

CHOOSING PHILADELPHIA

**An Analysis of the 2014 Survey of Recent College Graduates
of Philadelphia's Colleges and Universities**

>> Authored by Metro Metrics LLC

>> On Behalf of Campus Philly

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INTRODUCTION

The Philadelphia region has a long and distinguished track record of research into its base of higher education assets. Beginning in 2000, the Economy League of Greater Philadelphia released the *Knowledge Industry* report, an exhaustive look at the region's higher education institutions, including their ties to the regional economy and economic growth. Four years later, under the auspices of the Knowledge Industry Partnership (an outgrowth of the Economy League report), the region conducted its first-ever survey of recent college graduates, which provided crucial insight into college students' perception of Philadelphia as a place to go to school and a place to live and prosper after graduation.¹ Campus Philly fielded the survey once again in 2010,² drilling deeper into the Philadelphia college student experience and the factors driving post-graduation decisions.

“Success in the new economy will be increasingly concentrated in those regions with the right combination of smart people and good ideas. It is crucial that Greater Philadelphia be well-positioned to capitalize and build upon its base of knowledge assets.”

—Greater Philadelphia's Knowledge Industry:
*Leveraging the Region's Colleges and Universities
in the New Economy* (2000)

Metro Metrics, an independent consulting firm specializing in research and project management services to nonprofit and government organizations, is pleased to present this report summarizing feedback from Philadelphia's recent college graduates. This feedback was drawn from the third iteration of the survey of recent graduates of colleges and universities in the Philadelphia region,³ conducted in partnership with Campus Philly over the summer of 2014. Our research highlights a retrospective look at college students' perception of and experience in Philadelphia when they were in school. We also report on their current status, including their employment rate and definitive figures on how many chose to stay in Philadelphia, immediately after graduation and currently.

In presenting the survey results, we have identified three general themes around which the report is organized. Without giving away too much, we saw that survey respondents had clear thoughts on their Philadelphia college student experience, their view of the longer-term picture in terms of life after graduation, and where they hoped to be (and actually are) after graduation. The report highlights some of these thoughts by directly quoting from survey respondents.

Throughout the report, we provide not only direct results from the survey, but also figures viewed through several “lenses” to convey a deeper understanding of the factors driving student perception, experience, and decisions. To allow for change-over-time comparisons, we present survey results according to how recently respondents graduated from a Philadelphia college or university. Throughout the report we also compare results from the 2014 survey with results from the 2010 survey and in a few instances with the 2004 survey. To shed light on the newcomer's perspective of Philadelphia as a

¹ The 2004 report featuring the first survey of recent college graduates, *Should I Stay or Should I Go*, was released by the Knowledge Industry Partnership and is available for download at: economyleague.org/node/89?f=publications/reports

² Campus Philly's report, *From Student to Resident*, presents the results of the 2010 survey and is available for download at: <http://campusphilly.org/press/research/>.

³ The definition of the Philadelphia region we used in our research was the 11-county, tri-state area: Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties in PA; Burlington, Camden, Gloucester, Mercer, and Salem Counties in NJ; and, New Castle County in DE.

destination for young people, we summarize responses according to whether or not respondents were “native” to the region. (In our survey, respondents were classified as non-native if they listed a zip code for where they lived when they were in high school that was outside the Philadelphia region.)

Most important, we analyzed the data according to how familiar respondents were with Campus Philly, the region’s primary agent for fueling economic growth by encouraging college students to study, explore, live, and work in the Greater Philadelphia tri-state region. Our survey reached Philadelphia college graduates who studied in the region over the same time period that Campus Philly matured as an organization. As a result, we were able to discern the impact Campus Philly is having on strengthening the ties between Philadelphia and the burgeoning student population.

We look forward to participating in the discussion spurred on by the survey and this report. Technical notes on the research methodology, including survey distribution and participation, can be found in the report’s appendix.

THEME 1: Philadelphia's college students are busy.

Typical of the millennial generation, Philadelphia's college students have broadened their expectations and definition of the "college experience" while here for school. The 2014 survey of recent college graduates makes clear that the college experience no longer happens in a bubble. This generation grew up with a digitized world at their fingertips, and as such they expect and have a greater appetite for "experiences."

As high school students, they distinguished themselves as well-rounded college applicants by taking on loads of extracurricular activities and engaging in experiences and ventures outside the classroom, perhaps even to the point of overextending themselves. We see the same "busyness" in the Philadelphia college experience – as students, not only were they heavily involved with on-campus life (academic and extra-curricular), but also they got off campus more frequently, ventured farther afield, and sought out experiences we have not typically seen of college students. (And as we discuss in the next section, they increasingly completed internship experiences.)

Here is what Philadelphia's recent college graduates told us in the 2014 survey:

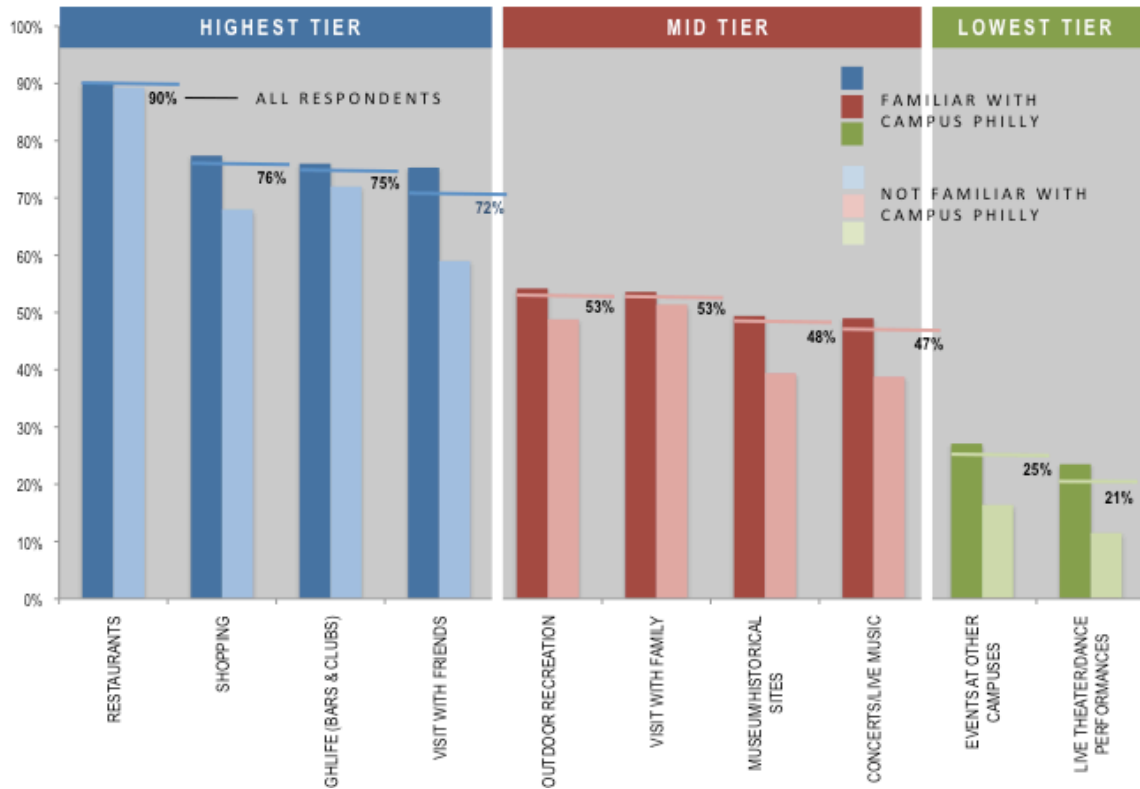
- ▶ An astounding 97% of respondents reported being involved in some type of on-campus activity during their time at school, a big jump from the 2010 survey (71%).
- ▶ Half (50%) reported engaging in community service while in school.
- ▶ Sixteen percent (16%) reported having a double major.
- ▶ Eighty-one percent (81%) reported having an internship experience. (More details on this finding in the next section.)
- ▶ Practically all respondents (93%) said they engaged in three or more off-campus activities at least twice a semester.
- ▶ Philadelphia's strong suits – restaurants (90%), shopping (76%), and nightlife (75%) – were the most appealing off-campus activities, but a significant percentage also took advantage of the region's recreational and cultural offerings (Figure 1).

