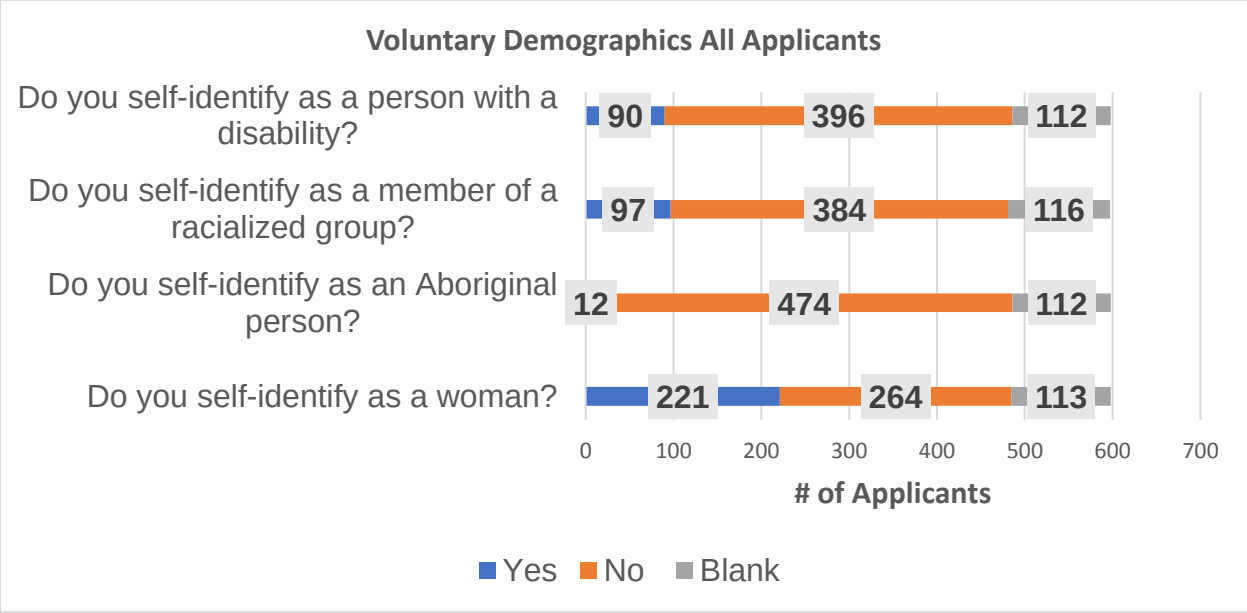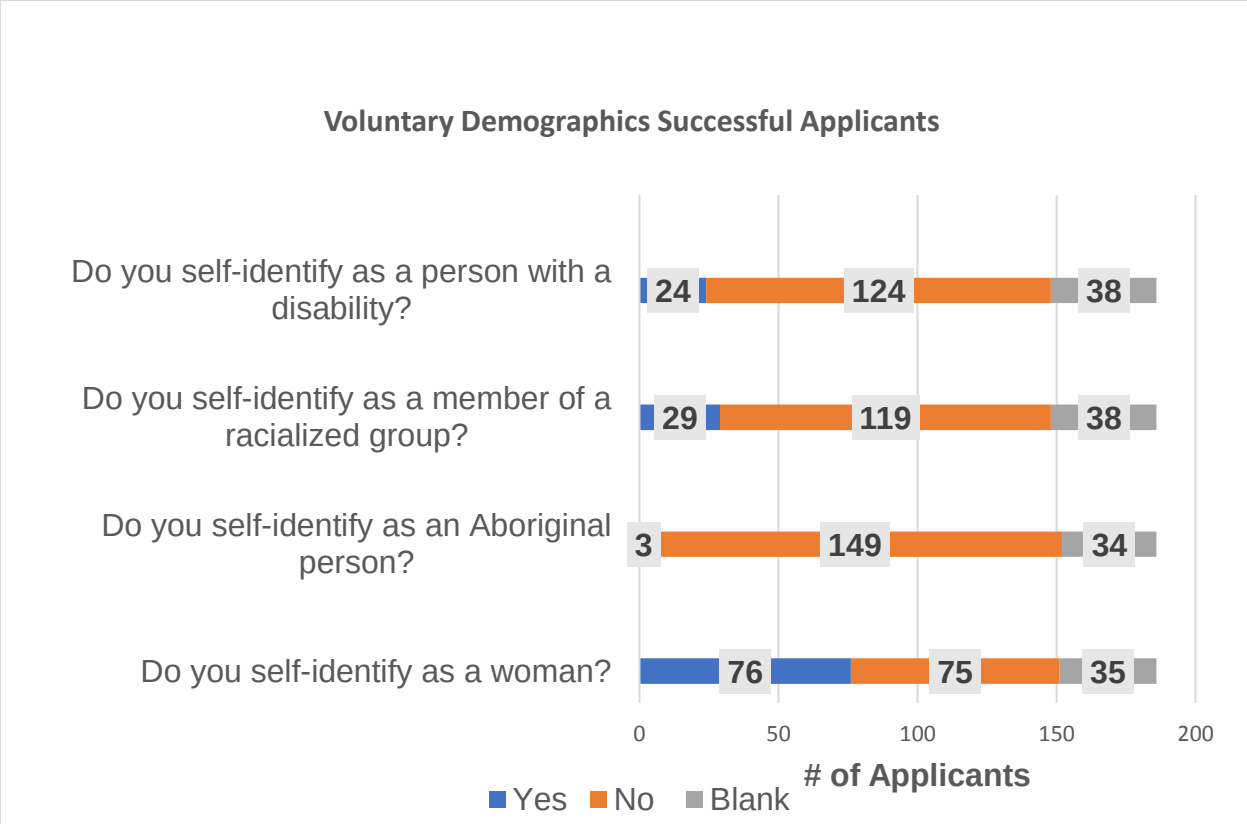Voluntary Demographics Self-Identification