

Q1 Please rate the importance of the following objectives in terms of how the Harvard Club of Sacramento can best serve your needs.

Answered: 108 Skipped: 0

	HIGH IMPORTANCE	MEDIUM IMPORTANCE	LOW IMPORTANCE	NOT IMPORTANT	TOTAL
Explore professional or intellectual interests through lectures and round table discussions	50.00% 54	32.41% 35	14.81% 16	2.78% 3	108
Participate in local cultural, arts and sporting events (theater performances, museum tours)	41.12% 44	47.66% 51	7.48% 8	3.74% 4	107
Provide exclusive local opportunities (behind the scenes access, discounted tickets, private tours)	39.81% 43	37.96% 41	18.52% 20	3.70% 4	108
Socialize and have fun with other local Harvard alumni	40.19% 43	44.86% 48	11.21% 12	3.74% 4	107
Explore new areas of interest (cooking, wine, art, outdoors)	31.13% 33	48.11% 51	12.26% 13	8.49% 9	106
Provide connection to Harvard University (new developments, faculty exposure, global initiatives)	22.22% 24	34.26% 37	32.41% 35	11.11% 12	108
Engage in the local community through volunteer activities	18.52% 20	39.81% 43	36.11% 39	5.56% 6	108
Engage in career-oriented networking	12.26% 13	28.30% 30	30.19% 32	29.25% 31	106
Connect with local alumni groups from other universities	4.63% 5	23.15% 25	44.44% 48	27.78% 30	108

Q2 Please choose the answer that best describes your participation in Sacramento area Harvard Alumni events over the past 2 years?

Answered: 108 Skipped: 0

ANSWER CHOICES	RESPONSES	
Have attended no events in the past 2 years	36.11%	39
Have attended 1 event in the past 2 years	21.30%	23
Have attended between 2 and 5 events in the past 2 years	26.85%	29
Have attended over 5 events in the past 2 years	12.04%	13
Other (please specify)	3.70%	4
TOTAL		108

Q3 If you have attended an event in the past 2 years, which types of events did you attend and how well did those events meet your expectations?

Answered: 76 Skipped: 32

	EXCEEDED MY EXPECTATIONS	MET MY EXPECTATIONS	DID NOT MEET MY EXPECTATIONS	DID NOT ATTEND	TOTAL
Networking event (e.g., Global Networking Night)	7.27% 4	7.27% 4	7.27% 4	78.18% 43	55
Lecture event	36.51% 23	12.70% 8	6.35% 4	44.44% 28	63
Holiday or summer party	14.75% 9	39.34% 24	4.92% 3	40.98% 25	61
Arts or cultural event	16.39% 10	26.23% 16	4.92% 3	52.46% 32	61
Outdoor or nature event	8.77% 5	28.07% 16	5.26% 3	57.89% 33	57
Book club	9.62% 5	5.77% 3	5.77% 3	78.85% 41	52

Q4 Which types of events/activities would you be most interested in for the future?

Answered: 108 Skipped: 0

	HIGH INTEREST	MEDIUM INTEREST	LOW INTEREST	NO INTEREST	TOTAL
Lecture events (e.g., Harvard faculty, authors, artists, business & govt leaders, etc.)	56.48% 61	32.41% 35	7.41% 8	3.70% 4	108
Exclusive local opportunities (behind the scenes access, private tours)	42.59% 46	38.89% 42	16.67% 18	1.85% 2	108
Cultural events (performances, museum events)	41.67% 45	45.37% 49	12.04% 13	0.93% 1	108
Culinary events (demonstration kitchen, lunch/dinner events, walking food tour)	34.58% 37	23.36% 25	31.78% 34	10.28% 11	107
Local outdoor excursions (hikes, nature centers, rafting)	33.02% 35	40.57% 43	22.64% 24	3.77% 4	106
Hands-on events (cooking class, sculpture/arts class)	27.36% 29	31.13% 33	28.30% 30	13.21% 14	106
Networking social events (meet other local alumni in a relaxed setting)	25.47% 27	36.79% 39	25.47% 27	12.26% 13	106
Volunteer for a day for a local community project/non-profit	22.64% 24	35.85% 38	33.02% 35	8.49% 9	106
Holiday or summer potluck parties	20.75% 22	36.79% 39	34.91% 37	7.55% 8	106
Wine or beer tastings/tours	19.23% 20	32.69% 34	28.85% 30	19.23% 20	104
Book club	12.50% 13	31.73% 33	34.62% 36	21.15% 22	104
Events outside the Sacramento region with San Francisco or Bay Area Harvard alumni groups	11.32% 12	34.91% 37	35.85% 38	17.92% 19	106
Sports events	9.71% 10	25.24% 26	41.75% 43	23.30% 24	103
Local events with alumni groups from other universities	7.62% 8	28.57% 30	40.00% 42	23.81% 25	105

Q5 How likely would you be to attend events at the following locations?

