

Types of Information that can be gathered from Surveys

Demographic- relating to the individual's background and place in society

Example: What is your ethnicity? These questions can also include grade level, age, gender identity, neighborhood. These can be very useful for analyzing your data.

Knowledge – questions that usually have a correct response and are used to test what the individual knows about a topic.

Example: Who was the first President of the United States?

Attitude – asks for the individual's opinion on a topic

Example: Do you think 16 year olds should be allowed to drive?

Behavior – wants to know about things the individual has participated or plans to participate in.

Example: Have you ever been in a fight?

Beliefs – asks whether the individual believes that something should happen

Example – Do you believe that people can take some responsibility for their health?