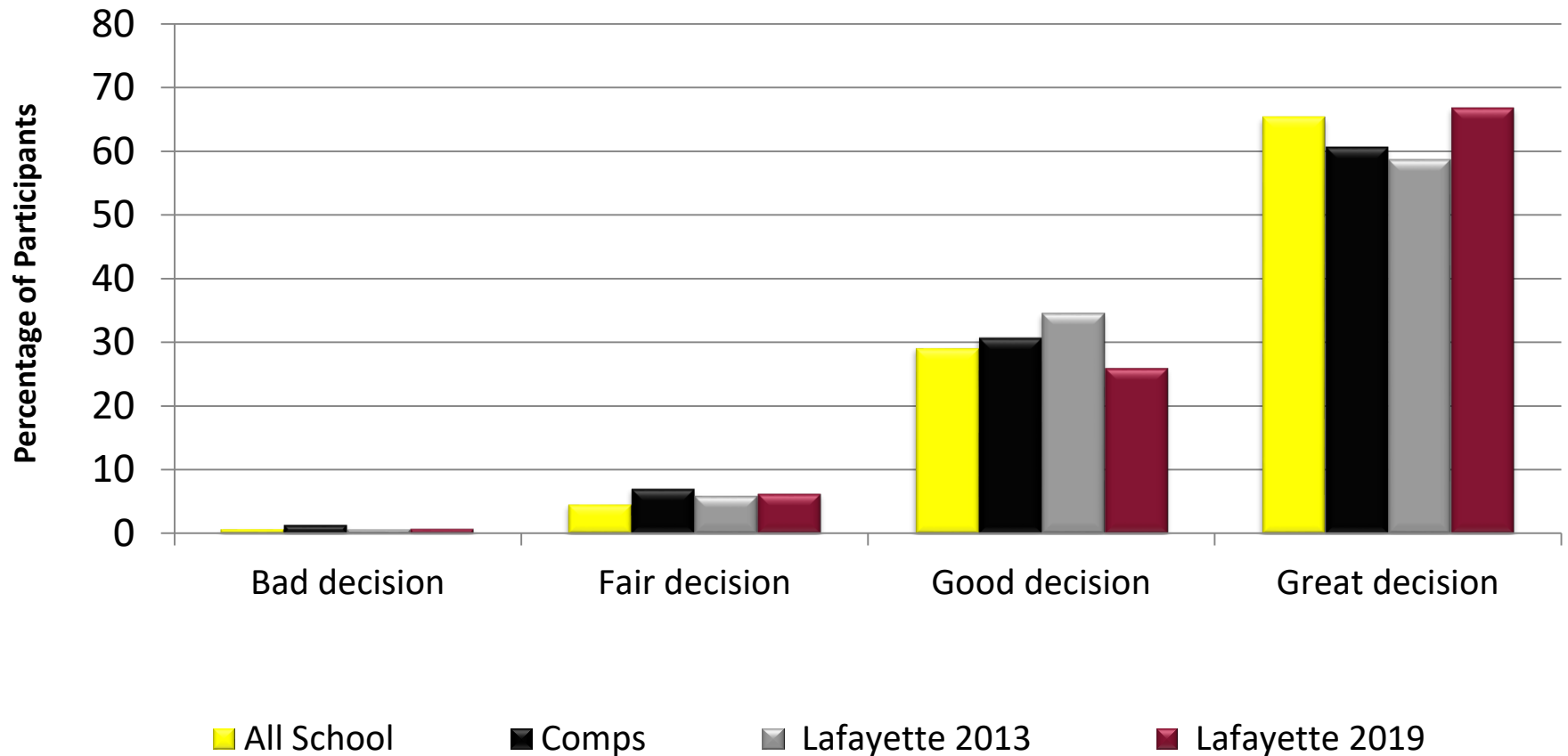