Answered: 108 Skipped: 0

	HIGHLY LIKELY	SOMEWHAT LIKELY	NOT LIKELY	TOTAL
Sacramento downtown/midtown	74.07% 80	23.15% 25	2.78% 3	108
Davis	43.52% 47	43.52% 47	12.96% 14	108
Folsom/Granite Bay/Roseville	27.78% 30	46.30% 50	25.93% 28	108
Napa/Sonoma County	10.19% 11	47.22% 51	42.59% 46	108
Bay Area	7.41% 8	46.30% 50	46.30% 50	108

Q6 What general days/times are best for you to participate in events?

Answered: 93 Skipped: 15

Day of the week						
	MON-THURS	FRI	SAT	SUN	NO PREFERENCE	TOTAL
1st choice	18.28% 17	6.45% 6	47.31% 44	6.45% 6	21.51% 20	93
2nd choice	11.39% 9	10.13% 8	24.05% 19	40.51% 32	13.92% 11	79
3rd choice	22.58% 14	22.58% 14	16.13% 10	22.58% 14	16.13% 10	62
Time of day						
	MORNING	LUNCH TIME	AFTERNOON	EVENING	NO PREFERENCE	TOTAL
1st choice	4.71% 4	12.94% 11	17.65% 15	23.53% 20	41.18% 35	85
2nd choice	5.56% 4	11.11% 8	27.78% 20	27.78% 20	27.78% 20	72
3rd choice	7.14% 4	10.71% 6	16.07% 9	50.00% 28	16.07% 9	56

Q7 How can we best inform you of events and important updates?
(Please rank - #1 is most effective, #5 is least effective)

Answered: 108 Skipped: 0

	1	2	3	4	5	N/A	TOTAL	SCORE
E-mail	96.30% 104	2.78% 3	0.00% 0	0.93% 1	0.00% 0	0.00% 0	108	4.94
Website	0.93% 1	31.48% 34	25.93% 28	16.67% 18	7.41% 8	17.59% 19	108	3.02
Facebook	1.85% 2	25.00% 27	19.44% 21	17.59% 19	9.26% 10	26.85% 29	108	2.90
USPS mail	0.93% 1	26.85% 29	18.52% 20	22.22% 24	15.74% 17	15.74% 17	108	2.70
LinkedIn	0.00% 0	9.26% 10	19.44% 21	11.11% 12	18.52% 20	41.67% 45	108	2.33

Q8 How likely would you be to engage with an active Sacramento Harvard Club Facebook group by sharing event links, commenting on event postings, or otherwise responding to posted items?

Answered: 108 Skipped: 0

ANSWER CHOICES	RESPONSES	
Very unlikely	30.56%	33
Likely	23.15%	25
Neither likely nor unlikely	19.44%	21
Unlikely	15.74%	17
Very likely	11.11%	12
TOTAL		108

Q9 What is your interest level in attending family-friendly events such as the following?

Answered: 106 Skipped: 2

	HIGH INTEREST	MEDIUM INTEREST	LOW INTEREST	NO INTEREST	TOTAL
Excursions that appeal to children under 10	16.04% 17	11.32% 12	15.09% 16	57.55% 61	106
Excursions that appeal to middle and high school-aged children	14.29% 15	15.24% 16	19.05% 20	51.43% 54	105
Informal social events geared towards families with middle and high school-aged children	13.21% 14	15.09% 16	21.70% 23	50.00% 53	106
Informal social events geared towards families with children under 10	12.38% 13	8.57% 9	17.14% 18	61.90% 65	105

Q10 Have you been involved (past or current) in interviewing high school students applying to Harvard?

Answered: 105 Skipped: 3

ANSWER CHOICES	RESPONSES	
Yes	34.29%	36
No	64.76%	68
TOTAL		105

Q11 How likely would the following ticket prices be to deter you from attending an event you were otherwise inclined to attend? Note: "High Likelihood" means high likelihood you would not attend.

