

**University of Virginia  
eAdvancement Alumni Pulse Survey**

**- July 2009 -**



**eAdvancement**

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## I. Methodology

The University of Virginia eAdvancement Alumni Pulse survey was conducted online from June 22 - July 13, 2009 with a random sample of alumni who live in the USA or Canada and have a bachelors degree from U.Va. from 1955-2008. Current and former members of the Board of Visitors, current and former members of any School or unit's Foundation Board, alumni with only a graduate degree from U.Va., and those flagged for no e-mail were excluded from the sample.

Invitations were e-mailed to a random sample of 6083 undergraduate alumni with valid e-mail addresses, and two reminders were e-mailed to non-respondents at one week intervals. 1551 alumni participated in the survey – for a response rate of 25%. A random sample of 1551 has a 95% confidence interval of plus or minus 2.5 percentage points about any one reported percentage.

Because the population of alumni for which the University has an e-mail address is younger than the population for which it has a US Mail address or telephone number – and because response was, as usual, greater among donors and Alumni Association members – the data was weighted to reflect the true proportions of the telephone population by class year...and *within each class year group* by donor and Alumni Association status.

Notes:

- “Donors” are defined as alumni who made a gift of any size to any U.Va. designation in the past three fiscal years (since July 1, 2006). All data concerning donor status, class year, gender, and Alumni Association membership was provided by U.Va. – it does *not* come from responses to questions asked in the survey.
- Data concerning behavior that alumni were asked about (e.g., participation in U.Va. activities) comes from their responses to those questions – and is thus “self-reported.” Because memory is not perfect, and because some respondents give themselves the benefit of the doubt or are inclined to give “socially desirable” answers, self-reported data is not as reliable as that which comes from a well-maintained database.
- The survey from 2006 with which the current results are compared was conducted by telephone from May 23 - June 3, 2006 with a random sample of 609 alumni in the USA and Canada with a bachelors degree from U.Va. from 1955-2005.
- The “peer” data with which the current results are compared comes from surveys we have conducted in recent years with bachelors degree holders in the USA and Canada from twelve institutions chosen by U.Va. – Boston College, Carnegie Mellon, Dartmouth, Emory, Northwestern, Penn State, Stanford, University of California-Berkeley, University of Michigan-Ann Arbor, University of Southern California, Vanderbilt, and Wake Forest.

Jerold Pearson  
Partner, eAdvancement

## II. Feelings about U.Va.

As we saw in 2006, some broad measures indicate that alumni have very favorable feelings about both their student experience at U.Va. and about the institution today:

- Almost all alumni (95%) are satisfied with the undergraduate experience they had at U.Va., including 73% who are *very* satisfied.
- 90% of alumni have positive overall feelings about U.Va. today, including 68% who have *very* positive feelings.

When asked how likely they would be (on a scale of 0 to 10) to recommend U.Va. to a prospective undergraduate of their own interests and background:

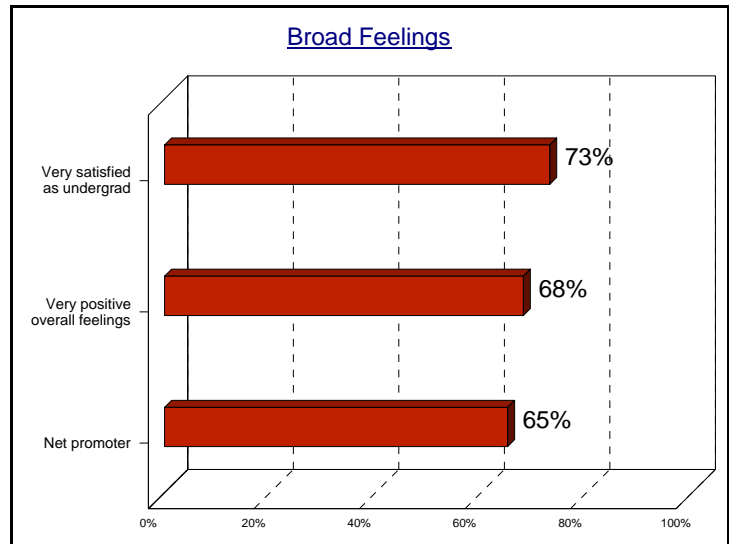
- 74% of alumni rate their likelihood with a 9 or 10 (and can be called “promoters”).
- 17% rate it with a 7 or 8 (and can be called “passives”).
- Only 9% rate it lower than 7 (and can be called “detractors”).

The “net promoter” score for U.Va. – promoters minus detractors – is 65%.

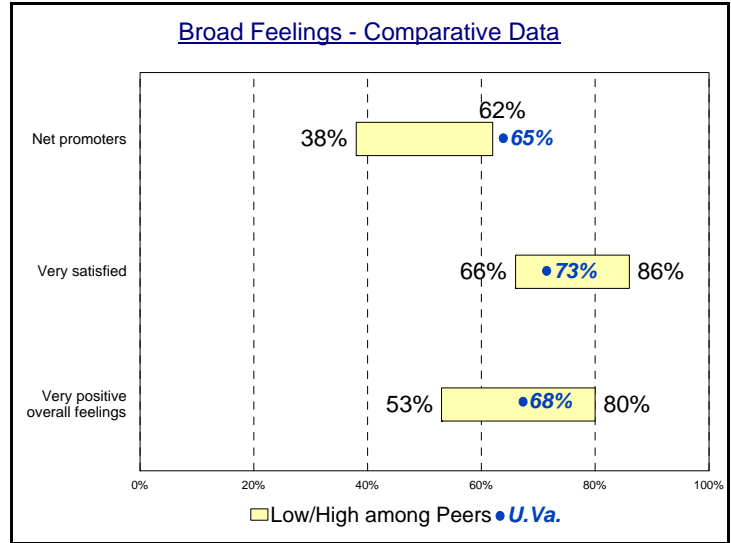
In research published in the December 2003 issue of the *Harvard Business Review* – and fleshed out in his book *The Ultimate Question* – Frederick F. Reichheld (a director emeritus of the consulting firm Bain & Company and a leading authority on customer satisfaction and loyalty research) suggests that the net promoter score is a good indicator of brand loyalty and referrals. He writes that:

*“The median net promoter score of more than 400 companies in 28 industries (based on some 130,000 customer survey responses)...was just 16%...The companies with the most enthusiastic customer referrals, including eBay, Amazon, and USAA, receive net promoter scores of 75% to more than 80%. For companies aiming to garner world-class loyalty – and the growth that comes with it – this should be the target.”*

It may or may not be appropriate to compare the net promoter score of a university with that of a company, so it is better to view this score as a baseline measure of positive and negative word of mouth...and to compare it, and other feelings, with the scores from U.Va.’s peer institutions:



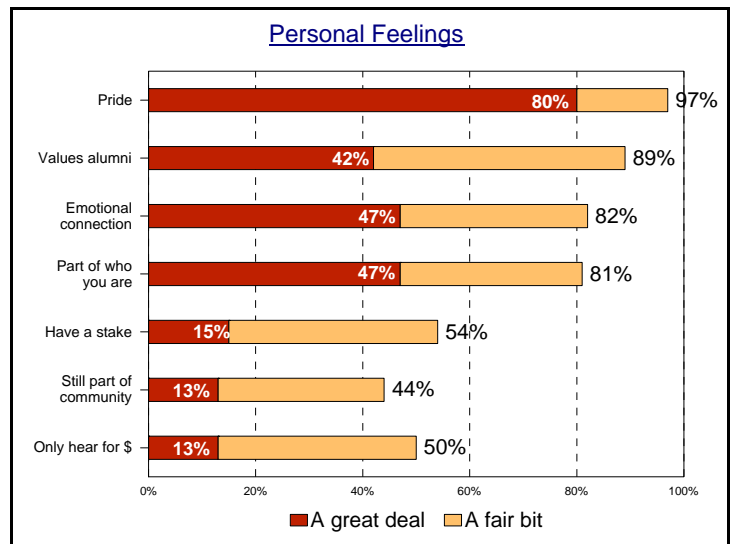
- U.Va.'s net promoter score (65%) is higher than the score from any of the peer institutions, which range from 38% to 62%.
- The percentages of U.Va. alumni who are *very* satisfied with their undergraduate experience and who have *very* positive overall feelings about the University today fall in the middle of the spectrum.



Note: In the report from three years ago, U.Va. compared more favorably with the other institutions than it does now on satisfaction and overall feelings – because the 12 “peers” chosen for comparison this year are a more select group than the 33 institutions with which the data was compared in 2006.

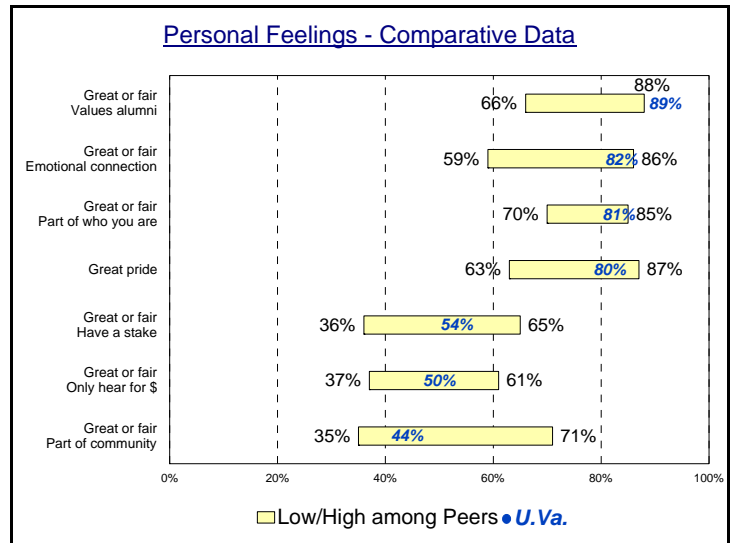
As in 2006, the personal feelings alumni have about U.Va. are more of a mixed bag:

- Almost all alumni (97%) take pride in their U.Va. degree, including 80% who take a *great deal* of pride in it.
- 9 out of 10 alumni (89%) feel that U.Va. values its alumni.
- About 8 out of 10 feel an emotional connection to U.Va. (82%) and that U.Va. is part of who they are (81%).
- But barely half of all alumni (54%) feel they have a stake in U.Va.'s success and achievements, and only 44% feel they are still part of the U.Va. community.
- Half of all alumni also feel that they only hear from U.Va. when it's asking for money.



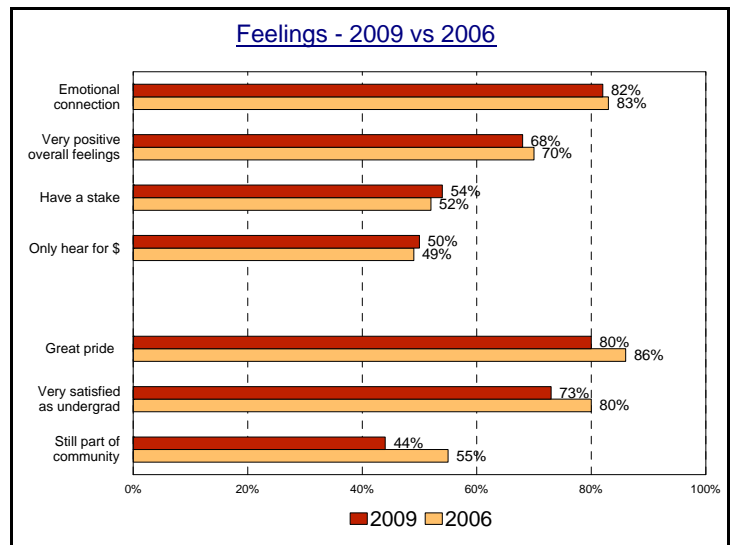
Apart from pride in their degree, no more than 47% feel any of these personal feelings *a great deal*. Still, when put in perspective compared to the peer institutions, most of these figures are quite good:

- U.Va. alumni are among the most likely to feel the University values its alumni, to feel an emotional connection to it, to feel it is part of who they are, and to take *great* pride in their degree.
- U.Va. alumni fall in the middle of the spectrum at feeling they have a stake in the University's success and achievements and at feeling they only hear from the University when it's asking for money.
- On the other hand, U.Va. alumni are among the least likely to feel they are still part of the University community.



Compared to 2006:

- Four of the seven feelings tested in both surveys are virtually identical now to what they were three years ago – the percentages of alumni who feel an emotional connection to U.Va., have *very* positive overall feelings about it today, feel they have a stake in U.Va.'s success and achievements, and feel they only hear from U.Va. when it's asking for money.



