

Final Research Report

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Executive Summary:

The transition from college to post-graduation brings forth a complex array of challenges. Our extensive research delved into the difficulties recent graduates face in establishing connections in their new environment, in this case, being San Diego. Through a comprehensive approach combining secondary and primary research, we uncovered the pressing need for tailored events to bridge the gap and cultivate meaningful relationships.

Research revealed a pervasive sense of isolation among post-graduates, exacerbated by the absence of structured communities and familiar social environments after college. The emotional challenges outlined in secondary research resonated with our primary findings, revealing the pivotal role of digital platforms like Instagram and TikTok in seeking connections and event discovery. Importantly, our focus groups and surveys highlighted specific preferences: recent graduates gravitate towards events focusing on recreational activities, food and beverage, and music, seeking settings conducive to forging new connections outside of work hours.

Crucially, participants expressed a reluctance to attend events alone due to safety concerns, schedule conflicts, and the intimidation of unfamiliar social settings. Our proposed solution entails collaborating with San Diego Magazine to curate events aligned with the interests and lifestyle of recent graduates. Using the influential power of Instagram or TikTok our strategy is aimed at meeting our target audience where they predominantly engage—on social media platforms. Through strategic marketing initiatives, including compelling content creation, influencer partnerships, and community engagement, we aim to offer accessible, engaging, and inclusive events that facilitate connections among San Diego's recent graduates.

By tackling the struggle of post-graduates fostering a sense of community, we aim to positively impact the well-being of young adults in San Diego. Our proposed solution not only

aligns with their needs for support and a sense of belonging but also strives to create a vibrant social scene that complements the lively lifestyle the city embodies. In conclusion, our business concept is firmly rooted in research-backed insights, aiming to address the critical need for meaningful connections and community-building among recent graduates in San Diego.



Persona:

Meet Michaela, a vibrant 22-year-old who recently made the move from Tucson, Arizona, to San Diego after graduating from the University of Arizona. Balancing a 9-5 hybrid public relations job, she finds it a bit challenging to connect with coworkers while working remotely part-time. In her free time, Michaela enjoys playing pickleball and going out for drinks with her girlfriends. However, there's a catch—she currently doesn't have any friends in San Diego and is lonely.

Michaela represents the many young professionals like her, craving more than just a routine; she longs for a sense of community and a deeper connection to her new city. Our

business concept, in collaboration with San Diego Magazine, is tailor-made for Michaela and others in her shoes in the San Diego area. These events aim to offer a unique blend of cultural immersion, social interaction, and community enrichment. Whether it's a Padres box mixer during a game, a pickleball tournament at UTC Mall, a happy hour event at Monarch Ocean Pub in Del Mar, or an exclusive yoga class at the Rady Shell hosted by Helen Woodward Animal Shelter with the opportunity to meet adorable dogs, our goal is to provide recent graduates with memorable experiences that deepen their connection to San Diego and foster new and current meaningful relationships.

Through our market study, we intend to assess the specific interests, preferences, and demand among recent graduates in the San Diego area for these types of events, ensuring that our offerings align with their desires and needs and that our business concept thrives as a valuable and vibrant addition to their post-graduate experience in San Diego.

Our research aligns with Michaela's needs, revealing that recent grads like her are eager for curated events. As we embark on this journey, let's connect Michaela with the community she's searching for, creating lasting memories and forging friendships in the lively city of San Diego.

Research Objective:

Our research objective is to test whether or not post-graduates would benefit from events hosted by San Diego Magazine to help foster new connections and learn more about San Diego. To test this, we first gathered some research through secondary research.

Guiding Research Questions:

1. In what types of social settings do recent post-graduates express interest in meeting new people in San Diego?

2. What are the less effective ways of forming new connections?
3. What are the most popular interests among recent post-graduates in San Diego, such as sports, food and beverage, health and wellness, or pets?
4. What specific challenges or obstacles do recent post-graduates face in their attempts to meet new people in San Diego?
5. How likely are recent post-graduates to attend events hosted by San Diego Magazine, and what motivates them to do so? Do they perceive these events as helpful in fostering connections?
6. What mobile apps do recent post-graduates use regularly, and to what extent would events posted on these apps influence their interest in joining a community of like-minded people?
7. What factors or recommendations would encourage recent post-graduates to attend events with the primary goal of meeting new people? For example, how influential is word-of-mouth in motivating their participation?
8. What would motivate you to go to an event to connect with people in the area?

