

USNA59 – 55th Reunion Demographics

date: November 11, 2014

Plus and Minus for DATA in the 55th Reunion: *Strongest* pluses for DATA were: facilitated the integration of Mail-in and Automated Registration, generated Reports used to track progress thru the Registration and post-Registration period, and facilitated Name Tag generation and contractor tracking. *Weakness* Menu Option generation for Name Tags was impossible due to lack of selections on “paper” and on-line forms. Work with USNA-AA to correct for next reunion

Graph Objectives: Analyze the demographics of 55th Reunion and apply results to encourage participation in 59th (or 60th) Reunion

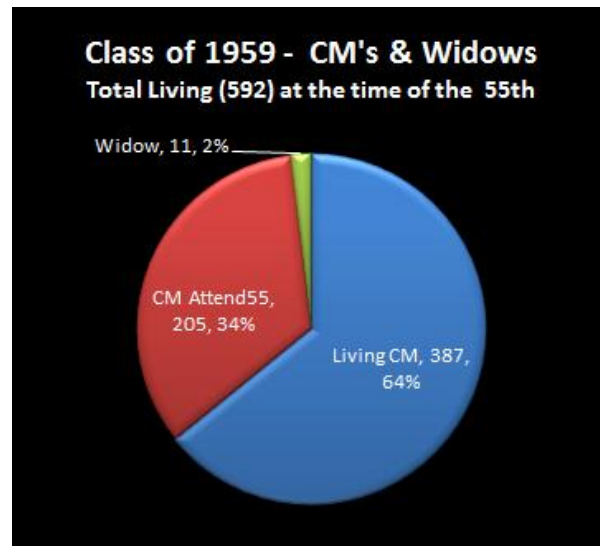
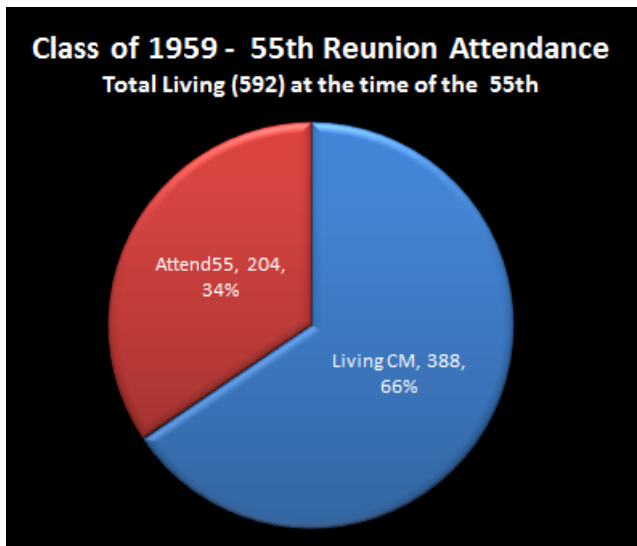
Findings:

1. ~ 1/3 of living graduate Classmates attending the 55th (203 of 592); additionally, two Non-graduates
2. ~ 2/3 of attendance was “East Coast” (measured by Time Zone and by Mississippi split)
3. ~ Attendance percent by East or West is reflective of Classmates (and Widows) current home location
 - A potential failing in analysis – missing ~225 living Classmates snail mail info – thus, these could not be used in the #3 above
 - Only one Company had all Classmate snail mail addresses [Thanks, Walt!]
4. Registration type (included Widows):
 - On-Line: 133
 - Mail-in: 78
 - Walk-in: 6
5. About 33% of all online and of mail-ins submissions were made after the “cutoff date” of July 15, 2014. By August 20, 96% had registered. The shifting cutoff date may or may not impact attendance.
6. Quick analysis of attendance by state/company indicates no correlation
7. Analysis of Company attendance vs total living Classmates for the specific Company indicates there may be a correlation between company and attendance.
8. Are Living Classmates by Company clustered by state? Yes - primary home states are:
 - Virginia
 - California
 - Florida
 - Maryland
 - These states represent about ~ 70% of Living Classmates

