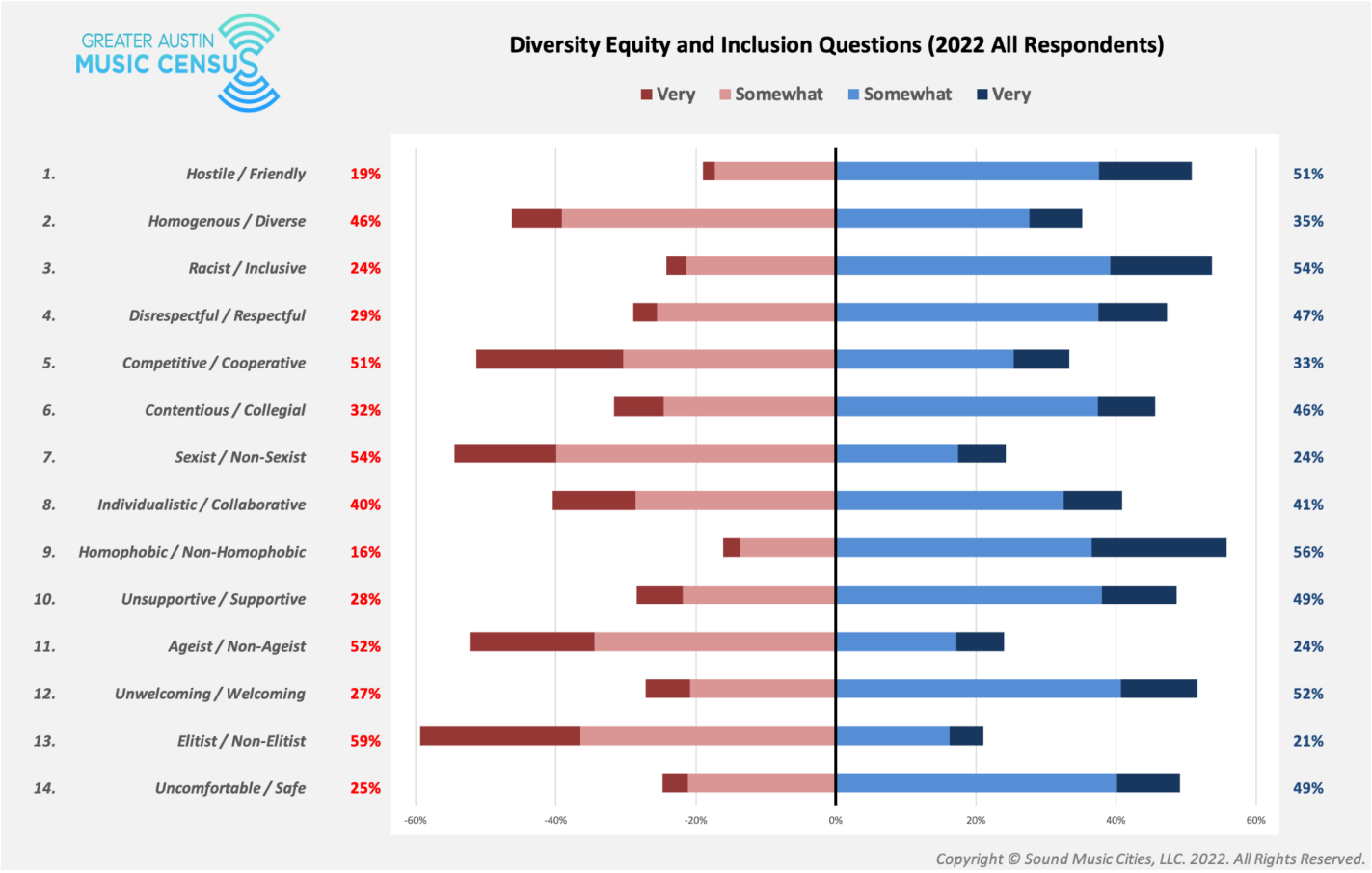
APPENDIX: DEI Data Deep Dive

February 2023

SOUND MUSIC CITIES

Diversity, Equity, Inclusion (DEI) Measures are New in 2022

The Diversity, Equity, and Inclusion section of the Census was new in 2022 and measured sentiment on 14 different adjective pairs that represent the opposite ends of a sentiment range. For example, the first adjective pair below is "Hostile/Friendly" and respondents could choose: very [hostile], somewhat [hostile], somewhat [friendly], or very [friendly], and in the data below, you will see that 51% identified the greater Austin music ecosystem as "friendly" (aggregating somewhat and very friendly) and 19% identified it as hostile (aggregating somewhat and very hostile).



In this DEI Data Deep Dive appendix, we share data for each of the 14 different adjective pairs with sub-groups broken out.

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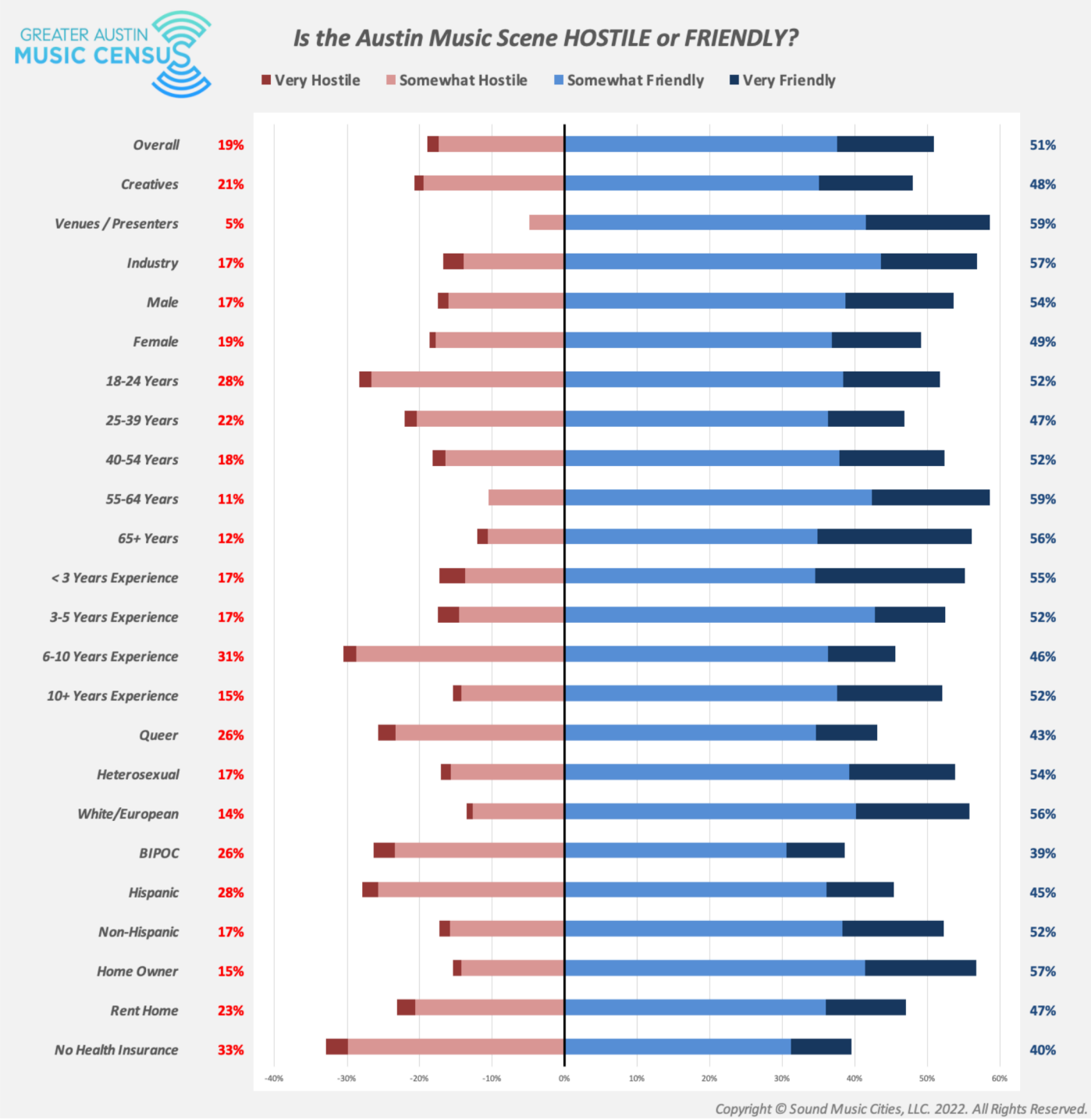
1. Hostile or Friendly?



