

MPR News year-in-review source diversity report:

February 2021 – April 2022

July 14, 2022

Racial/ethnic identity of sources

For the MPR newsroom for the entire report period
Some sources identify as members of more than one race/ethnicity.



Source: MPR News Source Diversity Survey. Graph by David H. Montgomery | MPR News

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Key Findings

APM Research Lab examined the source diversity data in aggregate and compared it, where relevant, to the demographics of Minnesota's population. The following high-level trends and significant data points emerged from our analysis.

Race

- Black, Indigenous and people of color (BIPOC) sources represent 30% of sources MPR News interviewed, while 24% of the population identifies as BIPOC in Minnesota overall. 3% of sources declined to answer.
- 67% of all sources identified as non-Hispanic white alone, which is less than the 76% of Minnesotans who identify as non-Hispanic white alone in the state overall.
- Asian, Hispanic, Middle Eastern or North African (MENA) and Indigenous sources skew toward using she/her pronouns—Asian sources, in particular, lean heavily toward individuals using she/her pronouns. White and Black sources skew toward using he/him pronouns.

Place of Residence

- As compared to the distribution of the state's population, sources living in the central cities are overrepresented, while those in the suburbs and Greater Minnesota are underrepresented. Of the sources who provided their residence and are from Minnesota, 47% were from Minneapolis or St. Paul, 23% were from the suburbs of the Twin Cities and 30% were from Greater Minnesota. This is compared to a state population distribution of 13% residing in Minneapolis and St. Paul, 42% in the Twin Cities suburbs and 45% in Greater Minnesota.
- The proportion of BIPOC (Black, Indigenous and people of color) sources within each residential grouping (Minneapolis/St. Paul, Metro suburbs, Greater Minnesota) are fairly similar to the respective population share of BIPOC residents in each area. Of the sources who reside in the Twin Cities suburbs, 27% identify as BIPOC, which is the same share of BIPOC Minnesotans within the overall population residing in the metro suburbs. Slightly fewer sources from Minneapolis or St. Paul identified as BIPOC (41%) compared to the share of the Twin Cities' population that identifies as BIPOC (46%), while slightly more sources from Greater Minnesota identified as BIPOC (17%) compared to their share of the region's population (14%).

Age

- 54% of MPR News sources are in the 40-54 and 55-64 age ranges, but only 31% of Minnesotans fall into this age group. Most of the sources in this range are experts or officials.
- Sources between the ages of 18 and 25 are more racially diverse than other age groups, and source diversity decreases as source age increases.

Role of Source

- 68% of sources MPR News interviewed were either experts (35%) or officials (33%).
- The roles of spokesperson, official and expert skew heavily white and toward individuals using he/him pronouns. Spokesperson and official sources are most likely determined by forces external to the MPR Newsroom. However, there is greater potential for seeking diverse voices among expert sources.

Trends over Time

- Overall, the racial makeup of sources did not change significantly over the period covered in this report. A notable exception is that more Black Minnesotans were interviewed as sources—particularly as activists and vox pop (meaning “voice of the people,” including general public or “person on the street”-type sources)— in the spring of 2021, which coincided with Derek Chauvin’s trial and the related one-year anniversary of George Floyd’s murder.

Introduction

The APM Research Lab examined source diversity data from the MPR Newsroom collected from February 2021 through April 2022 to provide the newsroom with a year-in-review report of trends and insights into source diversity. The goal of this report is to provide an understanding of who is showing up in the newsroom's content and to provide benchmarks against which future newsroom goals can be measured. Some demographic statistics for Minnesota are included for context and comparison.

In early 2021, MPR News data reporter David Montgomery implemented a system for recording the race/ethnicity, age, pronouns, place of residence and role of sources interviewed or otherwise featured by the local reporting and news shows produced by MPR News. Automated monthly reports from the system showed aggregate data for these characteristics as well as some limited analyses that examined the intersection of different characteristics, notably how many people of different racial and ethnic groups performing specific roles (artist, spokesperson, activist, etc.) were featured.

For the purposes of this year-in-review report the Research Lab also examined the following identity intersections: age group and racial identity, pronouns and racial identity, pronouns and role, age group and role, and in one instance, examining the race and gender of expert sources.

Data collection

Reporters and producers were given guidance (summarized below) on asking sources for their demographic characteristics, instructed to keep the sources' responses in their notes and then fill out a form for each source by the end of each month. The form responses populated a spreadsheet, and that spreadsheet formed the basis of analyses conducted in R Studio.

The exact form questions and answer options are available in the appendix. Note that all data is self-reported. MPR News requires reporters and producers to enter data for every source that appears on air or in digital stories, but the newsroom has indicated that the data included in this analysis is not a full accounting of sources. They are exploring new tools to help journalists track their assignments and sources with greater precision.

Summary of guidance given to reporters and producers:

What information should be gathered from sources?

- MPR News is tracking each source's name, age, city of residence, pronouns and race. The newsroom is also categorizing sources by type (e.g. government official, spokesperson, advocate, subject expert, vox pop, etc.).

How should the information be gathered?

- Ask sources for this information directly. Generally, for reporters at the end of the interview, try language such as "MPR News is tracking its sources more consistently to try and understand how we are reflecting the diversity of our audiences. Can you please tell me your age, race, personal pronouns and where you live?" Producers may have the most luck in asking a guest the questions when sending them connection instructions or a link to the audio online. For remote press conferences, send an email to the person quoted directly or to the event organizer. If a source is unwilling to share, include that as the source's answer.

Which sources?

- For reporters: You should assume anyone you are interviewing might end up in the final story and gather their information during the interview, if possible. Also collect information from anyone you have interviewed or quoted from press conferences who ends up in your final story, news spot or online story.
- For hosts/producers: Any guests included in interviews that were broadcast or featured online. We are tracking all people who appear in our stories and shows, so even a regular standing guest would be included.

Analysis

This section provides a more comprehensive and detailed breakdown of MPR’s source diversity data. Specifically, we measure how often each racial or ethnic group, personal pronoun, region and type of source is represented in MPR News coverage.

Overall number of sources

- The lowest number of monthly total sources tracked during the year was 281 sources in August 2021 and the highest number was 537 in April 2021.
- There were large fluctuations in the monthly number of sources between February 2021 and November 2021, but since November the monthly number of sources has remained relatively steady between 400 and 500 per month.

Race and ethnicity of sources

Sources could identify as more than one race or ethnicity. For the entire period measured in this report:

- 68% of all sources were white—the vast majority of whom, 67% of all sources, identified as only white and neither Hispanic nor any other racial combination. This is less than the 76.3% of the population that identifies as non-Hispanic white alone in Minnesota overall.
- 17.6% of all sources were Black, more than the 6.9% of the population that identifies as Black in Minnesota overall.
- 4.7% of all sources were Asian, slightly less than the 5.2% of the population that identifies as Asian in Minnesota overall.
- 3.8% of all sources were Hispanic, less than the 6.1% of the population that identifies as Hispanic in Minnesota overall.
- 3.2% of all sources were Indigenous, more than the 1.0% of the population that identifies as Indigenous in Minnesota overall.

- 0.7% of all sources were Middle Eastern or North African (MENA). Less than 0.5% of the state’s population identifies as being from one of the 17 nations defined as Middle Eastern or North African.¹
- 3.0% of all sources refused to share information about the racial or ethnic groups they identify with.
- 5.3% of all sources identified with another racial or ethnic group than the ones provided, more than the 0.4% of the population identifying as “Other” In Minnesota overall.

Racial/ethnic makeup of Minnesota



Source: 2020 US Census. Graph by Elisabeth Gawthrop | APM Research Lab

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Racial/ethnic identity of sources

For the MPR newsroom for the entire report period
Some sources identify as members of more than one race/ethnicity.



Source: MPR News Source Diversity Survey. Graph by David H. Montgomery | MPR News

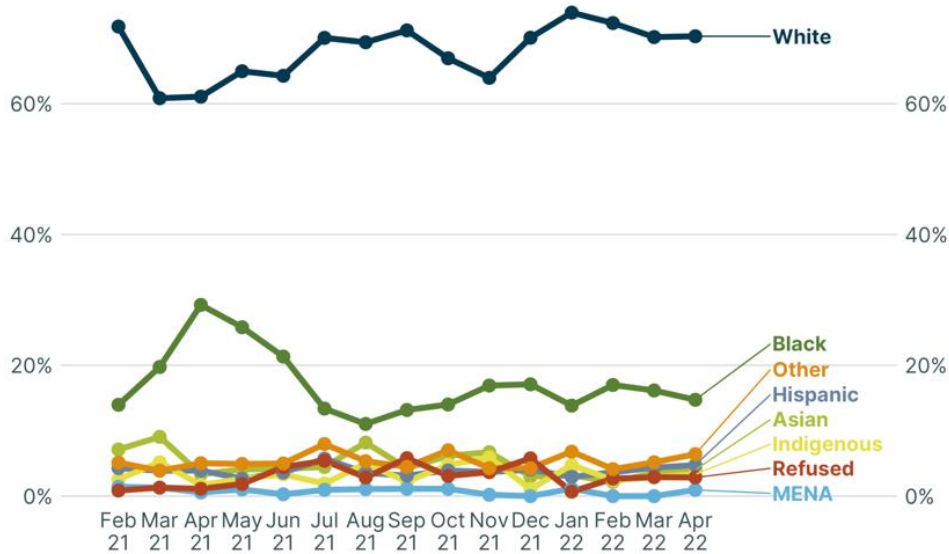
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¹ Algeria, Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Morocco, Oman, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates and Yemen (via <https://ustr.gov/countries-regions/europe-middle-east/middle-east/north-africa>; Minnesota population estimates of people identifying their heritage from these nations or “Arab, not otherwise specified” comes via <https://www.apmresearchlab.org/rootsbeyonrace>).