Not only have Philadelphia's college students become less tethered to their college campuses, but also they are acting more like a "connected community," seeking and sharing experiences across and between student populations. Campus Philly was squarely in the center of this interconnectedness, helping to introduce young people to Philadelphia and each other. Survey respondents who were more familiar with Campus Philly had a stronger rate of getting off campus than respondents who had no familiarity with Campus Philly – 95% who knew Campus Philly engaged in three or more activities at least twice a semester, as compared to 89% of respondents who were not familiar with Campus Philly.

I absolutely love Philly. I spend every spring and summer just wandering around Chinatown, Old City, and South Street. The amount of different activities the city offers weekly and to people of any age, race, and creed continues to amaze me, even after over a decade of living around the Greater Philadelphia Region.

—2012 graduate of Rutgers-Camden

FIGURE 1. PARTICIPATION RATE IN OFF-CAMPUS ACTIVITIES BY TIER
 Percentage engaged in at activity at least twice a semester

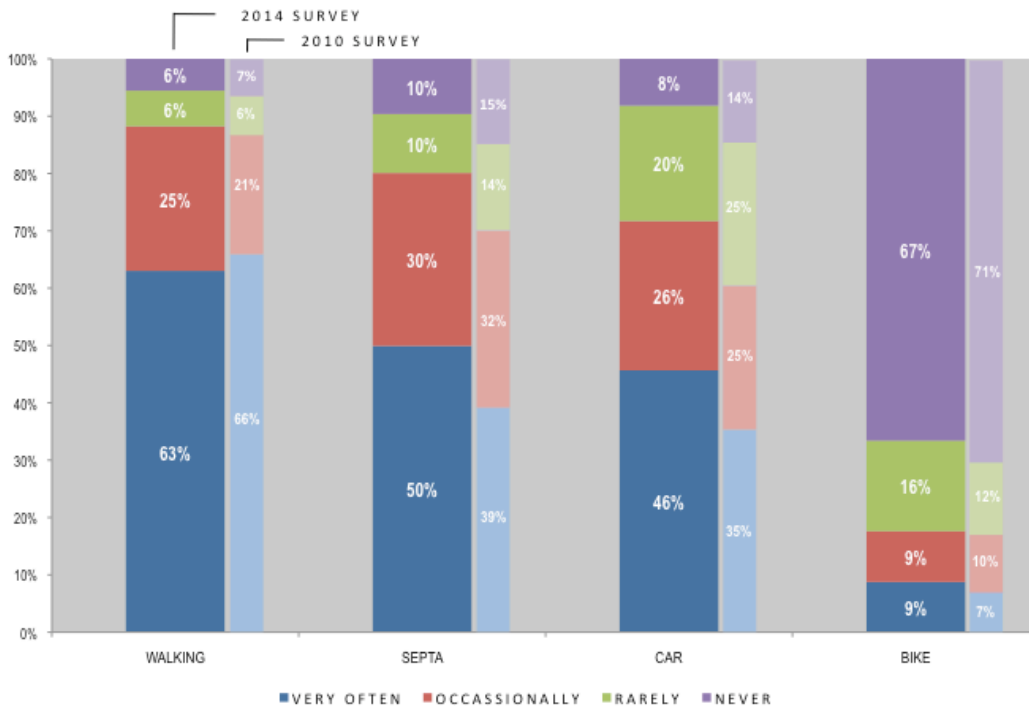


I loved Philadelphia because there was always something to do, an event to attend, an art exhibit to see, a new restaurant to try out. I rave about it to everyone who is considering relocating or taking a job there.

—Pre-2010 graduate of University of Pennsylvania

Moreover, Campus Philly served as a guide for those seeking experiences beyond restaurants and nightlife. Respondents familiar with Campus Philly engaged in higher rates of the following off-campus activities, as compared to respondents less familiar with Campus Philly: shopping, outdoor recreation, museums/historical sites, concerts/live music, events at other campuses, and live theater/dance performances (Figure 1).

FIGURE 2. METHODS OF TRANSPORTATION USED TO GET AROUND THE REGION



Respondents said they got off campus mostly by walking when they were students, as seen in Figure 2. But they also ventured farther afield especially via public transportation and to a lesser extent in their cars. Walking was the most common method of transportation cited – 63% said “very often” and another 25% said “occasionally.” But survey respondents also reported fairly strong usage of SEPTA – 50% said they used it “very often” and another 30% said “occasionally.” In fact, in the 2014 survey they reported higher rates of using SEPTA (50% said “very often”) and their cars (46%), as compared to the 2010 survey (39% and 35%, respectively).

It was great to live in an area where nothing was more than a 30-minute walk, a 15-minute SEPTA ride, or a 7-minute cab ride away.

—2011 graduate of Drexel University

Students want to be – and *are* – busy. They want to know what is going on off campus, and Campus Philly is perfectly poised to facilitate this “community conversation.” Indeed, the survey shows strong evidence that the organization is already meeting this demand of college students in the region. As the organization forges ahead, it will be interesting to see a virtuous cycle evolve as future students embrace Campus Philly’s mission as their own. (See the sidebar on the next page for an overview of Campus Philly’s programs and products.)



Campus Philly has very strong brand recognition. Seventy-seven percent (77%) of respondents said they were familiar with at least one Campus Philly program or product, a big jump from the 65% who responded to the 2010 survey. Moreover, familiarity with Campus Philly increased across class years – 77% of respondents who graduated between 2011 and 2014 said they were familiar with Campus Philly, as compared to 73% who graduated between 2005 and 2010 and 62% who graduated before 2005. More details on Campus Philly’s portfolio of services (including respondents’ familiarity with Campus Philly) are provided below.

