender respondents are included in the categories of “Women” and “Men.” In 2016, transgender respondents were included in a “trans, gender non-conforming, non-binary, et al.” category.

FIGURE 4 | SEXUAL ORIENTATION

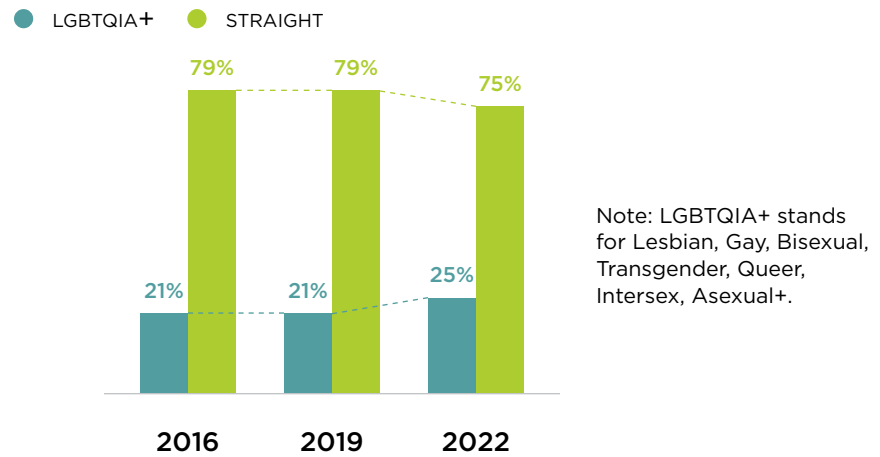
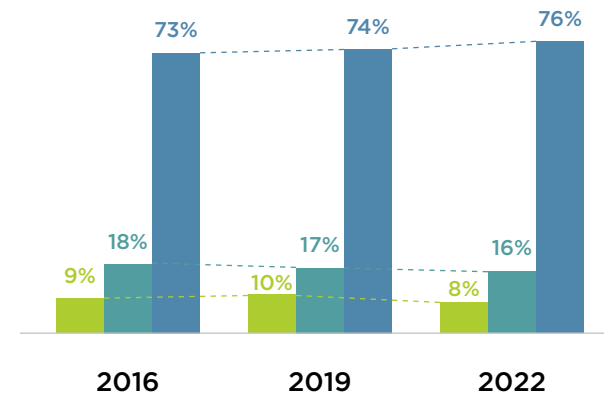


Figure 5 shows the proportion of respondents’ immigration experiences. In each year we surveyed, roughly a quarter of the sample were either immigrants (8% in 2022) or the children of immigrants (16% in 2022).

FIGURE 5 | IMMIGRATION EXPERIENCE

● IMMIGRANT ● CHILD OF IMMIGRANT ● CHILD OF U.S. BORN PARENTS



One shift in the *Race to Lead* sample was regarding disability.⁴ While 10% of the 2019 sample reported having a disability, that figured doubled to 20% in 2022 (Figure 6). More specifically, while 38% of those with disabilities in 2019 noted that it was mental health related, that jumped to 68% in 2022. Other commonly selected options in 2022 included neurodivergence (23%) and sensory (18%), as shown in Figure 7.

