

 **campusphilly**

2014 REPORT ON RECENT COLLEGE GRADUATES

CHOOSING PHILADELPHIA



Choosing Philadelphia studies Campus Philly's impact: reaching college students across the region, building connections off campus and retaining students after graduation.

Based on a survey conducted from May through August, 2014, the study includes responses from 3,390 recent college graduates of 40 regional colleges and universities. Campus Philly conducted a similar study in 2010; results from both studies are compared throughout this report. The Philadelphia region is home to more than 100 degree-granting institutions and more than 300,000 students.

Mission Statement: Campus Philly is a nonprofit organization that fuels economic growth by encouraging college students to study, explore, live and work in the Greater Philadelphia tri-state region.

The majority of students at local colleges and universities choose Philadelphia after graduation.

	Total	Native to the Philadelphia region	Non-native: came from outside the region to attend college
Chose the Philadelphia region immediately after college	64%	76%	51%
Live in the Philadelphia region now	61%	82%	42%

41%

Philadelphia was an important factor in the choice of where to attend school



77%

Were familiar with Campus Philly while in school



73%

Had an interest in living in Philadelphia after graduating



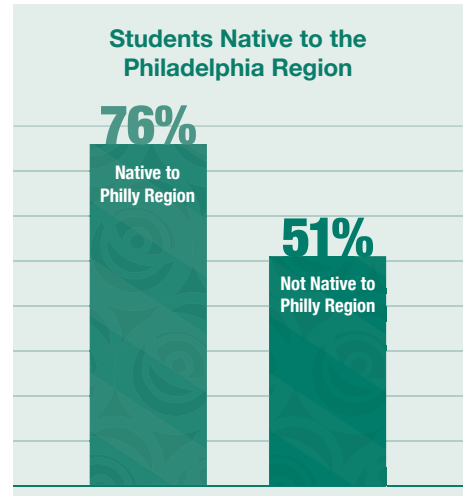
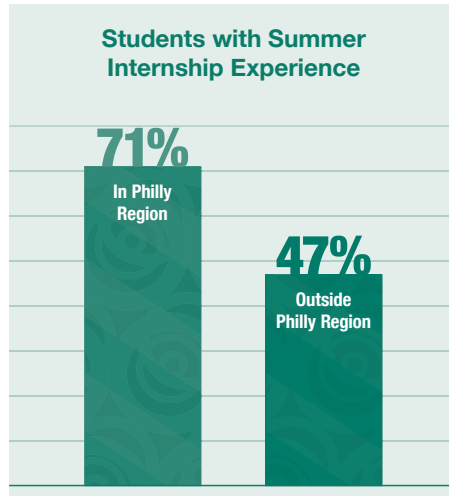
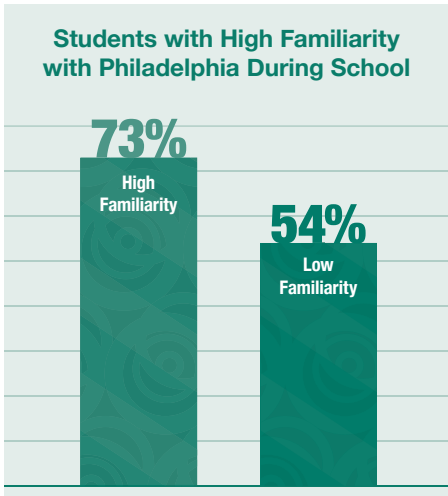
64%

Chose Philadelphia immediately after graduating

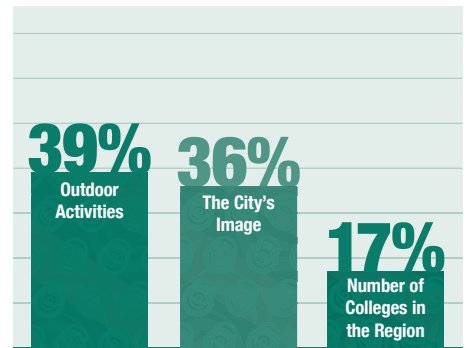
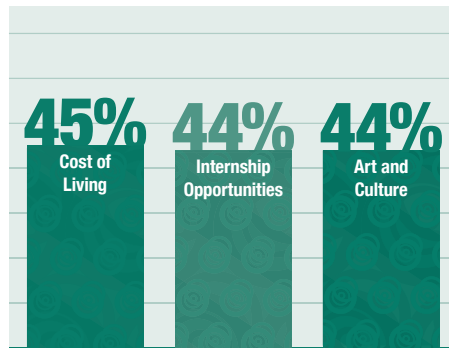
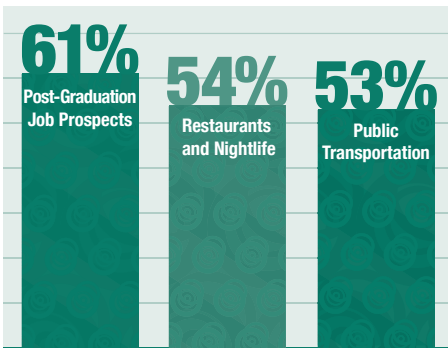
Campus Philly helps local talent transition from student to resident.

