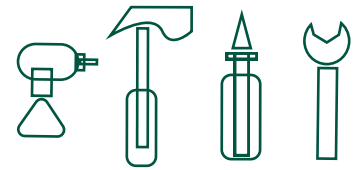


Surveys

Standardized Optional Questions



The following demographic and psychographic questions are not required by the Office of Customer Experience but have been standardized for use in customer experience measurement surveys.

Question #1

What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and older
- Prefer not to say

Measurement Type: Select One

Metric Gathered: Demographic - Age

Question #2

How do you identify your race/ethnicity? Select all that apply.

- American Indian or Alaskan Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- White
- Other, please specify:
- Prefer not to say

Measurement Type: Multiple Selection (and/or Text Comment if “Other” selected)

Metric Gathered: Demographic - Race

Question #3

Are you of Hispanic, Latino, or Spanish origin?

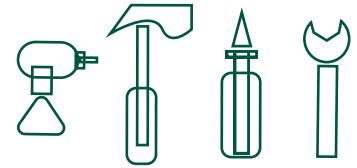
- Yes
- No
- Prefer not to say

Measurement Type: Select One

Metric Gathered: Demographic - Ethnicity

Surveys

Standardized Optional Questions

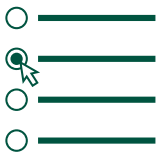


Question #4

Where are you located? (Zip Code)

Measurement Type: Text

Metric Gathered: Demographic - Location



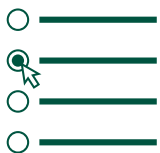
What is your highest level of education?

- High School
- Some college
- College degree
- Graduate degree (Master's/MBA)
- Advanced degree (PhD, JD, MD, etc.)
- Prefer not to respond

Measurement Type: Select One

Metric Gathered: Demographic - Education

Question #6



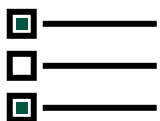
Which of the following do you most identify with?

- [Options depend on survey context]

Measurement Type: Select One

Metric Gathered: Psychographic - Persona/Role

Question #7



Why did you visit this site today?

- [Options depend on survey context]

Measurement Type: Multiple Selection

Metric Gathered: Psychographic - Reason for Visit