

The University of Memphis  
2023 Percent Tables

*Degree level*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	272	50.1	52.2	52.2
	Graduate	125	23.0	24.0	76.2
	Both undergraduate and graduate	121	22.3	23.2	99.4
	No degree obtained	3	0.6	0.6	100.0
	Total	521	95.9	100.0	
Missing	System	22	4.1		
Total		543	100.0		

*Ethnicity*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Caucasian/White	374	68.9	70.4	70.4
	African American/Black	119	21.9	22.4	92.8
	Hispanic	5	0.9	0.9	93.8
	Asian/Pacific Islander	14	2.6	2.6	96.4
	American Indian/Alaskan	1	0.2	0.2	96.6
	Other	8	1.5	1.5	98.1
	Prefer not to answer	10	1.8	1.9	100.0
	Total	531	97.8	100.0	
Missing	System	12	2.2		
Total		543	100.0		

*Distance from Campus*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Within 16 miles	203	37.4	38.2	38.2
	17 to 50 miles	124	22.8	23.3	61.5
	51 to 160 miles	16	2.9	3.0	64.5
	161 to 250 miles	33	6.1	6.2	70.7
	Over 250 miles (within US)	146	26.9	27.4	98.1
	Over 250 miles (outside US)	10	1.8	1.9	100.0
	Total	532	98.0	100.0	
Missing	System	11	2.0		
Total		543	100.0		

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*ERA during graduation*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Woodstock\Vietnam and prior	73	13.4	13.8	13.8
	Post Watergate	74	13.6	14.0	27.8
	Yuppie\End of Cold War	116	21.4	22.0	49.8
	Electronic Revolution\Dot-Com	73	13.4	13.8	63.6
	Post 9/11	57	10.5	10.8	74.4
	Post Great Recession	39	7.2	7.4	81.8
	Economic Prosperity/ Political Polarization	48	8.8	9.1	90.9
	Coronavirus Pandemic (2020-2023)	48	8.8	9.1	100.0
	Total	528	97.2	100.0	
Missing	System	15	2.8		
Total		543	100.0		

*Decade based on graduation year*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1960's and prior	46	8.5	8.7	8.7
	1970's	90	16.6	17.0	25.8
	1980's	82	15.1	15.5	41.3
	1990's	107	19.7	20.3	61.6
	2000's	68	12.5	12.9	74.4
	2010's	87	16.0	16.5	90.9
	2020's	48	8.8	9.1	100.0
	Total	528	97.2	100.0	
Missing	System	15	2.8		
Total		543	100.0		

*Donor Status*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Current	236	43.5	43.6	43.6
	Lapsed	134	24.7	24.8	68.4
	Never	171	31.5	31.6	100.0
	Total	541	99.6	100.0	
Missing	System	2	0.4		
Total		543	100.0		

*Gender*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	264	48.6	50.1	50.1
	Female	253	46.6	48.0	98.1
	Total	527	97.1	100.0	
Missing	System	16	2.9		
Total		543	100.0		

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*5: Which of the following describes your overall current opinion of the University of Memphis?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bad decision	15	2.8	2.8	2.8
	Fair decision	50	9.2	9.4	12.2
	Good decision	234	43.1	44.1	56.3
	Great decision	232	42.7	43.7	100.0
	Total	531	97.8	100.0	
Missing	0	4	0.7		
	System	8	1.5		
	Total	12	2.2		
Total		543	100.0		

*3: Which of the following best describes your experience as a student?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	7	1.3	1.3	1.3
	Fair	40	7.4	7.5	8.8
	Good	233	42.9	43.6	52.3
	Excellent	255	47.0	47.7	100.0
	Total	535	98.5	100.0	
Missing	0	4	0.7		
	System	4	0.7		
	Total	8	1.5		
Total		543	100.0		

*2: How often do you promote the University of Memphis to others?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	34	6.3	6.4	6.4
	Occasionally	139	25.6	26.2	32.6
	Regularly	170	31.3	32.1	64.7
	All the time	187	34.4	35.3	100.0
	Total	530	97.6	100.0	
Missing	0	10	1.8		
	System	3	0.6		
	Total	13	2.4		
Total		543	100.0		

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*1: How would you rate your decision to attend the University of Memphis?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	7	1.3	1.3	1.3
	Fair	33	6.1	6.2	7.5
	Good	171	31.5	32.0	39.4
	Excellent	324	59.7	60.6	100.0
	Total	535	98.5	100.0	
Missing	0	4	0.7		
	System	4	0.7		
	Total	8	1.5		
Total		543	100.0		