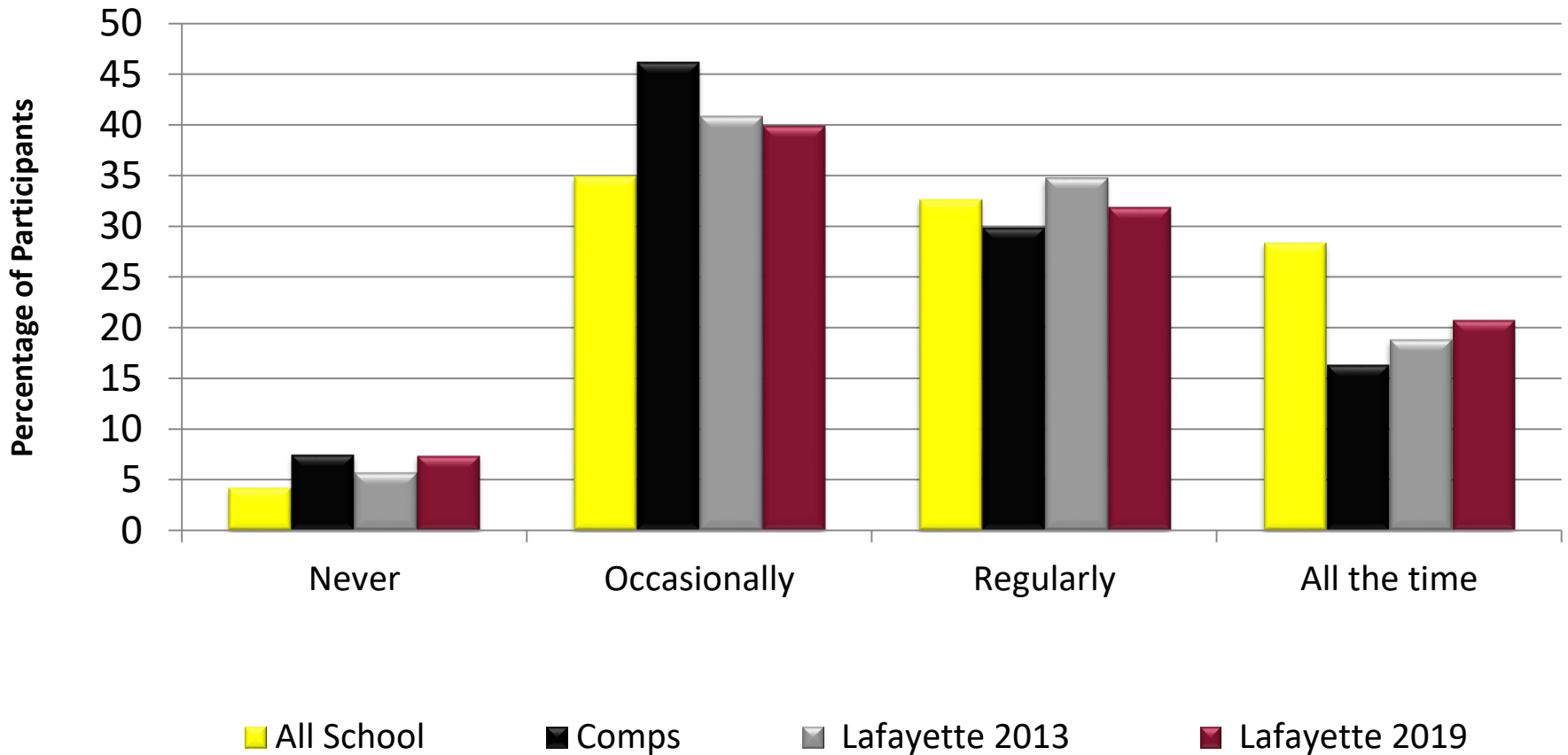


