**Lavidge Education Self-Segmentation Questionnaire**

Now that statistically reliable attitudinal segments have been determined, a self-segmentation questionnaire can establish a presumptive segment for those who did not take the original survey or for new contacts.

**Recommended questionnaire:**

Which of the following sounds most like you? You may identify with more than one, but please choose the one that aligns best with your opinions.

* **College isn’t for everyone, and I need marketable skills to make more money and do work I’ve always been interested in.**Today’s jobs require a lot of skill with technology. I want a job that’s more secure and will give me more control over my career.  
  *[Opportunists]*
* **I’m not sure where my career is going, and I need a job with better pay and benefits. But I worry that my skills can’t compete with those of other candidates.**  
  Sometimes I feel like I chose the wrong path, but the education for the skills I need feels financially out of reach.  
  *[Worriers]*
* **A college education is the best route to a successful career, and that’s how I’ll get the kind of job I want.**  
  I’ve got a plan for my professional career, and college or university offers a better education than technical or trade schools. I’ve got people who rely on me to be successful, and I’m ready to tackle whatever challenges come my way.  
  *[Planners]*
* I can’t choose between these.
* None of these describe me well.