CAMPUS PHILLY’S PORTFOLIO

PERCENTAGE OF RESPONDENTS FAMILIAR WITH PROGRAM OR PRODUCT

	ALL RESPONDENTS	CLASS YEAR
Campusphilly.org Campus Philly’s online home	67%	2011-2014: 67% 2005-2010: 64% Before 2005: 49%
College Day on the Parkway Now known as CollegeFest, the city’s all-day welcome event for new and returning students	47%	2011-2014: 48% 2005-2010: 46% Before 2005: 23%
Campus Philly on social media Twitter, Facebook and Instagram	45%	2011-2014: 47% 2005-2010: 37% Before 2005: 18%
Campus Philly eNewsletter Weekly communication to students	41%	2011-2014: 42% 2005-2010: 38% Before 2005: 19%
Campus Philly campus events On-campus promotion by Street Team	38%	2011-2014: 39% 2005-2010: 33% Before 2005: 26%
Insider Guide Magazine for new and returning students	37%	2011-2014: 37% 2005-2010: 30% Before 2005: 31%
Networking + internship events Createadelphia, Campus Philly Crawl, etc.	36%	2011-2014: 37% 2005-2010: 33% Before 2005: 22%
Open Arts Openartsp Philly.com Event listings, discounts for arts and culture	29%	2011-2014: 29% 2005-2010: n/a Before 2005: n/a
My Philly Summer Regional events for Philly’s summer interns	21%	2011-2014: 21% 2005-2010: 21% Before 2005: n/a
Inclusive Leadership Conference Cultivates student leaders into civic leaders	19%	2011-2014: 19% 2005-2010: 17% Before 2005: 14%

THEME 2: Philadelphia's college students are focused on work.

Much like the social experience is no longer a bubble, the education experience for college students has become more permeable as they erase the boundaries between their academic studies and the outside world. The 2014 survey tells us they are entering school already thinking about life after graduation, particularly employment opportunities, and many are mindful of and making choices to improve their post-graduation prospects. In short, they are thinking long-term.

Today's college students have a lot on their mind. As seen in Figure 3, there was no one dominant factor for survey respondents, but rather a handful of factors that colored their college experience. That said, "post-graduation job opportunities" was the top-ranking factor among nine factors influencing their college experience and the only factor to garner a majority (61%). (In this question, respondents were first asked to rate each factor as either very important, neutral, or not at all important to their college experience. Then, they were asked to rate their perception of the region's quality in each of the factors as either high quality [shown in Figure 3], average, or low quality.)

Post-graduation job opportunities were even more important for respondents who were familiar with Campus Philly – 64% said they were a very important factor, as compared to only 50% of respondents who were not familiar with Campus Philly (Figure 4). It was also a growing factor of importance for more recently graduating classes (61% of graduates between 2011 and 2014 rated them very important), as compared to earlier graduating classes (58% of respondents who graduated between 2005 and 2010 rated them very important).

