

VALUOMETRIX

Observations of Demographics-Driven Response Patterns

- Illustrative examples from 10 cases and three countries -
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- Relatively consistent patterns for customers
 - Patterns for other stakeholders may be totally different
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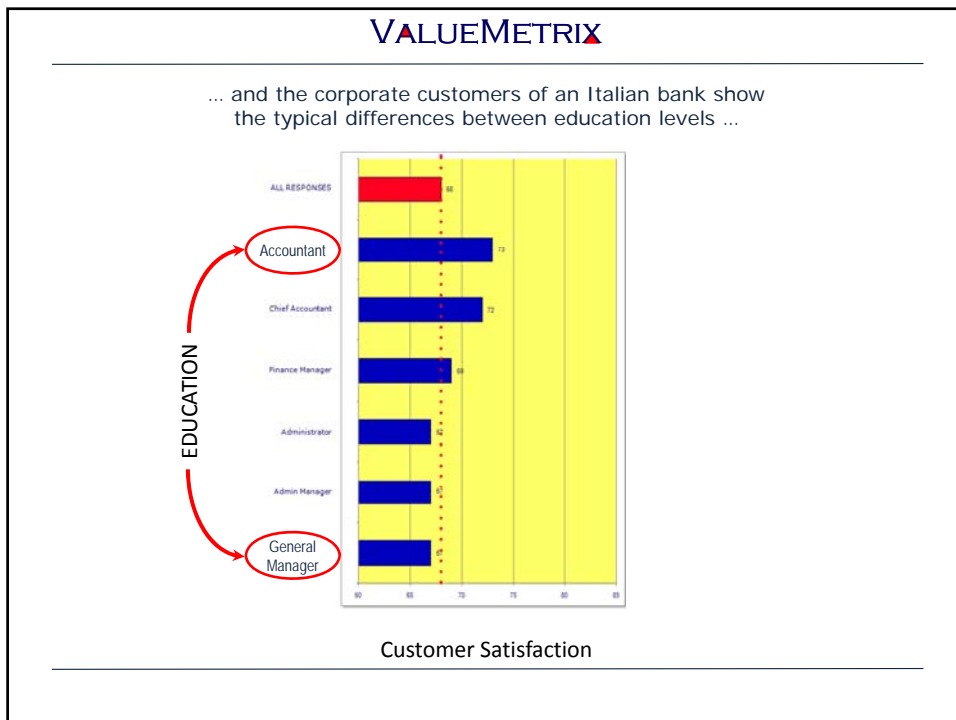
