Demographic data helps determine the extent to which programs created, led, or supported by the Foundation are reaching the Foundation’s target population. As such, the Foundation requires that program beneficiaries be asked to voluntarily provide the following: age, household size, income, race, ethnicity, and gender. The table below specifies the wording of questions and response options for collecting these demographics to help ensure that the demographic questions are asked in a consistent way to increase data reliability and minimize respondent burden.

<table>
<thead>
<tr>
<th>Question Category</th>
<th>Question Stem</th>
<th>Response Option(s)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>In what year were you born?</td>
<td>Enter 4-digit number</td>
<td></td>
</tr>
</tbody>
</table>
| Gender            | What is your gender? *(select all that apply)* | • Male  
• Female  
• Transgender  
• Prefer to self-describe *(specify)*  
• Prefer not to answer |                                            |
| Race              | Which of the following best describes your race? *(select all that apply)* | • American Indian or Alaska Native  
• Asian  
• Black or African American  
• Native Hawaiian or Other Pacific Islander  
• White or Caucasian  
• Multi-racial  
• Other race *(specify)*  
• Prefer not to answer |                                            |
| Ethnicity         | Are you of Hispanic, Latino, or Spanish origin or descent? *(select one)* | • Yes  
• No  
• Prefer not to answer |                                            |
<table>
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</thead>
</table>
| Household Size    | How many people, including you, are part of your household? *(select one)* | ● 1  
                   ● 2  
                   ● 3  
                   ● 4  
                   ● 5  
                   ● 6 or more  
                   ● Prefer not to answer | HH size MUST be asked before income as response to HH size will “trigger” the appropriate income question when the demographic questions are administered using an online survey. |
| Income            | Optional wording: “We realize that income is a private matter and want to respect that privacy. So rather than ask anything specific about your income, ...”  
                   If HH size 1, “Was your annual household income more than $30,000 last year?”  
                   If HH size 2, “Was your annual household income more than $40,000 last year?”  
                   If HH size 3, “Was your annual household income more than $51,000 last year?”  
                   If HH size 4, “Was your annual household income more than $61,000 last year?”  
                   If HH size 5, “Was your annual household income more than $71,000 last year?”  
                   If HH size 6 or more, “Was your annual household income more than $166,000 last year?” | For all HH sizes, response options to income question:  
                   ● Yes  
                   ● No  
                   ● Prefer not to answer | For an online survey, ask HH size question first and use skip or display logic to “trigger” the appropriate income question based on the response to HH size.  
                   If Yes, respondent is NOT in the Foundation’s target population.  
                   If No, respondent is in the Foundation’s target population. |