Alumni Census Results

Preliminary Results as of 5/26/2020
Population by Constituency

- Alumni - Degreed: 95.0%
- Alumni - Extension: 3.2%
- Alumni - Non Degreed: 1.1%
- Friend: 0.0%
- Parent - Current: 0.0%
- Parent - Former: 0.1%
- Staff - Current: 0.1%
- Staff - Former: 0.0%
- Student - Graduate - Current: 0.1%
- Student - Undergraduate - Current: 0.4%
- Student - Undergraduate - Former: 0.0%
Population by Gender

- Female: 58.3%
- Male: 40.6%
- Not Recorded: 1.2%
Population by Class Year

- 2016 - 2020: 25.7%
- 2011 - 2015: 20.2%
- 2006 - 2010: 11.4%
- 2001 - 2005: 9.0%
- 1996 - 2000: 5.7%
- 1991 - 1995: 6.4%
- 1986 - 1990: 3.9%
- 1981 - 1985: 3.3%
- 1976 - 1980: 3.8%
- 1971 - 1975: 3.9%
- 1966 - 1970: 2.9%
- 1961 - 1965: 1.2%
- 1956 - 1960: 0.4%
- Not Recorded: 2.1%
Population by Age

- Under 20: 0.1%
- 21 - 30: 33.6%
- 31 - 40: 25.4%
- 41 - 50: 14.5%
- 51 - 60: 9.0%
- 61 - 70: 8.3%
- 71 - 80: 6.4%
- Over 81: 1.1%
- Not Recorded: 1.7%
Please rate your agreement with the following statement: What is your overall opinion of UCR?

- Very Positive: 51.2%
- Positive: 41.5%
- Neutral: 6.1%
- Negative: 1.0%
- Very Negative: 0.2%
Please rate your agreement with the following statement: I am very proud to be a UCR alumnus/a/x.

- Strongly Agree: 60.5%
- Agree: 30.2%
- Neutral: 8.2%
- Disagree: 0.8%
- Strongly Disagree: 0.3%
Which qualities/characteristics best define a great university? (Please select 3.)

- Campus Environment and Facilities: 64.3%
- Diversity and Inclusion: 58.9%
- Academic Rankings: 48.9%
- Research Impacts: 43.1%
- Accessibility: 22.5%
- Economic Impacts: 17.4%
- Brand Reputation: 14.3%
- Prestige: 12.1%
- Other: 9.2%
- Selectivity: 5.0%
- Athletics Program: 4.4%
How do you most strongly identify/affiliate with UCR? Please choose one. - Selected Choice

- Institution overall: 56.2%
- Individual department/major (please specify): 21.0%
- Individual school or college: 12.7%
- Individual student organization(s) (please specify): 4.3%
- University Extension: 2.6%
- Other: 1.7%
- Sports (club, intramural, intercollegiate) (please specify): 1.4%
You indicated you most strongly identify with an individual school or college at UCR. Please indicate the school or college:

- College of Humanities, Arts, and Social Sciences (CHASS) - 40.5%
- College of Natural and Agricultural Sciences (CNAS) - 21.3%
- School of Business (SB) - 15.5%
- Marian and Rosemary Bourns College of Engineering (BCOE) - 12.1%
- Graduate School of Education (GSOE) - 6.2%
- School of Medicine (SOM) - 2.0%
- School of Public Policy (SPP) - 1.3%
- University Extension (UNEX) - 1.2%
You indicated that you plan to make a gift to UCR in the near future. Please indicate the range:

- $1 to $99: 343 respondents
- $100 to $999: 321 respondents
- $1,000 to $9,999: 70 respondents
- $10,000 or more: 33 respondents
Where does UCR rank among your philanthropic priorities?

- 1st: 10.2%
- 2nd: 11.3%
- 3rd: 17.5%
- 4th: 7.1%
- 5th: 6.8%
- Not in top 5: 47.2%
Right now my level of engagement with UCR is:

- **Extremely Involved**: 4.5%
- **Somewhat Involved**: 8.3%
- **Occasionally Involved**: 27.5%
- **Not Involved**: 59.7%
How likely are you to become more involved with UCR in the near future?