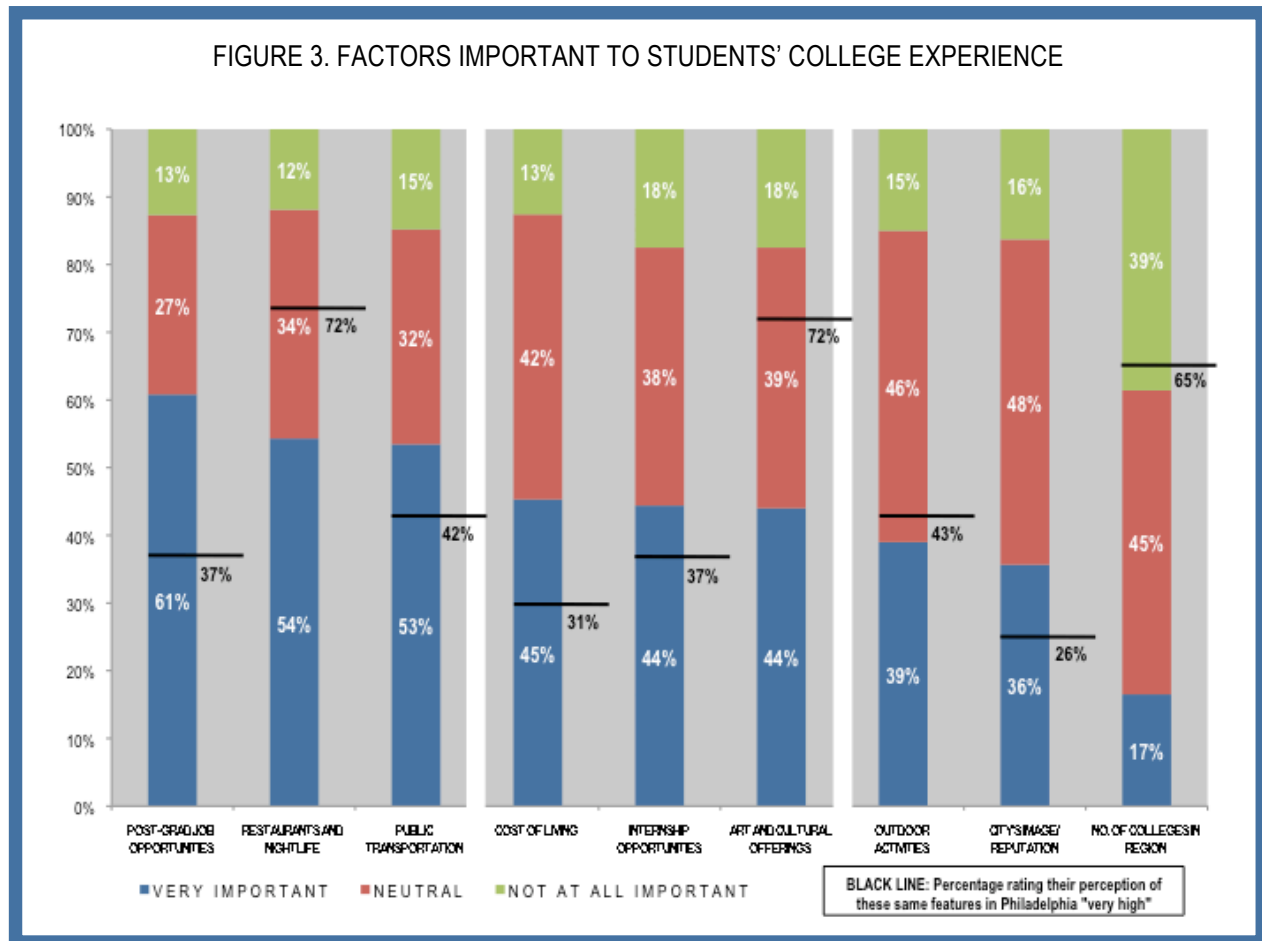
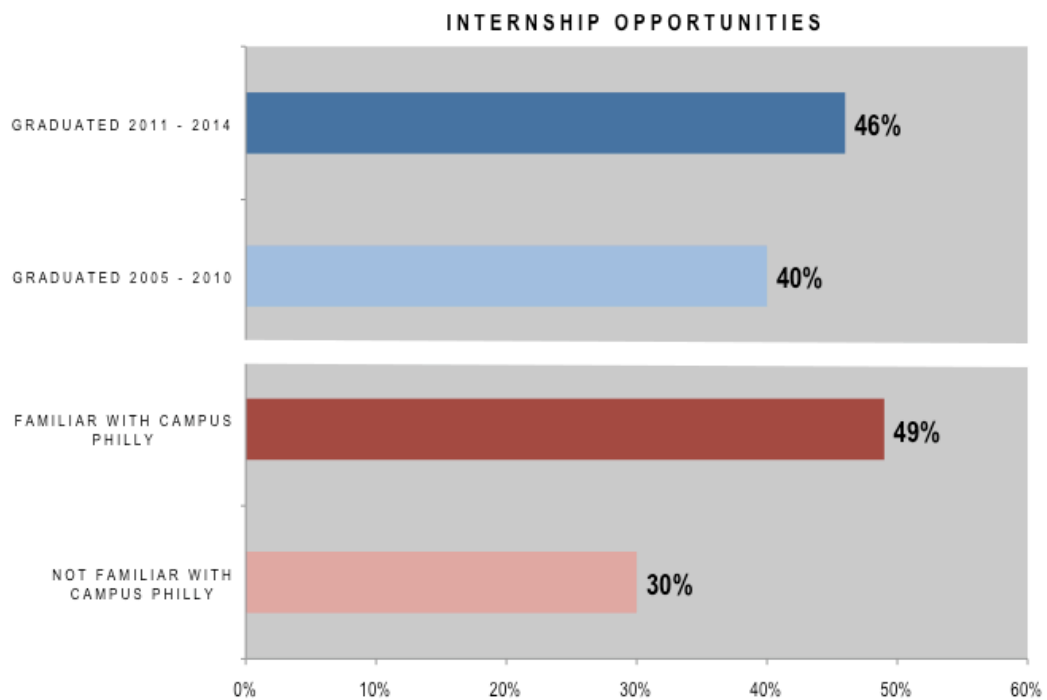
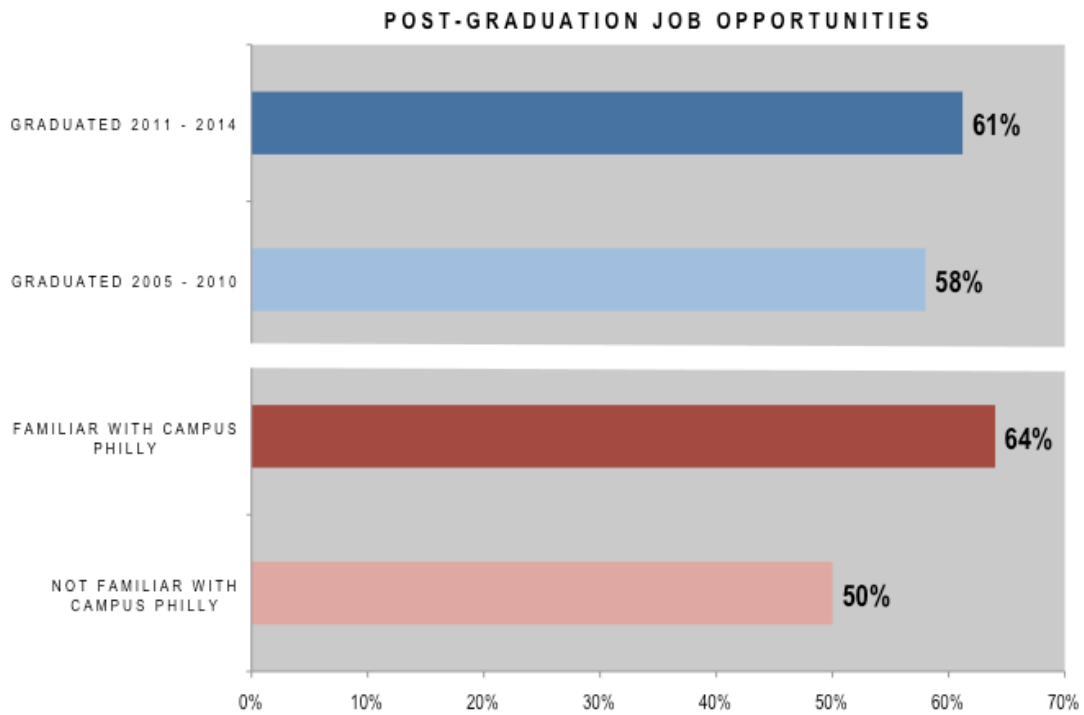


FIGURE 4. KEY IMPORTANT FACTORS TO THE COLLEGE EXPERIENCE, BY SUBGROUP
 Percentage of respondents rating factor "very important"