*4: Which of the following best describes your experiences as an alum?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	34	6.3	6.9	6.9
	Fair	108	19.9	21.9	28.8
	Good	238	43.8	48.3	77.1
	Excellent	113	20.8	22.9	100.0
	Total	493	90.8	100.0	
Missing	0	47	8.7		
	System	3	0.6		
	Total	50	9.2		
Total		543	100.0		

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6. How well did the education received from the University of Memphis prepare you for each of the following?	Poor preparation	Fair	Good	Excellent
6: a. Current work status	4.1%	11.6%	38.3%	46.0%
6: b. Further graduate education	3.6%	10.1%	40.9%	45.3%
6: c. Commitment to continuous education	2.9%	12.6%	41.2%	43.4%
6: d. Responding to new career opportunities	6.7%	12.9%	43.1%	37.3%
6: e. Contributing to my community	5.4%	14.6%	41.5%	38.4%
6: f. Deepening my commitment to personal development	3.5%	11.7%	41.3%	43.6%
6: g. Getting a job/graduate program I wanted soon after I graduated	9.6%	12.3%	28.5%	49.7%

7. To what extent do each of the following contribute to how well the University of Memphis prepared you?	No contribution	A little contribution	Some contribution	Significant contribution
7: a. Critical thinking:To what extent do each of the following contribute to how well the University of Memphis prepared you?	2.1%	7.2%	32.6%	58.1%
7: b. Ethical reasoning and action:To what extent do each of the following contribute to how well the University of Memphis prepared you?	4.1%	10.4%	38.1%	47.5%
7: c. Effective writing:To what extent do each of the following contribute to how well the University of Memphis prepared you?	3.6%	8.8%	32.7%	54.9%
7: d. Effective oral communication:To what extent do each of the following contribute to how well the University of Memphis prepared you?	2.9%	8.4%	33.9%	54.9%
7: e. Quantitative reasoning:To what extent do each of the following contribute to how well the University of Memphis prepared you?	3.1%	10.7%	35.5%	50.7%
7: f. Problem solving:To what extent do each of the following contribute to how well the University of Memphis prepared you?	2.7%	7.1%	31.5%	58.7%
7: g. Creative and innovative thinking:To what extent do each of the following contribute to how well the University of Memphis prepared you?	3.1%	10.4%	36.0%	50.5%
7: h. Civic knowledge and engagement - local and global:To what extent do each of the following contribute to how well the University of Memphis prepared you?	7.2%	20.0%	35.8%	37.0%
7: i. Diversity and inclusion:To what extent do each of the following contribute to how well the University of Memphis prepared you?	9.0%	14.8%	33.3%	42.9%

8. How important is it for alumni in general to do the following and how well does the University of Memphis do at supporting alumni in doing them?	Not important	Somewhat important	Very important	Critically important
8: a. Mentoring students	2.4%	16.3%	36.7%	44.6%
8: b. Identifying job opportunities for graduates	2.2%	7.7%	31.1%	59.0%
8: c. Recruiting students	4.2%	17.1%	32.5%	46.2%
8: d. Serving as ambassadors promoting the University of Memphis to others	4.2%	11.9%	39.0%	45.0%
8: e. Networking with other alumni	5.0%	23.9%	38.4%	32.7%
8: f. Volunteering for the University of Memphis	9.8%	27.5%	40.2%	22.5%
8: g. Providing leadership by serving on boards, committees, etc.	5.0%	17.7%	43.3%	34.0%
8: h. Attending general alumni and the University of Memphis events	6.4%	27.4%	38.4%	27.8%
8: i. Attending the University of Memphis athletic events	12.1%	19.8%	36.2%	31.9%
8: j. Participating in the University of Memphis online activities (social media)	12.0%	34.1%	34.3%	19.6%

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8. How important is it for alumni in general to do the following and how well does the University of Memphis do at supporting alumni in doing them?	Poor	Fair	Good	Excellent
8: a. Mentoring students	15.7%	31.6%	36.8%	15.9%
8: b. Identifying job opportunities for graduates	15.2%	32.1%	35.0%	17.7%
8: c. Recruiting students	12.5%	30.0%	38.7%	18.8%
8: d. Serving as ambassadors promoting the University of Memphis to others	10.5%	31.9%	37.9%	19.7%
8: e. Networking with other alumni	15.8%	36.7%	33.1%	14.4%
8: f. Volunteering for the University of Memphis	19.2%	39.7%	29.1%	12.0%
8: g. Providing leadership by serving on boards, committees, etc.	17.6%	33.5%	33.5%	15.5%
8: h. Attending general alumni and the University of Memphis events	13.6%	32.4%	38.3%	15.7%
8: i. Attending the University of Memphis athletic events	9.5%	24.9%	40.2%	25.3%
8: j. Participating in the University of Memphis online activities (social media)	13.9%	35.5%	36.3%	14.3%