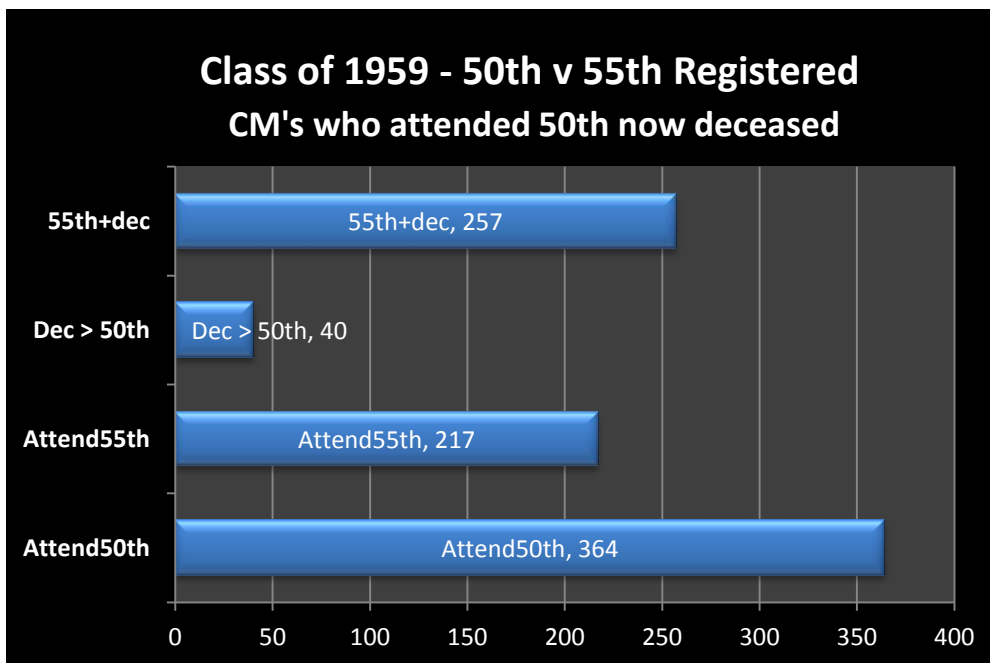
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Overall Database Statistics – as of October 2014



