

FIRST FRIDAYS UNITED STATISTICS



FIRST FRIDAYS UNITED
www.firstfridaysunited.com

Each First Fridays' event attracts between 350 to 3,500 patrons per city ranging in age from 21 to 44 with a median age of 25 to 34. Given the nature of our networking events, the great majority of our members are college-educated professionals with large disposable income. FFU is comprised of 30 cities with a combined email list of more than 450,000.

Age:	21 – 44 (25-34 comprise 69% of audience)
Gender:	44% Male and 56% Female
Income:	75% Earn over \$50,000, 33% Earn over \$75,000
Education:	92% Have a bachelors, advanced or specialized degree
Professional Level:	79% Management level, (11% Executive management, CEO, CFO, or COO)
Ethnicity:	85% African-American, 5% International, 10% Other
Entrepreneurs:	19% Business owners
Loyalty:	50% Consider themselves loyal First Fridays patrons
Purchasing Trends:	47% Would be more likely to purchase a company's product(s) if they sponsored First Fridays 72% Would be more likely to purchase a company's product(s) if that company offered samples of its products through First Fridays
Hobbies:	Computer & Internet users, avid sports fans, supporters of the arts
Attitudes:	Clientele is upwardly mobile and image conscious
Emails	850,000 per month
Flyers:	130,000 per month
Mailing:	20,000 per month
Voicemails:	3,500 + per month
Attendance:	16,000 per month total of all events, 192,000 annually

Source: 2004 A-List Online Marketing Survey