

Evaluation Planning Brief:

Demographic Data

A respondent's background may affect their engagement with material and, ultimately, the outcome of an intervention. As such, it is especially important that demographic data is collected during an evaluation. This brief suggests some demographic information to consider collecting, as relevant to your program.

The list below suggests some demographic data that may be helpful to collect as part of an evaluation. This list is not comprehensive and should be contextualized as needed.

Age

When working with mixed-age populations, it might be helpful to gather information regarding age to see if program effectiveness differed by the age of participants.

Gender

Consider how the specific context and project design might impact participation among genders. Where differences in accessibility are present, data should be analyzed and reported in a way that explains and considers these differences. As part of the evaluation, consider adding a question regarding gender identity, allowing the respondent to identify using their pronouns.

Rural/Urban

Where a project is implemented in rural and urban environments, consider how these contexts impact participants' ability to participate in equitable ways. Where these differences impact participation, data should be analyzed and reported in a way that explains and considers these differences.

Previous Exposure to Content

This could mean one of two things: A) How much have participants learned about the content in previous years/sessions (e.g. a sexual education course may build on previous years, so it's important to know who has previous knowledge vs. who may be new to the subject matter), or B) What students, if any, are already engaged in risky behaviors (e.g. the impact of a program on drug use will likely be different for those already using drugs vs. those who have never used).

Race/Ethnicity

It is important to consider race and ethnicity in an evaluation as racial and ethnic disparities can confound evaluations. Furthermore, it is very important to examine your evaluation results by racial/ethnic group to ensure that the program is reaching the unique needs of everyone. As part of your evaluation, it is recommended that the survey respondent is given the opportunity to select their identity. Standard classifications are listed below but may need to be expanded upon as the program/context needs require. Surveys should be written in a way that allows participants to select all classifications that relate to them.

African American or Black

Alaska Native

American Indian

Asian American

Hispanic or Latinx

Native Hawaiian

Pacific Islander

White

Something else

Prefer to not specify