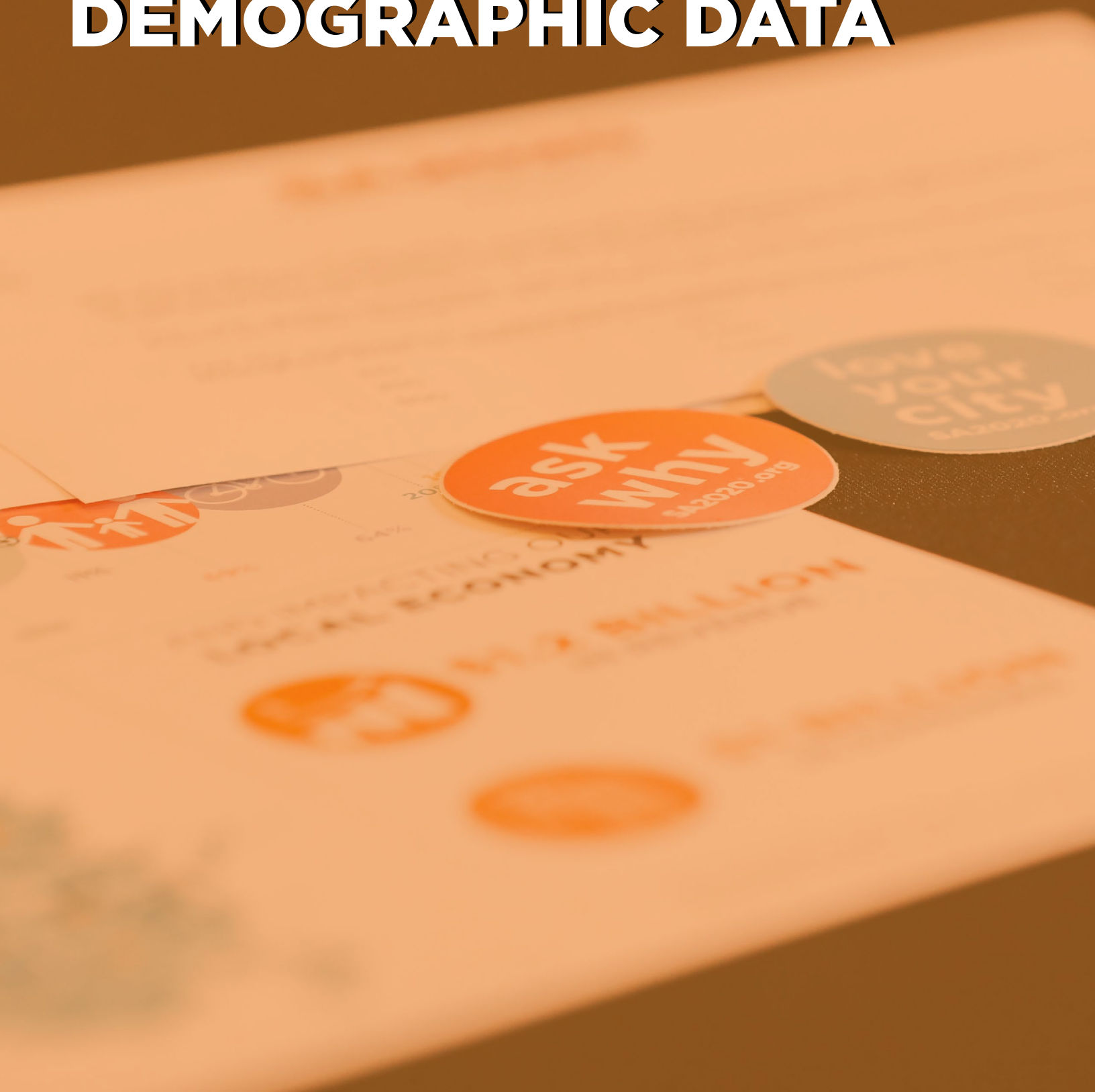


**SA2020<sup>®</sup>**

# **RECOMMENDATIONS FOR COLLECTING INCLUSIVE DEMOGRAPHIC DATA**



# Collecting Inclusive Demographic Data

Demographic data provides a more accurate understanding of the different histories, challenges, and needs of the community. Disaggregating data offers the opportunity to create more responsive policies, budgets, and programs.