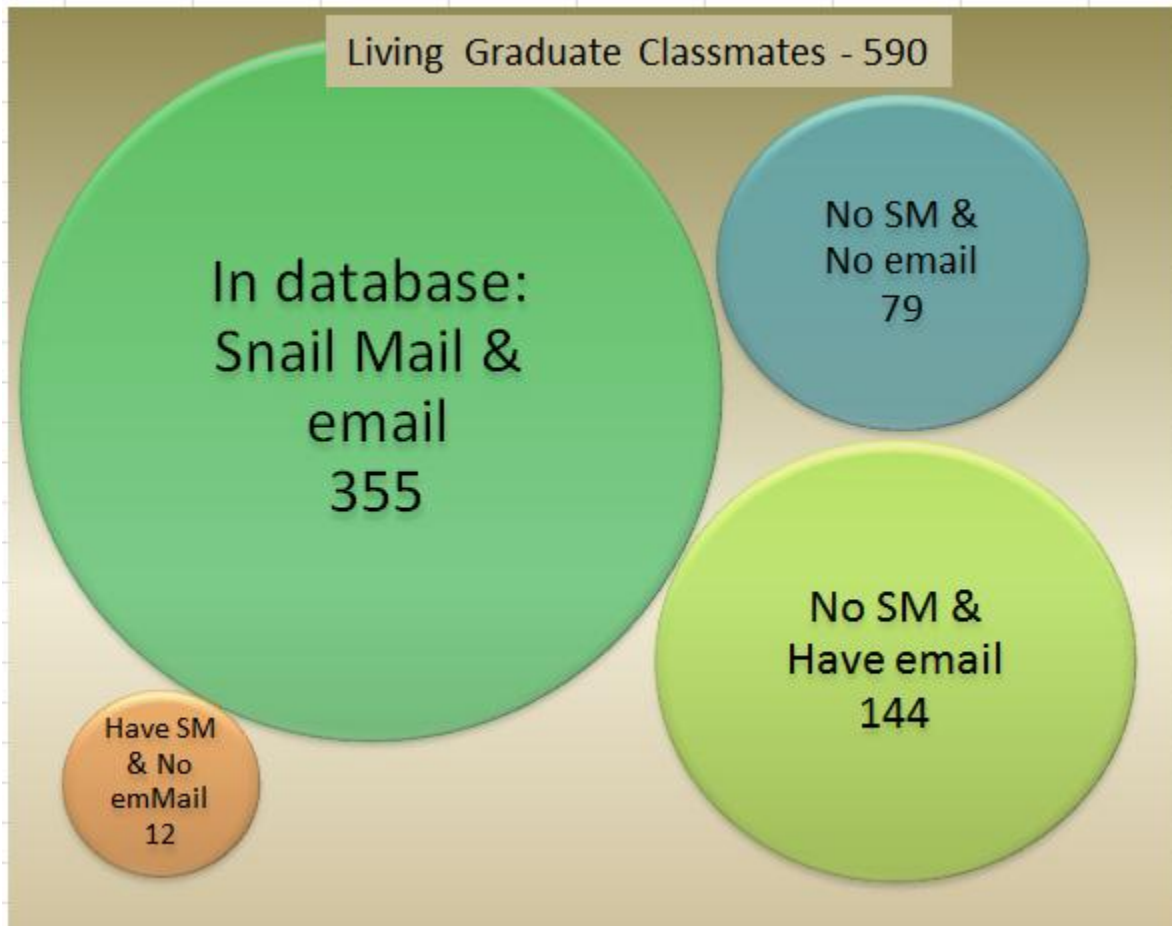
50th v 55th Registered Attendance



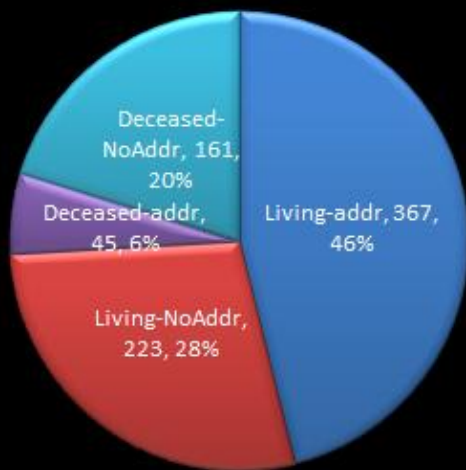
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Database Snail Mail status (CM home state used for statistics)



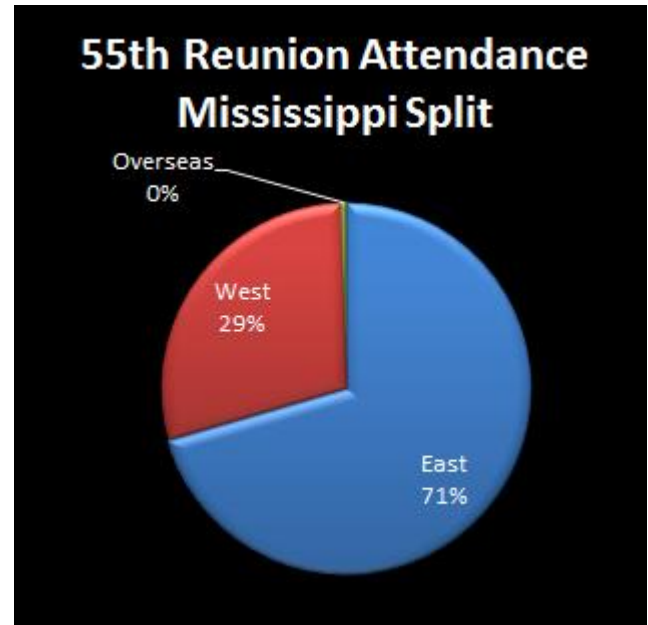
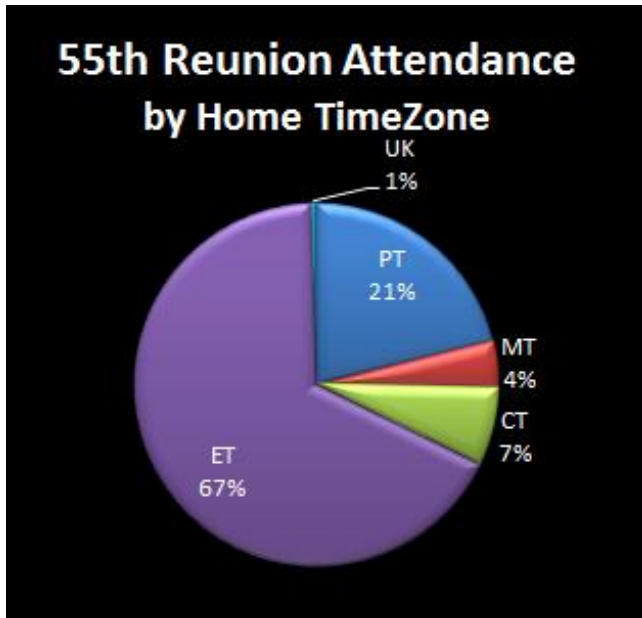
Class of 1959 - Graduates Living & Deceased - Snail Mail