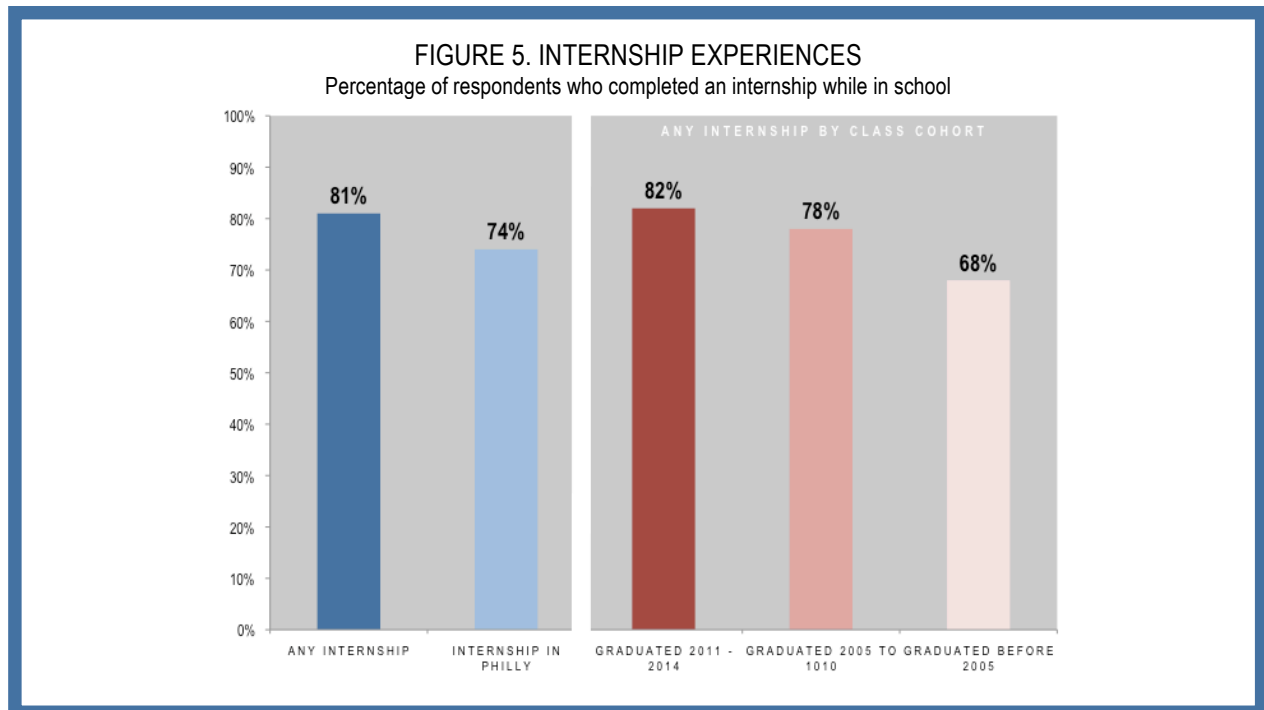


Increasingly, college students view internships as an important complement to their formal academic studies. Almost half of respondents (44%) said internship opportunities were very important to their Philadelphia college experience. In fact, more recent cohorts of students appeared to have growing interest in internship opportunities (Figure 4) – 46% of respondents who graduated between 2011 and 2014 said they were very important, as opposed to 40% from who graduated between 2005 and 2010. Respondents familiar with Campus Philly had even stronger views on internship opportunities – as a subgroup, they had the highest share of respondents who rated them very important (49%), outstripping the 30% of respondents who were not familiar with Campus Philly.

Campus Philly provided me with much information about events, networking, and educational opportunities. I really believe that many of Campus Philly’s events allowed me to connect with people in my field to help me get to where I am today.

—2013 graduate of University of the Sciences

In fact, the vast majority of respondents acted on this conviction and prepared themselves for their first big step into the working world by securing internships. Eighty-one percent (81%) of respondents reported having an internship experience while in school and 74% reported having an internship experience in Philadelphia (Figure 5). Doing an internship has practically become the norm over the years – 82% for those who graduated between 2011 and 2014 had an internship experience, as compared to 78% of respondents who graduated between 2005 and 2010 and 68% who graduated before 2005. In particular, there was a strong increase in the percentage of respondents who had a summer internship in Philadelphia – 32% of respondents who graduated between 2011 and 2014, as compared to 25% of respondents who graduated before 2005 (figure not shown). This upward trend aligned with Campus Philly’s increased focus on internships, particularly summer internships, in the region.

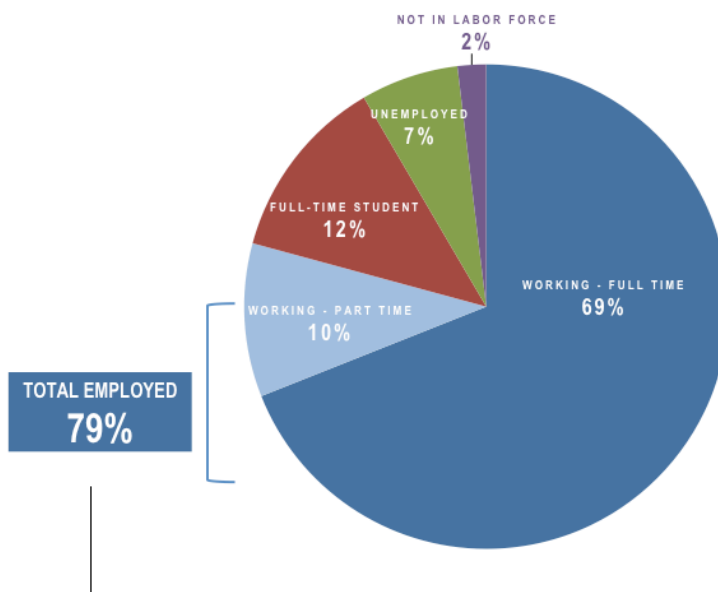


Most important, this increased focus on preparing for work with internship experiences seemed to pay off for Philadelphia’s college students – in terms of finding not just a job, but a job that put them on their career path. As shown in Figure 6, 79% of respondents reported that they were currently working (full- or part-time). Respondents who completed an internship had an even higher employment rate (81%) than respondents who did not (73%).

Of those respondents currently employed, 57% said their job was part of their career path, and another 30% said it was a stepping-stone to the career/job they want. An even higher percentage of respondents who completed an internship while in school said their current job situation was part of their career path, as compared to only 47% of respondents who did not have an internship experience. Conversely, 24% of respondents who had no internship experience while a college student said their current job was just a job to pay the bills.

The 2004 survey report noted that internships were a key opportunity to connect college students with employment opportunities in the region, especially non-natives who come to the region for school and feel they can go anywhere after they graduate. (The 2004 report dubs these types of students “explorers-in-waiting.”) As stated in the report: “If a student who is not originally from the region interns locally during their college career he or she is twice as likely to remain in Philadelphia.” We will show you the percentage of graduates who chose to stay in the region after graduation and currently reside here today, but it is clear from the 2014 survey results that internships now matter to all students, and Campus Philly is playing a critical role in both creating the opportunities (in partnership with employers) and connecting students to the opportunities.

FIGURE 6. CURRENT STATUS OF RECENT GRADUATES



Of respondents who were employed, what statement best described your current status?	ALL RESPONDENTS	HAD AN INTERNSHIP	DID NOT HAVE AN INTERNSHIP
It's part of my career path.	57%	60%	47%
It's a stepping-stone to the career/job I want.	30%	30%	29%
It's just a job to pay the bills.	13%	10%	24%

THEME 3: Philadelphia’s college students are choosing Philadelphia.

In today’s “knowledge economy,” a college degree enables and drives mobility. Knowledge workers – whether college bound or college educated – want to go to places where they not only have experiences, but experiences that best suit them. This trend is especially playing out at the regional level. Economically strong regions exhibit a healthy flow of people in and out of their borders, in large part because of this amazing mobility and drive of knowledge workers. Economists call this “churn.”

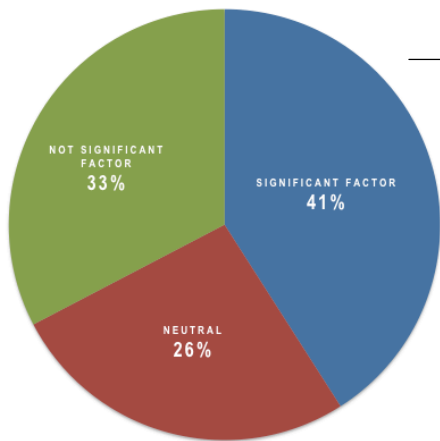
When it comes to the mobility of young knowledge workers, they have two key “choice moments” in their journey – where to go to school and where to go after school. Our survey indicates that Philadelphia is the first choice of many young knowledge workers.

With regard to the first of these choice moments – the college application process – we found that:

- ▶ The location of the school in the Philadelphia region was a significant factor for 4 out of 10 respondents (41%) in their decision to apply to that school (Figure 7).
- ▶ Of this group for whom Philadelphia was a significant factor in the college application decision, almost half (45%) cited reasons that were “location-centric,” as opposed to reasons related to personal ties, including 33% who said Philadelphia seemed like a great place to go to school.
- ▶ In fact, almost half of all respondents (46%) said they applied to more than one school in the Philadelphia region.

As they progressed through their college career, close to half felt they got to know the region fairly well – 47% of respondents rated their familiarity with the region fairly high while only 22% felt they did not get to know Philadelphia that well.