Secondary Research:

Loneliness is a pervasive issue among young adults, particularly during major life transitions like graduation and relocation. College students commonly experience loneliness, with struggles adapting to new environments and **forming connections** (Ponzetti, 1990; Rokach, 1989). This emotional challenge is exacerbated by tendencies to seek comfort in isolation, hindering engagement with new people or events (Batsleer & Duggan, 2021). Post-graduates often face difficulties in acclimating to mainstream life and connecting with peers after leaving the structured college environment (Nelson, 2020). Harvard Business Review wrote an article on

this issue addressing the longing for community after graduation: “I’ve heard this time and again from my friends who are working hard but finding it difficult to forge new friendships or romantic partnerships, connect with old friends or the families they have, and give back to the communities in which they live.” (Coleman 2013). “Their sentiments were summed up perhaps even more concisely in the conclusions of a study started in 1938 which followed 267 Harvard graduates, many of whom were ambitious and professionally successful (including future president John F. Kennedy), for seventy years after college. The primary conclusion of that study? “Happiness is love. Full stop.” Career is important. But the community conquers all.” (Coleman 2013).

The role of digital platforms is noteworthy, as lonely individuals may turn to the internet and **social media for connection** (Lee et al., 2013). Encouragingly, research suggests that preventing the feeling of loneliness after graduation can be achieved through participation in **social clubs and new activities** (Batsleer & Duggan, 2021). This highlights an opportunity to leverage digital solutions, such as utilizing a social app for event promotion, to facilitate connections and shared interests prior to attending an event.

Post-graduation is a profound and challenging transition, marked by loneliness and depression for many young adults (Glowiak, 2020; Achterbergh et al., 2020). The absence of academic communities, changes in daily routines, and geographical relocation contribute to the post-graduation challenge of finding a community (Mai King, 2022). The potential for burnout among students transitioning seamlessly from undergraduate to postgraduate studies underscores the emotional challenges during this phase (Guang et al., 2020). This research indicates a need for resources to help post-graduates build a sense of community and navigate the challenges of postgraduate life effectively.

The research findings collectively reveal a substantial market opportunity for a business concept aiming to address the loneliness and mental health challenges faced by post-graduates. The struggles identified, including difficulty connecting with peers, adjusting to mainstream life, and experiencing a sense of loss after leaving college communities, point to the potential impact of targeted interventions. Partnering with San Diego Magazine to create events offers a unique avenue to help post-graduates build connections, enhance their knowledge of the new area, and combat loneliness through community engagement. By understanding the challenges and motivations behind community-building, the proposed business concept aims to offer a valuable service to recent graduates seeking support and a sense of belonging in the post-college phase. We came to the conclusion that it is not just Michaela that has this issue, but many other college graduates struggle to find a community after graduation. To further solidify these findings, the next step in our strategic approach is to conduct a focus group and survey.

Primary Research Methodology:

To advance our research, we embarked on the crucial phase of primary research. This involved orchestrating both a focus group and a survey. The deliberate choice to commence with the focus group stemmed from our strategic approach — we aimed for the insights collected from the focus group to inform and guide our survey. By prioritizing the focus group, we sought to gain valuable initial perspectives, allowing us to refine and tailor the survey to ensure it resonated more effectively with our target audience before its widespread distribution. This sequential methodology aimed at enhancing the relevance and relatability of our survey, aligning it with the insights obtained from the preliminary focus group discussion.

In our focus group, we collected the responses of six recent post-graduates who are now living in San Diego. There were three males and three females that participated in our Zoom

focus group. We also collected 74 responses in our survey of post-graduates who are currently living in San Diego or plan to move to San Diego. Out of the 74 post-graduates surveyed, there were 41 females and 33 males. The execution of the study aligned with our plan because we were able to gather insights from this research methodology that revealed a problem similar to Michaela's.

Relevant Case Study:

In the dynamic landscape of event marketing, reaching the elusive Generation Z (post-graduate) demographic requires a nuanced approach. This case study explores the success story of 'For Those Who Need House,' a movement hosting house music events across San Diego, with a particular focus on their strategic use of Instagram and TikTok to connect with the target audience.

Target Audience: 'For Those Who Need House' identifies its primary audience as individuals both in and fresh out of college, specifically those seeking a sense of community and shared interests in the realm of house music. The movement aims to build a foundation for like-minded individuals in San Diego, fostering connections among those who share a passion for the genre.

Social Media Presence: The movement's Instagram account, aptly named 'For Those Who Need House,' serves as the central hub for their online presence. Over the last two months, the account has experienced an impressive surge in followers, amassing nearly 10,000 enthusiasts. This growth is a testament to the powerful impact of social media, specifically Instagram, in establishing a dedicated community around a shared interest—house music.

