



MSU Extension Demographic Data Collection PEARS Crosswalk

This document explains how to take your data from the demographics form, events system, or Qualtrics and enter the data into PEARS. Please use this method when entering demographic data into PEARS.

When entering a program activity, on the attach surveys page, add the survey “Extension Demographic Data Collection form for Adults”.

Add Program Survey

Survey *
Extension Demographic Data Collection form for Adults
Select an evaluation survey to add to this program.

Type *
Pre

Date Delivered *
02/01/2020

Name *
Extension Demographic Data Collection form for Adults

Aggregate responses
Select this option if you would like to aggregate your responses instead of entering them individually.

Cancel Save

Fill out this survey for each participant (individual responses) or the entire group (aggregate responses) using the instructions below.

Race

For those who only check any of the following races, place them directly into that category in PEARS:

- American Indian or Alaskan Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White or Caucasian

For those who choose not to provide their race, place in:
Prefer not to respond

Ethnicity

For those who check one of the ethnic categories (Hispanic or Latino/Middle Eastern or Arab-American), place into the ethnic category in PEARS:

- Hispanic or Latino
- Middle Eastern or Arab-American



For those who provide a different ethnicity category not listed on the form, place that information in the other box

For those who choose not to provide their ethnicity, place in:
Prefer not to respond

Gender

Write the provided term in the gender box section.

For those who answer the following for the open-ended gender question, place them in the corresponding male or female sex category:

- Man, Boy
- Woman, Girl
- M
- F
- Cisgender Male, Cisgender Female

For those choosing to use another term to describe their gender, place their responses in the prefer not to respond section for sex.

For those who choose not to provide, place in:

- Prefer not to respond

County of residence and additional identity information

- For respondents who provide one county, report that county in PEARS
- For those that may provide more than one county, select the county(s) that best matches the information that the respondent provides (*NOTE: you can report more than one county in PEARS*)
- Place all other information provided about identity in the notes section

Updated 9/8/22