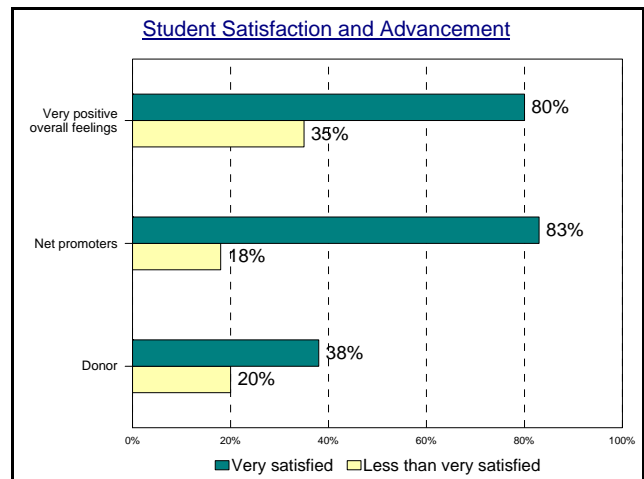
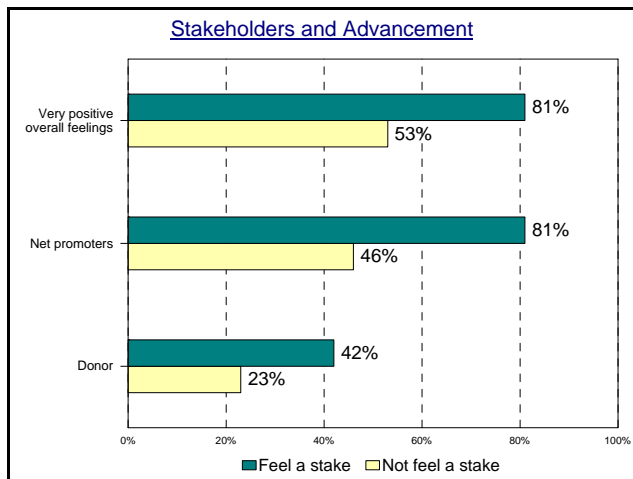
- However, alumni appear to be somewhat less likely today than they were three years ago to take *great* pride in their degree, to be *very* satisfied with their undergraduate experience, and to feel they are still part of the U.Va. community. This decline is puzzling and should not be cause for undue alarm, as these figures may be outliers. Indeed, on no other measures in the survey do alumni respond less favorably now than they did in 2006, and, as will be seen, on many they now respond more favorably.

As discussed in the report from 2006, the feelings alumni have about U.Va. – and especially the sense that they themselves are stakeholders in its success – are important to the institution because alumni who feel invested are the most likely to have favorable feelings about the University, remain engaged in activities, and support it with positive word of mouth and financial donations. Indeed, they respond more favorably than other alumni do on almost every measure in the survey. While there is no need to repeat the entire discussion from the previous report, it is worth noting that the correlations remain true today.

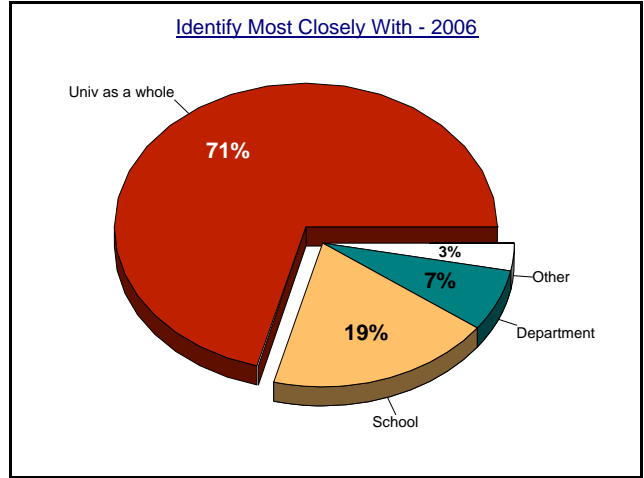
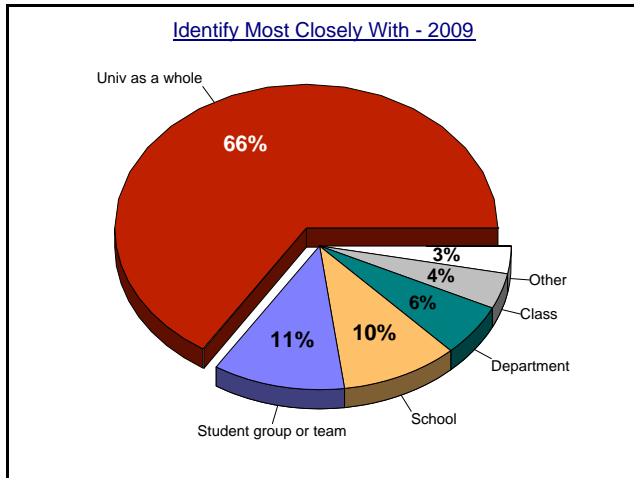
- For instance, alumni who feel that they have a stake in the University’s success and achievements (either a great deal or a fair bit) are much more likely than other alumni to have *very* positive overall feelings about U.Va. today, to be net promoters, and to be donors.

The relationship alumni have with the University begins when they are students – and, as also discussed in 2006, those who have the best experience as students develop the strongest, most positive, and most enduring relationships as alumni. Alumni who are *very* satisfied with their student experience again respond more favorably than those who are anything less than very satisfied on almost every measure in the survey, and most of the correlations seen with stakeholders are also seen with student satisfaction.

- For instance, alumni who are *very* satisfied with their undergraduate experience are much more likely than others to have *very* positive overall feelings about U.Va. today, to be net promoters (by a huge 83% vs 18% margin), and to be donors.



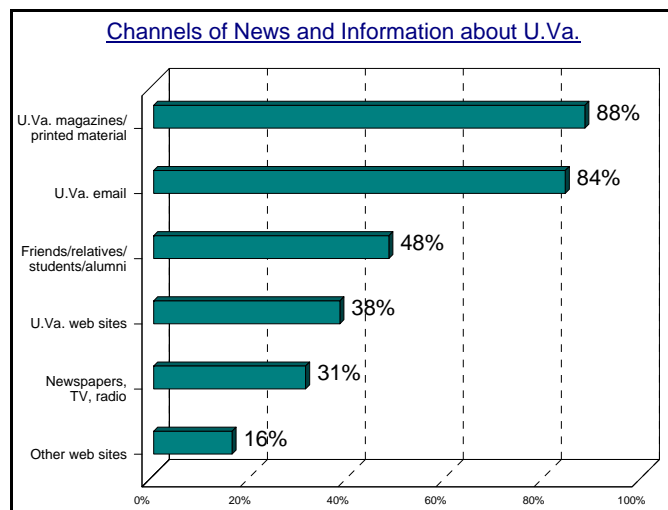
Regardless of their feelings about U.Va., alumni are *much* more likely to identify most closely with the University as a whole (66%) than with any other aspect of the institution. Only a tenth identify most closely with a student organization or team (11%) or with their school (10%), while just 6% identify most closely with their department or major, 4% with their graduating class, and 3% with anything else. (The basic finding that alumni overwhelmingly identify most closely with the University as a whole is the same as it was in 2006 – though the actual figures are a bit different because student organizations and graduating class were added to the mix of choices this year.)