Overall, the racial makeup of sources did not change significantly over the period covered in this report (see figure on next page). A notable exception is that the newsroom interviewed more Black Minnesotans as sources—particularly as activists and vox pop—in the spring of 2021, which coincided with Derek Chauvin’s trial and the related one-year anniversary of George Floyd’s murder. (See appendix for breakdown of race and role over time.)

Race of sources over time

Because some sources list more than one race, percentages may sum to more than 100.



Source: MPR News Source Diversity Survey. Graph by David H. Montgomery | MPR News



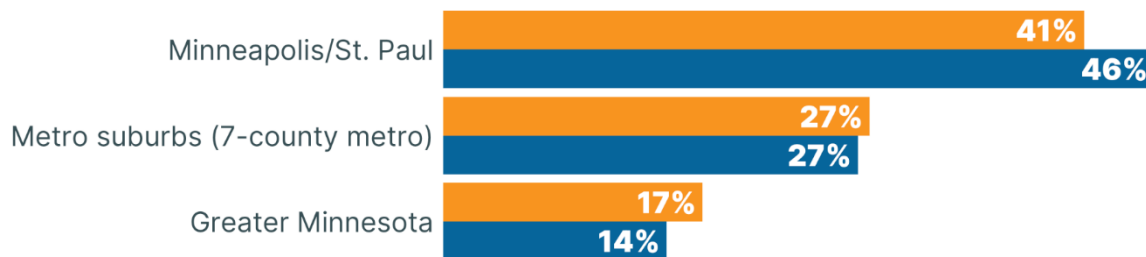
Where sources live

- The Twin Cities are heavily represented in MPR Newsroom sources, as compared to other regions of the state. The proportion of sources from Minnesota who reside in either Minneapolis or St. Paul (47%) is over three times the proportion of Minnesota’s population that resides in the two central cities (13%).
- Sources from Minnesota who live in the Twin Cities suburbs (23%) represent slightly more than half the overall proportion of Minnesota’s population that live in the metro suburbs (42%).
- If we consider the Twin Cities broadly, Minneapolis and St. Paul in combination with the metro suburbs, the proportion of sources from the Twin Cities (70%) is significantly more than the proportion of the state’s population that lives in the area (55%).

- Only 30% of sources from Minnesota lived in Greater Minnesota, while 45% of Minnesotans live in Greater Minnesota.
- Overall, 80% of sources stated they were from Minnesota. 12% of sources were from another state or country, while 8% of sources did not provide their location.

Of the sources who reside in the Twin Cities suburbs, 27% identify as BIPOC, which is the same share of BIPOC Minnesotans within the overall population residing in the metro suburbs. Slightly fewer sources from Minneapolis or St. Paul identified as BIPOC (41%) compared to the share of the Twin Cities’ population that identifies as BIPOC (46%), while slightly more sources from Greater Minnesota identified as BIPOC (17%) compared to their share of the region’s population (14%).

BIPOC Minnesotans as a share of population and sources, by area of the state



Source: IPUMS NHGIS. Graph by David H. Montgomery | MPR News

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Pronouns of sources

For the entire period measured in this report:

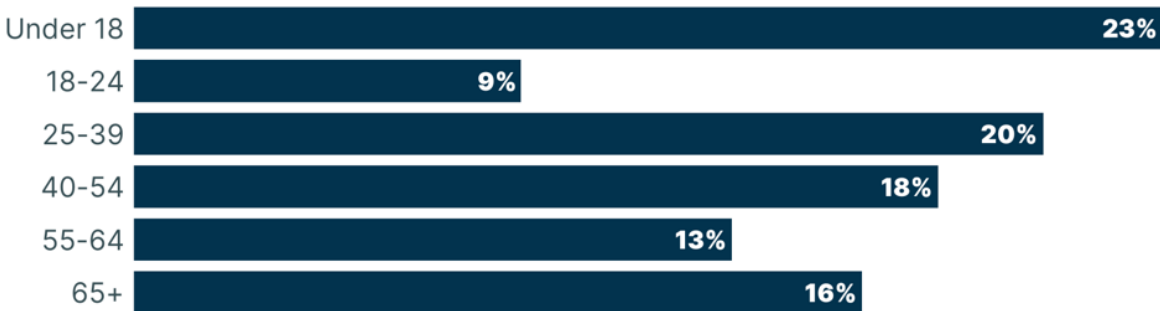
- 53% of sources featured by MPR News used he/him pronouns, while 45% of sources interviewed by MPR News used she/her pronouns. 0.3% of sources used they/them pronouns. 1% of sources did not share their pronouns. 0.2% of sources said their pronouns were something other than he/him, she/her or they/them.
- Men are slightly overrepresented as sources and women are slightly underrepresented when compared against current census data, which shows a roughly 50-50 split between men and women in Minnesota. Currently, there is not reliable data on the number of Minnesotans who identify as non-binary, but recent estimates suggest that less than 1% of the state’s adult population identifies as non-binary.²

² <https://www.apmresearchlab.org/blog/male-female-or-something-else>

Age of sources

- Sources who are middle-aged are the most represented in MPR News stories overall. When comparing sources in the 40-54 age range and the 55-64 age range against their Minnesota state population shares, the proportion of MPR sources in each of these groups is nearly twice their proportion of the state population. This is likely due to the frequency at which they are tapped as official or expert sources.
 - The proportion of sources in the 26-39 age range, 18%, is comparable to the share of the Minnesota population made up by those in that age range.
 - Sources who are older Minnesotans (65+) or young adults (age 18 to 25) are each under-indexed by six percentage points when compared to their share of the state population. Sources under 18 years of age are significantly under-indexed against their share of Minnesota’s population. 1.4% of sources interviewed by MPR News were under 18 versus 23.1% of the Minnesota population being in that age range.