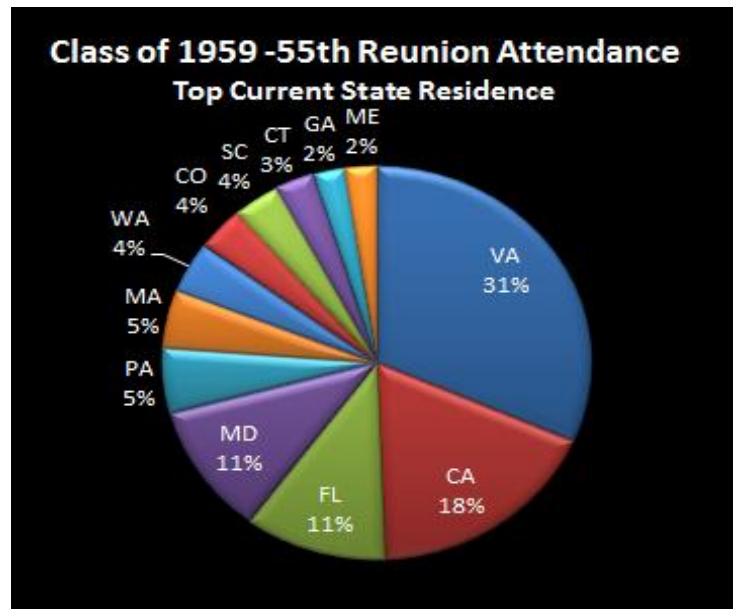
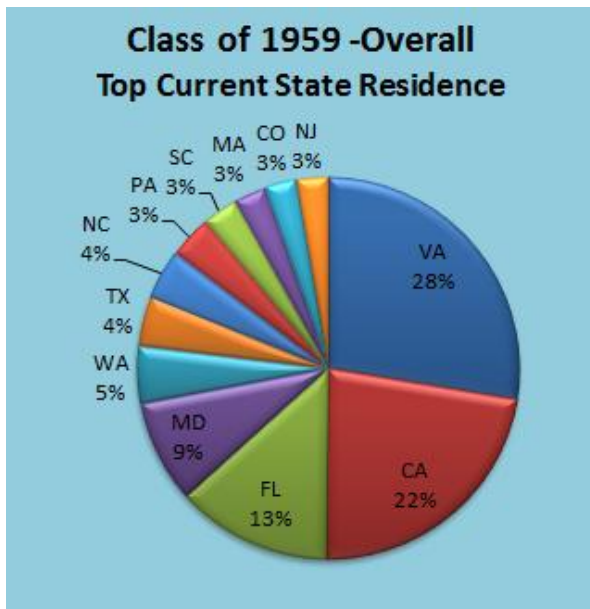
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55th Reunion attendance distribution by Time Zone and by Mississippi River split