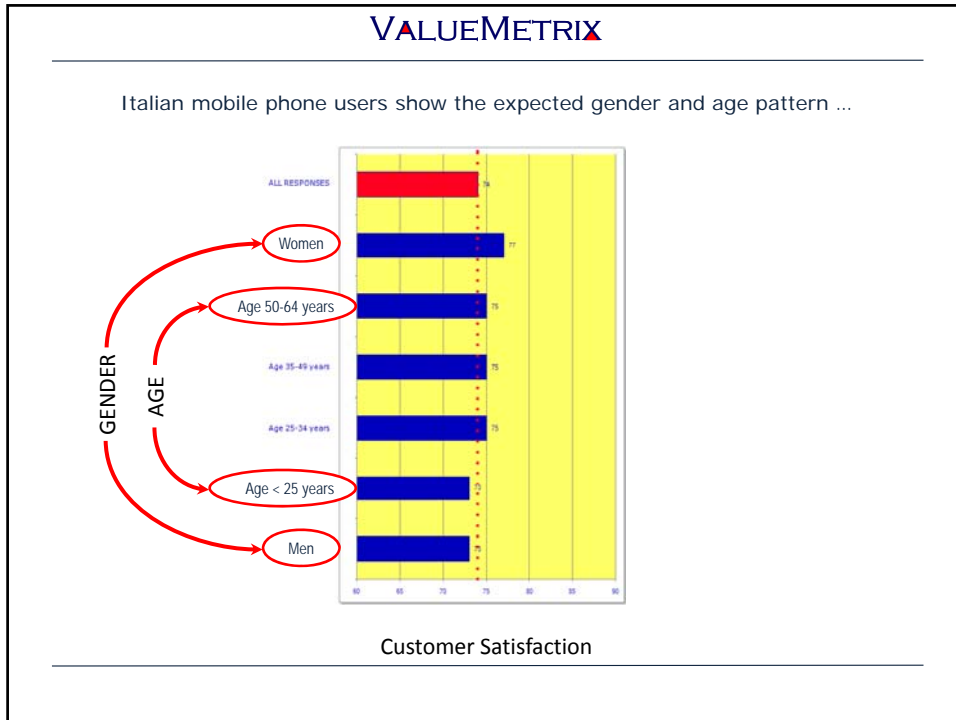
Typical differences in propensity to give high scores in customer surveys in six industries and three countries

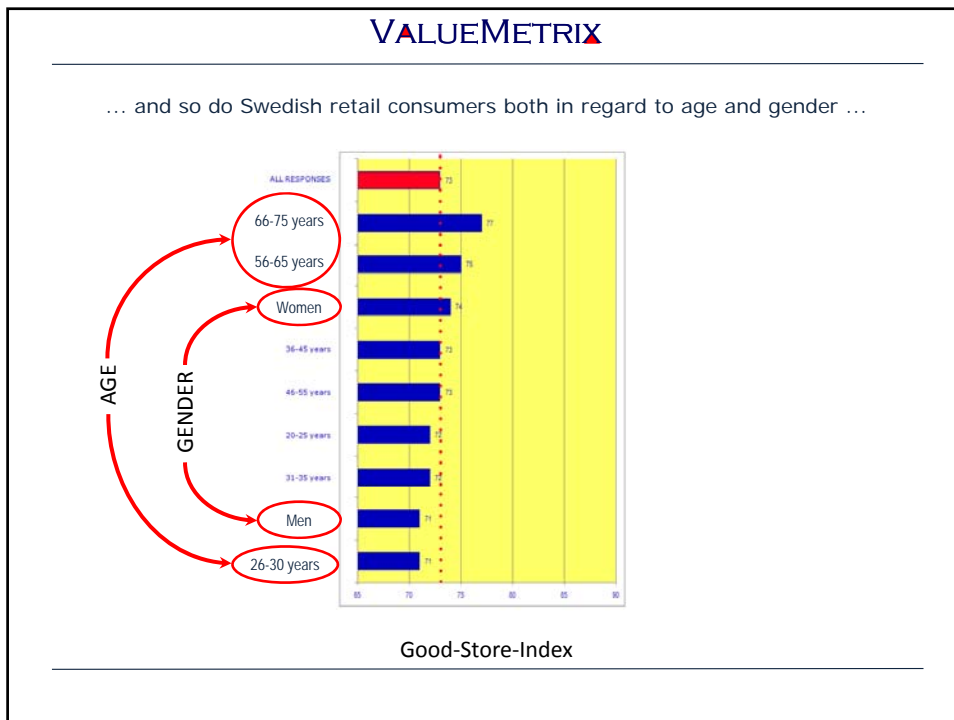