# Alumni Loyalty and Giving

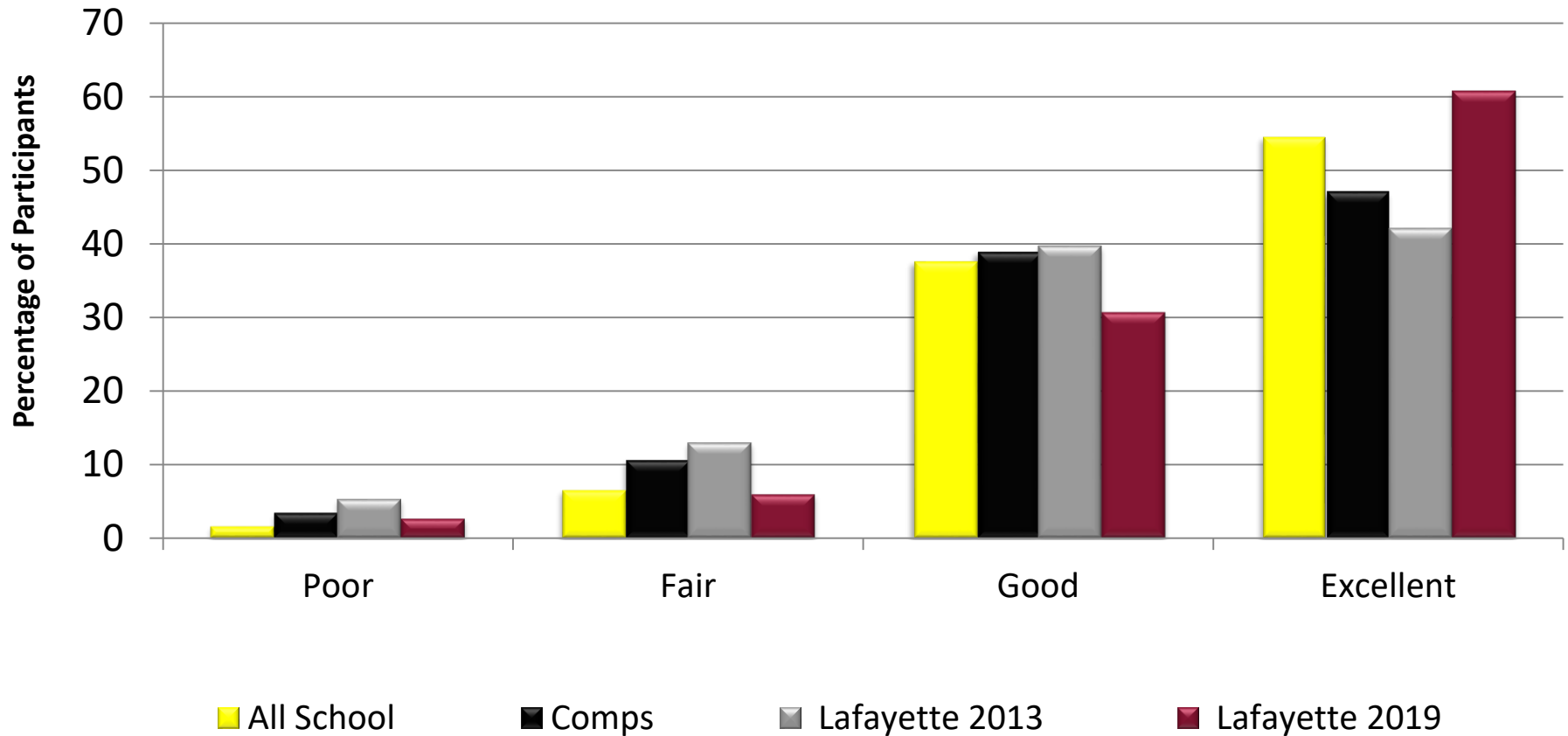
## Q04. How would you rate your decision to attend Lafayette College?