11. How important was each of the following to your experience as a student, and how well did the University of Memphis do at providing them?	Not important	Somewhat important	Very important	Critically important
11: a. Admissions process	2.4%	15.6%	30.2%	51.8%
11: b. Relationship with other students	3.6%	18.8%	39.2%	38.4%
11: c. Academics/classes	0.4%	2.8%	26.9%	70.0%
11: d. Relationship with the faculty	1.8%	11.7%	39.5%	47.0%
11: e. Attending athletic events	17.3%	22.5%	31.9%	28.3%
11: f. Attending cultural events including films, lectures, and other arts	10.3%	28.4%	38.8%	22.5%
11: g. Opportunity to participate in fraternity/sorority	47.8%	20.2%	15.4%	16.6%
11: h. Orientation for new students	9.9%	14.7%	36.2%	39.2%
11: i. Relationship with administration and staff	6.3%	17.9%	43.3%	32.5%
11: j. Student leadership opportunities	12.4%	20.6%	35.5%	31.4%
11: k. Student employment opportunities	10.1%	13.4%	37.3%	39.1%
11: l. Skills/training for career	2.8%	5.6%	28.3%	63.3%
11: m. Lessons about life	7.1%	14.3%	38.1%	40.5%
11: n. Exposure to new things	4.1%	10.2%	36.4%	49.4%
11: o. Traditions or values learned on campus	7.9%	19.6%	38.9%	33.6%
11: p. Opportunity to interact with alumni	12.8%	24.8%	38.3%	24.0%

11. How important was each of the following to your experience as a student, and how well did the University of Memphis do at providing them?	Poor	Fair	Good	Excellent
11: a. Admissions process	4.5%	17.3%	42.7%	35.5%
11: b. Relationship with other students	5.9%	22.8%	46.7%	24.7%
11: c. Academics/classes	3.1%	13.3%	43.3%	40.2%
11: d. Relationship with the faculty	8.1%	24.0%	37.6%	30.4%
11: e. Attending athletic events	8.5%	16.7%	35.3%	39.5%
11: f. Attending cultural events including films, lectures, and other arts	8.4%	29.7%	42.2%	19.6%
11: g. Opportunity to participate in fraternity/sorority	20.5%	31.0%	29.3%	19.2%
11: h. Orientation for new students	11.0%	24.7%	38.0%	26.4%
11: i. Relationship with administration and staff	11.4%	31.0%	36.7%	20.9%
11: j. Student leadership opportunities	9.5%	28.9%	38.4%	23.1%
11: k. Student employment opportunities	12.5%	31.4%	34.5%	21.6%
11: l. Skills/training for career	8.0%	23.5%	39.9%	28.6%
11: m. Lessons about life	12.5%	31.2%	38.0%	18.3%
11: n. Exposure to new things	6.2%	27.0%	42.4%	24.4%
11: o. Traditions or values learned on campus	13.0%	28.0%	42.7%	16.3%
11: p. Opportunity to interact with alumni	21.1%	35.4%	29.4%	14.1%

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10. How interested would you be in the following communication topics regarding the University of Memphis?	Not interested	Somewhat interested	Interested	Very interested
10: a. Student stories, news, and achievements	8.5%	26.7%	39.4%	25.3%
10: b. Faculty stories, news, and achievements	8.7%	26.9%	38.8%	25.5%
10: c. Alumni stories, news, and achievements	5.6%	21.1%	39.0%	34.3%
10: d. Research stories, news, and achievements	8.4%	21.5%	39.8%	30.3%
10: e. News about my college	6.1%	15.2%	39.0%	39.6%
10: f. Campus life news	19.5%	30.5%	31.6%	18.4%
10: g. Athletics news	13.2%	14.9%	29.7%	42.2%
10: h. Class notes/alumni updates	12.9%	25.8%	38.3%	23.0%
10: i. Alumni organization news and updates	8.8%	24.1%	41.4%	25.7%
10: j. The University of Memphis events	6.8%	15.7%	37.5%	40.0%
10: k. Message from the president on university mission and priorities	9.8%	20.6%	36.4%	33.2%
10: l. Visual content (pictures, artwork, etc.)	9.3%	18.3%	39.4%	33.1%

