

Web Content Initiative

User Research Demographic Statistics

Overview

45 people interviewed

Gender

Male 51%
 Female 49%

Age

Under 25 35.5%
 26-44 26.5%
 Over 45 38%

Diversity

13% international faculty, staff, students
 29% self-identified as a minority

Ethnicities represented:

African American
 Asian/Pacific Islander
 Chinese
 Indian/East Asian
 Hispanic
 Jewish
 White

Affiliations

(Some people fit into more than one category)

<u>Prospectives</u>	20%
Prospective Undergraduate Students	33%
Prospective Graduate Students	22%
Prospective Post-Docs/Residents/Medical Faculty	22%
Prospective MDs	22%
<u>Current Students</u>	20%
<u>Faculty</u>	27%
Current Faculty (Strategic Strengths)	42%
Current Faculty (not Strategic Strengths)	58%
Recent Hires	33%
<u>Staff</u>	22%
Current Staff	60%
IT Support Staff	40%
<u>Other</u>	13%
Senior Administrators/UB Leaders	33%
Prospective or Current Patients	33%
Community Leaders	17%
Peer IT leaders	17%