Answered: 107 Skipped: 1

	HIGH LIKELIHOOD	MEDIUM LIKELIHOOD	LOW LIKELIHOOD	NO EFFECT	TOTAL	WEIGHTED AVERAGE
Over \$100	54.21% 58	22.43% 24	11.21% 12	12.15% 13	107	1.81
\$50 - \$100	25.71% 27	34.29% 36	22.86% 24	17.14% 18	105	2.31
\$30 - \$50	9.71% 10	23.30% 24	33.01% 34	33.98% 35	103	2.91
\$15 - \$30	3.81% 4	6.67% 7	30.48% 32	59.05% 62	105	3.45
Under \$15	4.76% 5	0.95% 1	13.33% 14	80.95% 85	105	3.70

Q12 Please summarize your undergraduate and graduate education.

Answered: 108 Skipped: 0

University																	
			HARVARD UNIVERSITY							OTHER			TOTAL				
Undergraduate 1			41.51% 44							58.49% 62			106				
Undergraduate 2			37.50% 3							62.50% 5			8				
Graduate 1			61.86% 60							38.14% 37			97				
Graduate 2			34.38% 11							65.63% 21			32				
Year																	
	2020+	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004
Undergraduate 1	0.00% 0	0.00% 0	0.00% 0	1.94% 2	1.94% 2	0.97% 1	0.00% 0	0.00% 0	0.00% 0	0.97% 1	0.97% 1	1.94% 2	0.00% 0	0.00% 0	1.94% 2	0.97% 1	0.00% 0
Undergraduate 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	16.67% 1	0.00% 0	0.00% 0	0.00% 0
Graduate 1	3.09% 3	0.00% 0	2.06% 2	0.00% 0	0.00% 0	2.06% 2	0.00% 0	2.06% 2	2.06% 2	1.03% 1	4.12% 4	3.09% 3	3.09% 3	1.03% 1	0.00% 0	1.03% 1	0.00% 0
Graduate 2	0.00% 0	0.00% 0	6.45% 2	3.23% 1	0.00% 0	3.23% 1	0.00% 0	3.23% 1	6.45% 2	0.00% 0	3.23% 1	6.45% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Degree																	
	BACHELORS		MASTERS		MEDICAL DEGREE		LAW DEGREE		PHD OR EDD		EXECUTIVE PROGRAM		OTHER		TOTAL		
Undergraduate 1	97.00% 97		1.00% 1		0.00% 0		0.00% 0		0.00% 0		0.00% 0		2.00% 2		100		
Undergraduate 2	42.86% 3		28.57% 2		14.29% 1		0.00% 0		14.29% 1		0.00% 0		0.00% 0		7		
Graduate 1	0.00% 0		50.00% 47		14.89% 14		23.40% 22		8.51% 8		2.13% 2		1.06% 1		94		
Graduate 2	0.00% 0		26.67% 8		6.67% 2		6.67% 2		46.67% 14		6.67% 2		6.67% 2		30		
General area of study																	
	LAW		GOVERNMENT		BUSINESS		HEALTHCARE		EDUCATION		ARTS AND SCIENCES		ENGINEERING/TECHNICAL		OTHER		TOTAL
Undergraduate 1	0.00% 0		9.00% 9		5.00% 5		3.00% 3		1.00% 1		64.00% 64		6.00% 6		12.00% 12		100
Undergraduate 2	0.00% 0		12.50% 1		0.00% 0		12.50% 1		25.00% 2		37.50% 3		0.00% 0		12.50% 1		8
Graduate 1	22.34% 21		13.83% 13		10.64% 10		19.15% 18		6.38% 6		21.28% 20		2.13% 2		4.26% 4		94
Graduate 2	3.23% 1		6.45% 2		16.13% 5		19.35% 6		3.23% 1		51.61% 16		0.00% 0		0.00% 0		31

Q13 In what city/town do you live?

Answered: 108 Skipped: 0

ANSWER CHOICES	RESPONSES	
City/town	99.07%	107
Zip	96.30%	104

Q14 Do you have children at home under the age of 18?

Answered: 107 Skipped: 1

ANSWER CHOICES	RESPONSES	
Yes	35.51%	38
No	64.49%	69
TOTAL		107

Q15 May we contact you with additional questions? If yes, please provide your name and contact info.

Answered: 58 Skipped: 50

ANSWER CHOICES	RESPONSES	
Name	100.00%	58
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	96.55%	56
Phone Number	86.21%	50

Q16 Do you have any other comments, feedback, or suggestions?

Answered: 19 Skipped: 89