
THE UNIVERSITY OF TORONTO ALUMNI ATTITUDE SURVEY

Last year the University of Toronto conducted its second Alumni Attitude Survey, soliciting feedback from alumni around the world. The survey aimed to understand how alumni feel about U of T and how they prefer to engage with us, so we can provide the best possible alumni experience. Overall, the alumni we surveyed have positive perceptions of the University today, are glad they chose U of T as a student, and are proud to be U of T alumni.

The Alumni Attitude survey is a standardized instrument that permits comparisons over time and with other universities. It has been completed by hundreds of thousands of alumni from institutions across North America over the last two decades. U of T's 2019 survey focused on our priorities and interests, and gauged specific experiences and attitudes of our more than 615,000 alumni worldwide. It was the second survey undertaken by U of T, following on the first in 2015.

Overall, the survey indicated improvements across all measures when comparing 2015's responses to 2019's, with implications for myriad U of T activities. Taken together, the results suggest that programming rankings and reputation metrics have been consistently lifting alumni perceptions of U of T over time.

WHAT IS YOUR CURRENT OPINION OF U OF T?



89% rate their decision to attend U of T as either **“GOOD”** or **“GREAT.”**



17% more respondents in 2019 (versus 2015) rate their overall opinion of U of T as **“EXCELLENT.”**

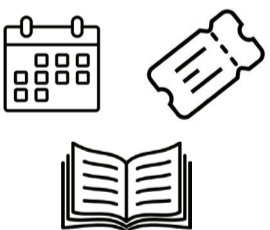


Regardless of campus of enrollment (UTM, St. George or UTSC), alumni consistently have a **“GOOD”** or **“EXCELLENT”** opinion of their alma mater.



95% of respondent alumni outside of Canada, have either a **“GOOD”** or **“EXCELLENT”** opinion of U of T.

WHICH ACTIVITIES MOST INFLUENCE YOUR LEVEL OF ENGAGEMENT WITH U OF T?



Reading U of T Magazine, meeting with friends from U of T, and receiving invitations to U of T events are the three activities that most influence people's engagement with the University.



Reading the Magazine is more important among older alumni, while networking and meeting U of T friends is important for younger alumni.



Across ages and geography, receiving invitations to U of T events is consistently important.

WHAT'S NEXT?

The survey is just one of the many significant initiatives that U of T is undertaking to understand how alumni experience our programming. The survey results will help college and faculty leaders to improve their alumni engagement and volunteer opportunities. The results will also help us to refine and improve the many alumni benefits we offer, including both online and in-person, including lectures, courses, and professional networking and social events.