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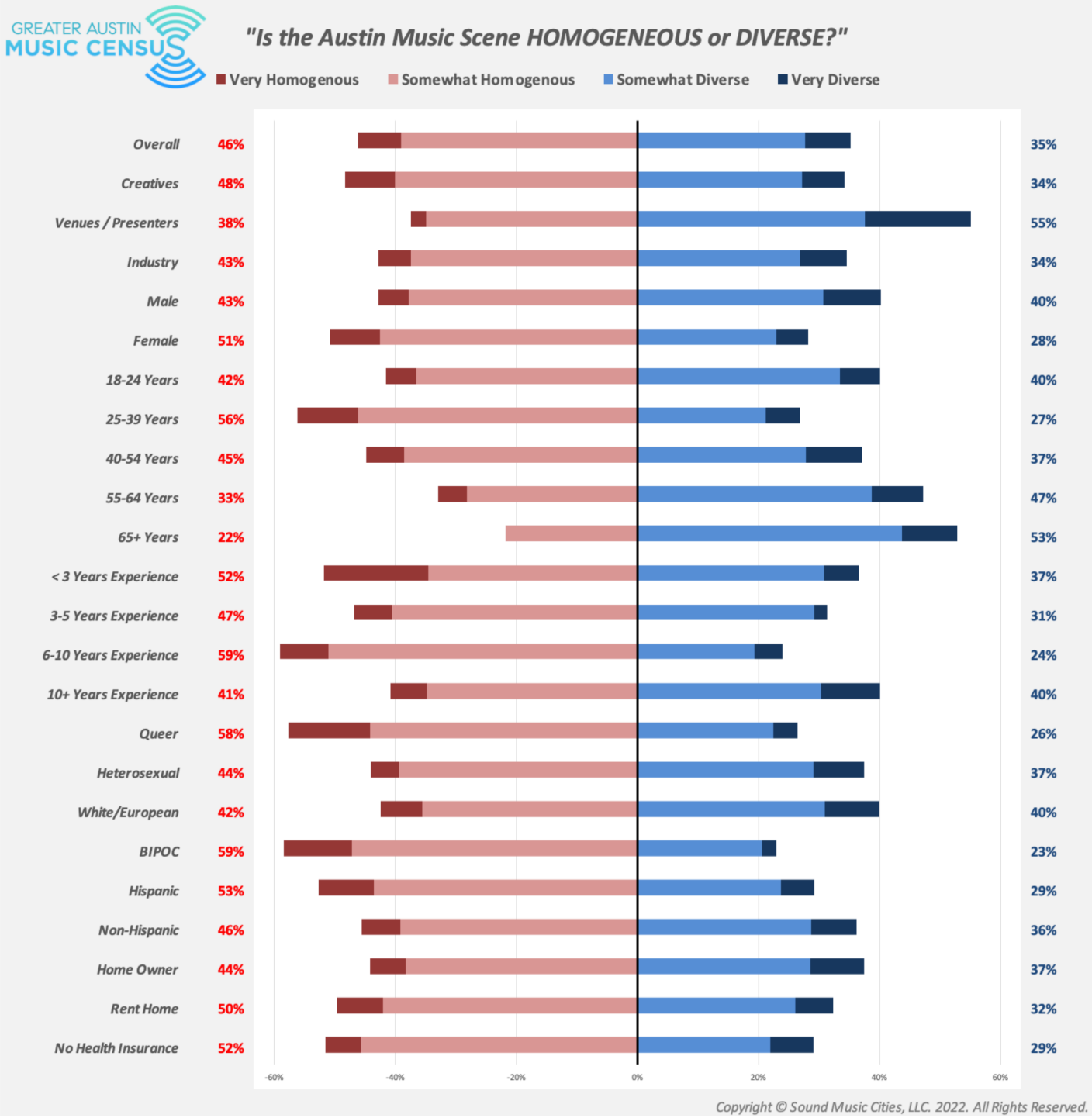
2. Homogenous or Diverse?



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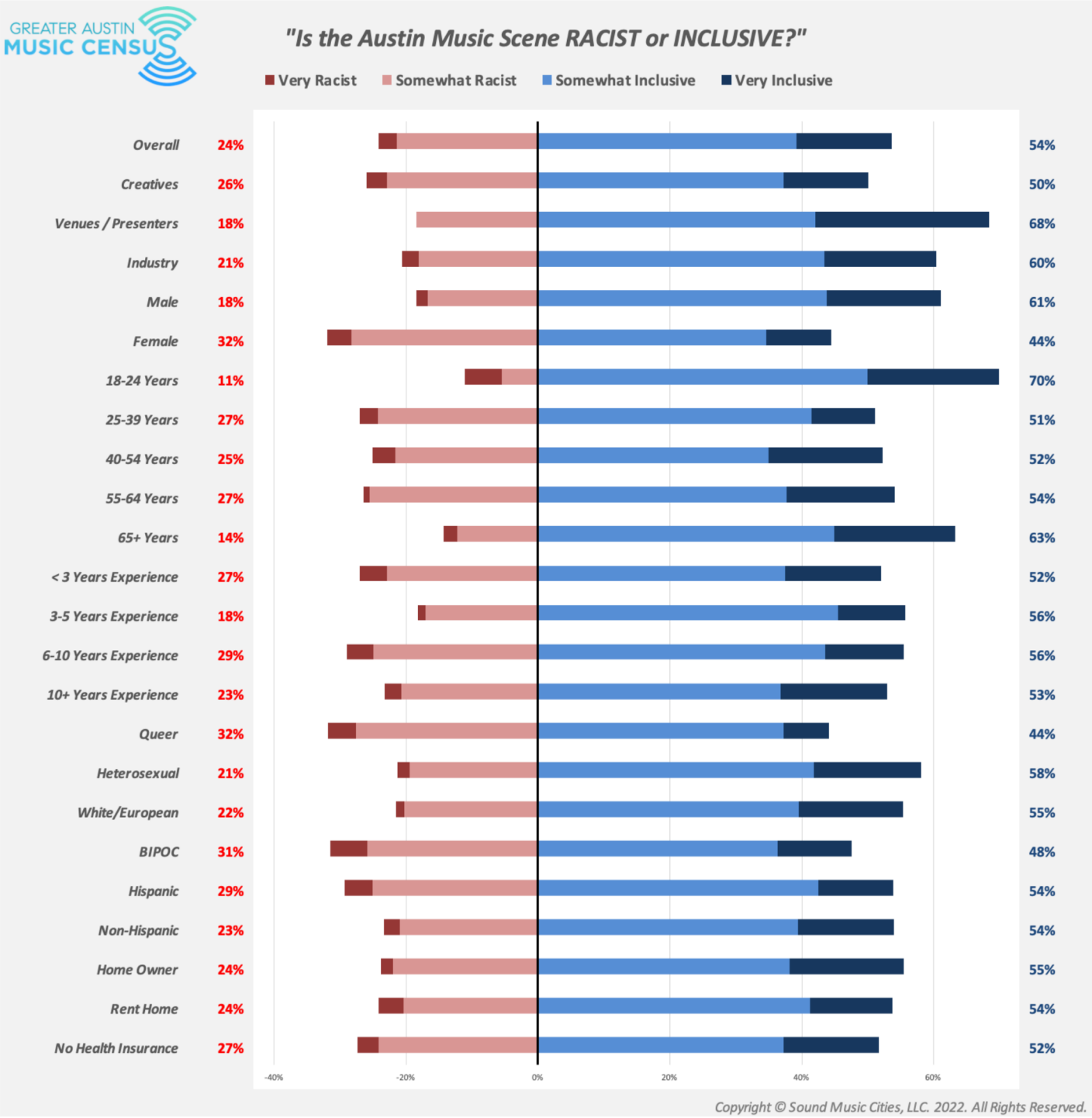
3. Racist or Inclusive?



