



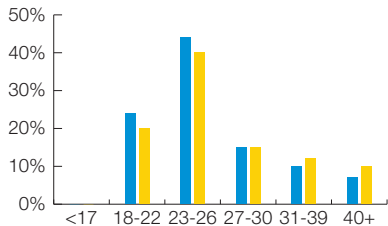
Who attends Idealist.org

Graduate Degree Fairs for the Public Good?

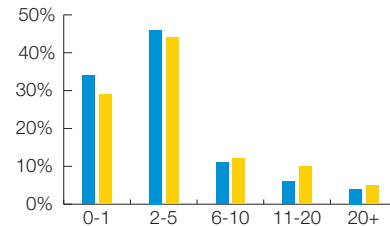
Get an idea of the audience you'll reach at Idealist's graduate degree fairs by examining this demographic data from 5,948 graduate fair attendees and pre-registrants from our 2008 fair season. The 2008 fairs were held in Ann Arbor, Atlanta, Boston, Chicago, Los Angeles, New Orleans, New York, Portland, St. Louis, San Francisco, Seattle, Toronto, Vancouver, and Washington, DC.

New York (New York data based on 917 respondents to pre-registration and follow-up surveys. 1,750 people attended our summer and fall fairs in New York.)

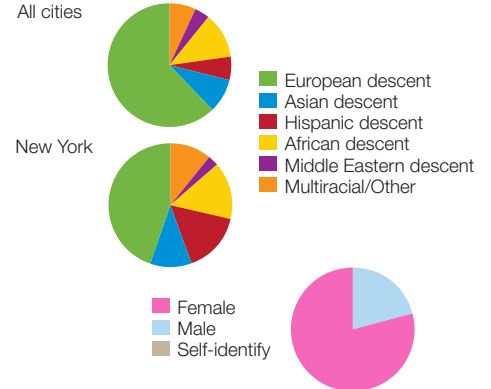
Age distribution of attendees



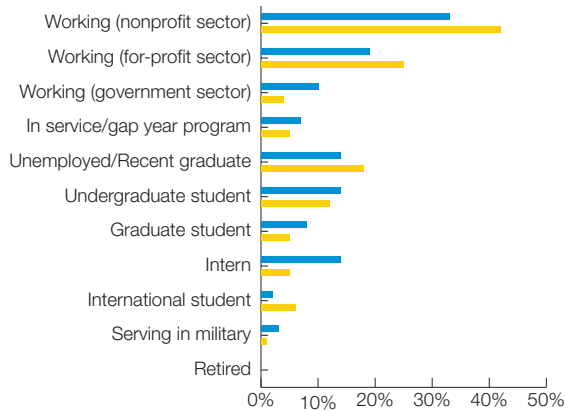
Years of professional experience



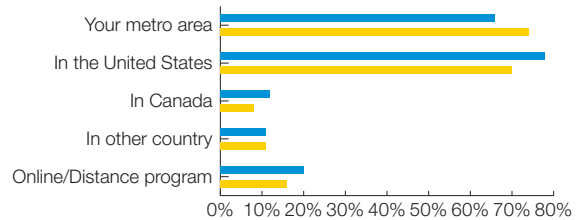
Ethnic and gender diversity[§]



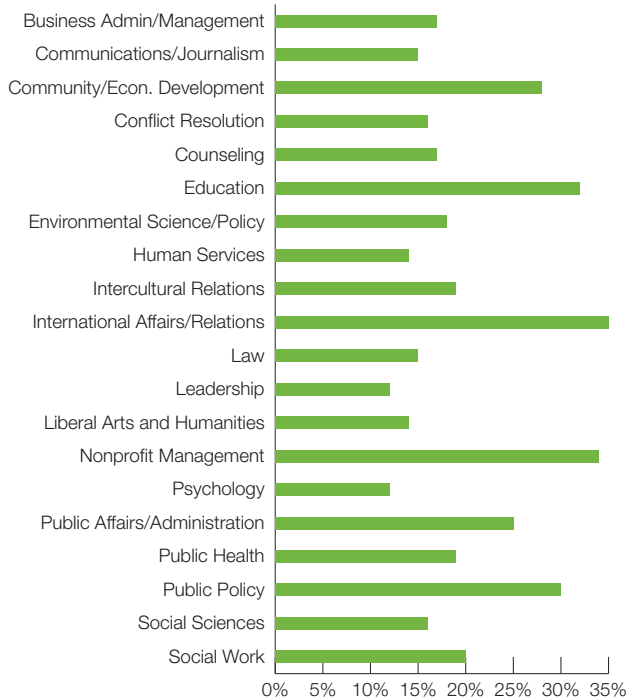
Current occupation*



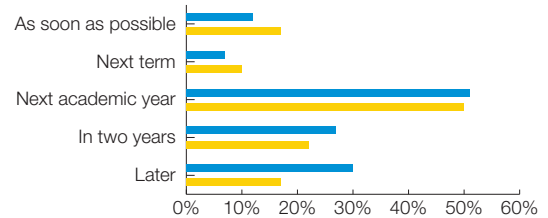
Where would you like to attend?*



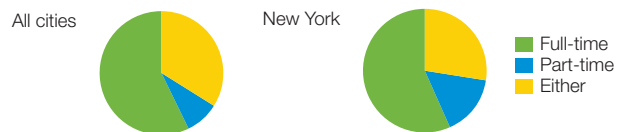
Top 20 fields of interest among New York respondents*



When would you like to attend?*



What would your enrollment status be?



[§] Gender diversity is nearly identical at all our graduate school fairs.
^{*} Indicates a question to which respondents could select more than one answer, thus totals may exceed 100.

Need more information about the fairs?

For a complete list of upcoming Idealist Graduate Degree Fairs for the Public Good, visit www.idealists.org/gradfairs. If you have any questions about the fairs or the data on this sheet, please contact gradfairs@idealists.org.