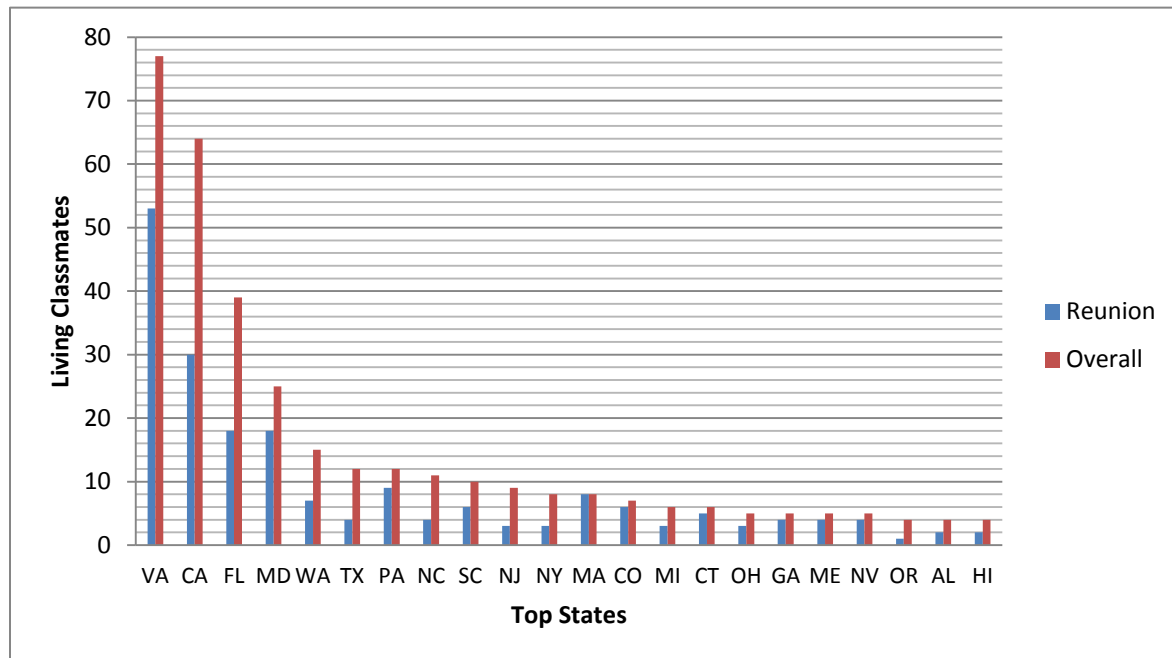
Where do the USNA 1959 classmates and widows currently live (top twelve states)?



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Reunion attendance by state vs “totals” CMs in the State



state	Reunion	Overall	% attend
VA	53	77	68.83%
CA	30	64	46.88%
FL	18	39	46.15%
MD	18	25	72.00%
WA	7	15	46.67%
TX	4	12	33.33%
PA	9	12	75.00%
NC	4	11	36.36%
SC	6	10	60.00%
NJ	3	9	33.33%
NY	3	8	37.50%
MA	8	8	100.00%
CO	6	7	85.71%
MI	3	6	50.00%
CT	5	6	83.33%
OH	3	5	60.00%
GA	4	5	80.00%
ME	4	5	80.00%
NV	4	5	80.00%
OR	1	4	25.00%
AL	2	4	50.00%
HI	2	4	50.00%

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WA	7	15	46.67%
FL	18	39	46.15%
NY	3	8	37.50%
NC	4	11	36.36%
TX	4	12	33.33%
NJ	3	9	33.33%
OR	1	4	25.00%

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Company Reunion attendance vs the Living Classmates in the Company

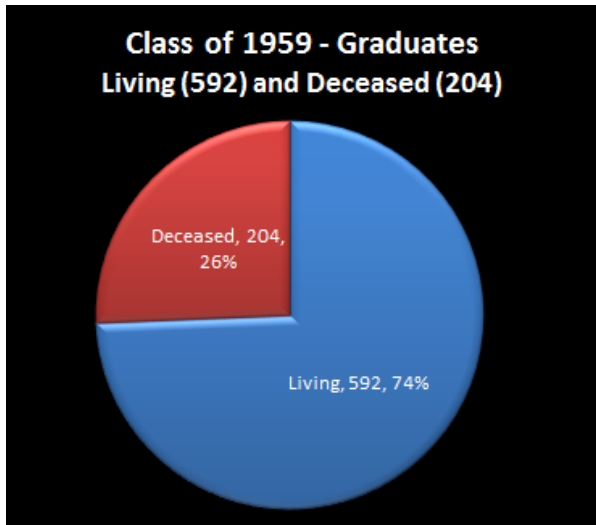
Sort by Company			
Co.	attend55	Living	Deceased
1	8	29	6
2	7	23	13
3	13	23	10
4	7	25	7
5	5	20	9
6	10	30	7
7	4	23	8
8	14	32	4
9	3	24	10
10	15	24	8
11	11	33	4
12	8	24	14
13	15	28	8
14	6	20	13
15	9	26	10
16	14	25	7
17	5	26	6
18	10	27	6
19	8	26	12
20	8	24	9
21	8	25	8
22	10	24	12
23	9	22	11
24	10	23	8