Age breakdown of Minnesota

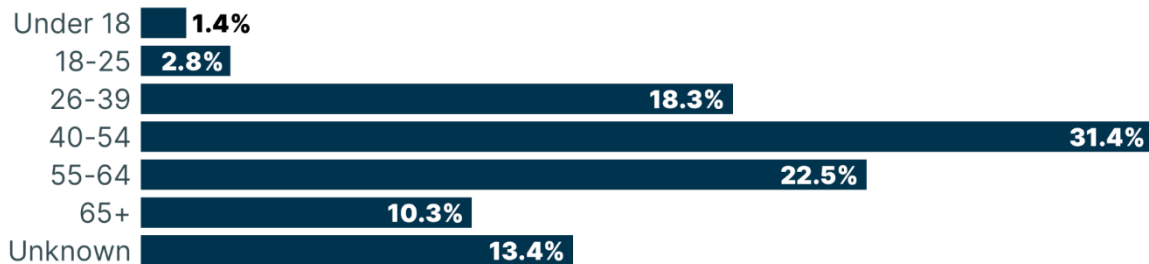


Source: U.S. Census. Graph by David H. Montgomery | MPR News

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Age of sources

For the MPR newsroom for the entire report period

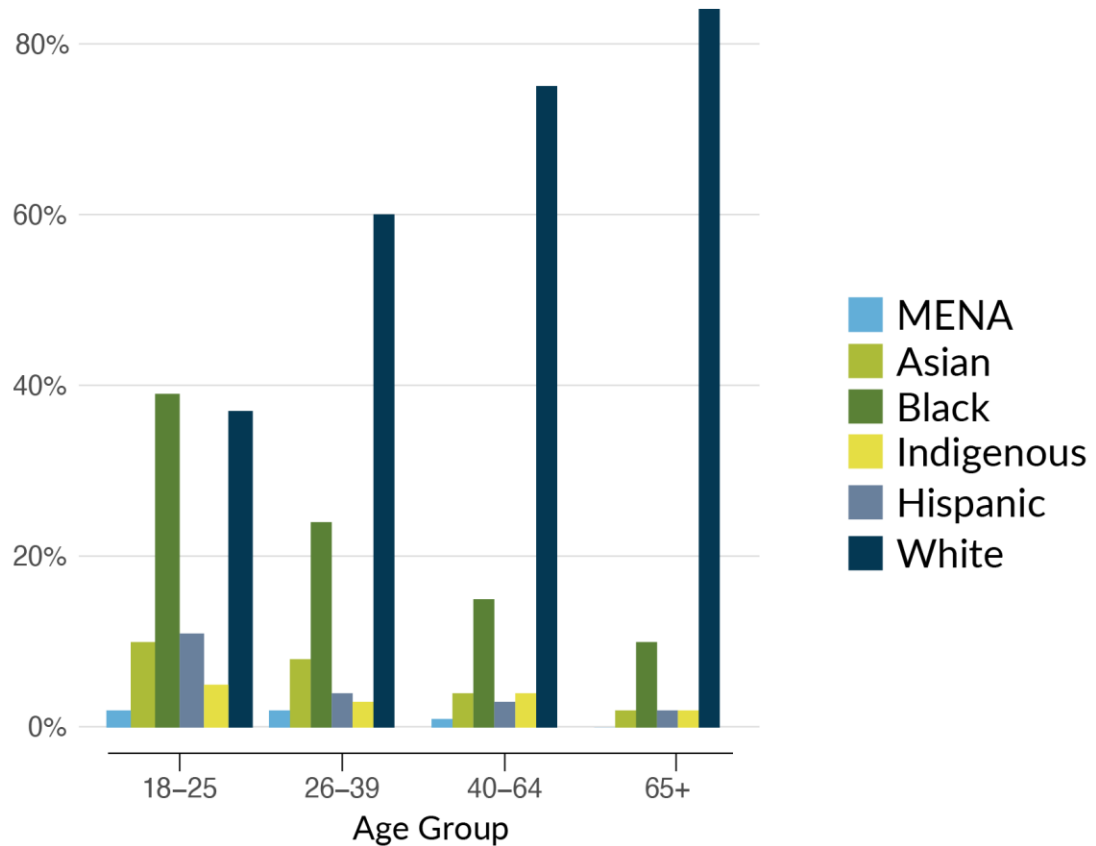


Source: MPR News Source Diversity Survey. Graph by David H. Montgomery | MPR News

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- Sources between the ages of 18 and 25 are more racially diverse than other age groups, and source diversity decreases as source age increases:
 - This young-adult age group is the only one that has a plurality of sources who are Black (39%). In all other age groups, the majority of sources are white.
 - Sources between the ages of 18 and 25 also have the highest proportion of Asian (10%), Hispanic (11%) and Indigenous (5%) sources when compared against other age groups.

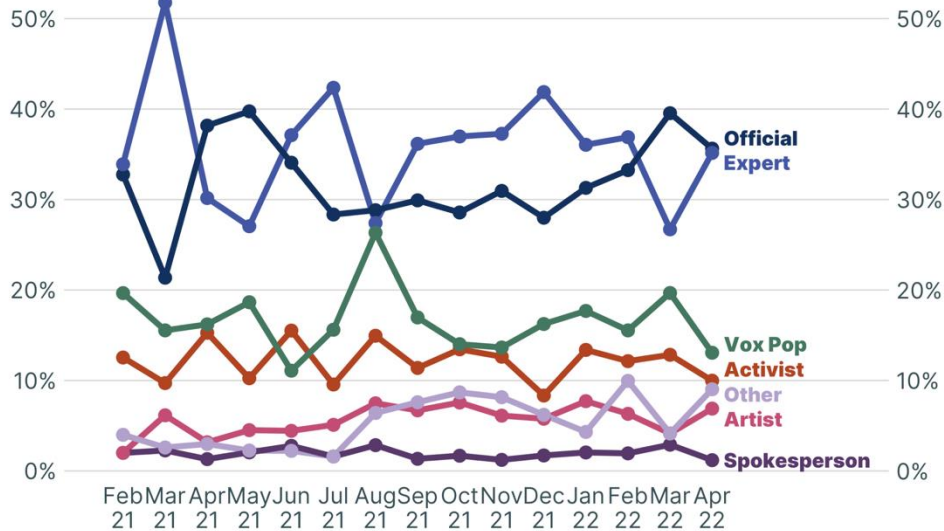
Percent of each age group by racial identity



Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab

Role of sources over time

Because some sources may be more than one role, percentages may sum to more than 100



Source: MPR News Source Diversity Survey. Graph by David H. Montgomery | MPR News



Roles

- The two most common roles of sources interviewed by MPR News were expert and official: 35% of all sources interviewed over the last year were experts, and 33% of all sources interviewed were officials.
 - From February 2021 through April 2022, experts overall maintained their top position as the role with the highest proportion of sources by month.
 - However, the expert line fluctuates considerably over the period observed, with three notable peaks in March 2021, July 2021 and December 2021.
 - The proportion of officials tends to fall below experts throughout the last 14 months, but it peaks above experts in April and May 2021, and March 2022.
 - In August 2021, the proportion of officials slightly edges out experts, but this has more to do with an especially low proportion of experts and high proportion of vox pop sources, rather than a higher-than-normal proportion of officials.
- 17% of all sources interviewed over the last year were interviewed as vox pop, meaning “voice of the people,” including general public or “person on the street”-type sources (regardless of any personal or professional affiliations or educational degrees that might place them as experts or officials, etc. as relevant to other stories).

- There is some fluctuation in the proportion of sources interviewed as vox pop over the last 14 months, but the proportion generally falls between 10% and 20%.
- Notably, the proportion of sources peaks closer to 30% in August 2021, which may reflect stories on the delta variant surge of the pandemic and its impact on school returns.
- 12% of all sources interviewed over the last year were activists.
 - The proportion of activists interviewed over the last 14 months fluctuates, but it is consistent insofar as the peaks and valleys are small, shifting between roughly 10% and 15%.
 - April 2021, June 2021, August 2021, October 2021 and January 2022 are the months with higher proportions of activists interviewed by the newsroom.
- 6% of all sources interviewed over the last year were artists.
 - The proportion of artists interviewed over the last 14 months, although relatively small, appears to trend slightly upwards over time.
 - March 2021, August 2021, October 2021 and January 2022 are the months in which a higher proportion of artists were interviewed by MPR News.
- 5% of all sources had a role other than the six source roles specified during data collection.
 - From February 2021 to July 2021 a small proportion of sources interviewed by the newsroom had roles other than the six specified roles.
 - However, from August 2021 through March 2022, sources in other roles occupied larger proportions of overall sources interviewed by month.
- 2% of all sources interviewed over the last year were spokespersons.
 - The line denoting the role of spokesperson remained flat over the last 14 months in general. However, the proportion of spokesperson sources was slightly higher in March 2021, June 2021, August 2021 and March 2022.

Role, Race and Pronouns of Sources

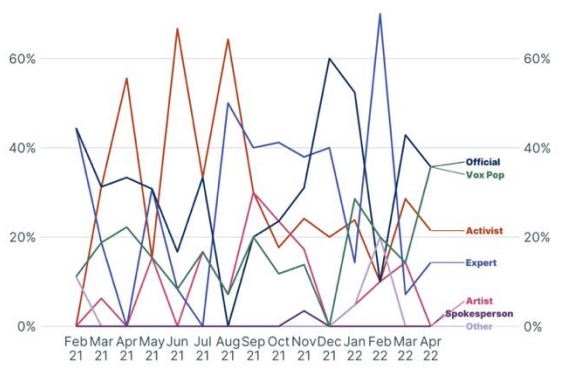
- The roles of spokesperson, official and expert skew heavily white and toward individuals using he/him pronouns.

- Spokespersons and officials each have a large majority of white sources, 88% and 79% respectively, but this likely reflects the dynamics of these sources' institutions. Officials also have the largest disparity between sources using he/him pronouns and she/her pronouns.
- About three-quarters of expert sources are white (72%), and there is a sizeable disparity between white expert sources using he/him pronouns (37%) and white experts using she/her pronouns (29%).
- Officials or experts were the majority role for sources in every racial group.
- The roles of activist, artist and vox pop sources skew toward people using she/her pronouns.
- Asian, Hispanic, Middle Eastern North African, and Indigenous sources skew toward people using she/her pronouns—Asian sources, in particular, lean heavily toward people using she/her pronouns. White and Black sources skew toward people using he/him pronouns.
- White sources are underrepresented in their role as vox pop sources compared to their share of the Minnesota population (59% to 76%, respectively). Black sources are overrepresented as vox pop sources, as compared to their population share (25% to 7%).
- However, the proportions of Hispanic, Asian and Indigenous sources in the vox pop role are comparable to their share of Minnesota's population. (Hispanic: 7% of vox pop sources, 6% of Minnesota's population; Asian 5% of vox pop sources, 5% of the state's population; Indigenous 3% of vox pop sources, 1% of the state's population.)

Analysis of sources by role

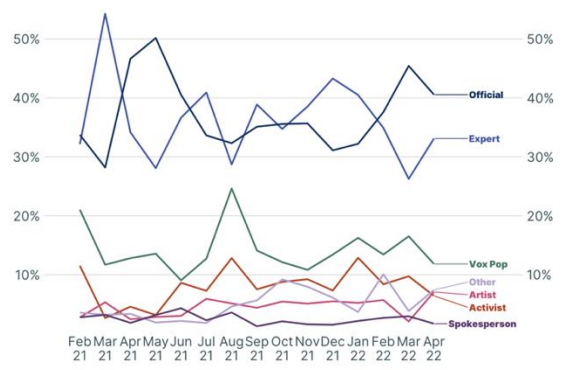
In addition to the high-level trends reported above, the APM Research Lab also organized our findings by specific roles. Reporters and producers were instructed to consider the role of the source in the story in which they were being featured, not necessarily what the source’s job title or other identity might be, unless they were bringing that expertise to the story.