## Q02. How often do you promote Lafayette College to others?

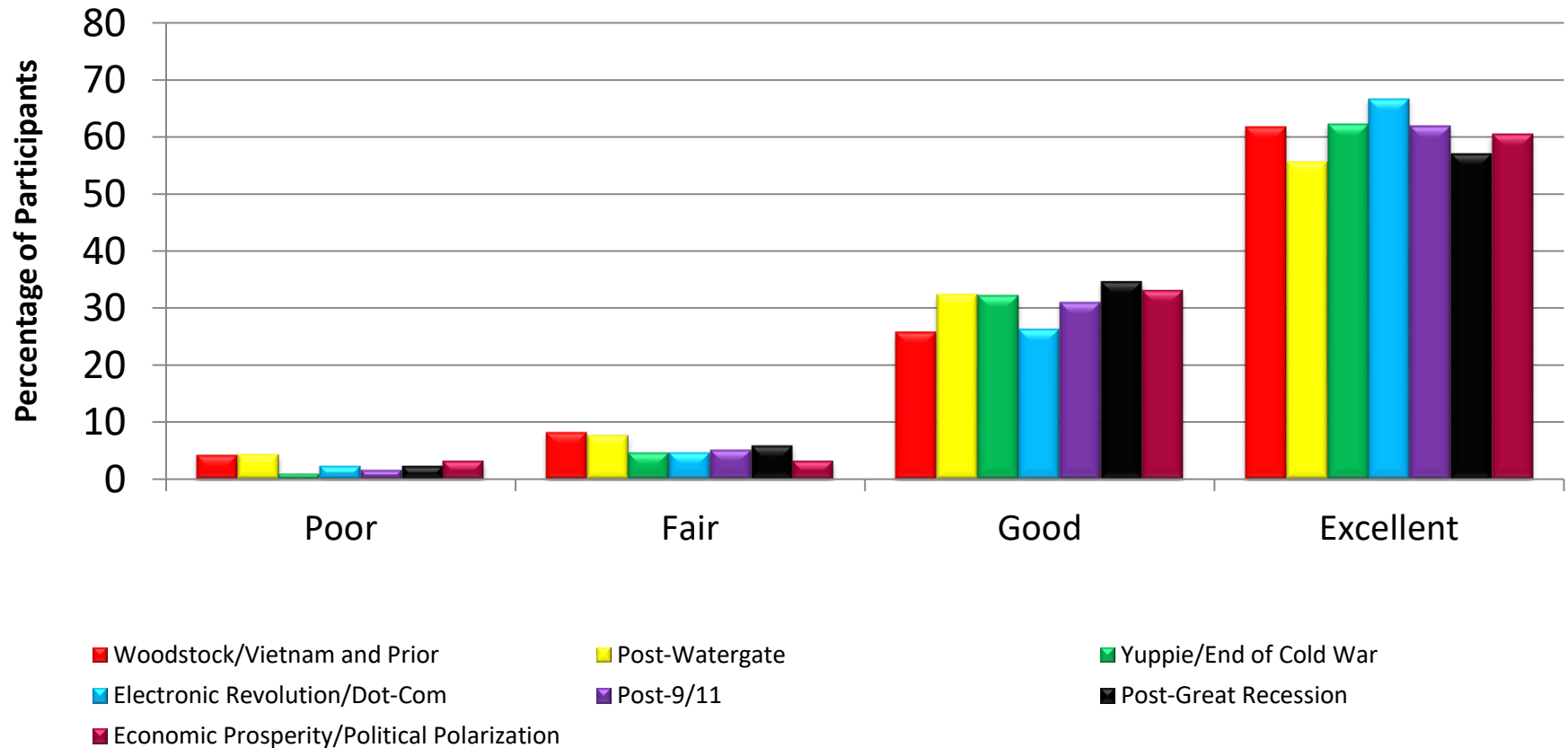


# Q01. Which of the following describes your overall current opinion of Lafayette College?

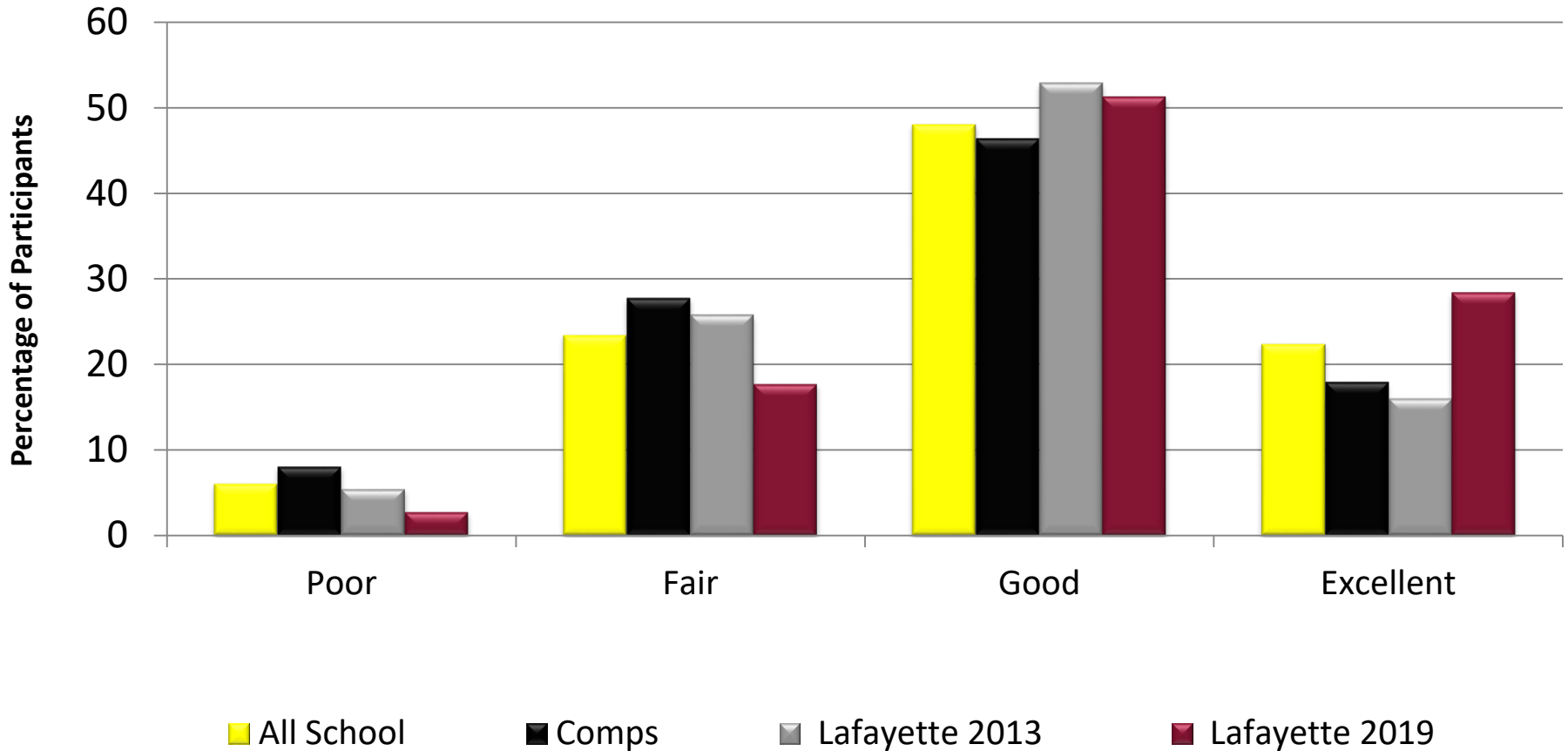