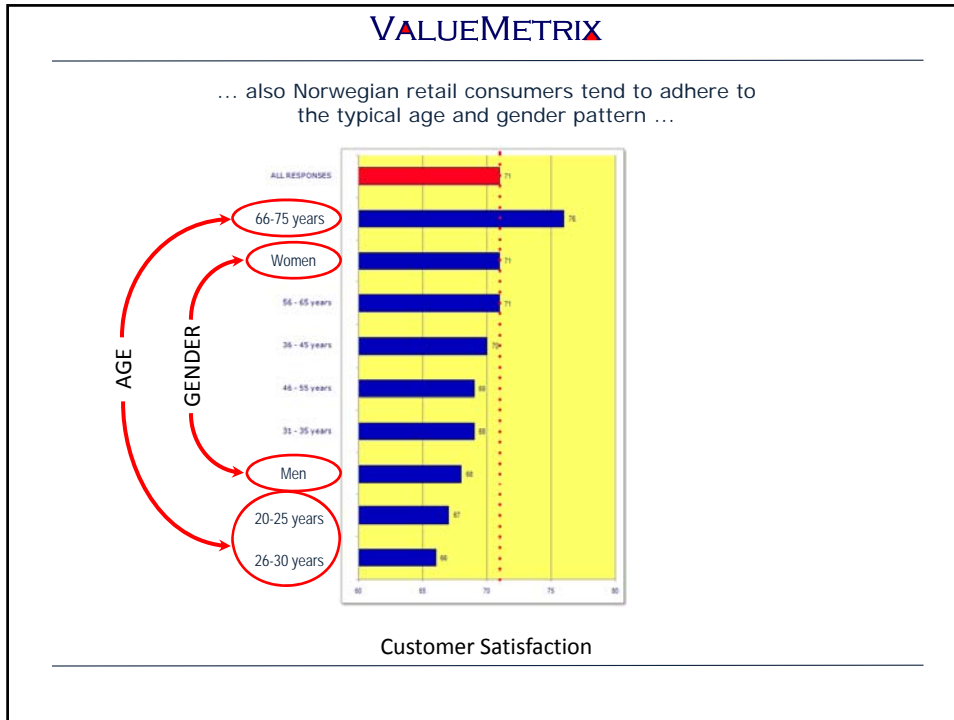
High customer scores are often given by:

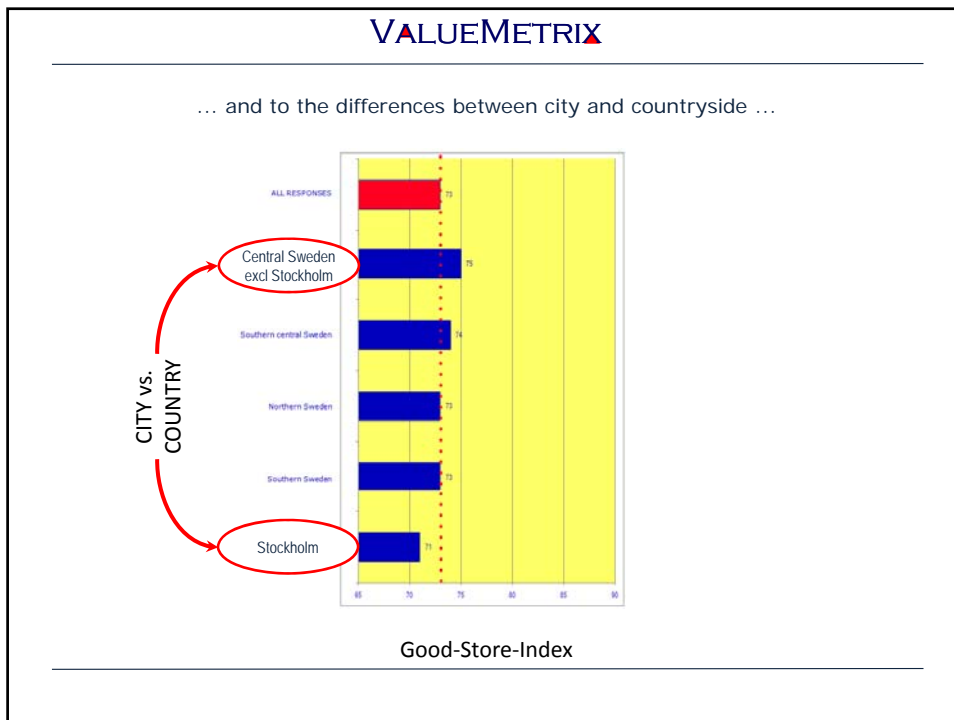
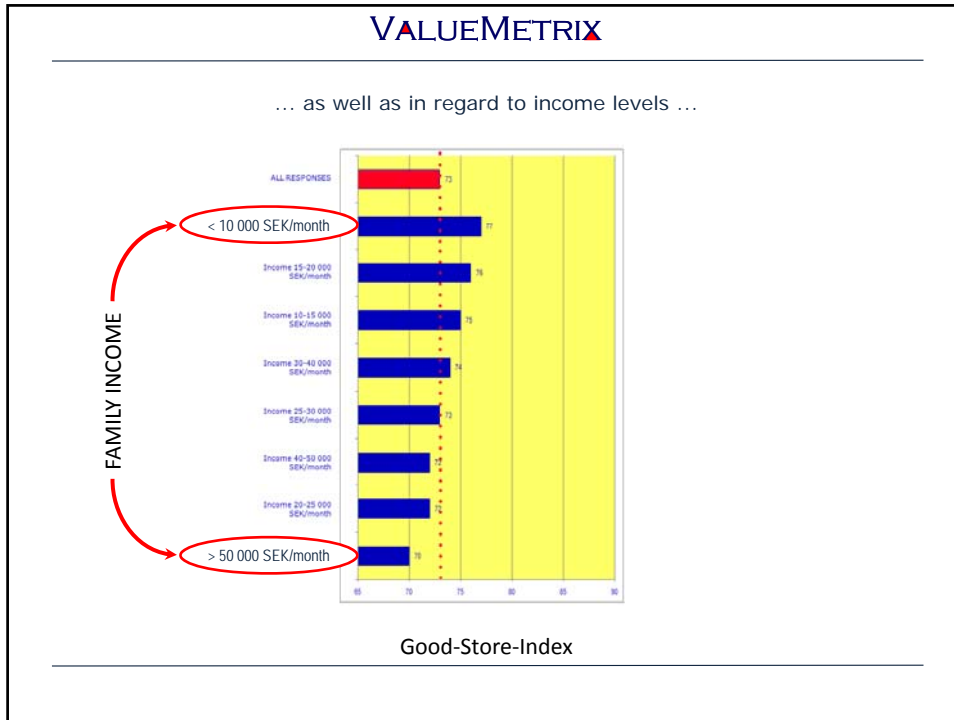
- Women
- Elderly people