Sort by %			
Co.	attend55	Living	% attend
10	15	24	62.5%
3	13	23	56.5%
16	14	25	56.0%
13	15	28	53.6%
8	14	32	43.8%
24	10	23	43.5%
22	10	24	41.7%
23	9	22	40.9%
18	10	27	37.0%
15	9	26	34.6%
6	10	30	33.3%
11	11	33	33.3%
12	8	24	33.3%
20	8	24	33.3%
21	8	25	32.0%
19	8	26	30.8%
2	7	23	30.4%
14	6	20	30.0%
4	7	25	28.0%
1	8	29	27.6%
5	5	20	25.0%
17	5	26	19.2%
7	4	23	17.4%
9	3	24	12.5%

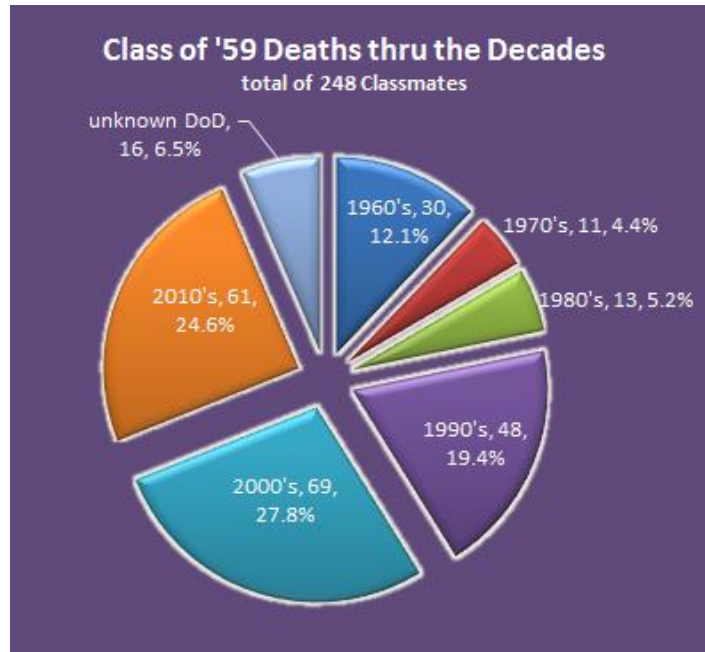
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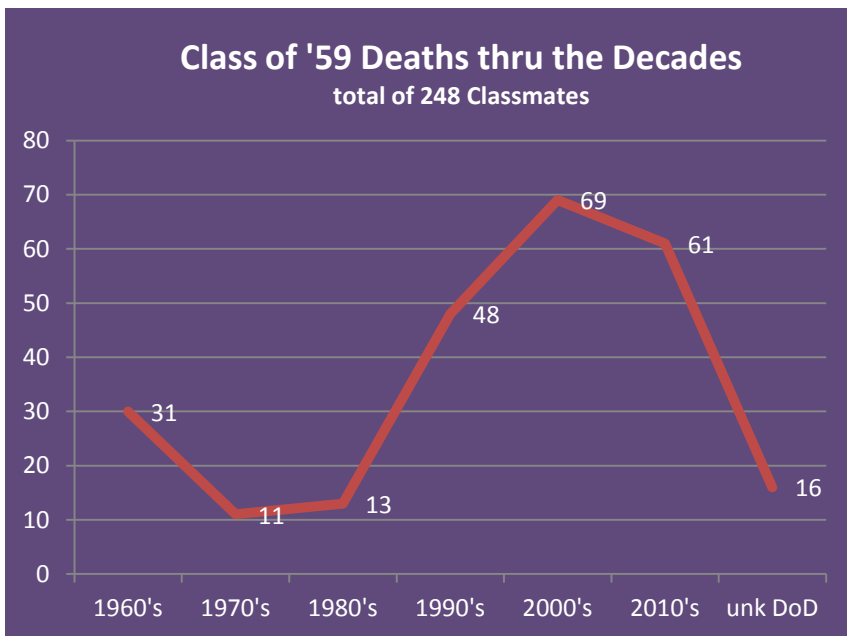
Living and Deceased Classmates



Graduates Only



Both Graduates and Non-Graduates



Decade	# Dec	KIA/KIO/DAD	per year
1960's	31	28	3.1
1970's	11	6	1.1
1980's	13	3	1.3
1990's	48	0	4.8
2000's	69		6.9
2010's	61		6.1
unk DoD	16		1.6