FIGURE 7. IMPORTANCE OF LOCATION OF SCHOOL IN PHILADELPHIA TO APPLICATION DECISION



Of respondents for whom the school’s location in Philadelphia was a significant factor, why?	
LOCATION-CENTRIC REASONS (45%)	
Philadelphia seemed like a great place to go to school.	33%
I thought Philadelphia would be a good place to be after I graduated.	8%
I liked that there were so many other colleges/students in the area.	4%
NEUTRAL REASON (7%)	
It was affordable for me to go to school in Philadelphia.	7%
PERSONAL TIES (48%)	
I’m from the area and wanted to be close to home.	35%
I have friends and family in the area and wanted to be close to them.	13%

When it comes to their interest in where to go after graduation – their second key choice moment – our survey suggests that college students are very driven by personal motives and preferences. Generationally they seem less tied to their hometown, less bound to family and friends (still a factor, but perhaps less “sticky”), and less concerned about broad location factors, such as quality of life or affordability. Rather, they are seeking a location that they believe will give them *personally* the best experiences, including employment opportunities.

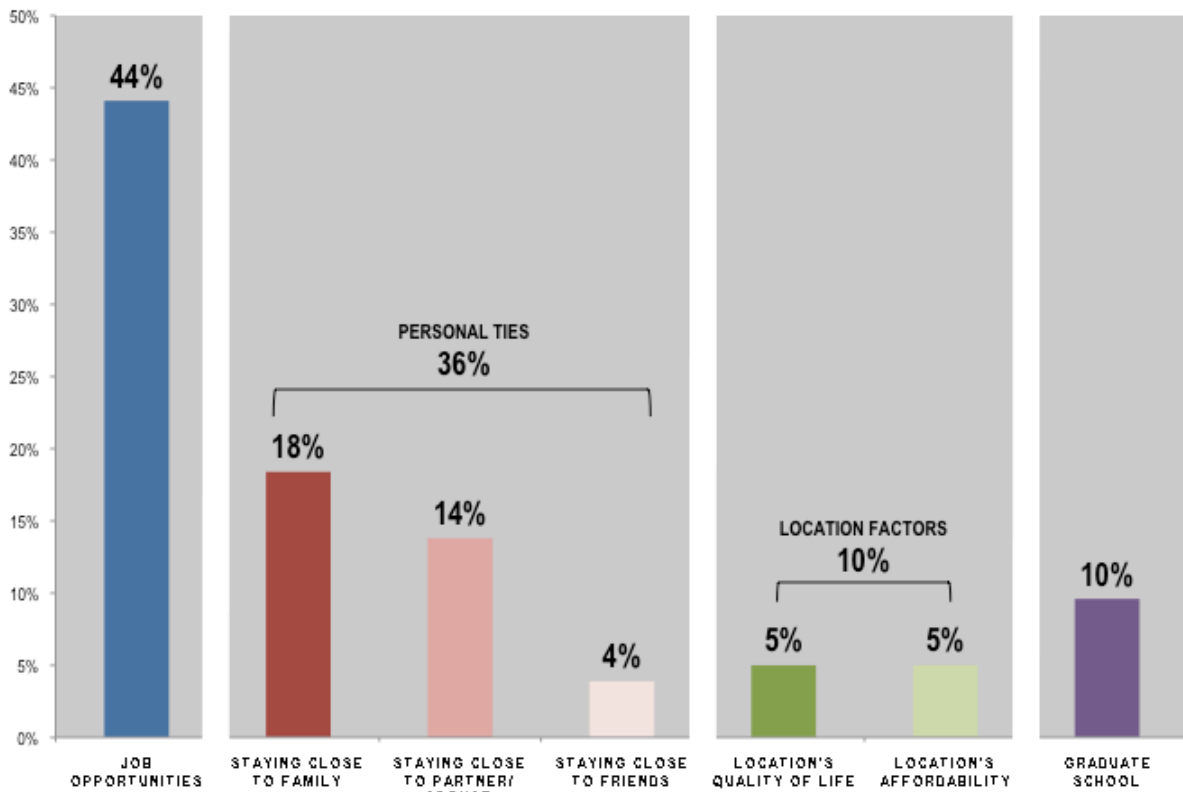
Philadelphia was the first place that I lived on my own as a young adult and I really feel like it is where I have come into my own. The cost of living and ease of navigability made it easy for me to begin finding my way around and that sense of independence was contagious. I fell in love with the city and never left!

—Pre-2010 graduate of Bryn Mawr College

When asked to identify the most important factor driving their decisions of where to go after graduation, the top-ranking factor among seven was “job opportunities” – 44% of respondents rated it the number one most important factor, more than twice the percentage of any of the other factors and considerably higher than the share of factors related to personal ties. (Note: respondents could select only one answer for this question.)

FIGURE 8. FACTORS DRIVING POST-GRADUATION LOCATION DECISIONS*

Percentage of respondents ranking factor the number one most important



Though factors driving post-graduation location decisions are varied, Philadelphia is preferred by a majority of recent graduates. When asked to think back to when they graduated, 45% of respondents said they were very interested in staying in Philadelphia and another 28% said they were somewhat interested, for a cumulative total of 73%. Slightly higher cumulative percentages (for very interested and somewhat interested) were reported for respondents who said they were familiar with Campus Philly (78%) and respondents who completed an internship in Philadelphia while a college student (76%).

I did a Campus Philly Alternative Spring Break in 2010 and loved it. It really helped me get to know the city, and it was great to spend time with students from other schools.

—2013 graduate of LaSalle University

And in fact, many did stay. Sixty-four percent (64%) of respondents chose to remain in the region immediately after graduating (Figure 9), and 57% stayed for a year or more. These rates are lower than what was reported by the 2010 survey, when the economic recession of 2007 through 2009 likely had a dampening effect on mobility.

More importantly, the percentage of graduates residing in the region in the longer term was remarkably consistent – 61% of respondents reported living in the region at the time of the 2014 survey (Figure 9), only slightly lower than the percentage that stayed immediately after graduation and somewhat higher than the percentage staying a year or more after graduation. A healthy 82% of respondents who were native to the region reported living here today, somewhat lower than the 2010 study (89%) and a lower though still significant share of non-natives reported living in the region today (42%) as compared to the 2010 study (55%). Most significant, in the 10 years since Philadelphia conducted its first survey of recent college graduates, the rate of non-natives residing in the region at the time of the survey increased by 13 percentage points, from 29% to 42%.