### III. Current Engagement

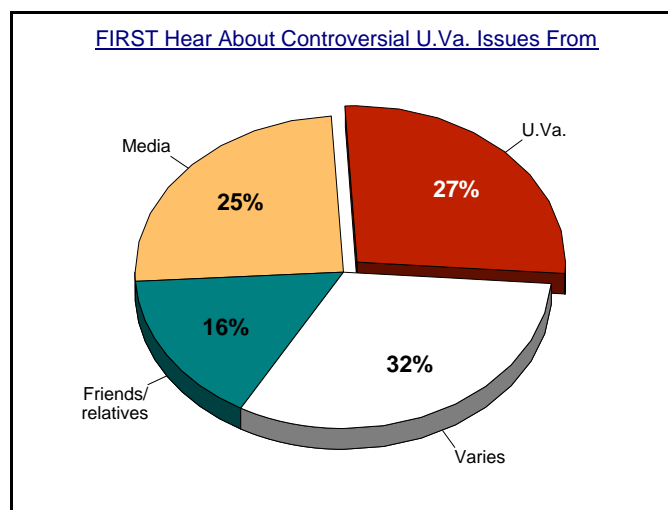
More than 8 out of 10 alumni say they get news and information about the University from magazines or other printed material from U.Va. (88%) and from e-mail or e-mail newsletters from U.Va. (84%).

- About half (48%) say they get news and information about U.Va. from friends, relatives, students, or other alumni.
- Alumni are less likely to say they get U.Va. news and information from U.Va. web sites (38%); newspapers, TV, or radio (31%); and online networks or other web sites (16%).



It is worth noting that, even now, channels that “push” information to alumni (through US Mail and e-mail) reach *far more* alumni than channels from which alumni must “pull” information (web sites). Just because information about the University is *available* online does not ensure that it will be seen. Like most universities, U.Va. can not rely on alumni to proactively seek out news and information about it.

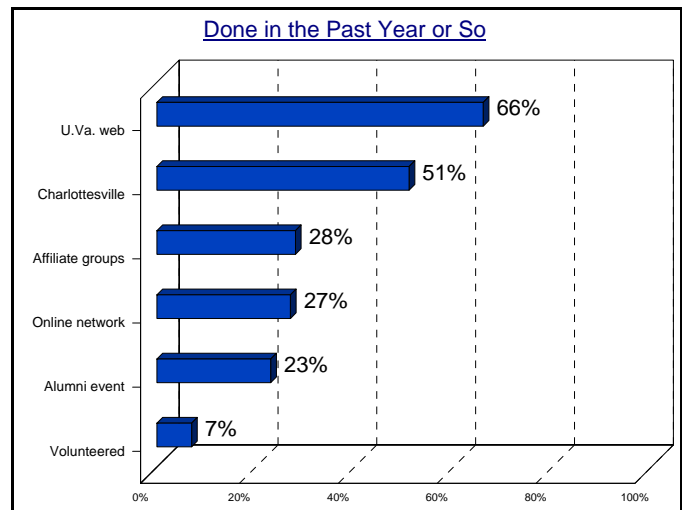
Despite the broad reach of U.Va. channels, alumni are more likely (41%) to *first* hear about U.Va. issues that cause discussion or controversy from external sources (25% from the media and 16% from friends, relatives, students, or other alumni) than from the University itself (27%).



This is less than ideal, because it is better for an institution to define itself and present its own point of view to important constituencies than to be defined by others from other points of view. Even if external sources are not hostile or adversarial (as they sometimes can be), they are certainly under no obligation to present the University in the best light or to frame issues as the University would frame them. Indeed, alumni who first hear about these issues from the University are more likely than those who first hear about them from external sources to have *very* positive overall feelings about U.Va. today (76% vs 66%) and to be net promoters (76% vs 67%). **U.Va. may want to review and reassess what, how, and when it communicates with alumni about changes and issues that may cause discussion or controversy.**

Alumni were asked about six U.Va. activities that the University can not otherwise gauge participation in, or can only approximately keep track of :

- Two-thirds of alumni say they visited a U.Va. web site in the past year or so (even though, as noted, only 38% say they get news and information about U.Va. from its web sites).
- Half say they came to Charlottesville in the past year or so.
- About a quarter say they got together with alumni from groups they affiliated with as a student (28%); joined or used a U.Va. group or page on Facebook, LinkedIn, or other online network (27%); and attended an alumni event (23%) in the past year or so.
- Alumni are least likely (7%) to say they volunteered in some capacity for U.Va. in the past year or so.



As noted in the Methodology, self-reporting is not the most accurate or reliable way to measure behavior, so these figures should be viewed as yardsticks rather than precise measurements. However, while these self-reported figures may (or may not) be inflated, they nonetheless provide a clear *relative* view of the activities alumni engage in to a greater and lesser extent.

As in 2006, (self-reported) participation in U.Va. activities differs by age, so please examine the crosstabulations closely. But it is worth noting here that already 45% of alumni who graduated in the past ten years say they joined or used a U.Va. group or page on a social network in the past year.

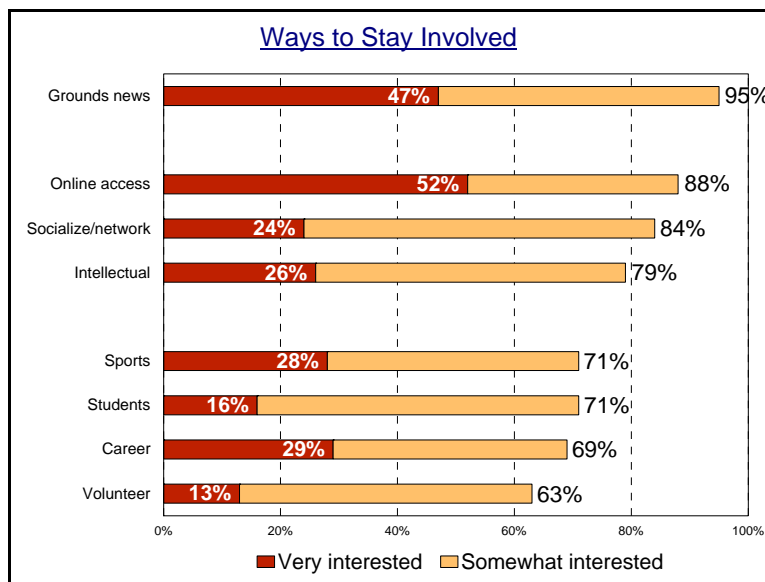
**Fortunately, alumni are seven times as likely to have heard favorable (36%) as unfavorable things (5%) about an alumni event from someone else in the past year or so – which indicates that the University or the Alumni Association may want to increase efforts to encourage and facilitate peer-to-peer communication about and promotion of alumni events.**

22% of alumni say they had last mentioned U.Va. in a conversation (either verbal, written, or on social media like blogs, Twitter, Facebook, etc) on the day or the day before they took the survey, and another 45% say they had mentioned it within the past week. 20% say they had last mentioned U.Va. within the past month. In other words, two-thirds of alumni say they had mentioned the University within the past week – which suggests that, despite lower attendance at events, U.Va. enjoys good “mindshare” and is a present-tense feature in the lives of many alumni. The percentage of U.Va. alumni who say they mentioned the University in the past week is about the same as at most of the peer institutions; only one peer scores lower (48%) and two score higher (as high as 82%).

