ALL ALUMNI DEMOGRAPHICS
CLUB DEMOGRAPHICS

All Entities

Primary Entity Type
- Alumni (AL): 7,347
- Friends (FR): 338
- Parent of AU Student (PA): 208
- Student (ST): 18
- Faculty/Staff (FS): 15

Age Range
- Teens: 292
- 20s: 368
- 30s: 354
- 40s: 318
- 50s: 278
- 60s: 208
- 70s: 108
- 80s: 4

Location
- Greater Birmingham: 348
- North Alabama Auburn: 172
- Huntsville Madison: 172
- Wiregrass Auburn CL: 172
- Lake Martin Auburn: 100
- Mobile County Auburn: 100
- Lee County Auburn: 100
- Elmore County Auburn: 100
- Columbus Phenix: 100
- Montgomery Auburn: 100
- West Georgia Auburn: 96
- Shoals Area Auburn: 96
- Covette Fayetteville Auburn: 96
- Atlanta Auburn Club: 96
- Lawo County Auburn: 96
- New York Auburn Club: 96

Ethnicity
- Caucasian: 2,073
- Unspecified: 780
- African-American: 56
- Asian: 12
- Hispanic: 12
- Alaskan/Aleut Indian: 2
- Native Hawaiian: 2

Status
- Active: 100.8%

Campus Affiliation
- Auburn University: 100.8%

Gender
- Male: 56.3%
- Female: 43.7%

Person/Org
- Person: 100.8%

Count of IDs: 2,894
HouseHold Count: 2,348
Date as of 1/23/2020 11:21:21 AM

COMMUNICATION GOALS

- Develop a consistent and purposeful communication strategy for our club and affiliate program

- Strengthen relationships between AU groups and the alumni association

- Enhance your group’s outreach by providing resources and tools biweekly
SURVEY RESULTS

What is the most convenient way for the Auburn Alumni Association to communicate with your Auburn Club or Affiliate?

- Email (direct email or e-newsletter)
- Social Media (such as Facebook or AU Forever App)
- Face to face communication (in-person or phone call)
- Informational videos
**WHAT TOPICS WOULD YOU BE INTERESTED IN LEARNING MORE ABOUT?**

<table>
<thead>
<tr>
<th>Answer</th>
<th>% of clubs want information on this topic</th>
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<tbody>
<tr>
<td>Event Support (learning how to engage alumni and friends through various priorities and services)</td>
<td>84%</td>
</tr>
<tr>
<td>Volunteer Engagement/Developing Leadership</td>
<td>68%</td>
</tr>
<tr>
<td>Marketing &amp; Communication</td>
<td>74%</td>
</tr>
<tr>
<td>Scholarship &amp; Fundraising</td>
<td>89%</td>
</tr>
<tr>
<td>Other</td>
<td>5% (Best Practices)</td>
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</tbody>
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QUESTIONS?