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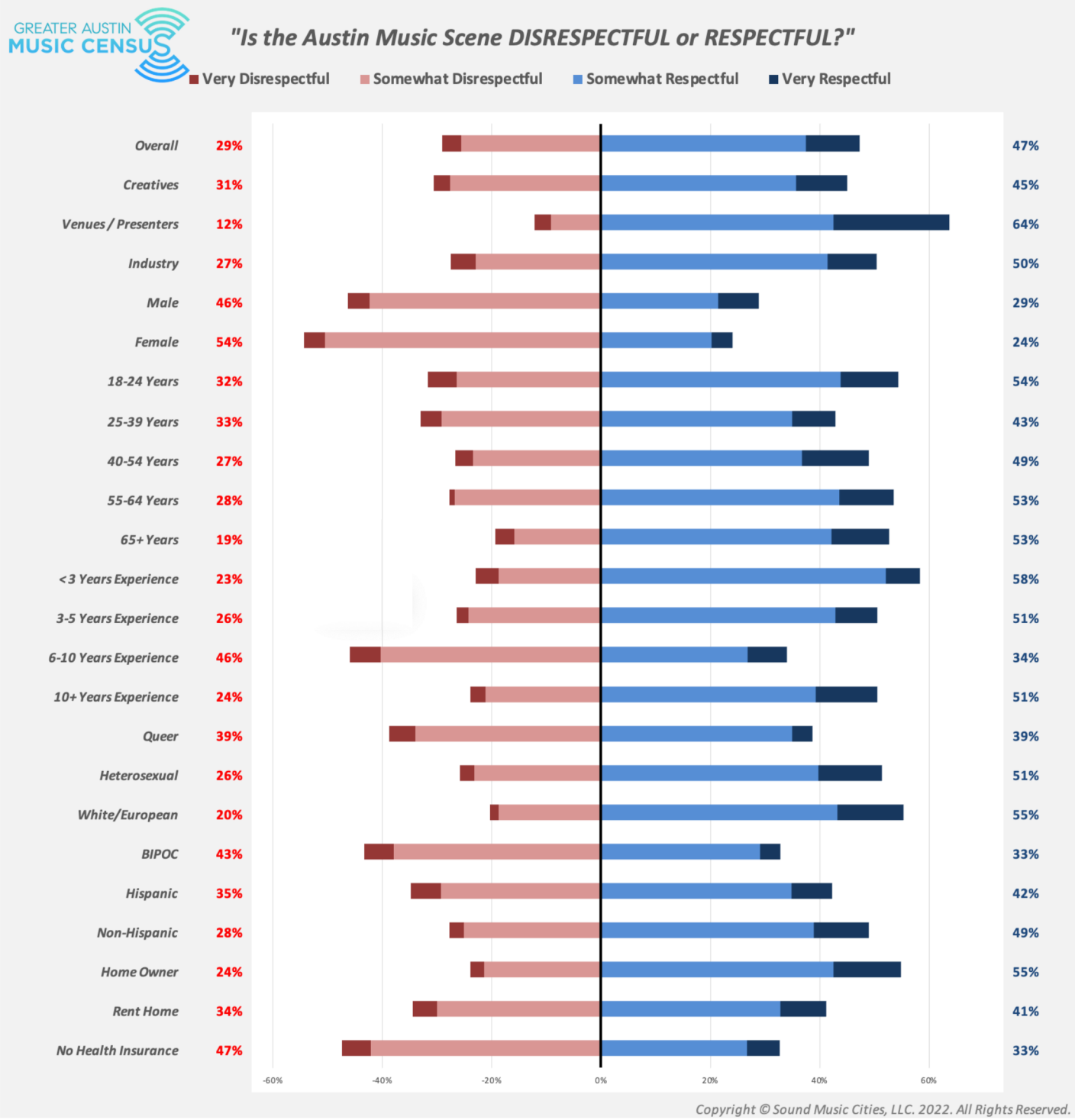
4. Disrespectful or Respectful?



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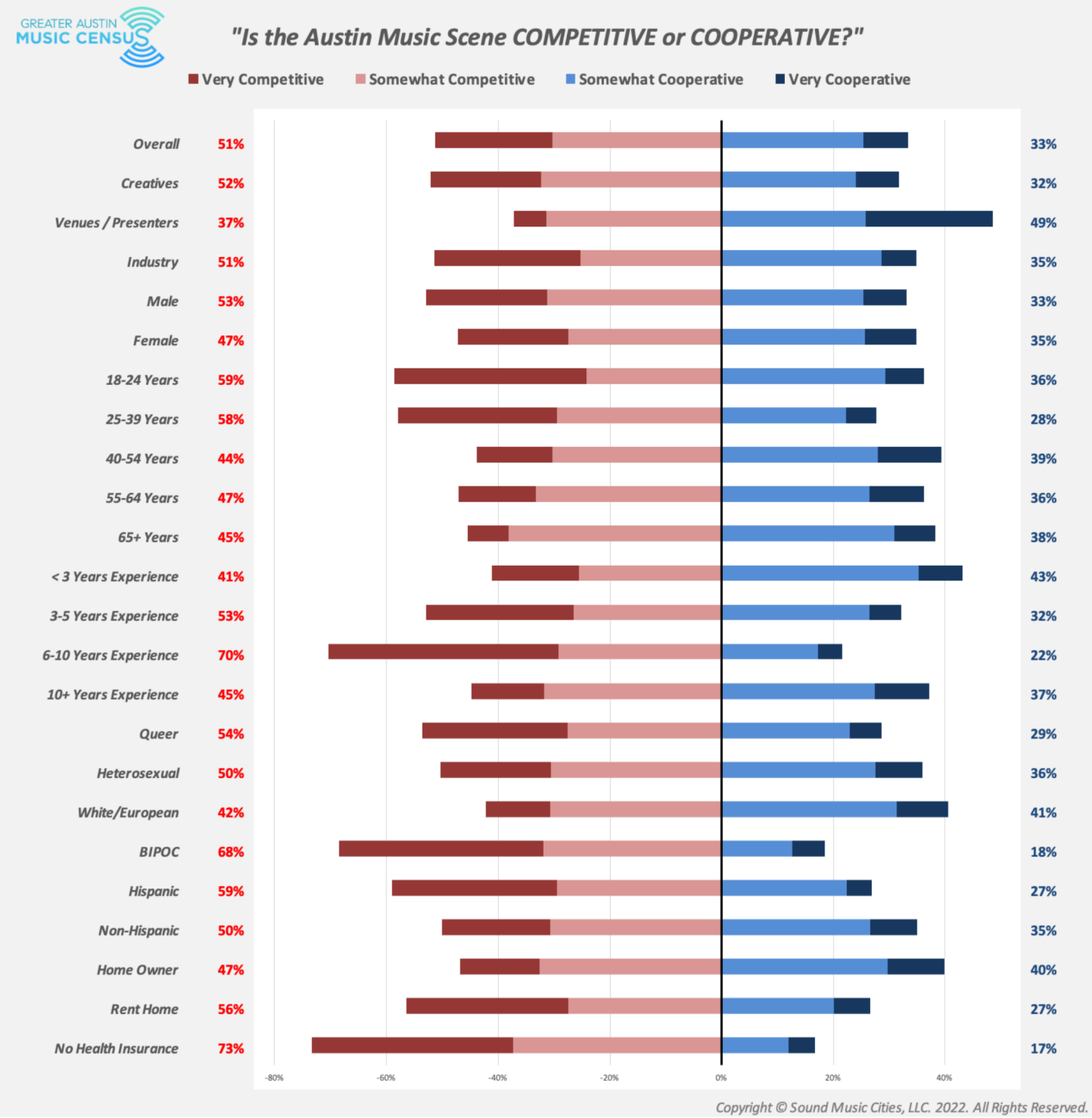
5. Competitive or Cooperative?