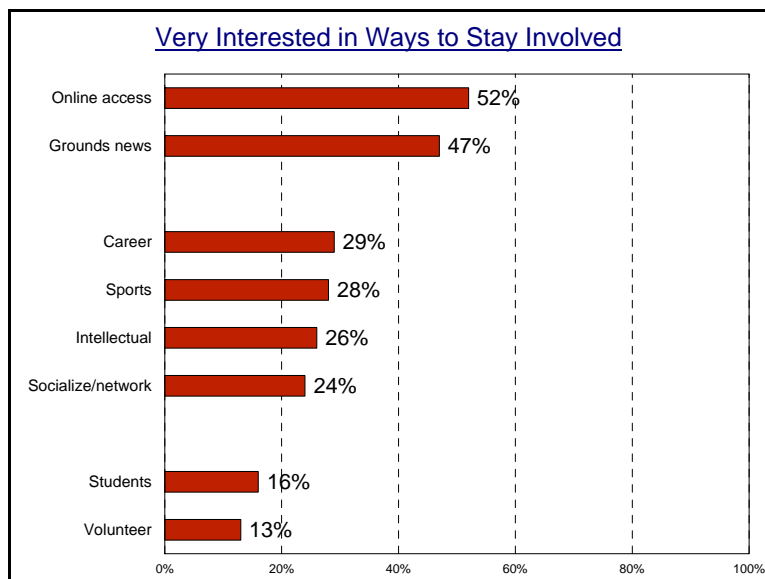
## IV. Staying Involved

Alumni were asked their interest in eight ways to stay involved with U.Va.:

- Almost all alumni (95%) are interested in staying informed about news from the Grounds and what’s happening at U.Va.
- At least 8 out of 10 express interest in having online access to University resources, such as library databases, podcasts, and historical documents (88%); socializing or networking with other U.Va. alumni (84%); and attending faculty talks or other events with an educational, intellectual, or cultural focus (79%).
- Alumni are somewhat less likely to express interest in attending events organized around U.Va. sports (71%); getting involved with current or prospective U.Va. students (71%); having access to job and career services (69%); and volunteering for U.Va. (63%).



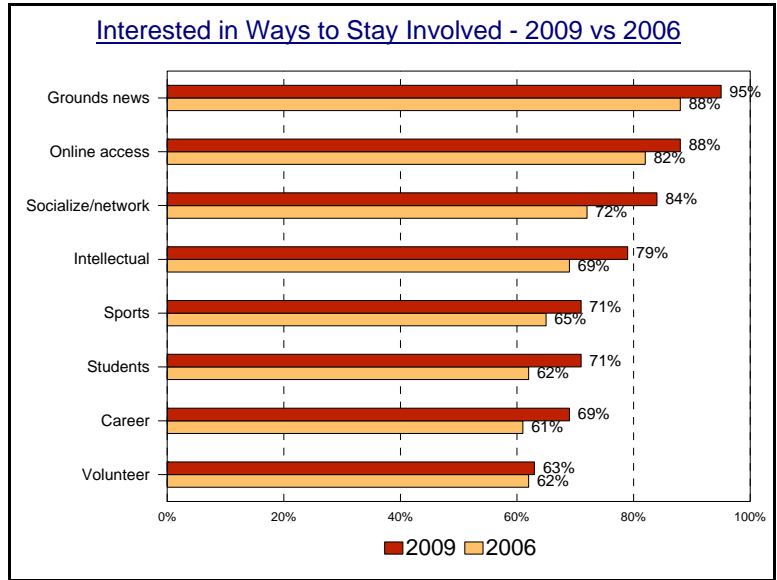
A look at *strength* of interest, instead of breadth of interest, shows that alumni are most likely to be *very* interested in online access to University resources (52%) and staying informed about news from the Grounds (47%)...and are least likely to be *very* interested in getting involved with students (16%) and volunteering for U.Va. (13%).



As we saw in 2006, “top box” response (*very interested*) may be on the modest side, but a closer look at the data presents a brighter picture: though no more than 52% say they are *very interested* in any *particular* way that was tested to stay involved, 77% of alumni say they are very interested in *at least one of the ways* – up from 69% three years ago. In other words, while no single form of involvement may have universal appeal, about three-quarters of all alumni do express great interest in staying involved in some way.

Interest in volunteering has not changed since 2006 – but **interest has increased in every other way tested to stay involved.**

Note: As we saw three years ago, interest in most of the ways tested is greater among more recent alumni (so, again, please look closely at the crosstabulations). But the greater interest now than in 2006 is not because the current survey includes three recent classes the previous survey did not (the classes of 2006-2008, who were not yet alumni when we conducted the previous survey). Even when these three classes are excluded from the analysis, interest is higher now than it was three years ago.

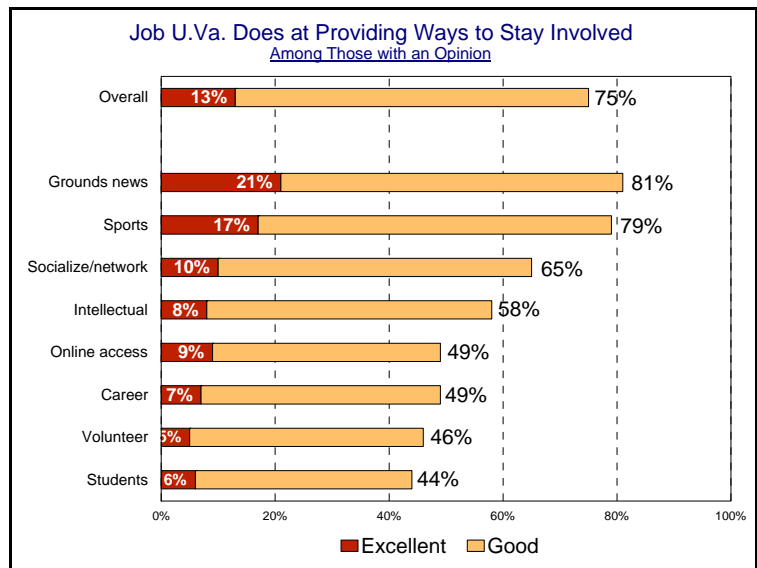


It’s possible that, in today’s depressed and uncertain economy, more alumni may feel a need for sustaining ties and strengthening networks. Even those who are not looking for work or new opportunities (and don’t need job and career services) may nonetheless feel less secure than they did three years ago – so more alumni may now be interested in staying connected with the University and its network of alumni. It is certainly worth noting that the biggest jump in interest is in socializing or networking with other U.Va. alumni – up 12 percentage points, from 72% three years ago to 84% today.

