

Standard Demographic Wording for Institutional Surveys (last update July 2024)
(Supplementary to the ISOC Standards for Survey Methodologies document)

NOTE: When including demographic questions on an institutional survey, care should be taken to ensure the response categories presented will not lead to possible identification of a respondent in the given population. If this could be the case it is recommended to reduce/collapse the number of response options presented or to exclude the question altogether.

Demographic Question	Population	Recommended Standard Wording
<p>Gender</p> <p>Gender should only be asked if it is necessary for the analysis of survey results. Current best practice is to use an open field for the gender question. If categories are needed, then one of the following formats is recommended.</p>	<p>All</p>	<p>Gender: _____</p> <p>OR</p> <p>Please indicate your gender.</p> <ul style="list-style-type: none"> Female Male Non-binary Trans Another Gender Identity (prefer to specify) ____ I do not wish to answer <p>OR</p> <p>Gender, Sex Identity and Expression</p> <p>Please check all that apply:</p> <ul style="list-style-type: none"> Woman Man Transgender Intersex Two spirit Non-Binary Gender Identity not listed ____ (please specify) I do not wish to answer
<p>Age</p> <p>The categories to use for age will be determined by the population and the amount of precision needed for analysis with this variable.</p>	<p>All</p>	<p>Please indicate your age range.</p> <ul style="list-style-type: none"> 17 or younger 18-24 25-34 35-44 45-54 55-64 65 or older I do not wish to answer
	<p>Employees</p>	<p>Please indicate your age range.</p> <ul style="list-style-type: none"> Under 25 25-34 35-49 50-64 65 or over I do not wish to answer
	<p>Students</p>	<p>Please indicate your age range.</p> <ul style="list-style-type: none"> 17 or younger 18-24 25 or older

Campus	The list of options should be determined by the population and purpose of the survey. In some cases, it may be useful to list separately the following as options: Centre for Nursing Studies, Western Regional School of Nursing, Harlow Campus, Frecker Institute, Online learning. If including other demographic questions such as Faculty/School or Program, it is recommended to start with Campus and use question branching.	All	Please indicate the campus where you [are primarily located/primarily study/primarily teach]. St. John's Campus Grenfell Campus Fisheries and Marine Institute Labrador Campus Signal Hill Campus Other (please specify)
Faculty/School	This information relates to the academic unit affiliation of the respondent and is not the same as academic program; the question should be phrased according to the survey population. This question can also be a sub-question of Campus to allow question branching.	Academic employees, students	Please indicate the Faculty or School with which you are primarily affiliated. Arctic and Sub-Arctic Studies (Labrador Campus) Business Administration Education Engineering and Applied Science Human Kinetics and Recreation Humanities and Social Sciences Medicine Music Nursing Pharmacy Science Social Work Arts and Social Science (Grenfell Campus) Fine Arts (Grenfell Campus) Science and the Environment (Grenfell Campus) Fisheries (Fisheries and Marine Institute) Maritime Studies (Fisheries and Marine Institute) Ocean Technology (Fisheries and Marine Institute) Other (please specify)
Program	This question can be kept general and can precede the question of Faculty/School or can be made more specific by listing actual program names, depending on the population size and level of detail needed for analysis.	Current or past students	Please indicate your academic program [or specify your current program; your most recent program; the program you competed]. Bachelor's degree Masters degree Doctoral degree Diploma/Certificate Graduate Diploma Post-Graduate/Resident Please indicate the Faculty or School with which your current program is affiliated. [use Faculty/School list]
Administrative Unit	This question should be phrased according to the survey population and can be a sub-question of Campus to allow question branching.	Administrators, staff	Please indicate the administrative unit with which you are primarily affiliated. [use most current list]

Time at Memorial	This refers to length of time at Memorial in an employment or study capacity.	Employees	How long have you worked/taught at Memorial University? Less than 5 years 5-9 years 10-14 years 15-19 years 20 years or more
		Students	What is your current year of study at Memorial University? First year (fewer than 18 credit hours earned) Second year (18-47 credit hours earned) Third year (48-77 credit hours earned) Fourth year (78-107 credit hours earned) Fifth year (108+ credit hours earned) In what year of your program are you? Year 1 Year 2 Year 3 Year 4 or beyond
Affiliation/Category	Depending on the survey purpose and population there are several ways to format a question on affiliation or category within the University.	All	What is your primary affiliation with Memorial University? Faculty/Instructor Staff Student Retiree Alumni Other
		Faculty, staff, students	Which of the following best describes your primary role/employment category at Memorial University? Faculty/instructor Staff member in an academic unit Staff member in an administrative unit Undergraduate student Graduate student Diploma/certificate student Other (please specify)
		Faculty, staff	How would you categorize your current position? Faculty Staff Management (Academic or Administrative)
		Staff	How would you categorize your current position? Bargaining Non-bargaining (non-management and professional) Non-bargaining (management and professional/senior administrative management) Please identify the nature of your employment. Permanent Contract Temporary Other

		Faculty	<p>How would you categorize your current position?</p> <ul style="list-style-type: none"> Dean, Director or Department Head Tenured faculty Tenure track faculty Instructor (MI) Regular/teaching term appointment Clinical, Affiliated or Adjunct faculty Per course lecturer Other (please specify)
		Students	<p>What is your current student status?</p> <ul style="list-style-type: none"> Full-time student Part-time student
Origin	This question pertains to the originating location of the student as an applicant to Memorial.	Students	<p>Where did you live when you applied to Memorial University?</p> <ul style="list-style-type: none"> Newfoundland and Labrador Atlantic province in Canada Other province in Canada outside of Atlantic provinces Outside Canada <p>What was your place of origin when you initially applied to Memorial University? OR From where are you attending Memorial University?</p> <ul style="list-style-type: none"> Newfoundland and Labrador Canadian Province outside Newfoundland and Labrador Outside Canada (International Student) <p>Which of the following categories best describes your initial entry to Memorial University?</p> <ul style="list-style-type: none"> Recent high school graduate (attended Memorial in the same year as high school graduation) Previous high school graduate (attended Memorial in a year after high school graduation) Transfer student from another post-secondary institution Mature student Other <p>Are you an international student?</p> <ul style="list-style-type: none"> Yes No