- Very Likely: 10.3%
- Likely: 25.3%
- Neither Likely nor Unlikely: 40.2%
- Unlikely: 15.3%
- Very Unlikely: 8.9%
What new types of programs and activities would likely increase your level of involvement with UCR? (Please select up to 5.)

- UCR Events & Activities near you: 34.5%
- Lectures & Workshops: 25.4%
- Travel Experiences: 24.8%
- Family-friendly events: 24.4%
- Performing Arts (concerts, plays, etc.): 21.2%
- Online Career Training/Webinars/Services: 20.8%
- Business/Industry workshops & services: 20.7%
- Health & wellness activities: 19.9%
- Mentor/Hire a UCR graduate or student: 18.2%
- Lifelong Learning opportunities through University Extension: 17.5%
- On-Campus Events & Activities: 15.9%
- In-Person Career Training/Networking: 14.6%
- Athletics events: 13.6%
- Provide an internship opportunity to a UCR student: 11.0%
- Other: 5.5%
Alumni Census Results

What are your main interests in attending or participating in a UCR-affiliated event? (Please select up to 3.)

- Build my professional network: 39.3%
- Have a fun social experience: 37.7%
- Hear from notable speakers/experts: 36.3%
- Learn something new: 29.0%
- Feel connected to the University: 28.3%
- Develop a new skill or refresh an existing skill: 27.0%
- Reconnect with classmates: 18.3%
- Participate in community service: 15.5%
- Meet new friends: 11.8%
- Other: 4.2%
Please indicate the ways in which you plan to be involved with UCR in the near future.

- Read UCR magazine: 47%
- Attend UCR events: 42%
- Follow UCR social media channels: 30%
- Read UCR alumni e-newsletter: 27%
- Speak to undergraduate students to provide career advice: 23%
- Join the UCR Alumni Association: 22%
- Read UCR Life e-newsletter: 22%
- Serve as a volunteer: 16%
- Participate in Alumni Career Services webinar or use online alumni career resources: 16%
- Make a gift to UCR: 14%
- Attend course/workshop at UCR University Extension: 13%
- Other: 6%
- Join UCAN (UC Advocacy Network) or participate in Advocacy initiative/petition: 3%
- Host a small reception at your home or business: 3%
How do you prefer to receive information about UCR-affiliated news and events? (Please select up to 3.)

- E-mails from UCR: 72.0%
- UCR Magazine (print version): 33.3%
- Mail from UCR: 21.5%
- UCR Magazine (digital version): 16.2%
- UCR social channels: 13.5%
- UCR website: 11.9%
- UCR Life e-newsletter: 9.3%
- UCR college/department social channels: 8.7%
- Texts from UCR: 7.7%
- UCR Alumni Association website: 6.8%
- UCR online event calendar: 5.4%
- UCR Alumni Association social channels: 4.1%
- UCR college/department website: 3.8%
- Other: 1.4%
You indicated that you prefer to receive information about UCR-affiliated news and events via UCR’s social channels. Please indicate the channels you prefer: (Please select all that apply.)

- Instagram: 70.1%
- Facebook: 69.7%
- LinkedIn: 38.2%
- Twitter: 21.4%
- YouTube: 10.3%
- WeChat: 0.9%
You indicated that you have followed UCR social media channels in the last three years. Please indicate the channels: (Please select all that apply.)

- Facebook: 69.7%
- Instagram: 61.6%
- LinkedIn: 34.8%
- Twitter: 18.0%
- YouTube: 7.4%
- WeChat: 0.7%
You indicated that you plan to follow UCR social media channels in the near future. Please indicate the channels you plan to follow: (Please select all that apply.)

- Facebook: 66.6%
- Instagram: 62.5%
- LinkedIn: 41.9%
- Twitter: 28.1%
- YouTube: 19.3%
- WeChat: 2.5%