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.

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Native to the Philadelphia region</th>
<th>Non-native: came from outside the region to attend college</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chose the Philadelphia region immediately after college</td>
<td>64%</td>
<td>76%</td>
<td>51%</td>
</tr>
<tr>
<td>Live in the Philadelphia region now</td>
<td>61%</td>
<td>82%</td>
<td>42%</td>
</tr>
</tbody>
</table>

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

Campus Philly helps local talent transition from student to resident.
As students discover more about Philadelphia, their interest grows.

Who chooses Philadelphia?

<table>
<thead>
<tr>
<th>Students with High Familiarity with Philadelphia During School</th>
<th>Students with Summer Internship Experience</th>
<th>Students Native to the Philadelphia Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Familiarity 73%</td>
<td>In Philly Region 71%</td>
<td>Native to Philly Region 76%</td>
</tr>
<tr>
<td>Low Familiarity 54%</td>
<td>Outside Philly Region 47%</td>
<td>Not Native to Philly Region 51%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Post-Graduation Job Prospects 61%</th>
<th>Restaurants and Nightlife 54%</th>
<th>Public Transportation 53%</th>
<th>Cost of Living 45%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internship Opportunities 44%</td>
<td>Art and Culture 44%</td>
<td>Outdoor Activities 39%</td>
<td>The City’s Image 36%</td>
</tr>
<tr>
<td>Art and Culture 44%</td>
<td>Cost of Living 45%</td>
<td>Number of Colleges in the Region 17%</td>
<td></td>
</tr>
</tbody>
</table>

Recommend Philadelphia As a Place to Live

73%

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.**

<table>
<thead>
<tr>
<th></th>
<th>2014 Study</th>
<th>2010 Study</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GRADUATED 2011 - 2014</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Awareness of Campus Philly Programs</td>
<td>77%</td>
<td>73%</td>
</tr>
<tr>
<td><strong>GRADUATED 2005 - 2010</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>GRADUATED 2000 - 2010</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

- Engaged in three or more off-campus activities twice a semester:
  - 2014: 93%
  - 2010: 90%
- Had an internship (paid or unpaid):
  - 2014: 81%
  - 2010: 62%
- Engaged in community service:
  - 2014: 50%
  - 2010: 36%
- Took SEPTA (very often/occasionally):
  - 2014: 80%
  - 2010: 71%

Students are connecting with internships and career-building jobs.

- Of those who are employed:
  - 79% of recent graduates are employed overall.
  - 57% in a job as part of career path
  - 30% stepping stone to career
  - 13% just paying the bills
- Of those not employed:
  - 12% are in school full-time, 7% are unemployed, and 2% are not working by choice.

Campus Philly’s focus on accelerating internships pays off.

- Of those who are employed with internship experience:
  - 81% are employed.
  - 60% in a job as part of career path
  - 30% stepping stone to career
  - 10% just paying the bills
- Of those who are employed with no internship experience:
  - 73% are employed.
  - 47% in a job as part of career path
  - 29% stepping stone to career
  - 24% just paying the bills

**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
- 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