FIGURE 9. PERCENTAGE OF COLLEGE GRADUATES RESIDING IN REGION

STAYED IMMEDIATELY AFTER GRAD.	ALL	NATIVE	NON-NATIVE
2014 survey	64%	76%	51%
2010 survey	71%	88%	59%
2004 survey	QUESTION NOT ASKED		
STAYED FOR A YEAR+ AFTER GRAD.	ALL	NATIVE	NON-NATIVE
2014 survey	57%	69%	44%
2010 survey	61%	79%	48%
2004 survey	QUESTION NOT ASKED		
HERE AT TIME OF SURVEY	ALL	NATIVE	NON-NATIVE
2014 survey	61%	82%	42%
2010 survey	70%	89%	55%
2004 survey	64%	86%	29%

FACTORS ASSOCIATED WITH GRADUATES RESIDING IN REGION

Percentage of respondents who stayed in the region immediately after graduation

HAD AN INTERNSHIP.....In Philly: 65% Outside Philly: 47%
 HAD A SUMMER INTERNSHIPIn Philly: 71% Outside Philly: 47%
 FAMILIARITY WITH PHILADELPHIA.....High: 73%Low: 54%

Digging a bit deeper, we see that certain factors are associated with higher percentages of graduates choosing to reside in the region, such as whether or not they completed an internship in the region while here for school (Figure 9). Among those who completed any internship in Philadelphia, the percentage of respondents who decided to stay immediately after graduation (65%) was considerably higher than the percentage of respondents who completed an internship outside the region (47%). The percentage of respondents who stayed after graduation was even higher for graduates who completed a *summer* internship in Philadelphia (71%).

Similarly, among respondents who felt they became very familiar with Philadelphia while here for college, a higher percentage remained in the region after graduation (73%), as compared to respondents who did not feel they were very familiar with the region (54%). Getting students off campus – whether for leisure activities or for practical experience in a workplace or for building networks – seems to make a difference in whether or not they choose to become residents, now or sometime in the future.

Indeed, the numbers suggest that Philadelphia is a “net importer” of residents who started off as college students. As indicated in the 2014 survey, 51% of respondents arrived at school as non-natives, while 61% of respondents said they currently live in the region (Figure 10).

Of those who did leave, they were not necessarily drawn to “hot spots,” but rather fanned out across the country and around the globe. The top destination for Philadelphia’s college graduates (after the Philadelphia region itself) was, not surprisingly, the New York City metropolitan area, however only 12% of respondents reported currently living there. (Interestingly, 14% of respondents were originally from the New York City metropolitan area.) No other region in the US or abroad garnered more than 2% as respondents’ current location of residence.

This area, the schools, and community have allowed me to go down a path that leads to success. The Philadelphia area has so much to offer from the city life, to being close to the beaches, being close to farmland, being close to the Pinelands. You cannot get an experience that the area offers anywhere else.