- People in the countryside
- People with little formal education
- Low income people

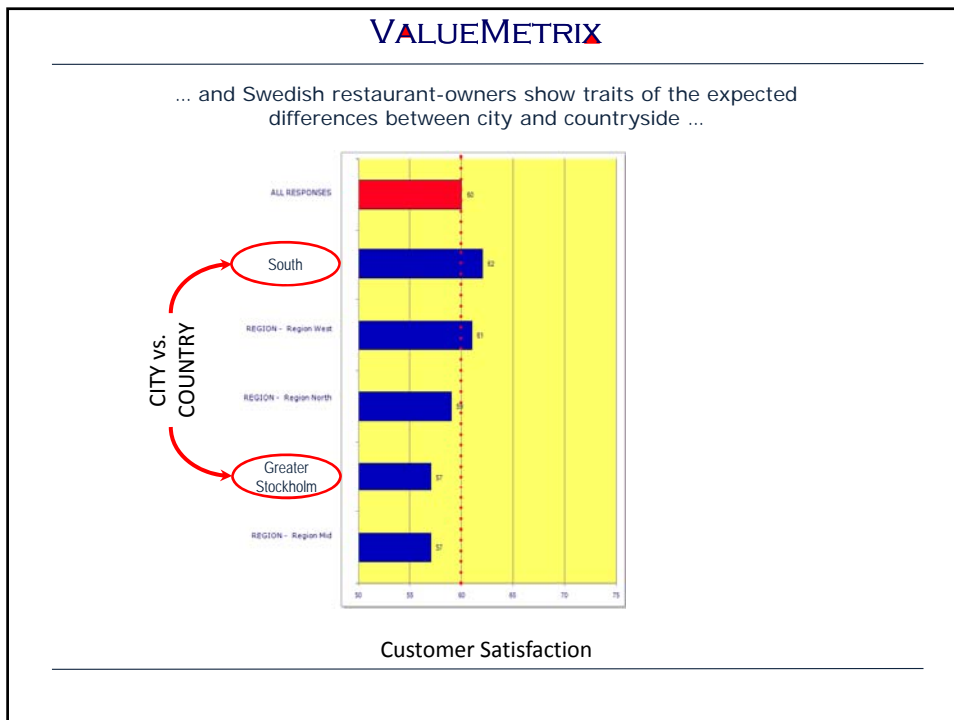
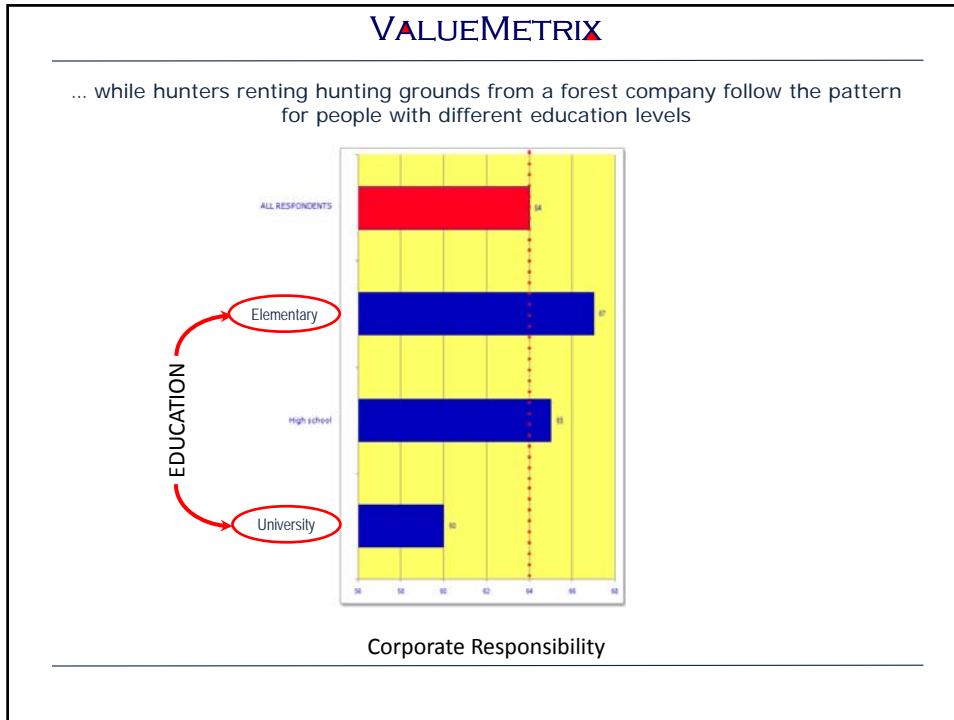
Low customer scores are often given by:

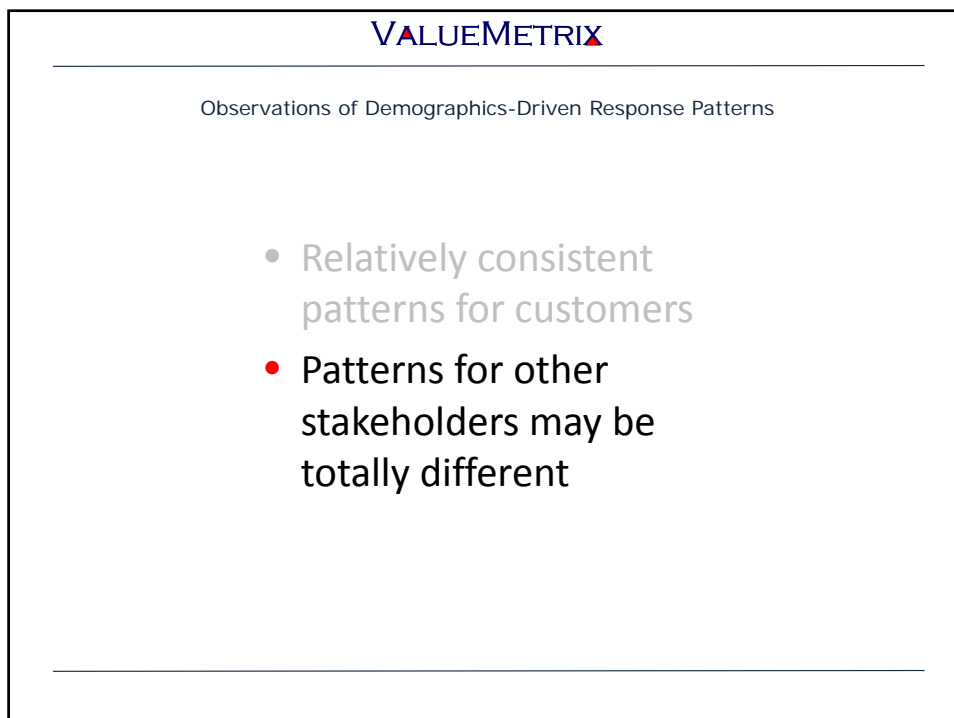
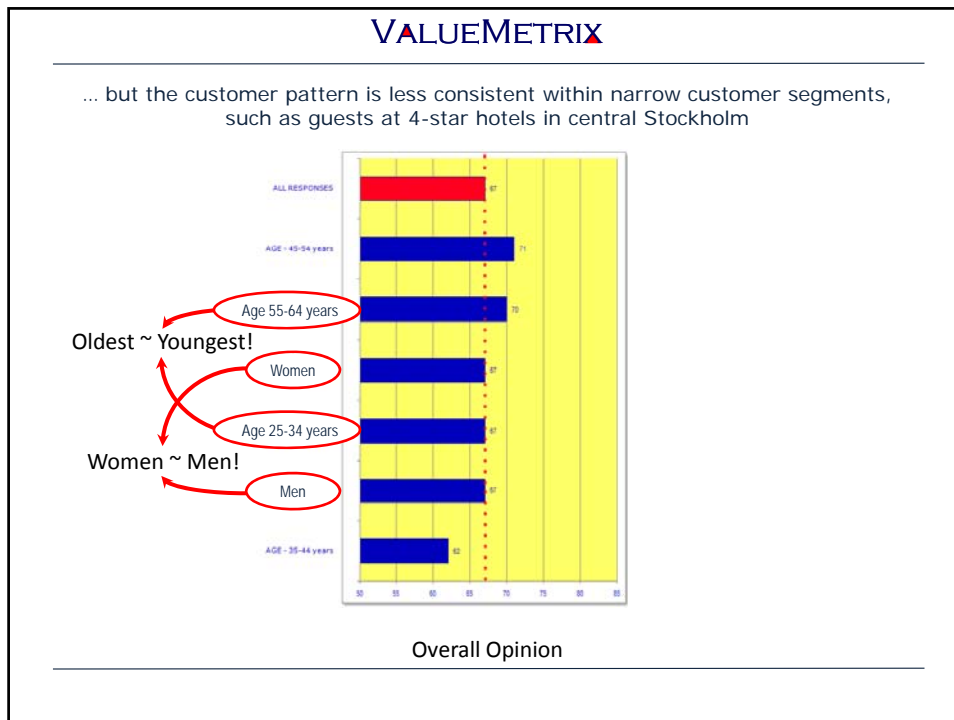
- Men
- Young people
- People in the main cities
- Well-educated people
- High income people