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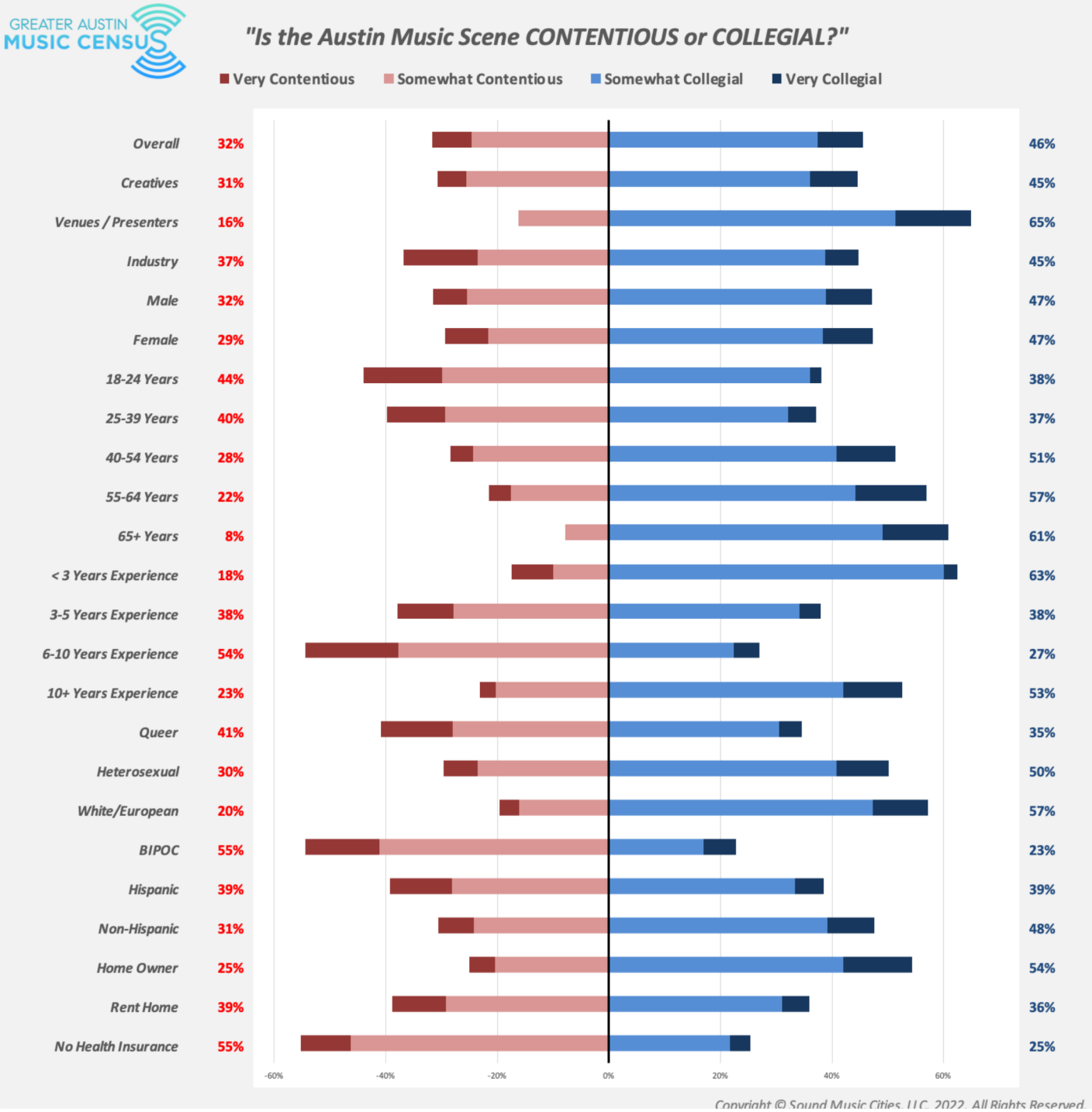
6. Contentious or Collegial?