FIGURE 6 | RESPONDENTS WITH A DISABILITY

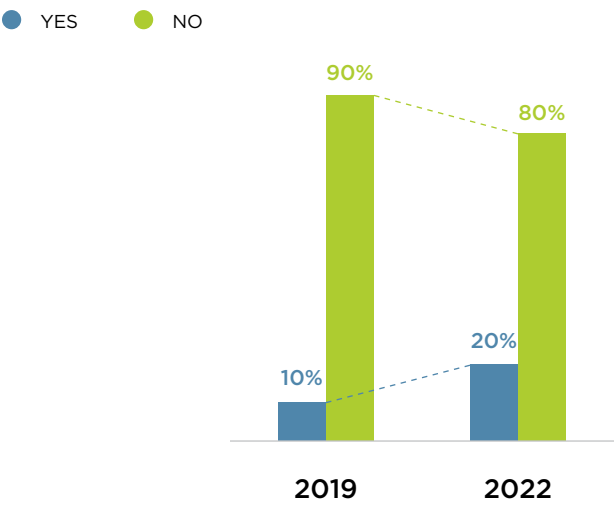
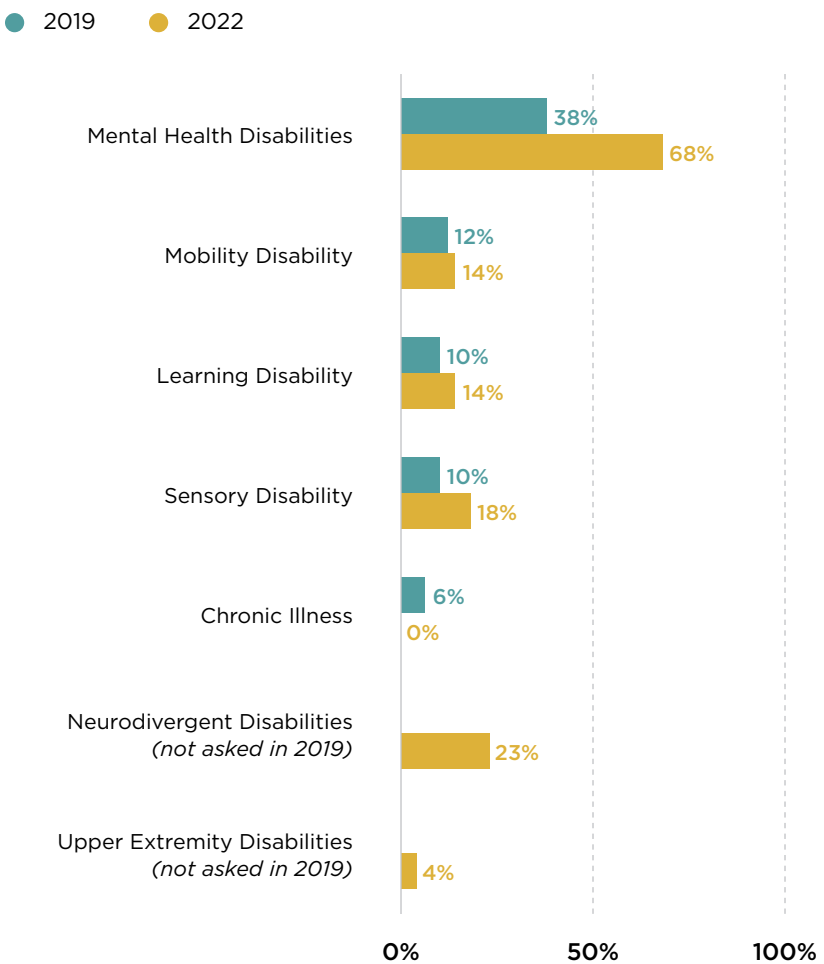


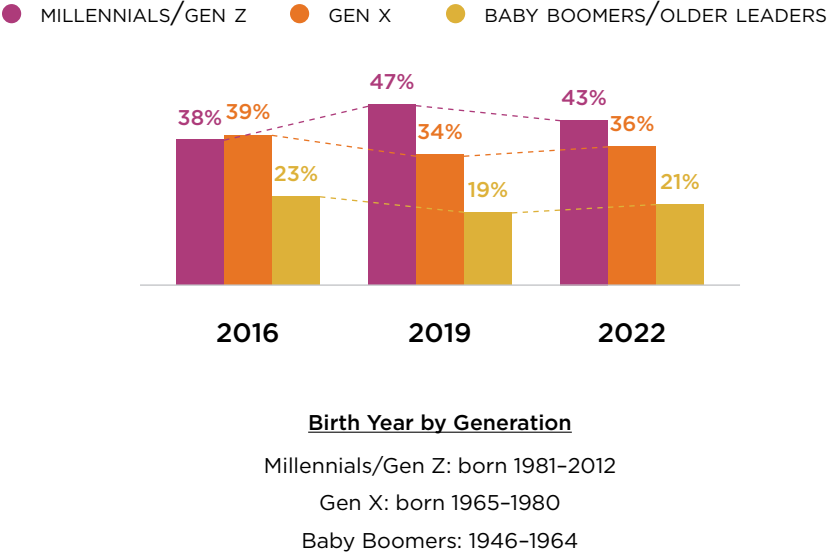
FIGURE 7 | DISABILITY BY TYPE



⁴ The questions about disability were not asked in 2016.

