



SHELBY GLOBAL, L.L.C.

Inclusive Demographic Survey Question Examples

Last Updated: 4/29/2021

Purpose: The purpose of this document is to provide researchers with examples of survey questions to collect demographic data from survey participants in an inclusive, representative way. Examples are provided for gender identity, sexual orientation, race, and ethnicity.

Recommended Practices:

1. Do not force a response on any demographic choice. Give survey participants the option to skip the question.
2. Provide the option to select multiple responses to each demographic question, instead of one single choice.
3. As with all surveys, include a consent process where participants are reminded that completing the survey is voluntary.
4. Only ask demographic questions that you really need to know to accomplish the goals/aims of the study.
5. Clearly explain to participants how your survey data is going to be utilized and why it is being collected.
6. Ensure that you are following the applicable laws in your region and the applicable human subjects research regulations in your organization regarding survey research.
7. The accepted language changes. Make sure you are utilizing the most up to date version of this document.



SHELBY GLOBAL, L.L.C.

GENDER EXAMPLE 1

Gender: How do you identify?

- Female
- Male
- Non-binary
- Prefer to self-describe: _____
- Prefer not to answer.

GENDER EXAMPLE 2

Gender: How do you identify?

- Female
- Male
- Non-binary/Third gender
- Transgender
- Cisgender
- Agender
- Prefer to self-describe: _____
- A gender not listed: _____
- Prefer not to answer.

SEXUAL ORIENTATION EXAMPLE

What is your sexual orientation?

- Straight/Heterosexual
- Gay or Lesbian
- Bisexual
- Asexual
- Prefer to self-describe: _____
- A sexual orientation not listed: _____
- Prefer not to answer.



SHELBY GLOBAL, L.L.C.

ETHNICITY EXAMPLE

Are you of Hispanic, Latino/a/x, or Spanish origin? (select all that apply)

- No, not of Hispanic, Latino/a/x, or Spanish origin
- Yes, Mexican, Mexican American, Chicano/a/x
- Yes Puerto Rican
- Yes, Cuban
- Yes, Another Hispanic, Latino/a/x or Spanish origin: _____
- Some other race, ethnicity, or origin: _____
- Prefer to self-describe: _____
- Prefer not to answer.

RACE EXAMPLE

Which racial category best describe you? (select all that apply)

- American Indian or Alaskan Native
- Asian
- Black or African American
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- White
- Some other race, ethnicity, or origin: _____
- Prefer to self-describe: _____
- Prefer not to answer.