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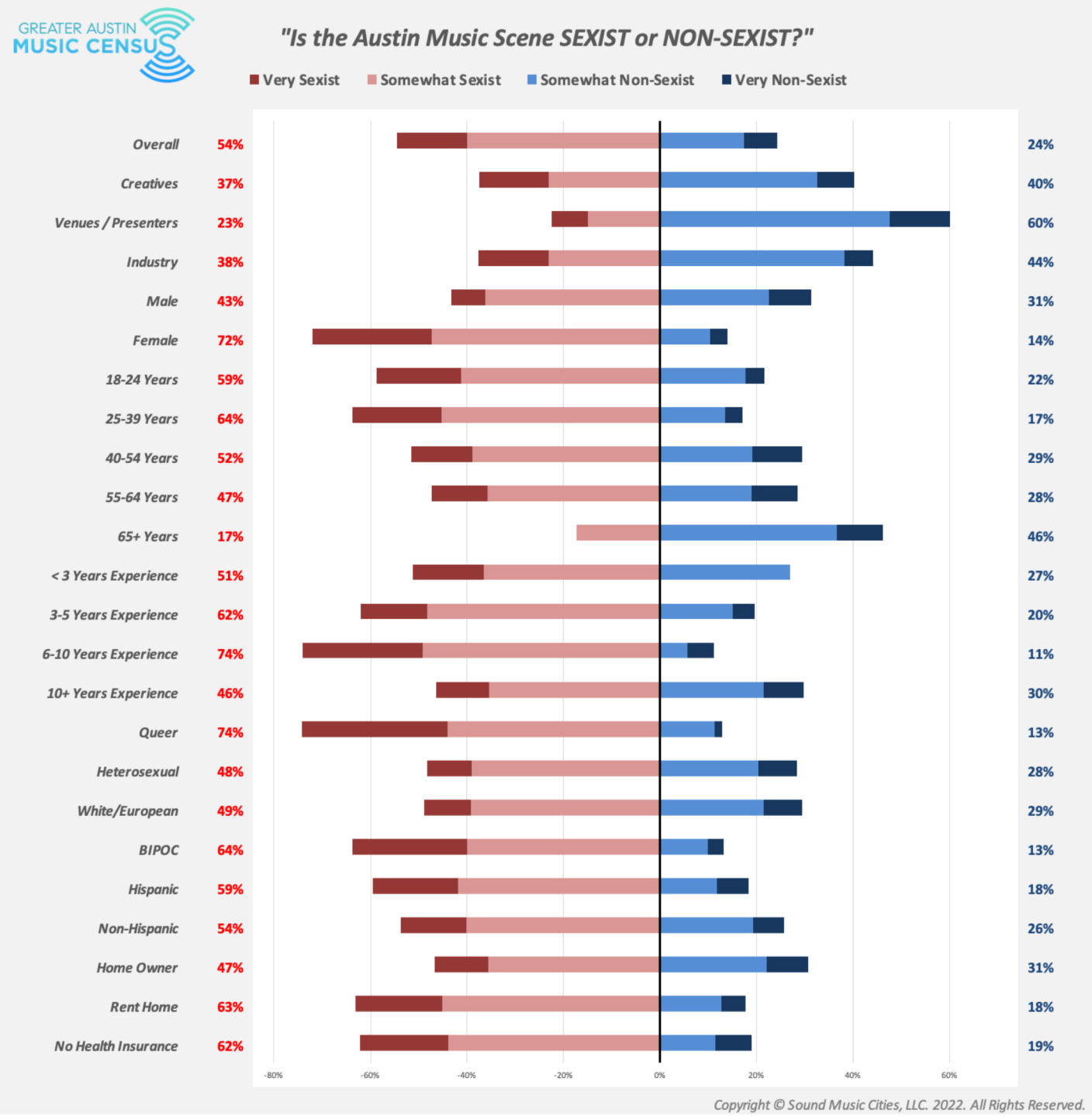
7. Sexist or Non-Sexist?



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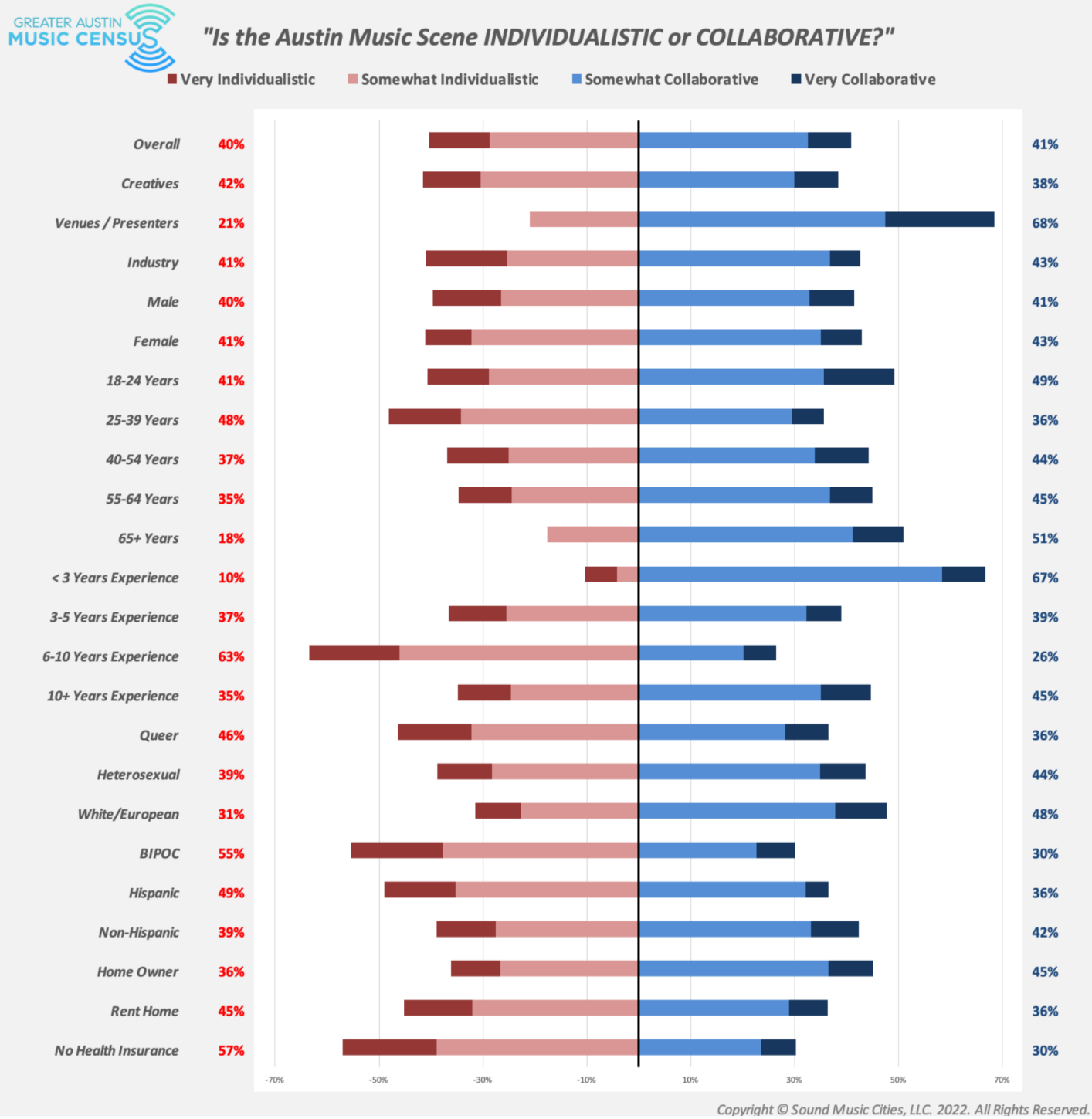
8. Individualistic or Collaborative?