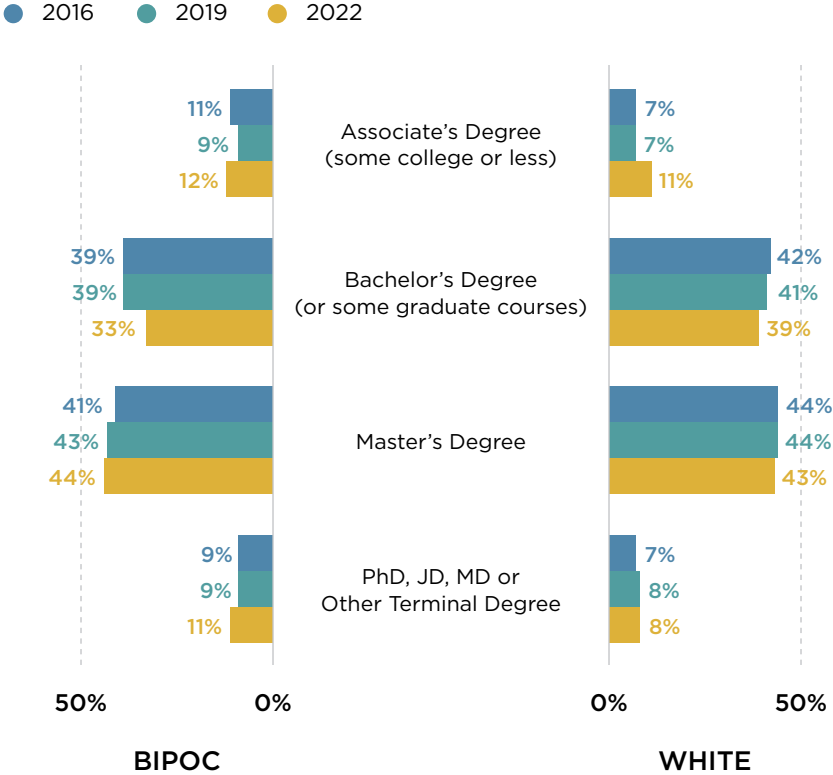
While between 2016 and 2019, we found that the sample shifted generationally with a larger representation of Millennials, in 2022 the sample was slightly older. Nearly half of the 2019 sample (47%) were Millennials/Gen Z, but that percentage was 43% in 2022 (see Figure 8), while there were slight upticks in the proportion of Gen X and Baby Boomers/Older Leaders between 2019 and 2022.

FIGURE 8 | AGE/GENERATION



One of the key findings from the original *Race to Lead* report showed that people of color were equally, and in some ways more, qualified than their white counterparts. The same was true in 2022, where BIPOC respondents were as likely (44%) as white respondents (43%) to hold a master’s degree, or a PhD or equivalent (11% BIPOC; 8% white), as shown in Figure 9.

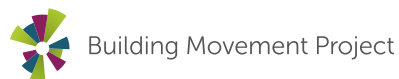
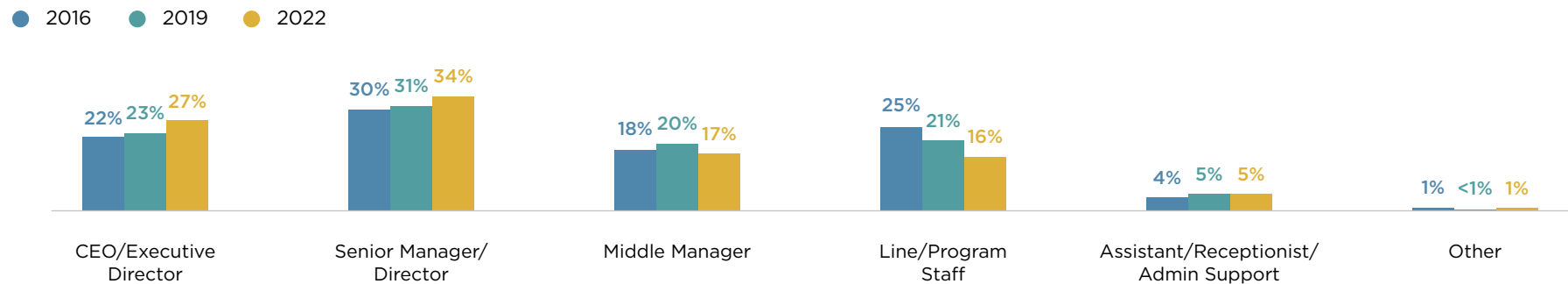
FIGURE 9 | EDUCATIONAL ATTAINMENT



Finally, the 2022 sample differed from its predecessors in the types of roles respondents held. Figure 10 shows an increase in the proportion of Executive Directors/CEOs who filled out the 2022 survey (27%) than in previous years (22% in 2016; 23% in 2019), and senior managers (30% in 2016; 31% in 2019; 34% in 2022). Meanwhile, the proportion of line and program staff

continued to decrease across all iterations of the survey (25% in 2016; 21% in 2019; 16% in 2022). This increased representation of more senior staff could play a role in the older sample captured in the 2022, given that older respondents have had more time in their careers to reach top level positions than their younger counterparts.

FIGURE 10 | CURRENT POSITION WITHIN THE ORGANIZATION



For more information, please visit The Building Movement Project at www.buildingmovement.org or contact us at info@buildingmovement.org

