DEMOGRAPHIC PROFILE REPORT
Job Aid

WHAT IS A DEMOGRAPHIC PROFILE REPORT?

The Demographic Profile Report provides an overview of a group of alumni as defined by the parameters chosen. This report is primarily used by the WFAA Marketing team to identify their audience for a project or event. Counts do not reflect solicit codes, so this report is for estimation purposes only. Results are limited to living and active constituents in the US.

HOW TO ACCESS THE DEMOGRAPHIC PROFILE REPORT

1. Log in to ABE CRM.
2. On the navigation bar, click **WFAA Reports**.
3. Under the Constituent report category, click CST-Constituent- **Demographic Profile.**

Report options include the following:

Minimum Age	Select minimum age if desired. Parameter will default to null.
Maximum Age	Select maximum age if desired. Parameter will default to null.
Gender	Select specific gender if desired. Parameter will default to no filter.

Alumni Status	Select either, non-alumni or alumni. A value is required.
WAA Member Status	Select specific alumni status if desired. Parameter will default to either.
Region Type	Select the Geo Region or the Chapter Region. Geo Region is the standard region that is used in most reporting. Chapter Regions are specifically defined for WAA Chapter engagement.
Chapter Region	If Chapter Region was selected as region type, you may now select the Chapter Region desired. Constituents who have an effective address within the region will be included. This value accounts for seasonal addresses. Parameter will default to Any Chapter.
Geo Region	If Geo Region was selected as region type, you may now select the Geo Region desired. Constituents who have an effective address within the region will be included. This value accounts for seasonal addresses. Parameter will default to Any Region.
State	State of effective address. This value accounts for seasonal addresses. Will limit based on region selected. Parameter defaults to any state.
Donated This Year	To any fund during the current calendar year.
Minimum Household Recognition	Enter dollar amount without decimal point if desired. Minimum household recognition is defined by data warehouse.
Major Giving Likelihood	Select major giving likelihood if desired. Parameter will default to No Filter.
Gift Capacity Rating	Select individual Gift Capacity Rating if desired. Parameter will default to No Filter.
Limit Education to	Select first degrees or all degrees. Parameter will default to First degree.
Degree Type	Select a type of degree if desired. Default is "no filter" to include all.
School/College	Select the degree-granting school/college if desired. Default is "no filter" to include all.
Department	When the school/college is selected, you may further refine to a specific department.
Class of Year	Select a specific year or years, if desired. Default is "no filter" to include all degree years.

HOW TO INTERPRET A DEMOGRAPHIC PROFILE REPORT

What is included in the report fields?

Gender	Breakdown of chosen population by gender.

Have Contact Info	Indicates percentage of population for which we have email, home address and business address information.
WAA Members	Indicates percentage of selected population that is current WAA members.
Age	Indicates percentage of population by age range.
Ethnicity	Indicates percentage of population by self-reported ethnicity. Coverage of this data is limited – there is better coverage for more recent graduates.
Major Giving Likelihood	Totals the population within the defined parameters by the predicative model score that indicates a prospect's likelihood to make a major gift. See Likelihood overview for more detail.
Geo Region	Pre-defined list of the top Geo Regions by effective address (takes into account seasonal addresses). Pre-defined list includes: Dane+7, Madison, Milwaukee, Chicago, Twin Cities, New York, DC, Los Angeles, San Francisco.
Top Ten States	State of effective address (takes into account seasonal addresses).
Gift Capacity Rating	Totals the population within the defined parameters by ability to give a gift of a certain size, payable over a 5 year time frame. See Capacity overview for more detail.
Alumni	Count of alumni and % of all living alumni.
Constituents with Degree	Totals population by degree type.
Constituents of College	Totals population by school/college.

Degree Count	Totals all degrees on record for selected population by degree type. Includes all degrees received by constituents in this population. Alumni with multiple degree types will be counted in every corresponding type – so this section does not reflect the overall constituent count for this population.
Degree Count from College	Totals all degrees on record for selected population by college. Includes all degrees received by constituents in this population. Alumni with multiple degree types will be counted in every corresponding type – so this section does not reflect the overall constituent count for this population.