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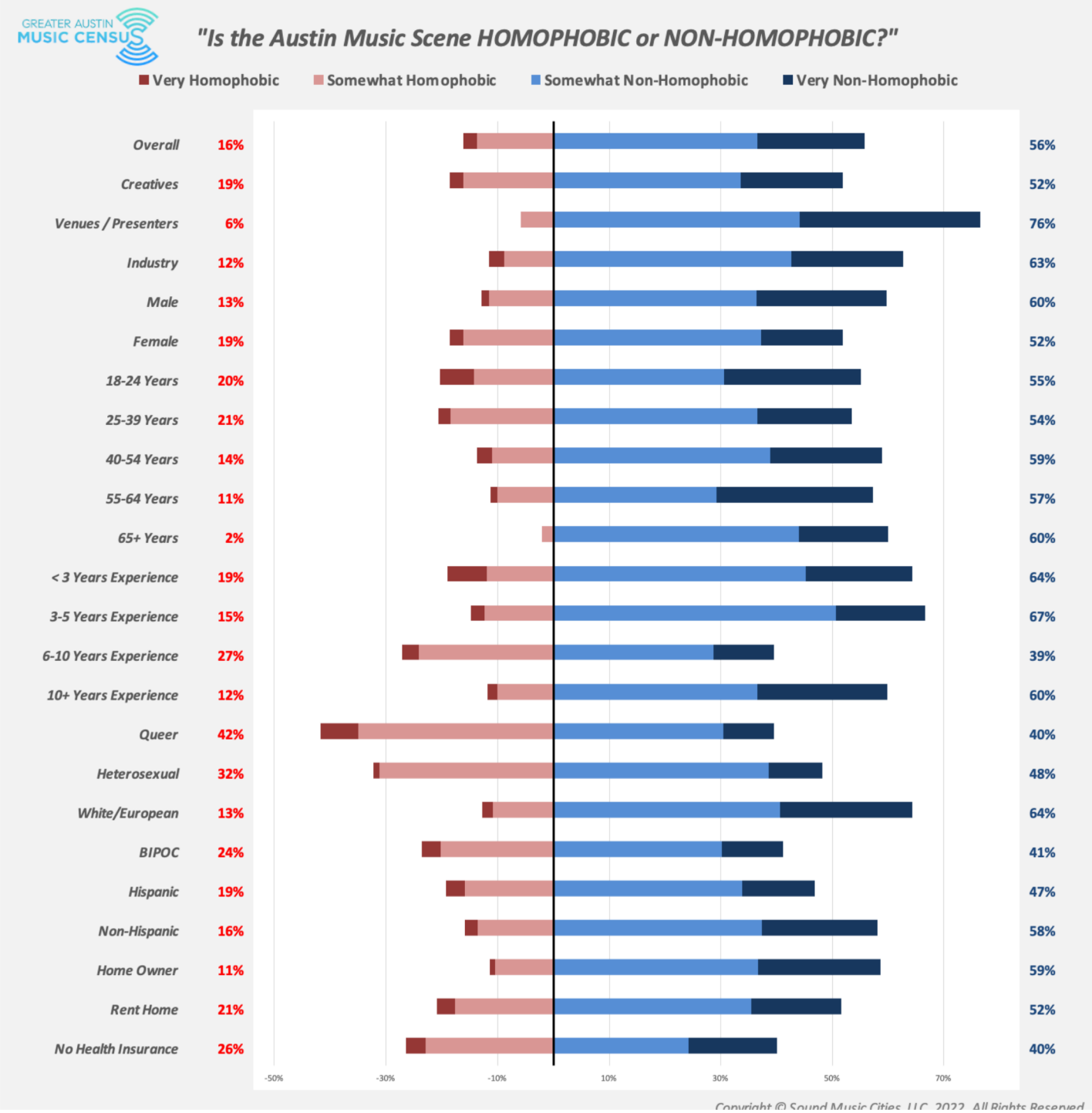
9. Homophobic or Non-Homophobic?



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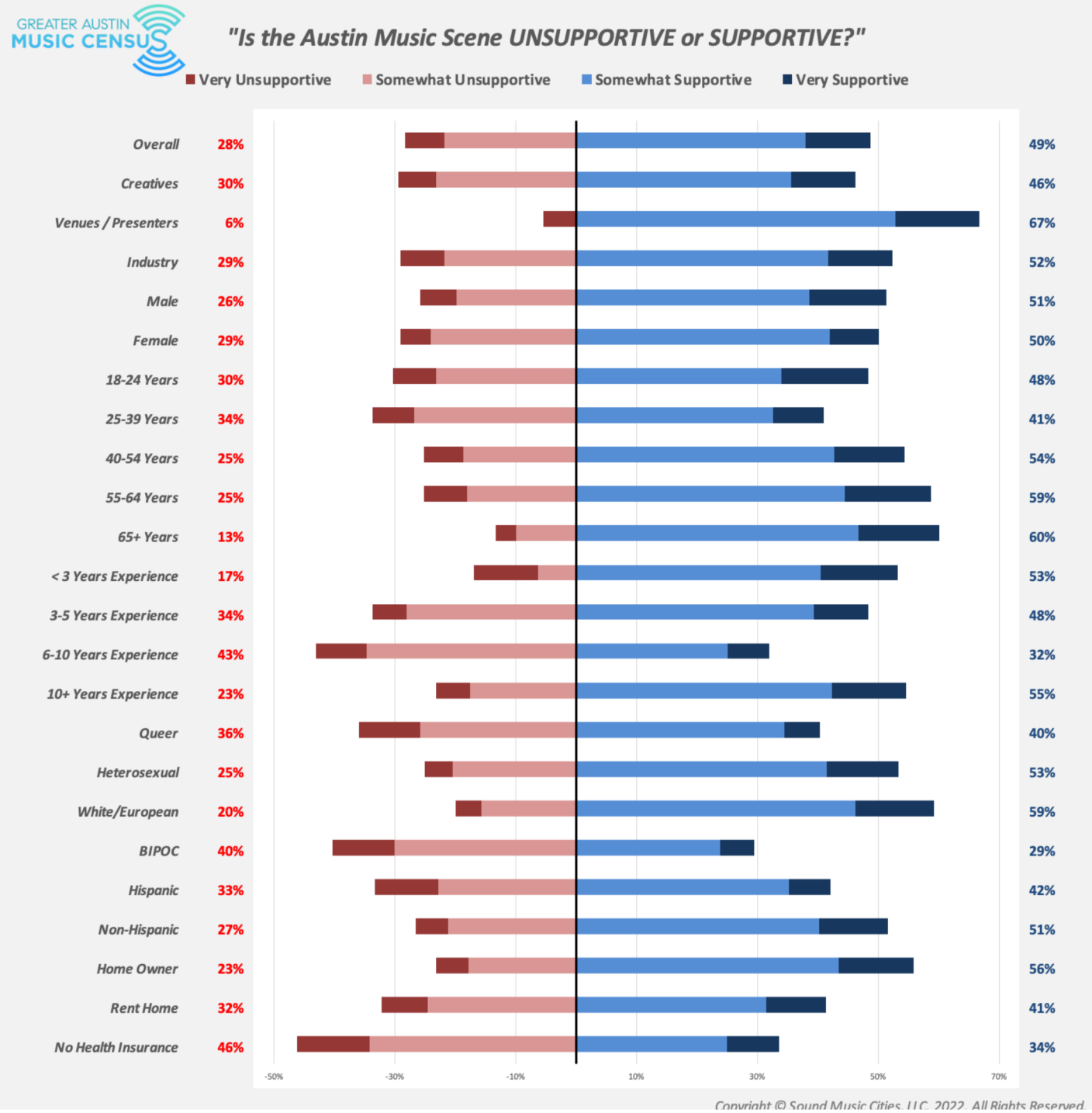
10. Unsupportive or Supportive?