Percent by role of Indigenous sources



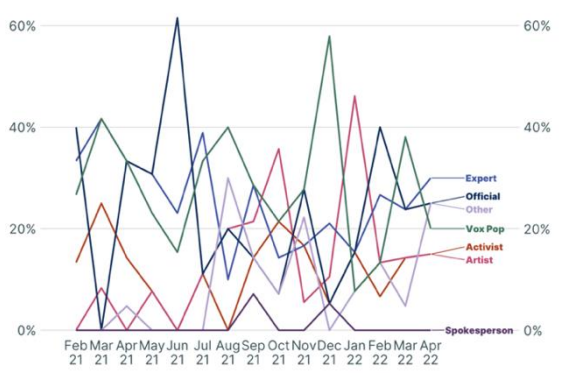
Source: MPR News Source Diversity Survey, Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Percent by role of White sources



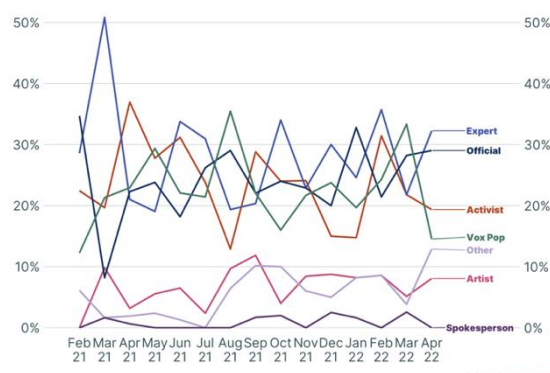
Source: MPR News Source Diversity Survey, Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Percent by role of Hispanic sources



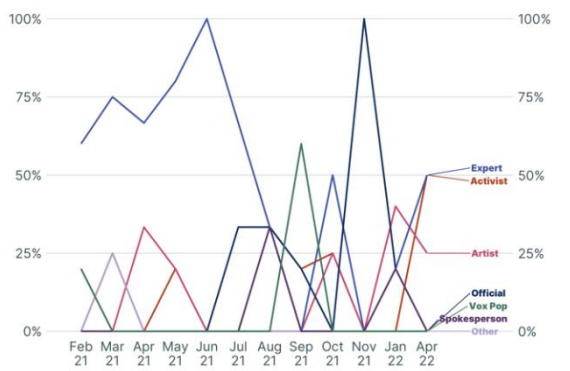
Source: MPR News Source Diversity Survey, Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Percent by role of Black sources



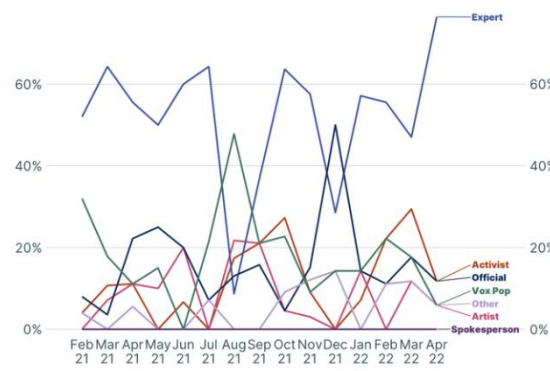
Source: MPR News Source Diversity Survey, Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Percent by role of MENA sources



Source: MPR News Source Diversity Survey, Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Percent by role of Asian sources



Source: MPR News Source Diversity Survey, Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Officials

One-third of all sources interviewed by MPR News over the last year were officials, making them the second-largest role of sources behind experts (35%).

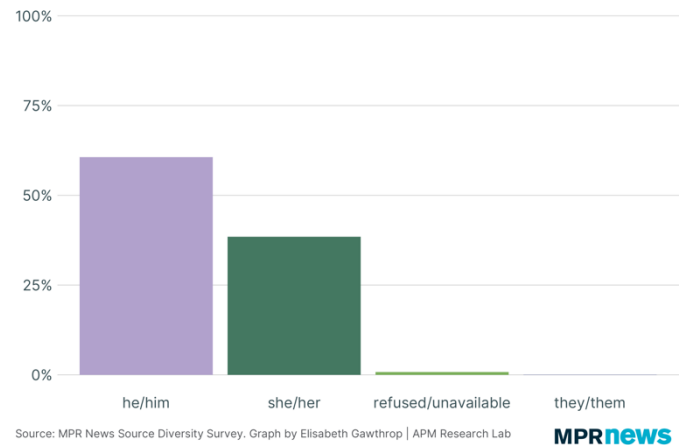
Looking at the cumulative data, official sources are overwhelmingly white and skew significantly towards people who use he/him pronouns. Eighty percent of all official sources are white, which is the second-highest proportion of white sources within a given role. Only the role of spokesperson has more white proportional representation. Overall, more official sources use he/him than she/her pronouns by 20 percentage points—the largest difference between those two gender categories across all roles.

Of the six graphs showing percent by race of source role over time, the graph of officials is the most static and striated. While there are minor fluctuations, the graph shows very little change over time.

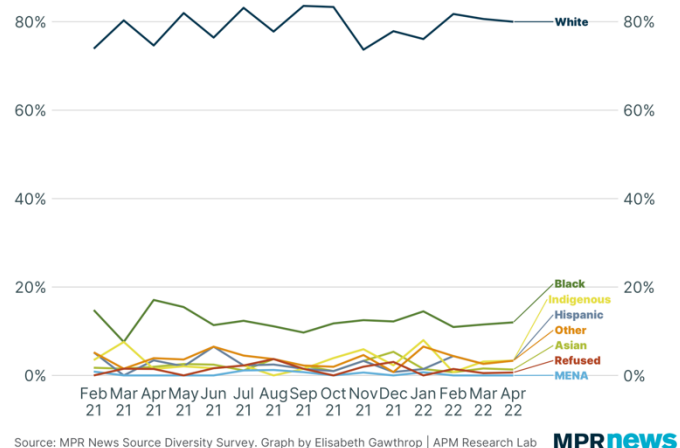
Looking at the graphs showing percent by role for each of the six racial or ethnic categories tracked (see top of section for graphs), there are notable peaks that may be used to pinpoint the context in which BIPOC officials are used as sources: roughly half of all Asian sources in December of last year were officials; over 60% of Hispanic sources were officials in June of last year and a plurality were officials in February of this year; a majority of Indigenous sources were officials last December and a plurality were officials this March. However, those proportions should be read with a grain of salt since the high peaks in these cases can also occur because of a low number of total sources from a specific racial or ethnic group for a given month.

Officials are also concentrated by age, skewing heavily towards middle age. Half of all sources in the 40-64-year-old age range are officials, which is the highest proportion of officials across all age ranges. It's also the second-highest proportional representation of an age group across all source roles.

Pronouns of sources who are officials

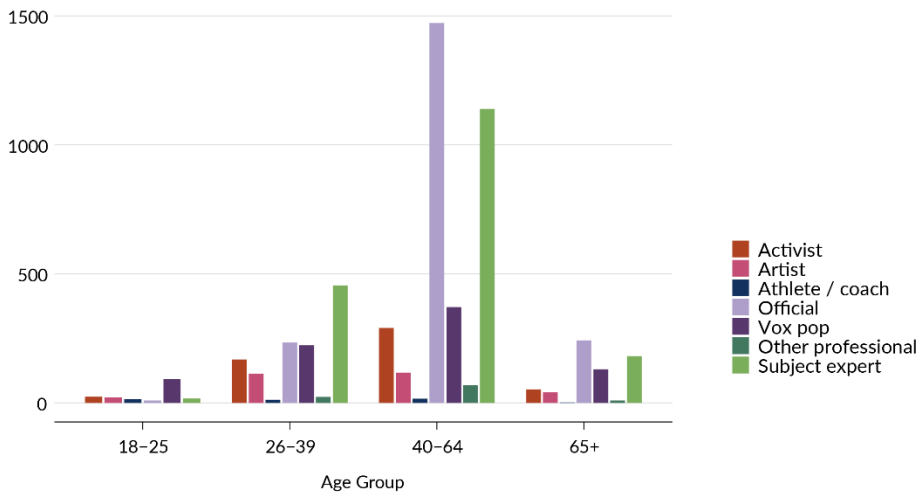


Percent by race of sources who are officials



By far the largest raw number of sources falls in the category of 40- to 64-year-old officials, with almost 1,500 sources interviewed throughout the year. For the sake of comparison, most categories have under 250 sources in them when looking at the intersection of age and role. This finding may reflect the fact that official positions tend to be occupied later in one’s career.