# Q01. Which of the following describes your overall current opinion of Lafayette College?

*By Era*

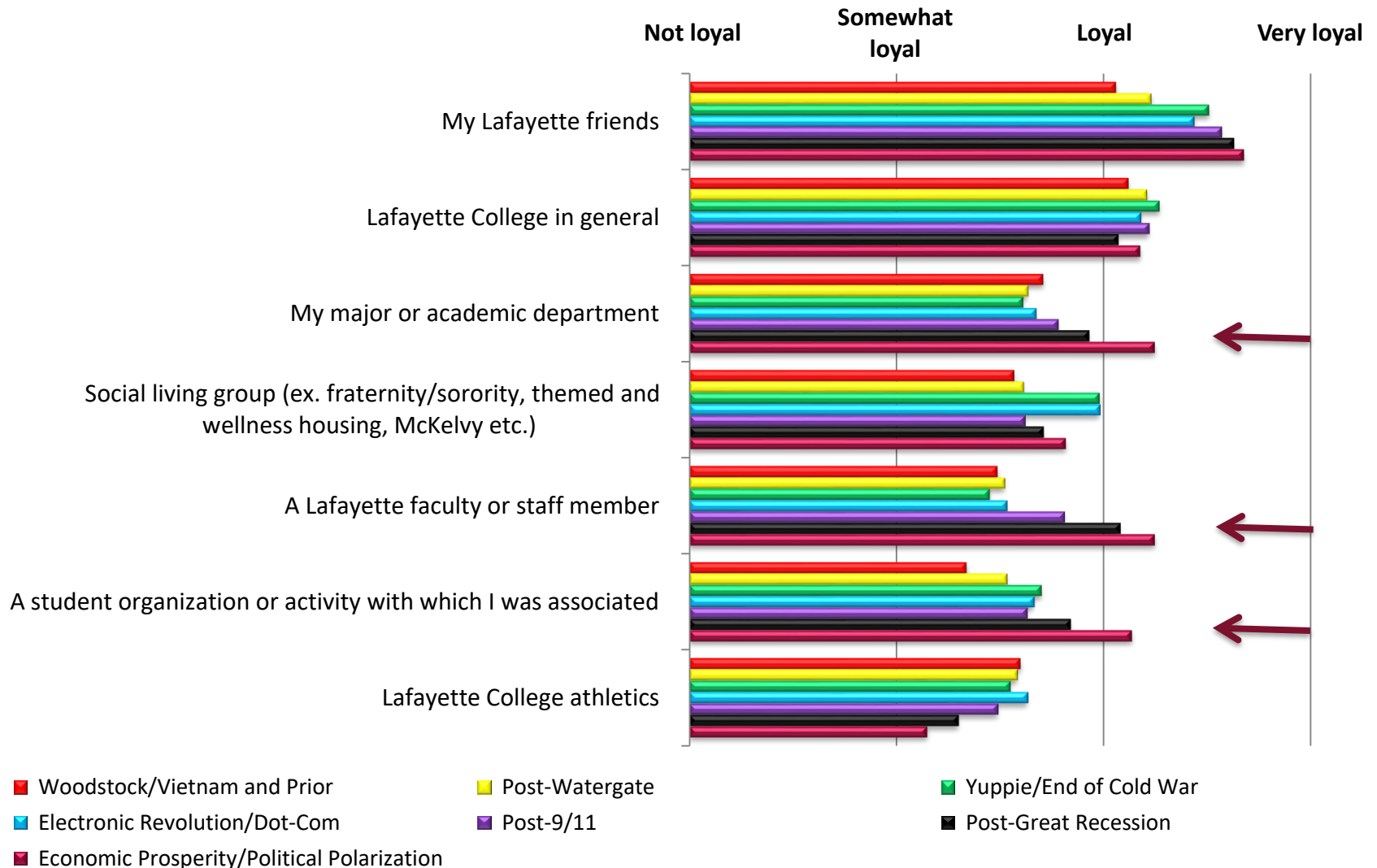


# Q03. Which of the following best describes your experiences as an alumnus/a?



# Q07. Please indicate the extent of your loyalty to each of the following:

*By Era*



Q10 - Name one person who had a special impact on your experience as a student.