Alumni were also asked how well they think U.Va. is doing at providing them with these ways to stay involved. As in 2006, many alumni have no experience or other basis upon which to offer an opinion about some of these resources and services. For instance, only 46% feel they can comment on the job U.Va. is doing at providing job and career services for alumni, and only 48% can comment on the online access it provides to University resources. On the other hand, 91% have an opinion about how well U.Va. keeps them informed about news from the Grounds.

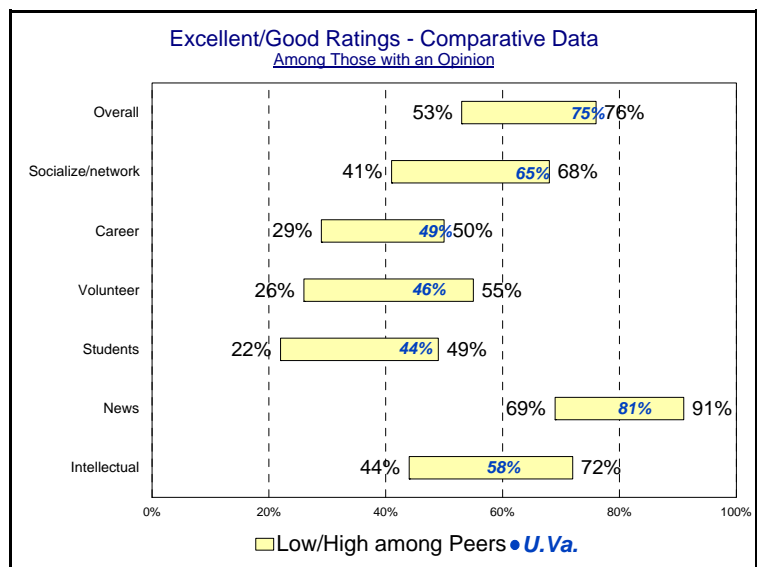
75% of alumni who do have an opinion rate U.Va. excellent or good overall at serving their needs and interests as alumni – but only 13% rate it *excellent* overall. And they feel the University is doing a better job at providing some ways to stay involved than others. Alumni with an opinion are:

- Most likely to rate U.Va. favorably (excellent or good) at keeping them informed about news from the Grounds (81%) and providing events organized around U.Va. sports (79%).
- Less likely to rate U.Va. favorably at providing ways to socialize or network with other alumni (65%) and offering faculty talks or other events with an educational, intellectual, or cultural focus (58%).
- Least likely to rate U.Va. favorably at providing online access to University resources (49%), job and career services for alumni (49%), ways to volunteer (46%), and ways to get involved with current or prospective students (44%).

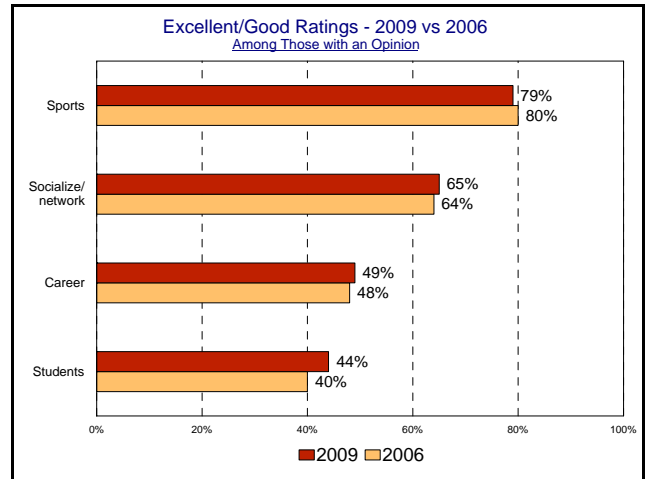
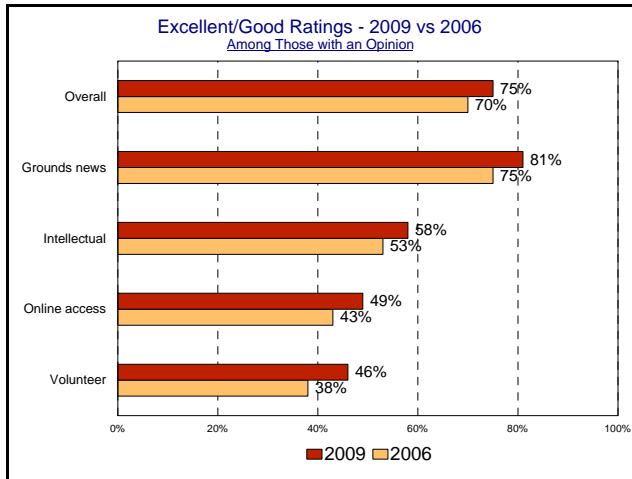


No more than 21% of alumni with an opinion rate U.Va. *excellent* at any of the specific ways tested to keep them involved. But, as noted three years ago, alumni can be tough graders. And again, when put in perspective compared to the peer institutions, these figures are actually quite good:

- U.Va.’s ratings are among the highest at serving the needs and interests of alumni overall...and at providing ways to socialize or network, job and career services, ways to volunteer, and ways to get involved with current or prospective students.
- U.Va. falls in the middle of the pack at keeping alumni informed about University news and offering faculty talks or other events with an educational, intellectual, or cultural focus.