Before collecting any demographic data, SA2020 recommends asking:

- Why are we asking this question?
- How will collecting this information allow us to strengthen our impact?
- What will we do with this data?
- How are we clearly communicating why this data is important and what it will be used for?

When collecting demographic data in our own work, SA2020 always asks for race, gender identity, age, and geography. Based on the answers to the above questions, SA2020 recommends selecting additional questions that will allow for strengthening impact.

SA2020 continuously updates demographic questions based on research and our own engagement efforts, including the yearlong visioning process in 2020, to reflect best practices when soliciting this information. The following offers the most up-to-date options for questions and responses as of August 2021.

SA2020 uses the following disclaimer when soliciting demographics:

The next set of questions asks about your demographics. Given the importance of representing the communities we serve, this information will help us ensure everybody - by considering race, gender, age, and geography - is included in our efforts to drive progress toward a shared Community Vision for San Antonio. No single person's information will ever be shared. This information will only be reviewed by SA2020 and will only ever be shared in the aggregate.

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## What is your race/ethnicity? Select all that apply. (SA2020 noted a significant increase in multi-racial respondents over Census data when offering the option to select all that apply.)

- African American or Black
- Alaska Native
- Asian
- Native American
- Native Hawaiian
- Latino/a/x
- Pacific Islander
- Middle Eastern
- White
- Not listed here (prefer to write in):

## What is your gender identity? Select all that apply.

- Man
- Woman
- Transgender
- Gender non-conforming
- Not listed here (prefer to write in):

## Please identify your sexual orientation.

- Lesbian
- Gay
- Bisexual
- Queer
- Asexual
- Pansexual
- Heterosexual
- Not listed here (prefer to write in):

## Depending on how you are using age, you can gather this information in multiple ways. Use one of the following options.

In what year were you born?

What is your age at the time of this survey?

In what age group are you?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85+

To understand place, SA2020 captures San Antonio City Council Districts for home and work, (seen below). You may want to identify the geography of respondents through neighborhood or borough.

### In which San Antonio City Council District do you live?

Need help? [Look up](#) your City Council District. If you live in a nearby municipality, (e.g. unincorporated area of Bexar County, Castle Hills, Leon Springs), please choose "Outside of City Limits."

- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7
- District 8
- District 9
- District 10
- Outside of COSA Limits
  - In which municipality or area do you live?

### In which San Antonio City Council District do you work?

Need help? [Look up](#) your City Council District. If you live in a nearby municipality, (e.g. unincorporated area of Bexar County, Castle Hills, Leon Springs), please choose "Outside of City Limits."

- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7
- District 8
- District 9
- District 10
- Outside of COSA Limits
  - In which municipality or area do you live?

Which category best represents the total combined annual income of your entire household in the last 12 months? (This includes money from jobs, net income from business, farm or rent, pensions, dividends, interest, social security payments and any other income received.)

- Less than \$5,000
- \$5,001 to \$7,499
- \$7,500 to \$9,999
- \$10,000 to \$12,499
- \$12,500 to \$14,999
- \$15,000 to \$19,999
- \$20,000 to \$24,999
- \$25,000 to \$29,999
- \$30,000 to \$34,999
- \$35,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

### What is the highest level of education you completed?

- Some high school
- GED or high school equivalency
- High school diploma
- Professional certificate, trade certification or license
- Two-year degree
- Four-year degree
- Graduate degree
- Doctoral degree

### Do you identify as having a disability?

- Yes
- No
- Prefer not to answer

If Yes: which disability, as defined under the Americans with Disabilities Act, do you identify as having? Select all that apply.

- Vision
- Hearing
- Physical
- Cognitive
- Learning disability
- Mental health condition
- Chronic medical condition
- Not listed here (prefer to write in):
- Prefer not to answer.

### What is your current military affiliation? Select all that apply.

- Active-Duty Service Member, National Guard, or Reserves
- Military spouse
- Military dependent/child
- Veteran (eligible to receive VA benefits)
- No military affiliation
- Not listed here (prefer to write in):