The University of Memphis  
2023 Percent Tables

*Class Year*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1943	1	0.2	0.2	0.2
	1953	1	0.2	0.2	0.4
	1957	2	0.4	0.4	0.8
	1959	1	0.2	0.2	0.9
	1960	1	0.2	0.2	1.1
	1961	2	0.4	0.4	1.5
	1962	2	0.4	0.4	1.9
	1963	2	0.4	0.4	2.3
	1964	2	0.4	0.4	2.7
	1965	5	0.9	0.9	3.6
	1966	4	0.7	0.8	4.4
	1967	4	0.7	0.8	5.1
	1968	11	2.0	2.1	7.2
	1969	8	1.5	1.5	8.7
	1970	9	1.7	1.7	10.4
	1971	8	1.5	1.5	11.9
	1972	2	0.4	0.4	12.3
	1973	8	1.5	1.5	13.8
	1974	13	2.4	2.5	16.3
	1975	12	2.2	2.3	18.6
	1976	11	2.0	2.1	20.6
	1977	7	1.3	1.3	22.0
	1978	8	1.5	1.5	23.5
	1979	12	2.2	2.3	25.8
	1980	11	2.0	2.1	27.8
	1981	9	1.7	1.7	29.5
	1982	10	1.8	1.9	31.4
	1983	7	1.3	1.3	32.8
	1984	9	1.7	1.7	34.5
	1985	6	1.1	1.1	35.6
	1986	7	1.3	1.3	36.9
	1987	7	1.3	1.3	38.3
	1988	5	0.9	0.9	39.2



## The University of Memphis

## 2023 Percent Tables

1989	11	2.0	2.1	41.3
1990	13	2.4	2.5	43.8
1991	6	1.1	1.1	44.9
1992	11	2.0	2.1	47.0
1993	15	2.8	2.8	49.8
1994	3	0.6	0.6	50.4
1995	4	0.7	0.8	51.1
1996	9	1.7	1.7	52.8
1997	18	3.3	3.4	56.3
1998	13	2.4	2.5	58.7
1999	15	2.8	2.8	61.6
2000	11	2.0	2.1	63.6
2001	6	1.1	1.1	64.8
2002	11	2.0	2.1	66.9
2003	4	0.7	0.8	67.6
2004	9	1.7	1.7	69.3
2005	2	0.4	0.4	69.7
2006	7	1.3	1.3	71.0
2007	5	0.9	0.9	72.0
2008	7	1.3	1.3	73.3
2009	6	1.1	1.1	74.4
2010	6	1.1	1.1	75.6
2011	4	0.7	0.8	76.3
2012	11	2.0	2.1	78.4
2013	11	2.0	2.1	80.5
2014	7	1.3	1.3	81.8
2015	8	1.5	1.5	83.3
2016	12	2.2	2.3	85.6
2017	5	0.9	0.9	86.6
2018	13	2.4	2.5	89.0
2019	10	1.8	1.9	90.9
2020	20	3.7	3.8	94.7
2021	13	2.4	2.5	97.2
2022	15	2.8	2.8	100.0
Total	528	97.2	100.0	
Missing System	15	2.8		
Total	543	100.0		

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The University of Memphis  
2023 Percent Tables

*State - from respondent*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	94	17.3	17.3	17.3
Alabama	6	1.1	1.1	18.4
Arizona	3	0.6	0.6	19.0
Arkansas	7	1.3	1.3	20.3
California	2	0.4	0.4	20.6
Colorado	3	0.6	0.6	21.2
Connecticut	1	0.2	0.2	21.4
Florida	20	3.7	3.7	25.0
Georgia	11	2.0	2.0	27.1
Illinois	4	0.7	0.7	27.8
Indiana	2	0.4	0.4	28.2
Iowa	1	0.2	0.2	28.4
Kentucky	3	0.6	0.6	28.9
Massachusetts	2	0.4	0.4	29.3
Minnesota	3	0.6	0.6	29.8
Mississippi	20	3.7	3.7	33.5
Missouri	4	0.7	0.7	34.3
New York	3	0.6	0.6	34.8
North Carolina	6	1.1	1.1	35.9
Ohio	4	0.7	0.7	36.6
Oregon	2	0.4	0.4	37.0
Pennsylvania	3	0.6	0.6	37.6
South Carolina	8	1.5	1.5	39.0
Tennessee	298	54.9	54.9	93.9
Texas	24	4.4	4.4	98.3
Virginia	7	1.3	1.3	99.6
Washington, D.C.	2	0.4	0.4	100.0
Total	543	100.0	100.0	