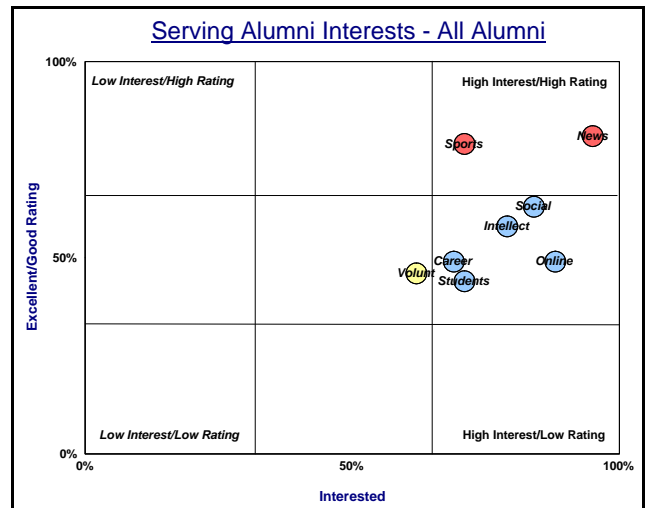


It is also encouraging to note that alumni rate U.Va. a bit more favorably now than they did three years ago at serving their needs and interests overall and at four of the eight ways tested to keep them involved – keeping them informed about news from the Grounds, offering events with an intellectual focus, providing online access to University resources, and providing ways to volunteer. The ratings are the same now as they were in 2006 for the other four ways tested.

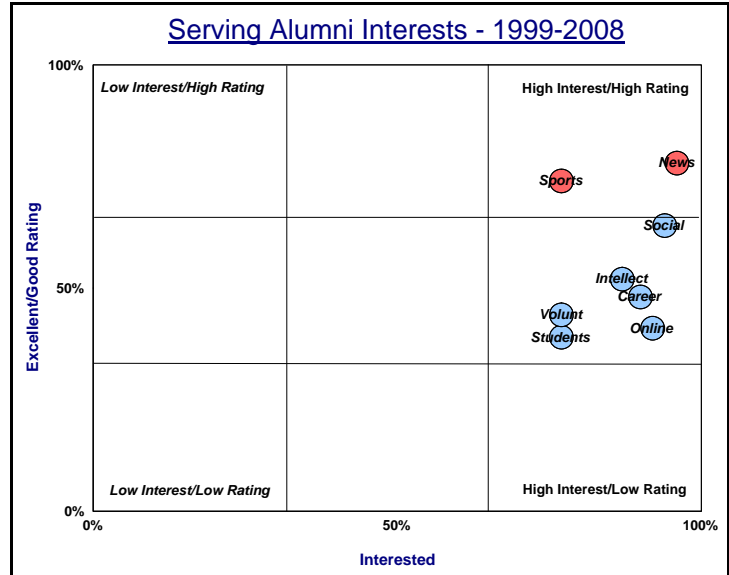


Although the low *excellent* ratings suggest that there is room for improvement across the board, by plotting alumni interest (on the horizontal axis) against their favorable ratings (on the vertical axis), we can see where U.Va. might best direct its alumni relations efforts and resources – at least from the alumni point of view. Costs, mandates, logistics, and other internal factors obviously must also be considered.

- As in 2006, keeping alumni informed about news from the Grounds and providing events around U.Va. sports fall in the top right box in the chart (the “sweet spot” where high interest and high favorable ratings intersect). So U.Va. should *sustain* its efforts in these two areas.
- As noted, interest has increased in everything except volunteering. So now five of the ways tested to stay involved (instead of three in 2006) are also of high interest (falling in the right-most column of the chart) – but earn only middling favorable ratings (falling in the middle row). The University may want to *improve* what it does in these areas – which include everything else except volunteering.
- Fortunately, none of the tested ways to stay involved falls in the bottom right box, the worst place to be (high interest and low ratings).



As previously noted, more recent alumni are the most interested in most of the ways tested to stay involved, so a “bubble graph” of alumni who graduated in the past ten years shows a slightly greater challenge for the University. As with all alumni, efforts should be *sustained* at keeping them informed about news from the Grounds and providing events around U.Va. sports. But for alumni one to ten years out, efforts should be *improved* in every other area tested, including volunteering.



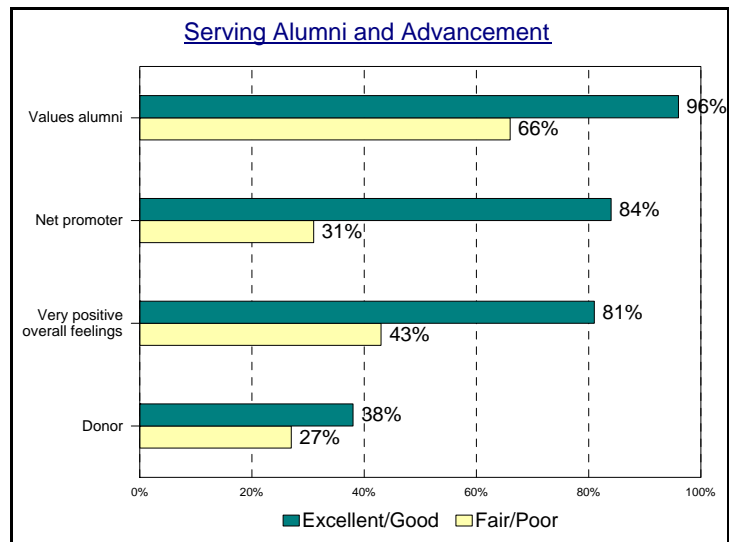
As we discussed three years ago, it is important to remember that the relationship alumni have with U.Va.

begins with their experience as students – but is nurtured and sustained by efforts to keep them engaged and informed. Just as their needs must be met when they are students, so too must their interests be served when they are alumni.

Therefore, it is not surprising that now, as in 2006, alumni who feel their interests are well served respond more favorably than others do on almost every measure in the survey. To cite just a few examples, alumni who feel U.Va. does an excellent or good job overall at serving their needs and interests are much more likely than those who feel it does a fair or poor job to:

- Feel U.Va. values its alumni.
- Be net promoters.
- Have *very* positive overall feelings about U.Va. today.
- Be donors.

Given these correlations, it is worth noting that Alumni Association members are somewhat more likely than non-members to rate U.Va. excellent or good at serving their needs and interests overall (79% vs 73%) – and they are almost twice as likely as non-members to rate it *excellent* (18% vs 10%).



## V. Appendix: Survey Instrument with Percentages

Thank you for participating in this brief survey about your relationship with U.Va.. Your opinions will help us better understand how you feel about the University, how you engage with it, and how we can better serve your needs and interests.

All responses will be kept anonymous and strictly confidential. Thanks again for your cooperation.