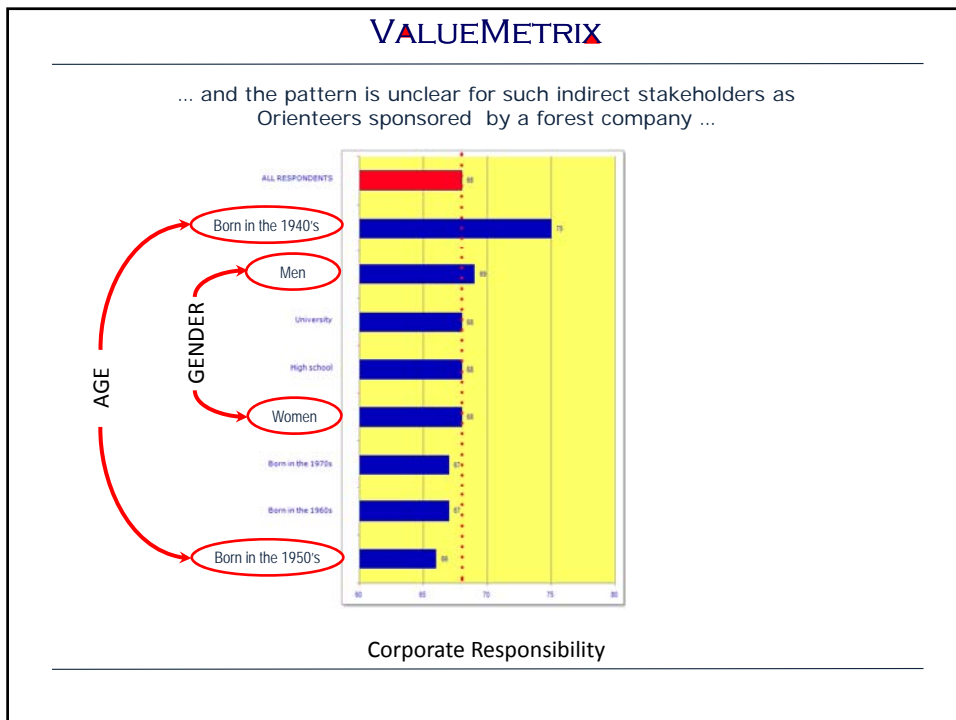
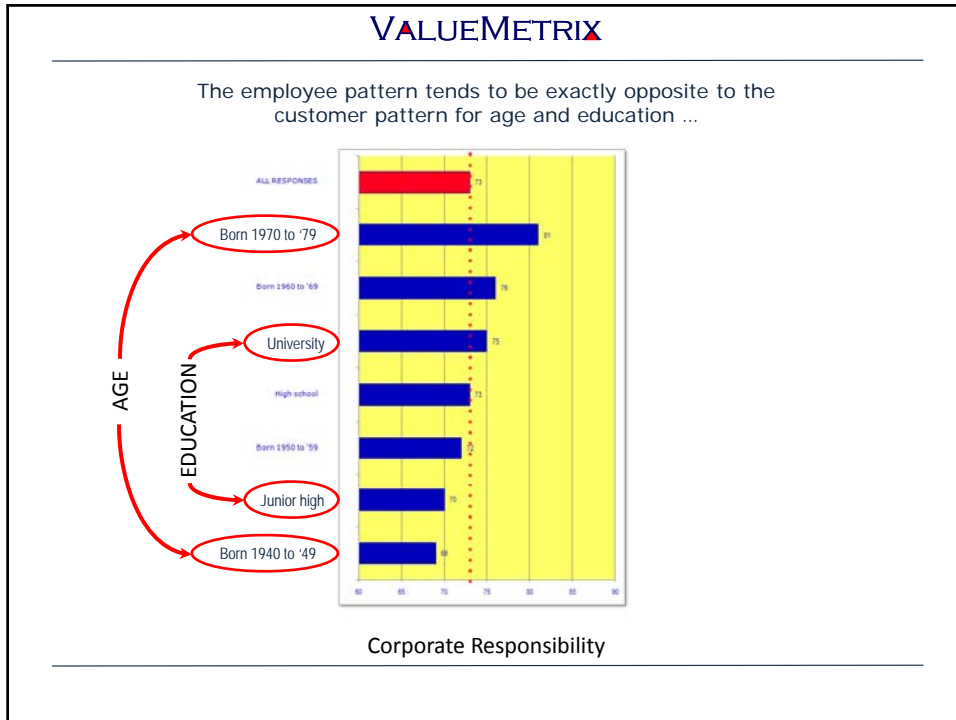












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... as well as for members of a pro bono organization