Key Strategies:

Visual Appeal on Instagram:

- Utilizing Instagram's visual-centric platform, 'For Those Who Need House' showcases captivating visuals, event highlights, and engaging content that resonates with the aesthetics of Generation Z.

Community Engagement on TikTok:

- Recognizing the popularity of short-form videos, the movement extends its reach on TikTok, creating shareable content that encapsulates the energy of their events. Hashtags and challenges amplify user-generated content, fostering a sense of participation among the target audience.

Targeted Messaging:

- Crafted content specifically resonates with the interests and experiences of the target demographic. By focusing on the college-age and post-college experience, the movement positions itself as a cultural touchpoint for those navigating the transition into adulthood.

Inclusivity and Diversity:

- Promoting a diverse and inclusive atmosphere, the movement celebrates the rich tapestry of house music enthusiasts. This approach resonates with Generation Z's values, emphasizing the importance of community and acceptance.

Results: The impressive follower growth on Instagram and the engagement on TikTok underscore the effectiveness of social media in connecting with Generation Z. 'For Those Who Need House' has successfully created an online ecosystem that mirrors the vibrant and inclusive nature of their events, resonating with the desires and interests of their target audience.

Overall, this case study highlights the potential of leveraging Instagram and TikTok as powerful tools to build awareness and gather crowds for events catering to Generation Z. 'For

Those Who Need House' exemplifies how a strategic and authentic social media presence can serve as a catalyst for community-building, ultimately translating online engagement into real-world attendance at their house music events.

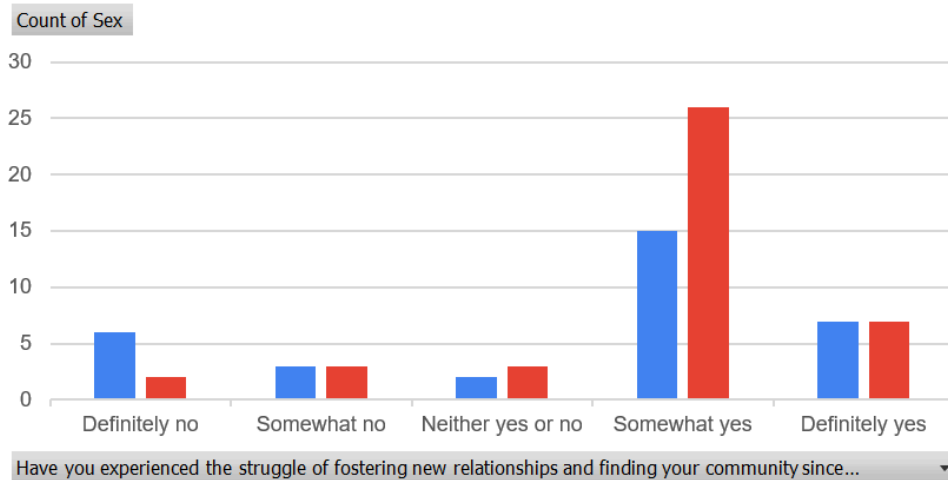
- Link to their Instagram page: <https://www.instagram.com/ftwneedhouse/>

Focus Group and Survey Findings:

After completing the focus group that led the survey, we were able to draw some necessary data-driven conclusions regarding our research questions from our focus group and survey responses. To discover if our problem was prevalent among post-graduates, like Michaela, we asked this question in our survey:

- “Have you experienced the struggle of fostering new relationships and finding your community since graduating from college?”