C. Thomas Faulders, III  
President, University of Virginia Alumni Association

1. How satisfied are you with the experience you had as an undergraduate at U.Va.?

Very satisfied .....	73%
Somewhat satisfied .....	22%
Neither satisfied nor dissatisfied .....	2%
Somewhat dissatisfied .....	2%
Very dissatisfied .....	1%

2. How would you describe your overall feelings about U.Va. today?

Very positive .....	68%
Somewhat positive .....	22%
Neutral/mixed .....	8%
Somewhat negative .....	2%
Very negative .....	0%

3. How much do you feel... [RANDOMIZE]

	<u>A Great Deal</u>	<u>A Fair Bit</u>	<u>Only A Little</u>	<u>Not At All</u>
A. Pride in your U.Va. degree .....	80%	17%	3%	0%
F. U.Va. values its alumni .....	42%	47%	11%	1%
C. An emotional connection to U.Va. ....	47%	35%	16%	2%
B. U.Va. is part of who you are .....	47%	34%	17%	2%
D. You have a stake in U.Va.'s success and achievements .....	15%	39%	36%	10%
E. You are still part of the U.Va. community ....	13%	31%	43%	14%
G. You only hear from U.Va. when it's asking for money .....	13%	37%	38%	12%

4. With which do you identify most closely?
- |                                |     |
|--------------------------------|-----|
| The University as a whole      | 66% |
| A student organization or team | 11% |
| Your School                    | 10% |
| Your department or major       | 6%  |
| Your graduating class          | 4%  |
| Other                          | 3%  |
5. On a scale of 0 to 10 – where 0 is “not at all likely” and 10 is “extremely likely” – how likely would you be to recommend U.Va. to a prospective undergraduate of your own interests and background?
- |                  |     |
|------------------|-----|
| 9-10 (Promoters) | 74% |
| 7-8 (Passives)   | 17% |
| 0-6 (Detractors) | 9%  |
- Net promoters (Promoters minus Detractors) . 65%
6. Where do you get news and information about U.Va.? [CHECK ALL THAT APPLY]
- |  |     |
|--|-----|
| Magazines or other printed material from U.Va. | 88% |
| E-mail or e-mail newsletters from U.Va.        | 84% |
| Friends, relatives, students, or other alumni  | 48% |
| U.Va. web sites                                | 38% |
| Newspapers, TV, or radio                       | 31% |
| Online networks or other web sites             | 16% |
7. Occasionally, changes or issues arise at U.Va. that cause discussion or controversy. Where do you usually hear about these things FIRST?
- |   |     |
|---|-----|
| From the University   | 27% |
| From the media (e.g., newspapers, TV, radio, online sources not run by U.Va.) | 25% |
| From friends, relatives, students, or other alumni                            | 16% |
| It varies/Not sure  | 32% |
8. When was the last time you mentioned U.Va. in a conversation (either verbal, written, or on social media like blogs, Twitter, Facebook, etc)?
- |                       |     |
|-----------------------|-----|
| Today or yesterday    | 22% |
| Within the past week  | 45% |
| Within the past month | 20% |
| More than a month ago | 13% |

9. In the past year or so, have you... [CHECK ALL THAT APPLY]

Visited any part of the U.Va. web site .....	66%
Come to Charlottesville .....	51%
Gotten together with alumni from groups you affiliated with as a student (e.g., a dorm, student group, team, program, etc) .....	28%
Joined or used a U.Va. group or page on Facebook, LinkedIn, or other online network .....	27%
Attended an alumni event .....	23%
Volunteered for U.Va in some capacity. ....	7%
Heard favorable things about an alumni event from someone else .....	36%
Heard <u>unfavorable</u> things about an alumni event from someone else .....	5%

10. How interested are you in... [RANDOMIZE]

	<u>Very</u>	<u>Somewhat</u>	<u>Not Interested</u>
A. Staying informed about news from the Grounds and what's happening at U.Va. ....	47%	48%	5%
E. Having ONLINE access to University resources (e.g., library databases, podcasts, historical documents, etc) .....	52%	36%	12%
B. Socializing or networking with other U.Va. alumni .....	24%	60%	16%
C. Attending faculty talks or other events with an educational, intellectual, or cultural focus .....	26%	53%	21%
D. Attending events organized around U.Va. sports ....	28%	43%	29%
G. Getting involved with current or prospective U.Va. students .....	16%	55%	29%
F. Having access to job and career services for alumni ..	29%	40%	32%
H. Volunteering for U.Va. in some capacity .....	13%	50%	37%

11. How good a job is U.Va. doing at... [RANDOMIZE A-H]

*Note: The ratings are based only on those with an opinion. The percentage who had an opinion is also noted for each item.*

	<u>EXLT</u>	<u>GOOD</u>	<u>ONLY FAIR</u>	<u>POOR</u>	<u>Had Opinion</u>
A. Keeping you informed about news from the Grounds and what's happening at U.Va. ....	21%	60%	17%	2%	91%
D. Providing events organized around U.Va. sports ..	17%	62%	17%	4%	71%
B. Providing ways for you to socialize or network with other U.Va. alumni .....	10%	55%	29%	7%	76%
C. Offering faculty talks or other events with an educational, intellectual, or cultural focus .....	8%	50%	32%	10%	59%
E. Providing ONLINE access to University resources (e.g., library databases, podcasts, historical documents, etc) .....	9%	40%	31%	20%	48%
F. Providing job and career services for alumni .....	7%	42%	35%	16%	46%
H. Providing ways for you to volunteer .....	5%	41%	40%	14%	52%
G. Providing ways for alumni to get involved with current or prospective U.Va. students .....	6%	38%	41%	15%	55%
I. Serving your needs and interests as a graduate OVERALL .....	13%	62%	21%	3%	88%

12. Do you have any other comments about your relationship with U.Va., resources or services you would like, or how we could be more relevant to your life today?

\_\_\_\_\_

Thank you very much for sharing your thoughts – your answers will be extremely helpful.

**SUBMIT**

**(button sends respondents to the U.Va. Alumni Association home page)**

INFORMATION FROM UVA DATABASE

D1. Class year

1 - 5 years out (2004-2008) .....	9%
6 - 10 years out (1999-2003) .....	12%
11 - 20 years out (1989-1998) .....	26%
21 - 35 years out (1974-1988) .....	38%
More than 35 years out (1955-1973) .....	15%

D2. Gender

Male	55%
Female	45%

D3. Donor in the past three fiscal years (since July 1, 2006)

Yes	33%
No	67%

D4. U.Va. Alumni Association member

Yes	39%
No	61%

Year/Donor/Alumni Association

2004-2008 donor members	1%
2004-2008 donor non-members	2%
2004-2008 non-donor members	1%
2004-2008 non-donor non-members	5%
1999-2003 donor members	2%
1999-2003 donor non-members	1%
1999-2003 non-donor members	2%
1999-2003 non-donor non-members	7%
1989-1998 donor members	5%
1989-1998 donor non-members	3%
1989-1998 non-donor members	4%
1989-1998 non-donor non-members	15%
1974-1988 donor members	9%
1974-1988 donor non-members	4%
1974-1988 non-donor members	8%
1974-1988 non-donor non-members	17%
1955-1973 donor members	4%
1955-1973 donor non-members	2%
1955-1973 non-donor members	3%
1955-1973 non-donor non-members	6%