Number of people in each age group by type of source



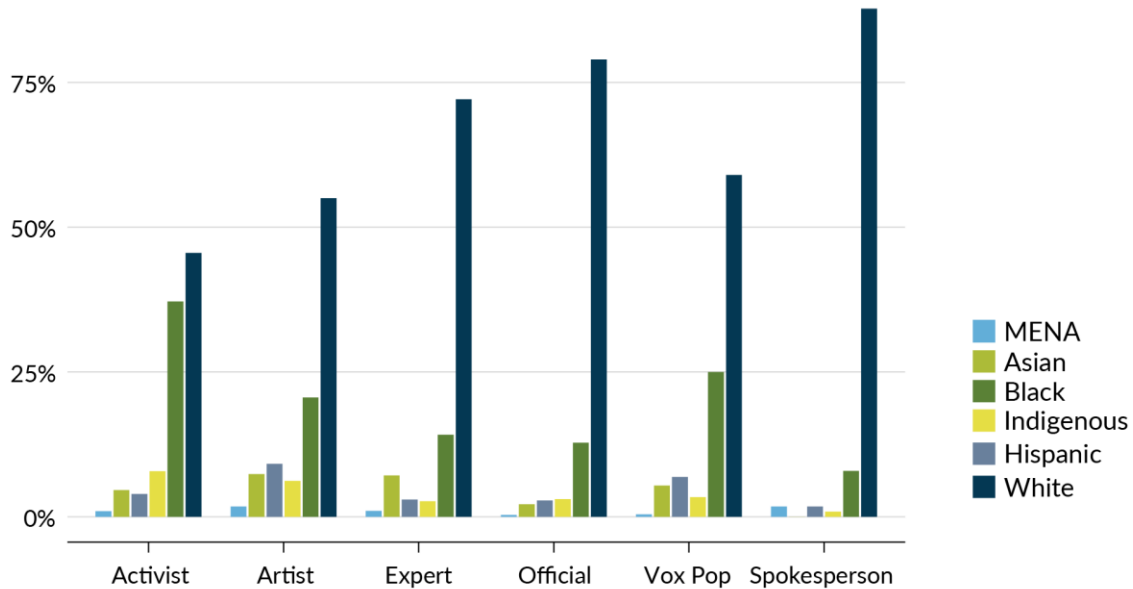
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab

These findings—sources in the role of official are overwhelmingly white middle-aged men—may say more about the dynamics of the institutions that house these official sources than they do about choices made by the MPR Newsroom. Nonetheless, it is important to be aware of these dynamics in discussions around source diversity and editorial policy.

Experts

Most sources interviewed by the MPR Newsroom over the last year were experts (35%). As stated above, the proportion of official sources closely followed that of experts, and the two roles combined accounted for slightly more than two-thirds of all sources from the last year.

Percent of each source type by racial group



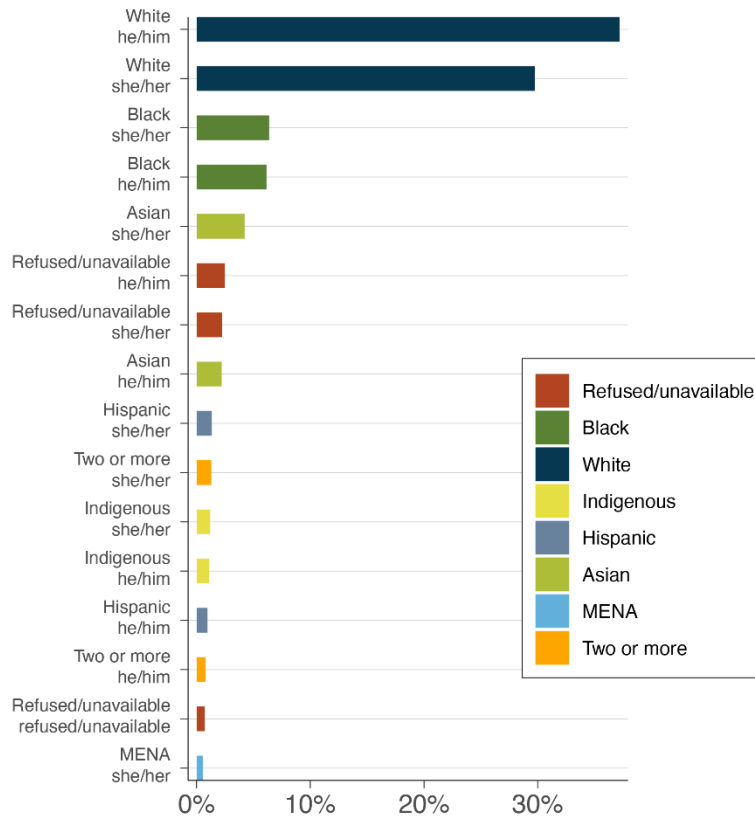
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab

Expert sources also skew white and toward those who use he/him pronouns, although to a lesser degree than official sources.

Overall, 72% of expert sources over the last year were white, which is smaller than the proportion of official sources over the same period who were white (80%). Asian experts made up a larger proportion of expert sources (7%) compared to the 2% of officials MPR News interviewed who were Asian.

Although most expert sources use he/him pronouns, it's only a slight majority. When looking at both race and gender of expert sources, however, several distinctions from the overall trend stand out. First, there are significantly more white experts who use he/him pronouns than white experts who use she/her pronouns. Second, more Asian experts who use she/her pronouns were interviewed than Asian experts who use he/him pronouns.

Race and pronoun identity of sources who are experts



Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab

While there are similarities between the racial breakdown of expert sources and official sources, the graph of expert sources by race over time is more dynamic than the more static graph of official sources. There are several notable peaks among experts of different racial and ethnic groups.

There is a peak in August 2021 when white sources approach a share of 80% and another peak in January 2022 when they exceed a share of 80% of all expert sources. Otherwise, white expert sources tend to fluctuate between a share of 60% and 70% of all expert sources each month. About 20% of all expert source in spring and early summer of last year were Black, and then there is another smaller peak this past spring. In August of last year, there was a slight increase in Indigenous experts interviewed by MPR News. Finally, there are small peaks of an increase in Asian experts in March and the fall of last year.

These results could suggest that BIPOC expert sources tend to be interviewed on community-specific issues. But these peaks would have to be cross-referenced with content produced during these periods and compared against graphs looking at each racial or ethnic group's source role percentages.

Most experts interviewed by MPR News are between the ages of 40 and 64, with roughly 1,250 sources serving in an expert role. However, comparing across age groups, expert subjects are the largest share of all sources (40%) within the 26-39 age group, followed by sources in the 40-64 age group. Slightly less than 500 sources between the ages of 26 and 39 serve in an expert role, and this is the largest raw number of sources within that age bracket. These age-specific findings make sense given the credentialing and experience that often confers expert status.

There are several points to possibly examine further: 1) what accounts for the gender disparity among white expert sources? and, 2) are BIPOC subject experts approached on issues that are not tied directly to their community?

Vox Pop

About 17% of sources interviewed by the MPR Newsroom were “person on the street” interviews—or vox pop. Vox pop sources represented less than half the number of expert sources interviewed during the same period. (Experts had the highest proportion of sources as stated above.)

Most vox pop sources were white (59%) and Black sources comprised the second largest percentage of vox pop sources (25%).

Among Hispanic sources, a plurality were vox pop interviews (28%)—the largest share of vox pop sources within any racial and ethnic group included in the analysis.

Vox pop sources skew toward individuals who use she/her sources (~52%) versus vox pop sources using he/him pronouns (~45%).

Activists

Even though most Black sources MPR News interviewed were experts, and most Indigenous sources were officials, Black and Indigenous sources were most represented in their roles as activists relative to other racial groups (see bar charts on page 18 and in appendix on page 26).

Most activists interviewed between March and June of 2021 were Black. During this period, more Black activists were tapped for interviews relative to other Black sources and fewer white activists were interviewed relative to other white sources.

From July 2021 to April 2022, white activists accounted for at least 40% of all activists for most of the year analyzed, while Black activists typically represented more than 20% of all activist sources in the same period. Besides these groups and Indigenous activists, who represented over 20% of all activists interviewed in August 2021, no other racial or ethnic group represented 20% of activist sources at any time measured in this report.

Individuals who were interviewed in their role as activists were slightly more likely to use she/her pronouns than he/him pronouns.

As compared to their representation in other age brackets, the greatest percentage of activists was among 26- to 40-year-olds, with 18- to 25-year-olds coming in a close second (see appendix, page 26).

Artists

Only about 6% of all sources interviewed by MPR News last year were artists. Despite being one of the smallest role segments of sources when looking at cumulative data from the last year, sources in this role are more diverse compared to most other roles.

Just over half of all artist sources are white, which is the second-lowest proportion of white sources within the tracked roles, only activists had a lower proportion of white sources. Notably, 9% of artist sources are Hispanic, the largest proportion that Hispanic sources occupy in any source role when compared with other racial and ethnic groups. And 7% of artist sources are Asian, which is the largest proportion that Asian sources occupy in any source role, tied with the 7% of Asian sources who are experts.

A slight majority of artist sources use she/her pronouns. Sources who are artists also had the highest proportion of people who use they/them pronouns. Over half of all they/them sources were artists.

