Class of 1964

Survey
What do you recall was your overall attitude toward HBS at the time you graduated?
What is your attitude now towards HBS?
How much has HBS contributed to your personal satisfaction?

- Negatively
- Neutral
- Somewhat
- Substantially
What Percentage of your friendship groups is from HBS?
Have you and your family vacationed with friends from the HBS Class of 1964?
How much has HBS contributed to your career success?

- Neutral
- Somewhat
- Substantially
Have any of your children or grandchildren graduated from HBS?
HBS did an effective job in teaching and influencing business ethics.
If you could give the Dean of HBS one recommendation for change, what would it be?

The most cited answers were

#1- A greater emphasis on ethics
#2- A greater emphasis on leadership (tie)
#2- A greater emphasis on the global nature of business (tie)
#4- A greater emphasis on written communications; the ability to express oneself
#5- A greater emphasis on confronting major global issues
Since leaving HBS, for how many organizations have you worked?
What is your current employment status?

- Employed by an organization
- Self-employed with other employees
- Self-employed with no other employees
- Retired, but serving on for-profit-boards
- Retired, but serving on not-for-profit-boards
- Retired:
How many hours per week do you spend on work?

- 1-20 hours per week: 50%
- 21-40 hours per week: 25%
- 41-60 hours per week: 15%
- 61-80 hours per week: 10%
Compared to five years ago, do you find your family life is...
Compared to five years ago, do you find that the time you spend on volunteer activities is...

- More
- About the same
- Less
Please indicate below the volunteer activities you participate in (check as many as apply):

- Business/industry associations
- Professional organizations
- Social/community organizations
- Religious organizations
- Educational organizations
- Cultural organizations
- Environmental/Conservation...
- Sports organizations
- Health organizations
On how many for-profit boards do you serve?

- Serve on 4 or more boards
- Serve on three boards
- Serve on one board
- Don’t serve on a board
- Serve on a for-profit board
On how many not-for-profit boards do you serve?
Have you chaired a not-for-profit board in the past 10 years? If so, how many?

- Chaired three
- Chaired two
- Chaired one
- None
Please indicate the hours per week you spend on volunteer activities:
Please break down by percentage how you allocate your tax deductible donations:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural</td>
<td>12.55</td>
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<tr>
<td>Education</td>
<td>19.15</td>
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<tr>
<td>Religious</td>
<td>18.72</td>
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<tr>
<td>Health</td>
<td>14.20</td>
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<tr>
<td>Political</td>
<td>10.60</td>
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<tr>
<td>Social Entrepreneurship</td>
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<td>Environment</td>
<td>8.66</td>
</tr>
<tr>
<td>Social/Community</td>
<td>13.07</td>
</tr>
</tbody>
</table>
Overall, compared to five years ago, are you enjoying life:

- More
- About the same
- Less
Have you ever been politically involved by...(check as many as apply)

- Working on behalf of a candidate
- Running for or holding elective office
- Holding appointed office
What are your leisure activities?
How many hours do you watch TV during the week?
How many hours per week do you spend reading?
What is your favorite newspaper?

#1 Wall Street Journal
#2 New York Times

What is your favorite magazine

#1 Economist
#2 The New Yorker
#3 Forbes
#4 Business Week
What are your three favorite books that you have read (non-fiction or fiction) in the past five years? Our tastes are so diverse that there was no consensus, or even middling consensus, as to three favorite books.

Steve Jobs was one of the most popular authors. Wide variety of books.

Please rate your three favorite countries in which you have vacationed? Please specify the country as opposed to a specific place or city.

1. France
2. Italy
3. Switzerland
4. New Zealand
5. UK
How many hours per week do you exercise?
Should we provide universal health care?
Should we legalize gay marriage?
Does climate change pose a real threat?
Should we have more stringent gun control?
Do you believe in evolution?
Would you consider yourself a:
If you could choose anyone for President in 2016, who would it be?

Hillary Clinton

Who will be the Democratic presidential nominee in 2016? (Write one name only)

#1 Hillary Clinton
#2 John Kerry

Who will be the Republican presidential nominee in 2016? (Write one name only)

#1 Chris Christie
#2 Jeb Bush
#3 Ted Cruz
Have you changed your political leanings since graduating from HBS?

Yes, became more liberal

Yes, became more conservative

No
Do you consider yourself computer literate?
Do you use a Kindle, iPad or equivalent digital reader?
Do you use a Digital Video Recorder (DVR) or subscribe to an online TV service in your home?
Are you on Facebook or other social networks?
Do you tweet?

Yes

No

Don't know what that means

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
How many minutes / hours per day are you on your computer?
How many times have you been married?
What is your current marital status?
How many children do you have?
How many grandchildren do you have?
What type of community do you live in?
Do you live in a:

- Single family dwelling
- Apartment
Did you or do you plan to move your primary residence after retirement?

Reasons: #1 Climate (tie)
  #1 Tax advantage (tie)
  #3 To a smaller space
How many homes do you own?
Overall, do you consider your health to be:
Overall, do you consider your spouse's health to be:
Would you say your net worth is:
Would you go to the same college?

Go to HBS?