—2011 graduate of
Richard Stockton College of New Jersey

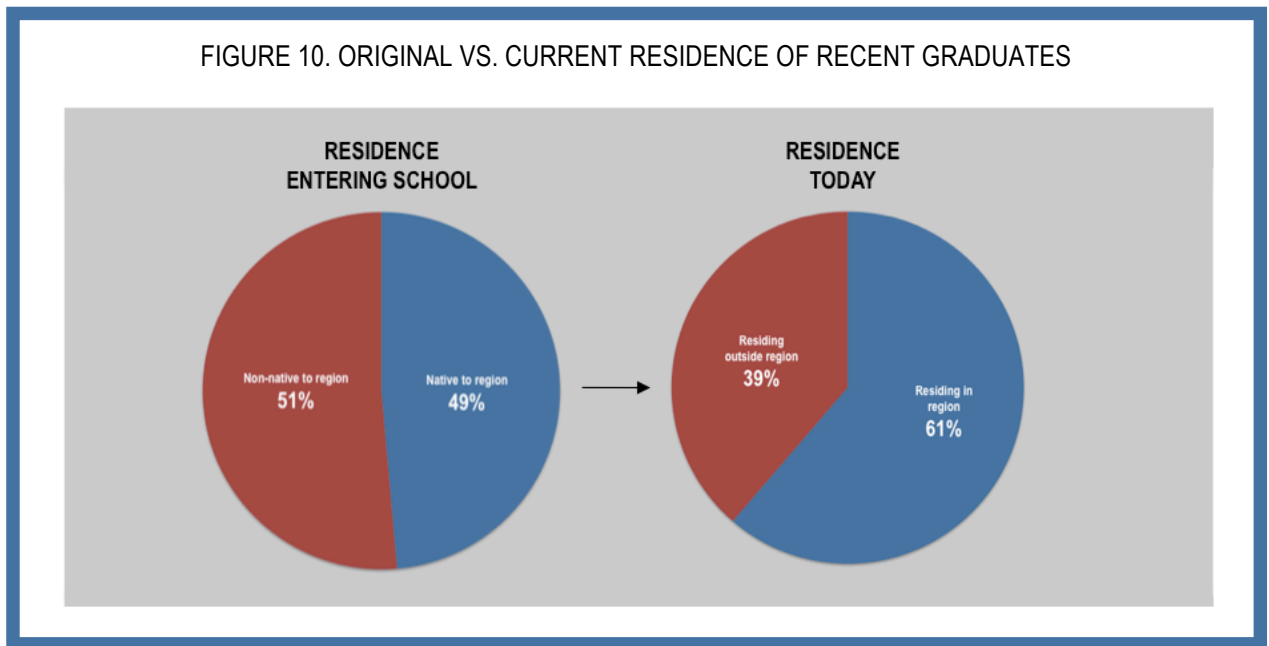


FIGURE 11: STATEMENTS BEST DESCRIBING RESPONDENTS' POST-GRAD DECISIONS ABOUT WHERE TO LIVE

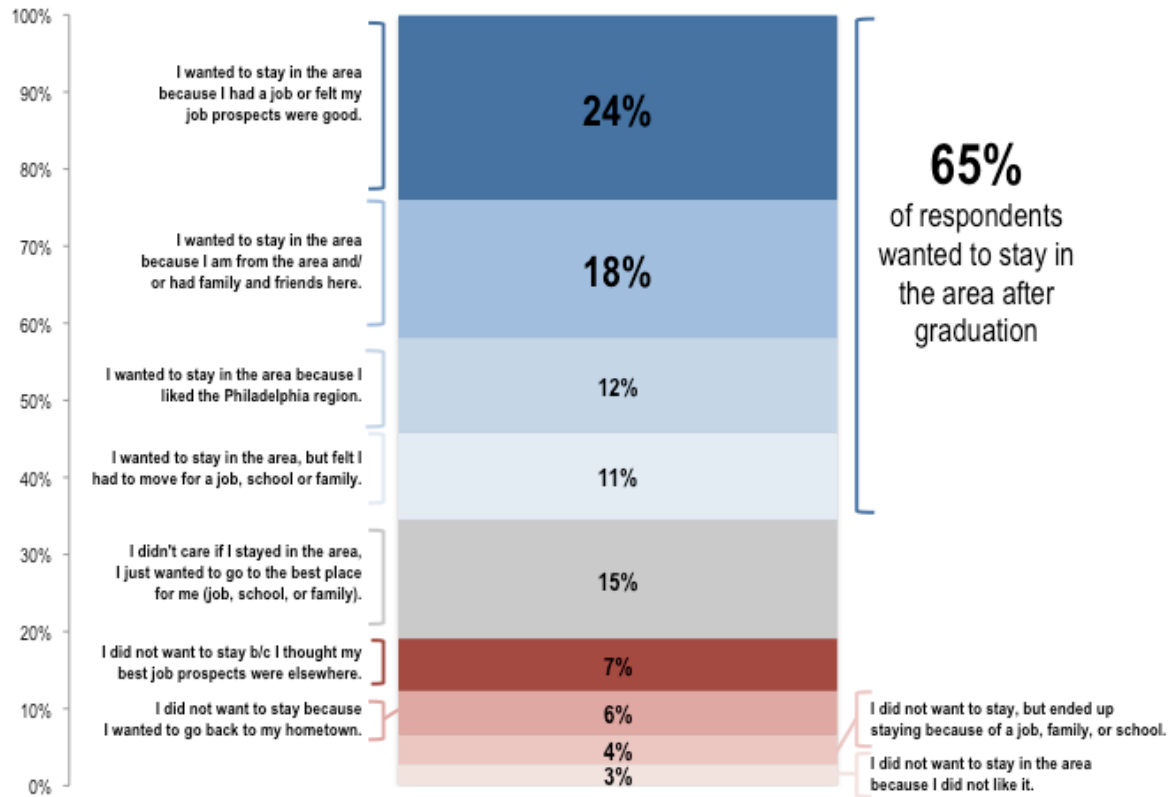
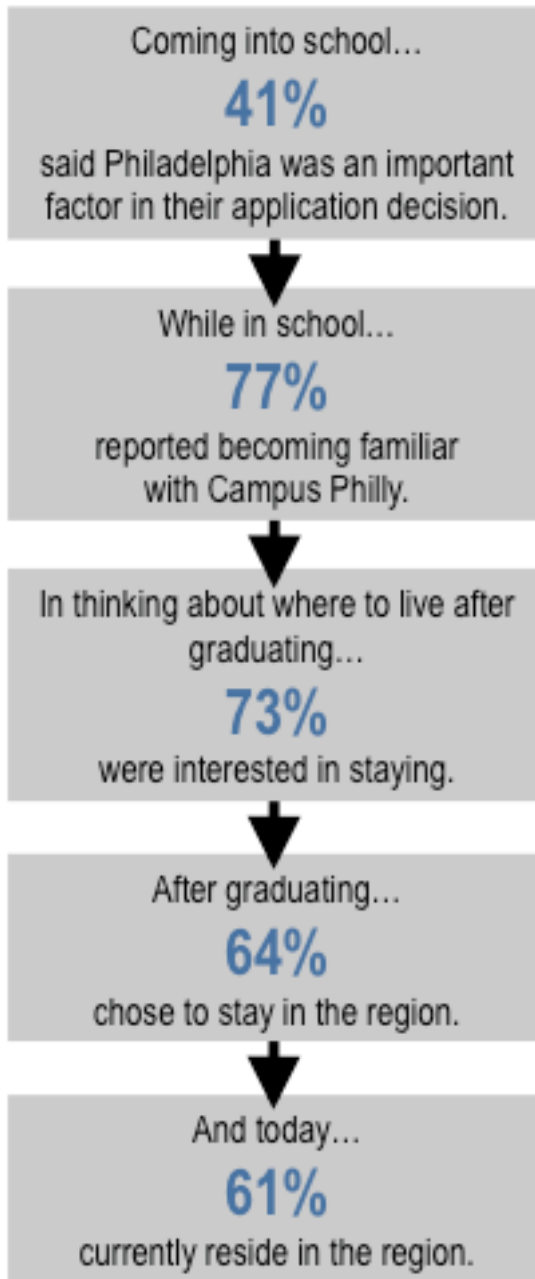


FIGURE 12. RECENT GRADUATES' RECOMMENDATIONS OF PHILADELPHIA

Would you recommend Philadelphia as a place to...	GO TO SCHOOL	VISIT	LIVE
All respondents – 2014 survey	90%	83%	73%
2010 survey	83%	81%	55%
Familiar with Campus Philly	91%	85%	75%
Not familiar with Campus Philly	84%	77%	64%
Any Philly internship	91%	85%	75%

Regardless of where they are now, the experience of Philadelphia's college students while here seems to have generated a lot of good will for the region. A deeper dive into graduates' reasons for choosing or not choosing Philadelphia shows a plurality (24%) choosing Philadelphia for job-related reasons and only a small minority (3%) simply not liking Philadelphia (Figure 11).

FIGURE 13: "CHURN" OF PHILADELPHIA'S COLLEGE STUDENTS



Moreover, 90% of respondents said they would recommend the Philadelphia region to a friend to go to school, 83% said they would recommend it as a place to visit, and 73% said they would recommend it as a place to live (Figure 12). The percent of respondents recommending Philadelphia increased from the 2010 survey for all three categories. Respondents who were familiar with Campus Philly and respondents who had a Philly internship experience had slightly higher percentages for all three categories as well.

When put together, it is clear that Philadelphia's college students are choosing Philadelphia. Students are coming to Philadelphia for school with an open mind toward getting to know the city and region, and our survey indicates that they do with eagerness. They have strong interest in staying, and many in fact do. We view this as a healthy sign of churn (Figure 13).

APPENDIX: Research Methodology

SURVEY DISTRIBUTION

Metro Metrics, led by Principal Annette B. Mattei, and Campus Philly developed the 2014 Survey of Recent College Graduates of Philadelphia's College and Universities in partnership. The survey instrument was administered online, and a link to the survey was distributed through various communication channels over the summer of 2014. Respondents reported learning about the survey through the following communication channels:

Received an email from their college or university with a link to the survey	62%
Saw a link to the survey on social media.....	26%
Received an email from Campus Philly with a link to the survey	8%
A friend forwarded the survey	5%
Saw survey posted on campusphilly.org	3%
Other, don't remember.....	<1%

(Note: multiple answers were accepted; percentages do not total to 100%.)

PARTICIPATING SCHOOLS

Campus Philly and Metro Metrics thank the following schools for their assistance in distributing the survey link to their recent graduates via direct email and social media postings:

Arcadia University	Penn State - Abington
Bryn Mawr College	Philadelphia University
Chestnut Hill College	The Richard Stockton College of New Jersey
Delaware Valley College	Saint Joseph's University
Drexel University	Temple University
Eastern University	University of Pennsylvania
Haverford College	University of the Sciences
LaSalle University	Ursinus College
Moore College of Art & Design	Villanova University
Peirce College	

SURVEY RESPONSE RATE

A total of 3,390 complete responses from more than 40 Philadelphia colleges and universities were received and approved for analysis. The survey link was sent to an estimated 24,000 recent graduates, resulting in a response rate of 14%. The breakdown by graduating class year was as follows:

Graduated between 2011 and 2014	2,850 (84%)
Graduated between 2005 and 2010	415 (12%)
Graduated before 2005.....	98 (4%)

DATA TABULATION AND WEIGHTING SCHEME

The survey data was tabulated by RMC Data Inc. Survey responses for graduates of the top ten responding schools were weighted in proportion to each school's level of degrees conferred (bachelor's degree or higher). These responses comprised 50% of the sample. Responses from the remaining schools were weighted to comprise the remaining 50% of the sample.