Part 1: Survey design considerations

Why do you want to collect demographic data?

When will the survey(s) be sent to meet these aims?

- ☐ Project registration
- ☐ Single point in project
- ☐ Multiple intervals
- ☐ End of project

Are additional questions required to meet the aims? e.g. motivations, attitudes

Dissemination, communication and response rates

Select appropriate dissemination format

- ☐ Online
- ☐ Physical
- ☐ Hybrid

Gather return rates

number completed / number sent to

/

Legal and ethical considerations

Has the survey undergone ethical review? If not, why not?

What obligations are there for collecting and handling personal data in your context?

What are cultural norms and risks around demographic data disclosure?

Key considerations

- ☐ Data minimisation
- ☐ Purpose limitation
- ☐ Informed consent
- ☐ Named contact
- ☐ Anonymisation

Co-production, pilot and review

Who will take part in community consultation with the project? Will this take the form of co-design or pilot surveys?

Part 2: Designing demographic questions

What demographic characteristics **need** to be included?

Key considerations

- ☐ Minimise data collection and be clear why each question is required
- ☐ Maximise data comparability using categories where appropriate, alphabetising options
- ☐ Allow for self-identification
- ☐ Use 'prefer not to say' option or ability to skip questions
- ☐ Community participation - work with communities at risk of discrimination to find language and survey design that works for them through co-design and/or pilot surveys