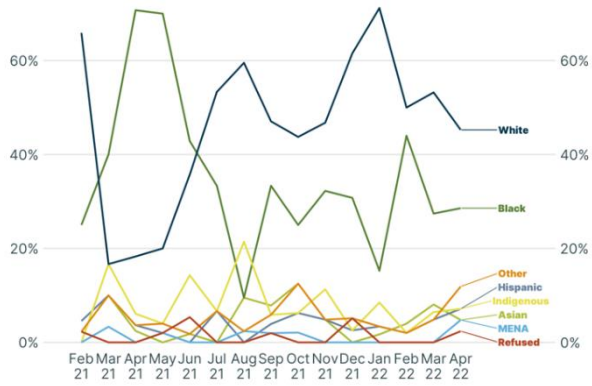
The graph of artist sources by race over time shows a large amount of variability. For example, over three-quarters of artist sources interviewed last July were white, one of the highest peaks of white artist sources, while only one-third of artists interviewed in March of this year were white, the lowest valley. From March through June of last year, over one-quarter of all artist sources were Black, and around one-quarter of artist sources were Black in September, November through December of last year and February of this year. Asian artists peaked near one-quarter of all artist sources last August. There were also notable peaks of artist sources identifying as “Other” last October, and this past January and March. When looking just at Hispanic sources by role, Hispanic artists occupied large proportions last October and this past January.

Sources in the 18-25 age bracket had the highest proportion that were artists, over 1 in 10. However, the largest raw number of artist sources were in the 26-39 and 40-64 age brackets, and the proportion that artists occupied within each age group were equivalent across both groups.

Appendix

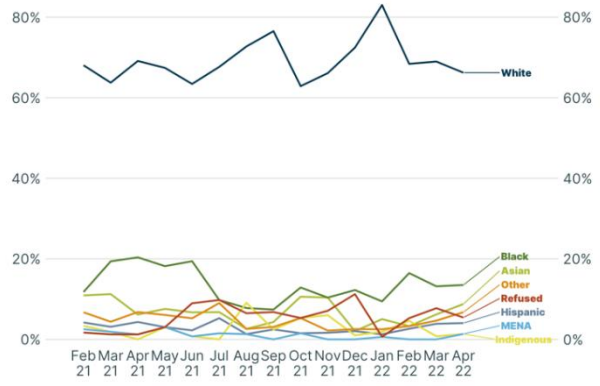
Graphs referenced in the creation of this report but not used

Percent by race of sources who are activists



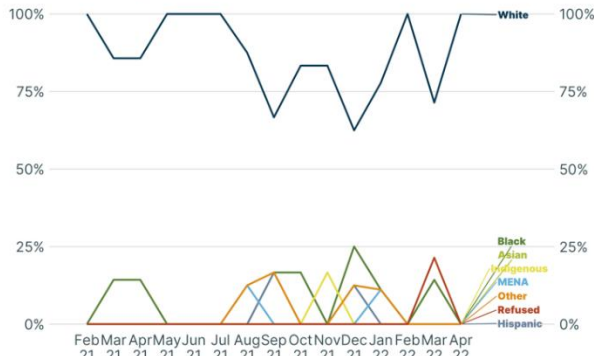
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Percent by race of sources who are experts



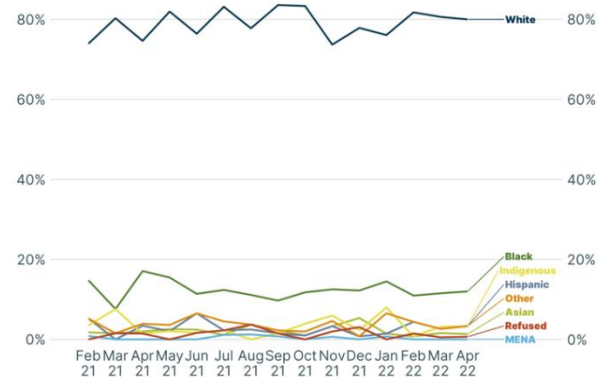
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Percent by race of sources who are spokespersons



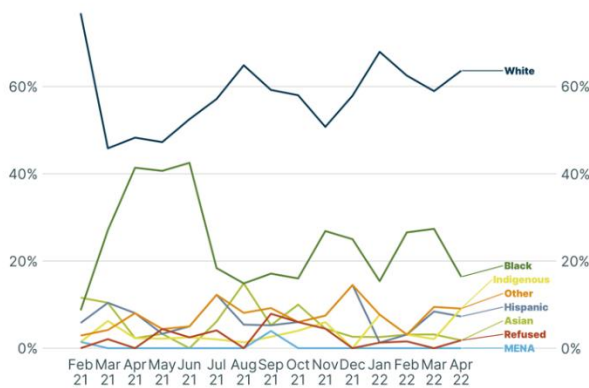
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Percent by race of sources who are officials



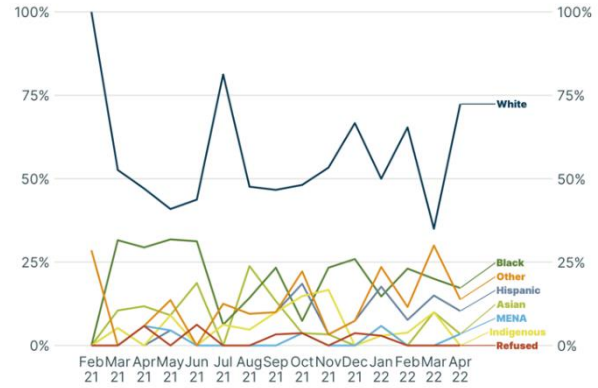
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Percent by race of vox pop sources



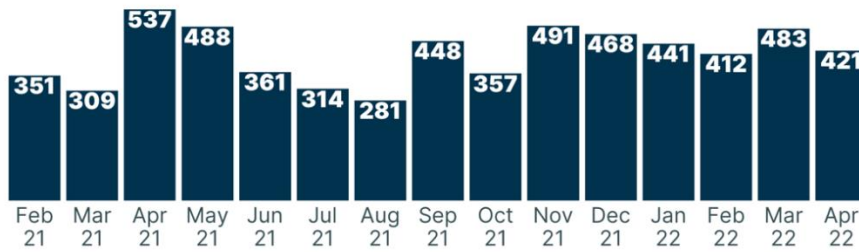
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Percent by race of sources who are artists



Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

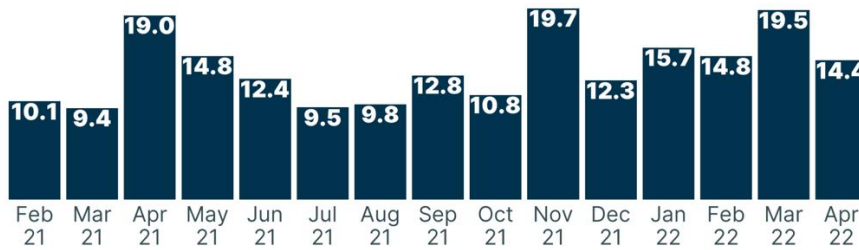
Total sources



Source: MPR News Source Diversity Survey. Graph by David H. Montgomery | MPR News

MPRnews

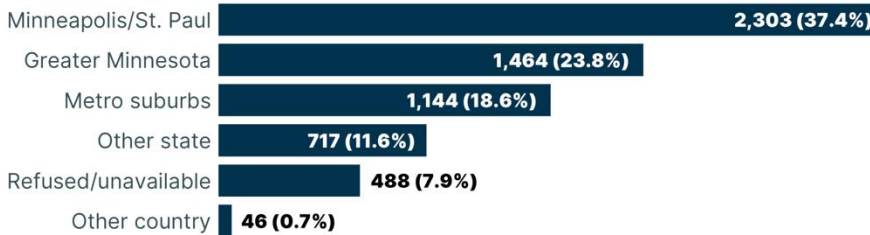
Total sources per day



Source: MPR News Source Diversity Survey. Graph by David H. Montgomery | MPR News

MPRnews

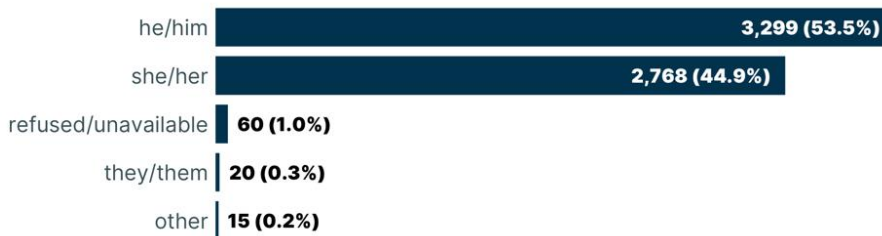
Place of residence of sources



Source: MPR News Source Diversity Survey. Graph by David H. Montgomery | MPR News