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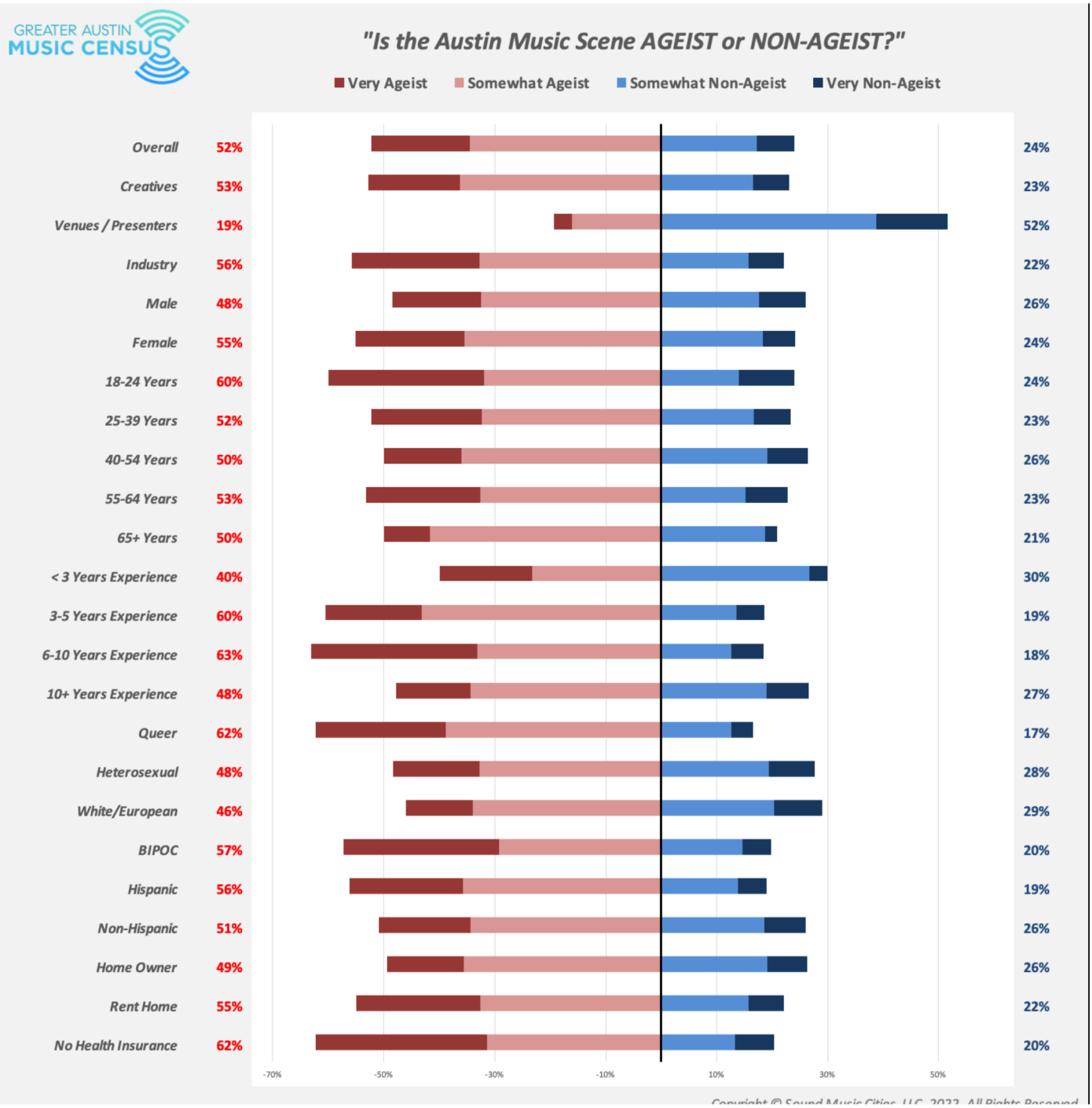
11. Ageist or Non-Ageist?



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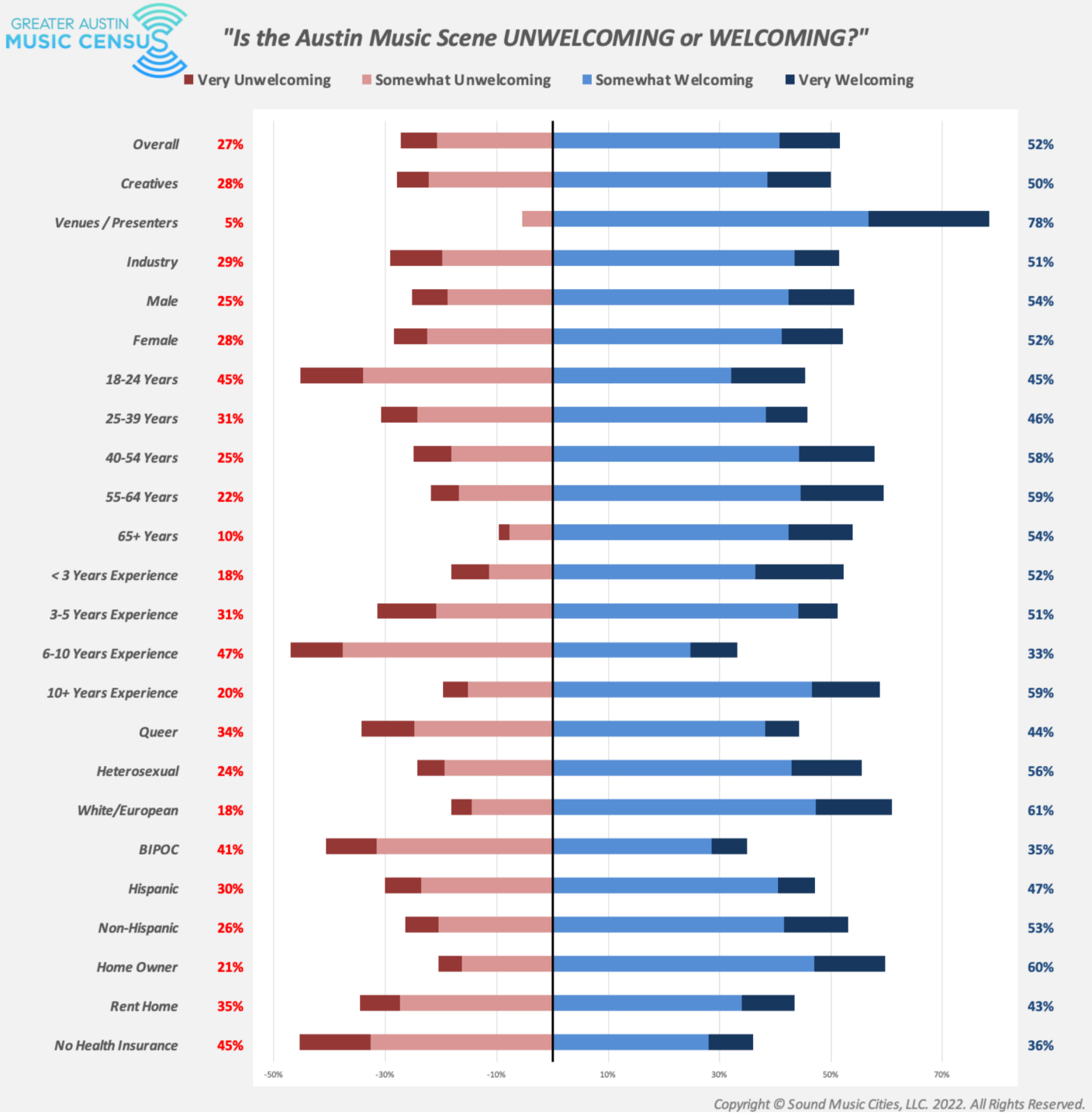
12. Unwelcoming or Welcoming?



