

The Key Lime Inclusivity Index™

Starter Kit



INCLUSIVITY
INDEX

Screening Questions Guide

Screener

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Instructions: How to use this screener

As one of our differentiators, Key Lime Interactive provides every client with an Inclusivity Index™ – an analysis of and report about the diversity of the people who participated in each study.

To increase diversity, equity, and inclusivity (DEI) among participants, as a rule, the Inclusivity Index™ analyzes three variables: racial/ethnic identity; gender identity; and disability/use of assistive technology¹.

Please use the following questions and responses in your screeners for the sake of KLI internal consistency and to make use of the Inclusivity Indexing tool.

To avoid cognitive overload and potential screener abandonment, keep the number of questions you ask to 12 or fewer. Consider phone screening for more granular criteria.

In-Screener Disclaimer

Participants always have the choice to opt out of answering such questions without jeopardizing their eligibility to take part in the study.

DEI questions are always included at the end of the screener. Make sure to include the three mandatory questions and keep the following disclaimer:

Include this text to preface diversity-related questions:

“Our goal for this study is to be as inclusive as possible. Declining to answer the questions below will not disqualify you from being selected to participate.”

¹ Some organizations like Amazon have legally informed verbiage surrounding the question of disability. Check to ensure that the provided screener question matches their requirements.



Next Steps

After conducting your research, add the demographic information to the [Inclusivity Indexing tool](#) (at least along the Key Three variables of gender, race/ethnicity, and disability) and generate a slide for your deliverable.

Fixed Inclusivity Index™ DEI Questions

Racial/Ethnic Identity²

Please select one or more of the following that best describes your racial identity:

- American Indian and Alaska Native
- Asian
- Black or African American
- Native Hawaiian and Other Pacific Islanders
- Some Other Race
- Two or More Races
- White
- Decline to answer

Are you of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican American, Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin (Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.)
- Decline to answer

² ACS (2021); US Census (2023)



Gender Identity

Please select one or more of the following that best describes your gender identity:

- Male
- Female
- Transgender man/trans man
- Transgender woman/trans woman
- Transgender/gender non-conforming
- Prefer not to answer

Disability/Assistive Technology Use

Please check all of the following that describe your own abilities and/or the tools you currently use in everyday life:

- I use a screen reader to interact with my phone, tablet, or computer
- I use software or an app that helps me see color/contrast better
- I use a magnifier to interact with my phone, tablet, or computer
- I read Braille
- I travel using a cane and/or guide dog
- I use an assistive listening device, hearing aid, or cochlear implant
- I have a hard time hearing conversations
- I travel using a wheelchair or scooter
- I have trouble lifting and/or reaching
- I find a typical computer mouse and/or keyboard difficult to use
- I use an alternative input device such as an eye tracker or head pointer
- I live independently but have someone that I rely on as a caregiver
- Other _____
- None of the above
- Decline to answer

Optional Demographic Questions

In addition to the three questions we include in all our projects' Inclusivity Indexes™ (racial/ethnic identity, gender identity, and use of assistive technology/disability), you will probably find asking one or more of the following characteristics useful.

We keep response options consistent across KLI studies to conduct an annual internal audit of how diverse, equitable, and inclusive our studies have been.

Pronouns

What are your pronouns? Mark all that apply.

- They/Them
- She/Her
- He/Him
- Other _____
- Decline to answer

Age

What is your age?³

- Younger than 18
- 18-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69

³ Source: [U.S. Census Bureau](https://www.census.gov) (2019)



- 70 or older
- Decline to answer

Specific age

What is the month and year in which you were born? _____

Computer Usage

Digital Devices

Which of the following devices do you own and use regularly? Select all that apply.⁴

- Smartphone
- Cell phone (not a smartphone)
- Laptop/desktop computer
- Tablet
- None of these
- Other _____

Which type of smartphone/s do you own? Mark all that apply.⁵

- Android
- iOS (iPhone)
- I have both of these
- Other _____
- I don't have an Android or an iPhone

Which brand of tablet/s do you own? Mark all that apply.

- Apple
- Samsung

⁴ Source: [Pew Research Center](#) (2021)

⁵ Source: [Statista](#) (2023)



- Amazon
- Alcatel
- Google
- Other _____
- I don't own a tablet

Education⁶

What is your educational background?

- Did not complete high school
- High school completion or equivalent
- Some college
- Associate's degree (occupational or academic)
- Bachelor's degree
- Master's degree
- Ph.D. or similar professional degree
- Other _____
- Decline to answer

Employment Status

What is your current employment status?

- Employed full-time
- Employed part-time
- Self-employed
- Not employed but looking for work
- Not employed and not looking for work
- Not employed; unable to work due to a disability or illness
- Currently a student actively enrolled in college
- Retired
- Stay-at-home spouse or partner

⁶ Source: [U.S. Census Bureau](https://www.census.gov) (2018)

- Prefer not to answer

Employment Sectors⁷

In which of these sectors are you currently working?

- Agriculture, Forestry, Fishing, Hunting
- Mining, Quarrying, Oil and Gas Extraction
- Construction
- Manufacturing
- Wholesale Trade
- Retail Trade
- Transportation and Warehousing
- Utilities
- Information
- Finance and Insurance
- Real Estate and Rental and Leasing
- Professional and Business Services
- Education and Health Services
- Arts, Entertainment, and Recreation
- Accommodation and Food Services
- Government (Federal, State, Local)
- Other Services (Except Professional Administration)
- Other _____

Family Type⁸

Which of these best describes your family type?

- Married opposite-sex couple with child(ren)
- Married same-sex couple with child(ren)
- Unmarried parent couple
- Mother only with child(ren) under age 18
- Father only with child(ren) under age 18
- Householder and another relative

⁷ Source: [U.S. Bureau of Labor Statistics](#) (2023)

⁸ Source: [Current Population Survey \(CPS\)](#) (2022)

- Other _____
- Decline to Answer

Home Ownership

Which of the following best describes your housing?

- I own or mortgage my home
- I rent my home
- I live in a group facility (such as a dorm, military base, or shelter)
- Other _____
- Decline to answer

Income⁹

What is your household's annual income?

- Less than \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 or more

Languages¹⁰

Which of the following languages are spoken in your household? Mark as many as apply.

- English
- Spanish
- Chinese (Including Mandarin, Cantonese, Hokkien, and more)
- Tagalog
- Vietnamese

⁹ Source: [US Census Bureau](#) (2021)

¹⁰ Source: [American Community Survey \(2019\)](#).



- French/French Creole
- Arabic
- Korean
- Russian
- German
- American Sign Language
- Other language/s _____

Vehicle Ownership¹¹

Which type/s of passenger vehicle/s do you own or lease? Mark all that apply.

- Four-door sedan
- Two-door coupe
- Sport Utility Vehicle (SUV)
- Truck
- Van
- Motorcycle or scooter
- Other _____
- I don't own a passenger vehicle

Veteran Status¹²

Are you a US veteran?

- Yes
- No
- Decline to answer

¹¹ Source: [Car ownership statistics, 2024](#)

¹² Source: [ACS](#) (2021)