MPRnews

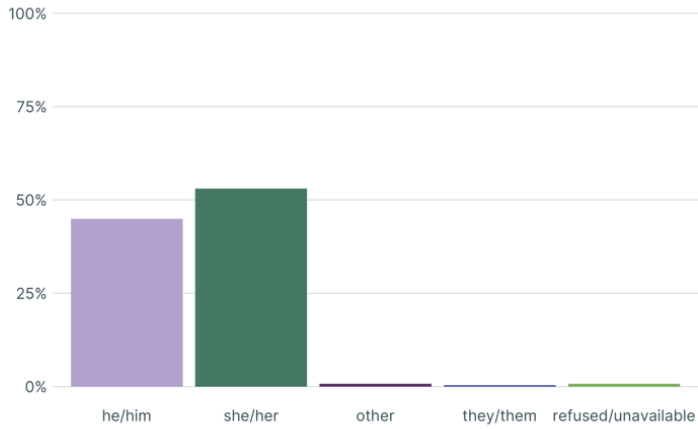
Pronouns of sources



Source: MPR News Source Diversity Survey. Graph by David H. Montgomery | MPR News

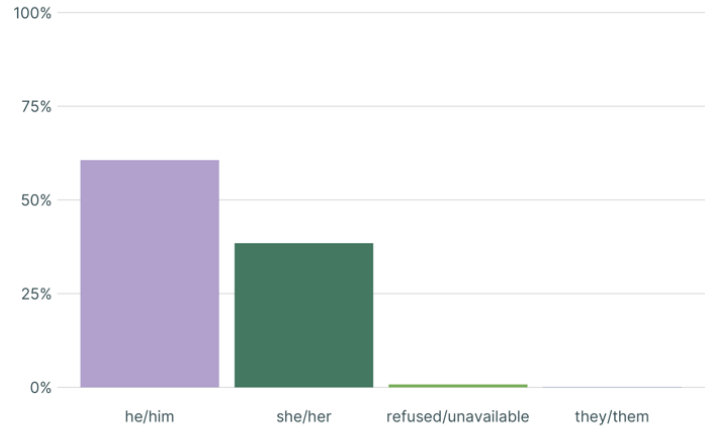
MPRnews

Pronouns of sources who are vox pop



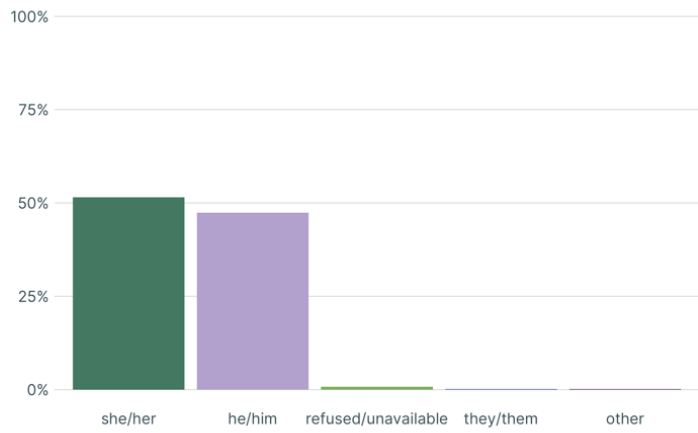
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Pronouns of sources who are officials



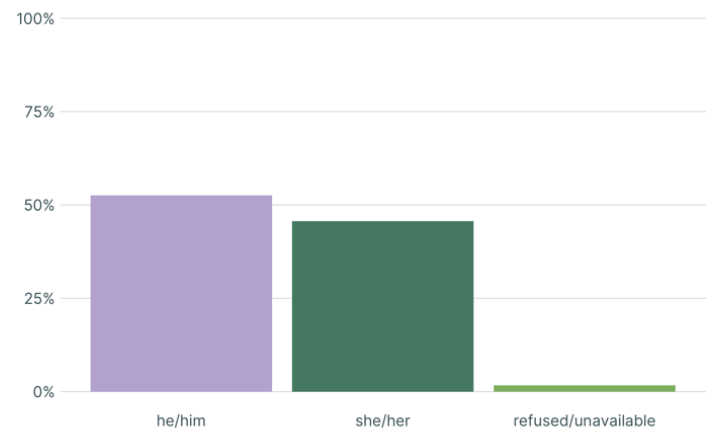
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Pronouns of sources who are activists



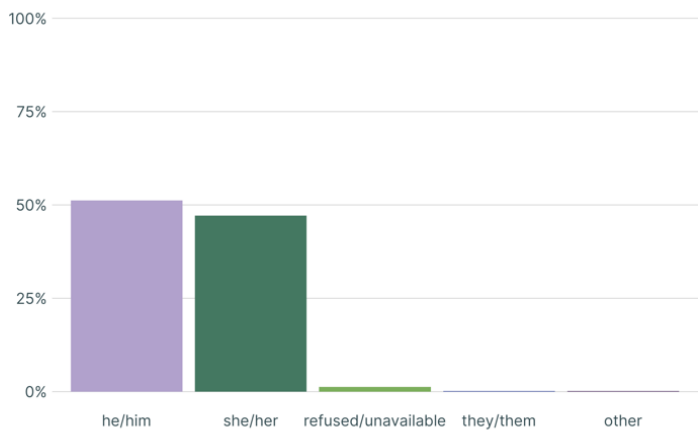
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Pronouns of sources who are spokespersons



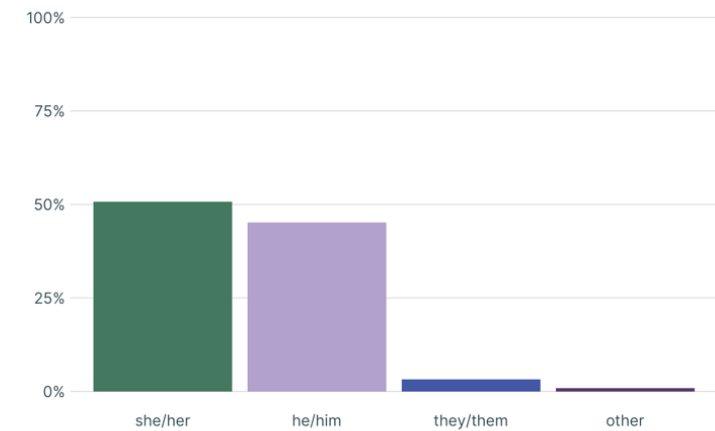
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Pronouns of sources who are experts



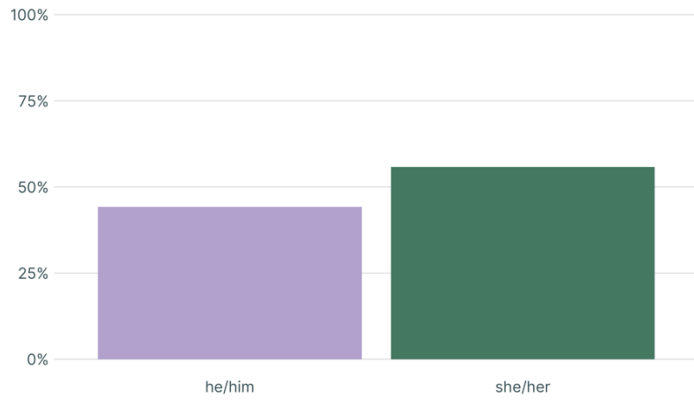
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Pronouns of sources who are artists



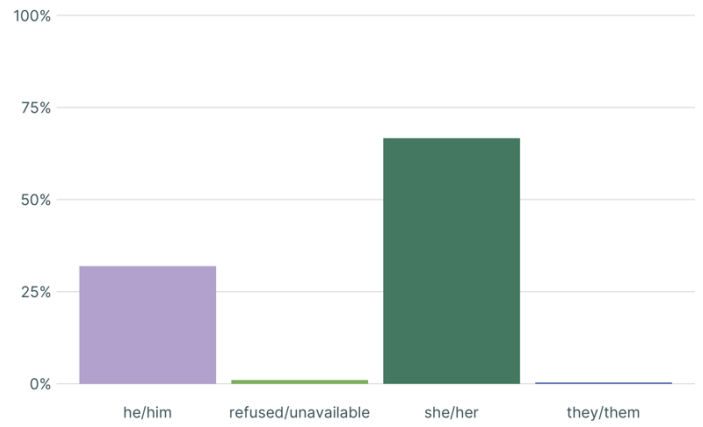
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Pronouns of sources who are Middle Eastern/North African



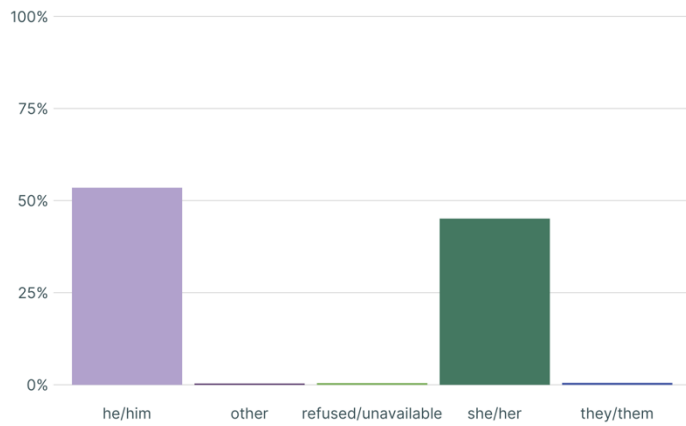
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Pronouns of sources who are Asian