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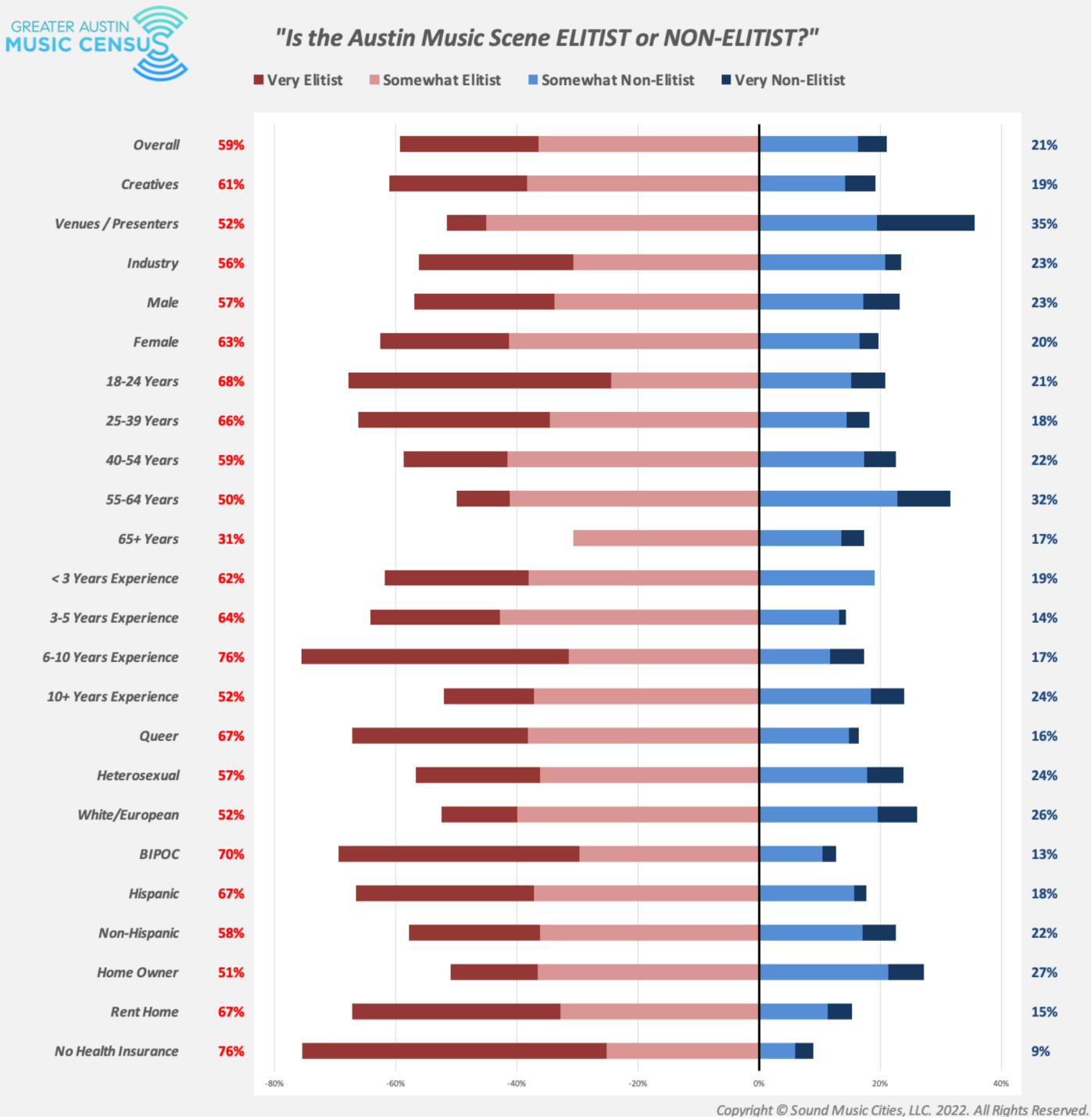
13. Elitest or Non-Elitest?



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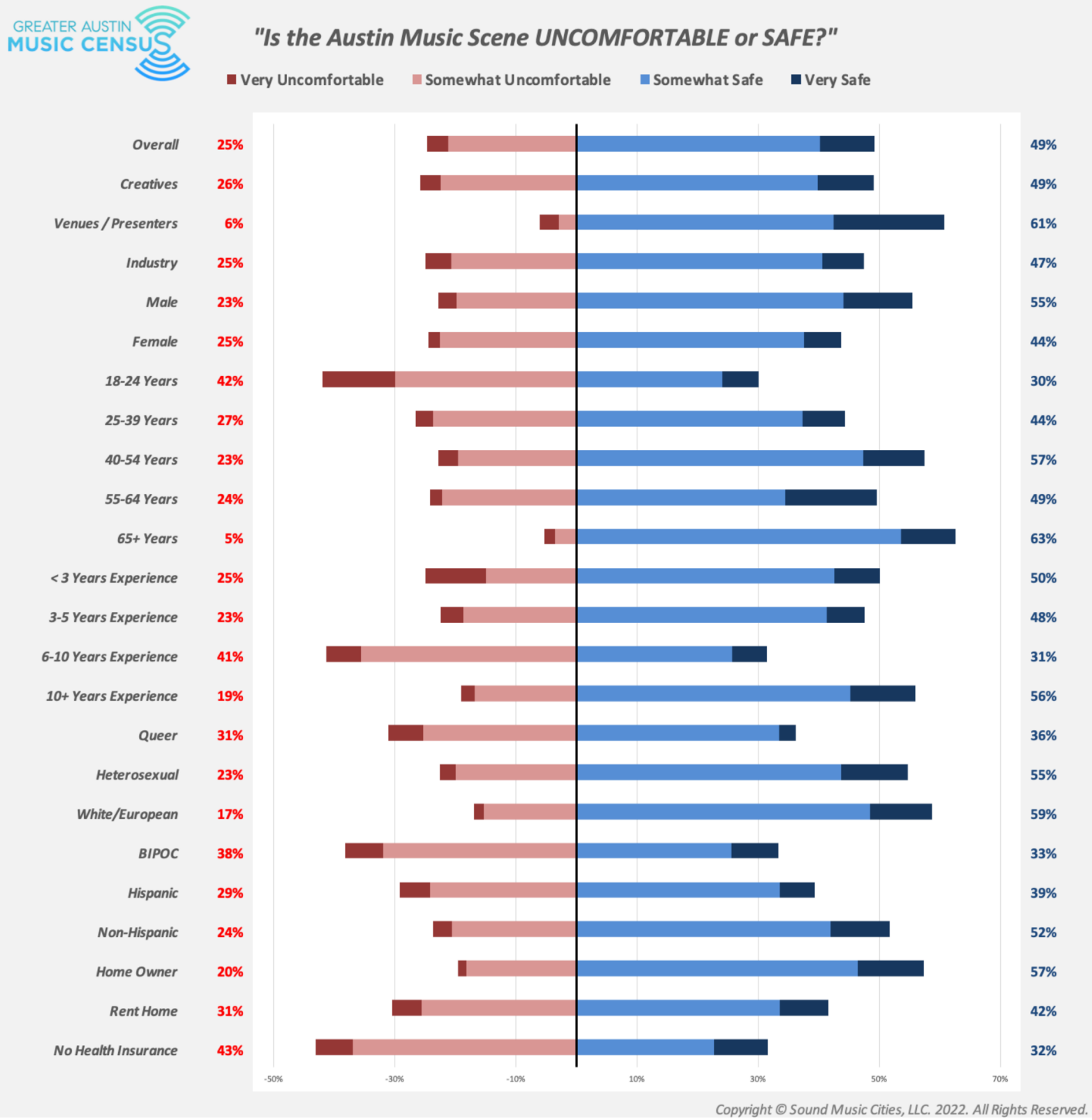
14. Uncomfortable or Safe?



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