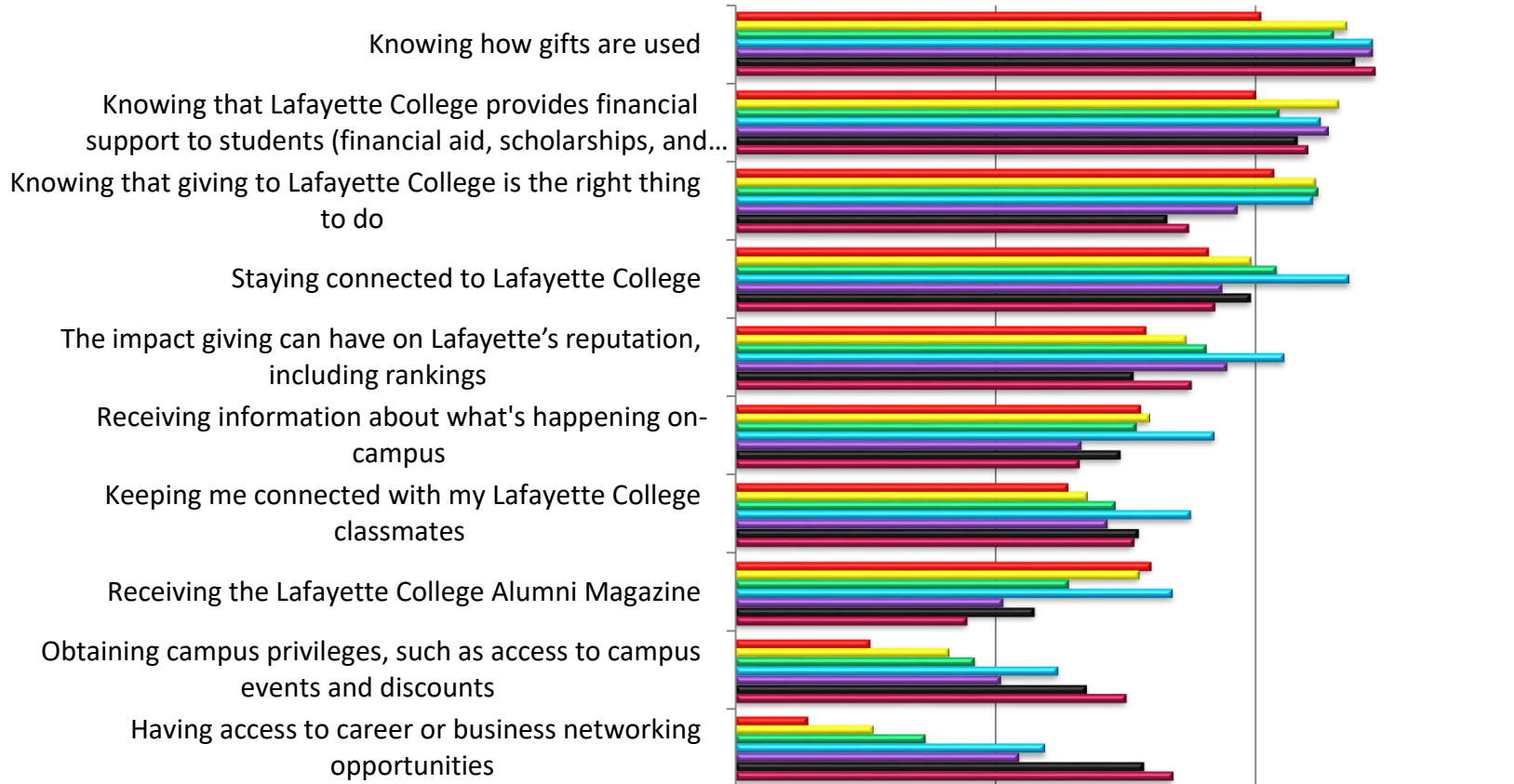


# Q21. What impact does each of the following have in motivating you to continue giving to Lafayette College?

By Era

## Current Donors

No impact on decision      Some impact on decision      Important to decision      Very important to decision



- Woodstock/Vietnam and Prior
- Post-Watergate
- Yuppie/End of Cold War
- Electronic Revolution/Dot-Com
- Post-9/11
- Post-Great Recession
- Economic Prosperity/Political Polarization