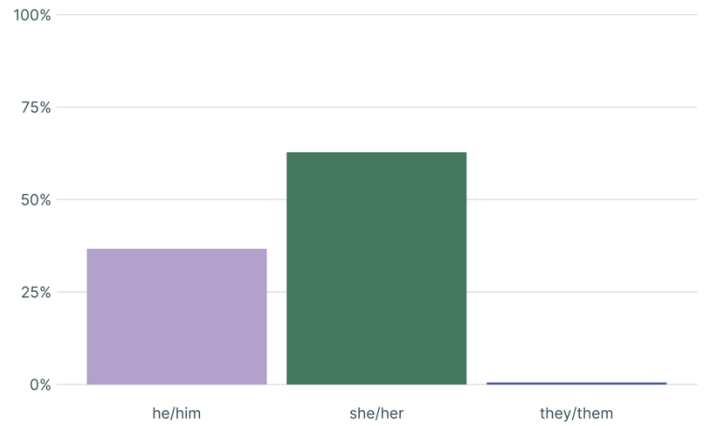
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Pronouns of sources who are Black



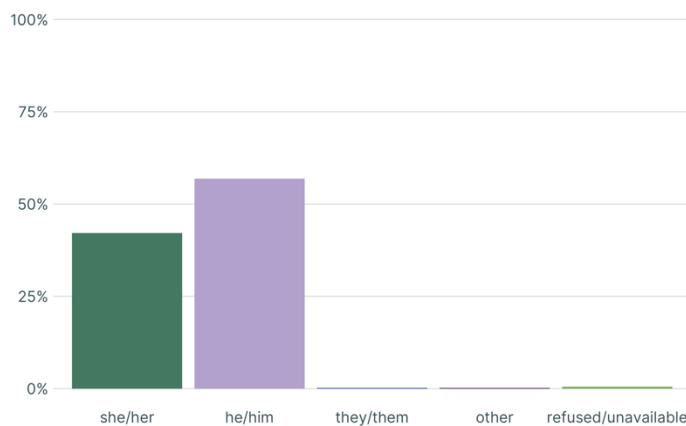
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Pronouns of sources who are Indigenous



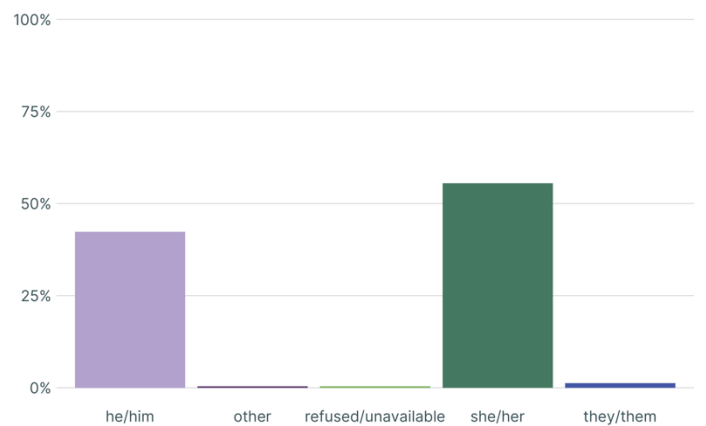
Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Pronouns of sources who are White



Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

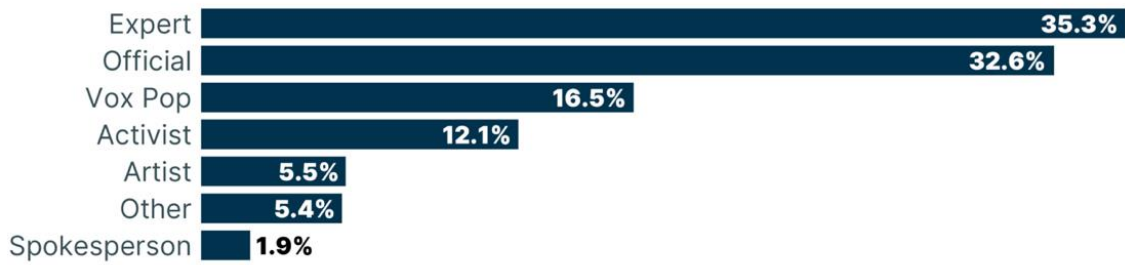
Pronouns of sources who are Hispanic



Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab **MPRnews**

Role of sources

Some sources have more than one role

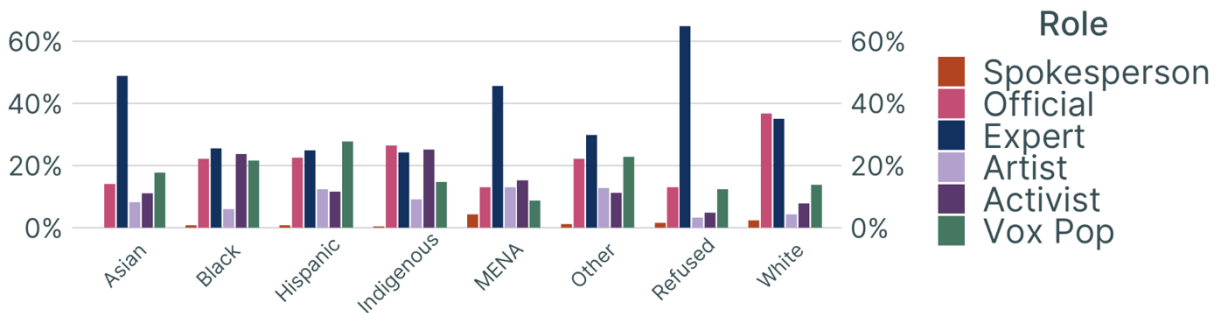


Source: MPR News Source Diversity Survey. Graph by David H. Montgomery | MPR News



Role of sources by race

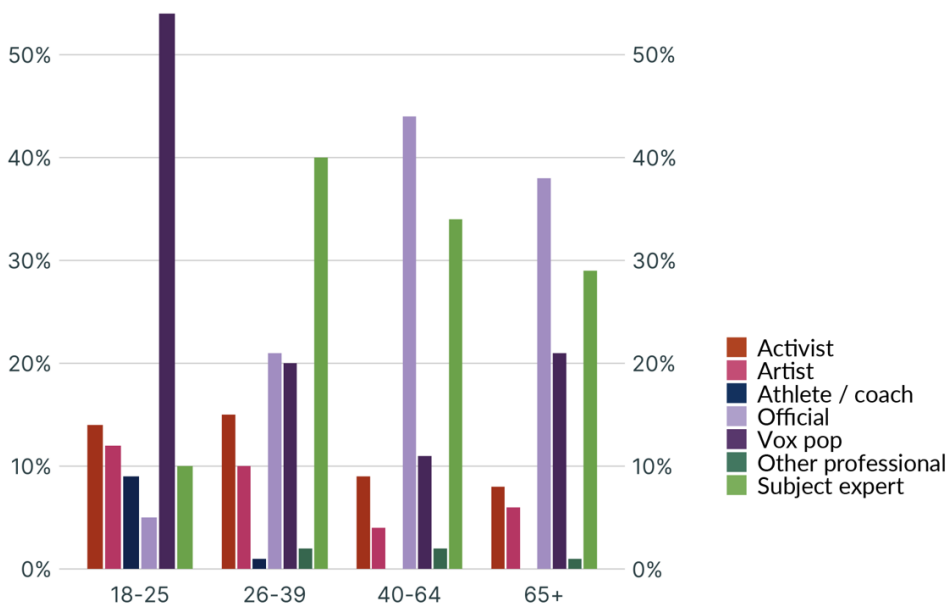
Some sources have more than one role or race



Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab



Percent of each age group by role of source



Source: MPR News Source Diversity Survey. Graph by Elisabeth Gawthrop | APM Research Lab



Form questions and possible answers

- Email of reporter or producer
- Story slug identifier
- Source name
- Source age
 - Possible answers: Under 18, 18-25, 26-39, 40-54, 55-64, 65+, Refused/unavailable
- Place of residence
 - Possible answers: Minneapolis/St. Paul, Metro suburbs (7-county metro), Greater Minnesota, Other state, Other country, Refused/unavailable
- City of residence
- Pronouns
 - Possible answers: He/him, She/her, They/them, Refused/unavailable, Other (open-ended response)
- Racial identity (check as many as apply)
 - Possible answers: White, Black, Asian, Native American, Hispanic/Latino, Middle Eastern/Arab, Refused/unavailable, Other (open-ended response)
- Type of source: To the best of your ability, please categorize the capacity or capacities in which the source was speaking.
 - Possible answers: Government official/politician, Spokesperson for government official/politician, Subject expert, Activist/community advocate, Artist/cultural figure, Vox pop, Other (open-ended response)

Acknowledgments

This report was authored by Elisabeth Gawthrop, Terrence Fraser and Benjamin Clary, with input and direction from Craig Helmstetter of the APM Research Lab, and in consultation with Sarah Glover and Michael Olson of MPR News. David Montgomery is the author of the R scripts that collected and organized the data used in the creation of this report and the data visualizations therein. Elisabeth Gawthrop developed further analyses and visualizations.

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