



The University City Network

UCnet.com Member Demographics

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Database Demographics: 95,000+ Members (as of June 1, 2010)

The UCnet.com member database is updated every week.

	Students & Grad Students	Faculty & Staff	Residents & Workers	Total
Drexel	15,795	2,835		18,630
Penn (+UPHS)	19,440	12,960		32,400
USP + Other Schools	1,830	413		2,243
	37,065	16,208		53,273
UCity & Center City			13,484	13,484
Regional Residents			28,286	28,286
			Grand Total:	95,044

UCnet.com recruits Philadelphia area members through marketing agreements with its partner and client websites. These members have specifically requested information regarding Arts, Entertainment, Fine Dining, Services and Retail. Regional residents are primarily alumni living in greater Philadelphia area.

Most requested Products & Services:

Food & Restaurants	97%
Clothes & Shoes	88%
Art & Entertainment	85%
Personal Services	67%

Frequency of Dining Out	Dinner	Lunch
3+ per Week:	27%	38%
1 to 2x per Week:	45%	39%
1 to 2x per Month:	22%	15%
Rarely:	6%	8%

Areas of Interest	Very Interested	Interested	Not Interested
"Finer" Dining (not fast food/pizza)	64%	33%	3%
Shopping/Dining in Center City	68%	30%	2%
Performing/Fine Arts	48%	42%	10%
Services (spa, nails, hair, yoga)	47%	36%	17%
Clubs / Bars	29%	43%	28%
Sports (college & professional)	22%	42%	36%