As students discover more about Philadelphia, their interest grows.

Who chooses Philadelphia?



What matters to students? (percent ranking factor "very important")

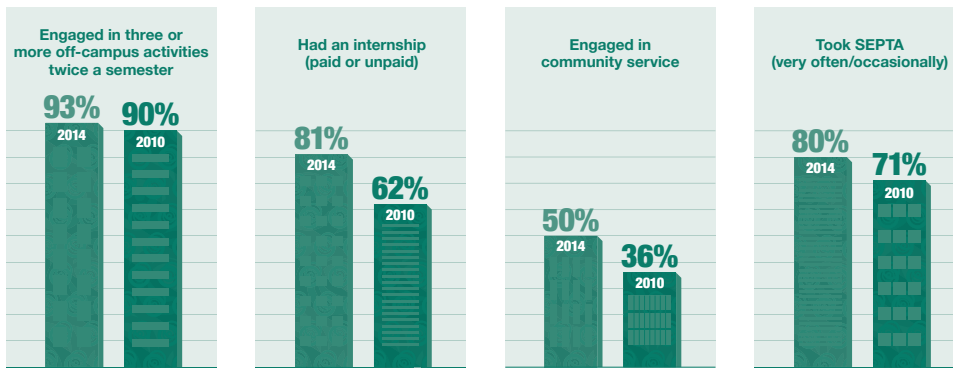


Young college graduates are the most mobile demographic in the world. Graduates who live elsewhere represent Philadelphia and now recommend the city to others at record rates.

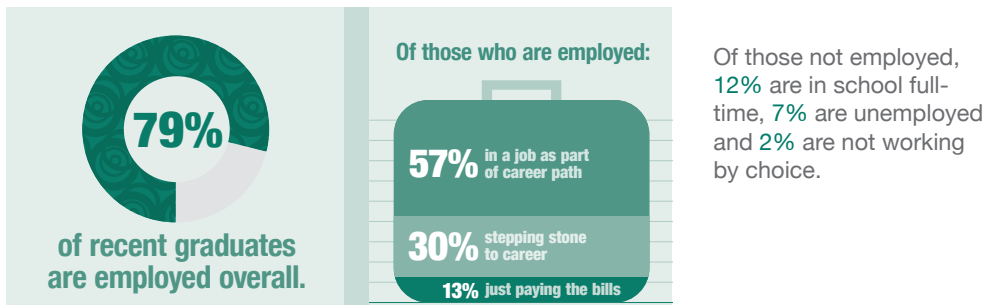
Campus Philly's reach and impact are growing.



The current generation of college students is more active than ever.



Students are connecting with internships and career-building jobs.



Campus Philly's focus on accelerating internships pays off.



Methodology

During the summer of 2014, Campus Philly conducted a survey of recent graduates to learn how attending school in Philadelphia impacted their college experience and where they chose to live after graduation. A total of 3,390 recent graduates from 40 schools responded to the survey. Eighty-nine percent of recent graduates learned of the survey through an email from their college or university or through social media postings from their college or university; 11% of respondents learned of the survey through Campus Philly or campusphilly.org. Data from the survey was analyzed by Metro Metrics and RMC Data Inc., two independent data analysis organizations. Campus Philly conducted a similar survey in 2010, with 661 respondents, and comparisons between those two waves of the survey are presented in specific cases. In addition, the survey findings are presented through the lens of students who were from the Philadelphia region originally (natives) versus those who came from outside the region to attend school here (non-natives) and by class cohort, with students graduating between 2011-2014 compared to those who graduated between 2005 and 2010. A full report of findings is available at campusphilly.org/choosingPHL.

Campus Philly partners with 31 colleges and universities, and 26 corporate members.

Colleges & Universities

Arcadia University
Bryn Mawr College
Cabrini College
Chestnut Hill College
Cheyney University of Pennsylvania
Community College of Philadelphia
Delaware County Community College
Delaware Valley College
Drexel University
Eastern University
Harcum College
Haverford College
La Salle University
Millersville University
Pennsylvania Academy of the Fine Arts
Peirce College
Penn State - Abington
Philadelphia College of Osteopathic Medicine
Philadelphia University
The Richard Stockton College of New Jersey
Rowan University
Rutgers University - Camden
Saint Joseph's University
Salus University
Swarthmore College
Temple University
Thomas Jefferson University
University of Pennsylvania
University of the Sciences
Ursinus College
Villanova University

Corporate Members

SENTINEL
Herman Miller

CHAMPION
Bentley Systems
Comcast
Deloitte
IKEA
TargetX

GUARDIAN
Green Mountain Energy

MENTOR
Allen & Gerritsen
Campbell's Soup Company
HouzeMe
Independence Blue Cross
Sodexo
U.S. Marines Officer Program
Vanguard
Wells Fargo
Zipcar

CONNECTOR
Bancroft
Beneficial Bank
Capital One
International House of Philadelphia
Lincoln Financial Group
Robert Half
University City Science Center
USLI

INNOVATOR
Employers on Call
RJMetrics

PRESENTING SPONSOR

Deloitte.

SPONSORS



RESEARCH PARTNERS