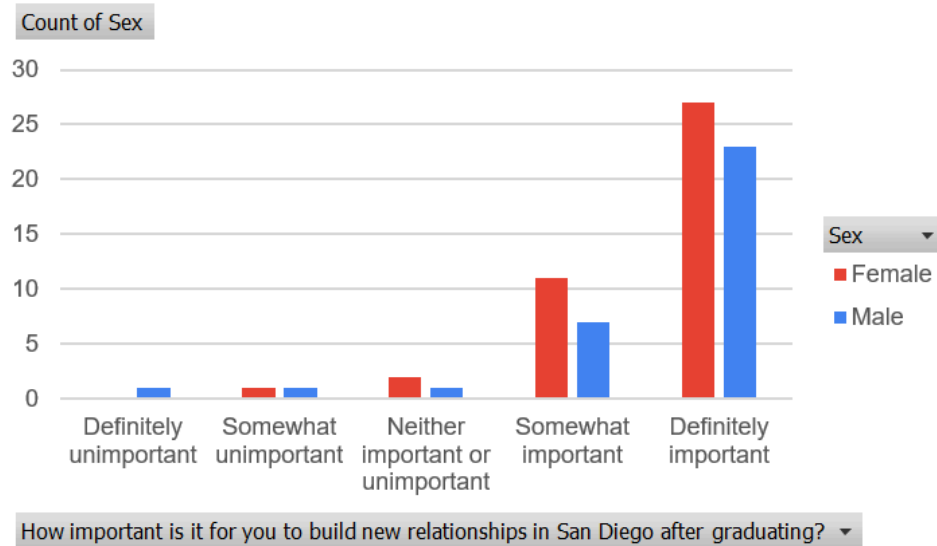
Around 66.67% of males answered either “somewhat yes” or “definitely yes” and 80.04% of females answered either “somewhat yes” or “definitely yes”. With the majority from each group answering “somewhat yes”. This helps us understand that there is a problem present and it seems that it is most prevalent among post-graduate females, like Michaela. The graph below illustrates the breakdown of responses better. The blue represents male responses while the red represents female responses.



Additionally, we were able to find a positive statistical Pearson correlation of 0.407 between these two questions:

- “Have you experienced the struggle of fostering new relationships and finding your community since graduating from college?”
- “How important is it for you to attend events that align with your personal interests and hobbies in San Diego?”

This demonstrates that those who are struggling to find community after college would also be willing to attend events that align with their personal interests. This helps reassure us that our research problem is aligned with our potential solution and business idea. We were also able to find the importance of building new relationships after graduating among post-graduates. We found that around 78% of our surveyed population thought it was either “definitely important” or “somewhat important” to build new relationships after graduating. This is reflected in the graph below with blue representing male responses and red representing female responses.



The Likert scale responses, ranging from one to five, where one represents "definitely unimportant" and five signifies "definitely important," yielded an average score of 4.56 among female participants and 4.52 among male participants. This indicates a high level of importance attributed by both genders to the measured factors within the survey. Overall, all of this data helped us answer one of our most pivotal research questions:

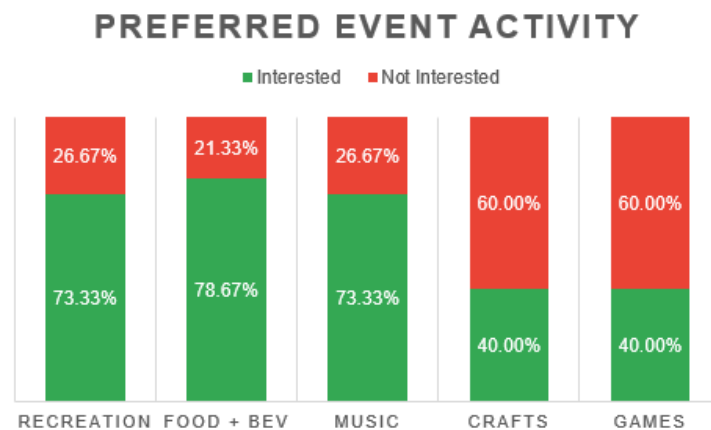
- “How likely are recent post-graduates to attend events hosted by San Diego Magazine, and what motivates them to do so? Do they perceive these events as helpful in fostering connections?”

The next research question we were able to answer was:

- “What are the most popular interests among recent post-graduates in San Diego, such as sports, food and beverage, music, crafts, and/or games?”

As far as what type of events this community of people would be interested in our survey showed a strong desire for events centered around recreational activities (i.e. hiking, sports, kayaking), food and beverage events (i.e. beer/wine tasting, happy hour), and music events (i.e. concerts and live music). The stacked bar graph below helps illustrate this point. Respondents

were allowed to pick multiple events that they would like to see so their answers were not mutually exclusive. The green represents events that those surveyed were interested in, while the red indicates those that they were not interested in.



This was also confirmed in our focus group with many people suggesting events that would fall into one of these categories. These types of events will also help people who are new to the area get a good sense of the culture in San Diego and give them exposure to diverse communities, and the vibrant lifestyle that the city has to offer.

Our focus group also helped us identify what would be the ideal situation for post-graduates to meet new people and what might be an awkward way to meet new people. This aided in answering two more of our research questions:

- “In what types of social settings do recent post-graduates express interest in meeting new people in San Diego?”
- “What are the less effective ways of forming new connections?”

Following discussions with our focus group participants, it became evident that events tailored to individuals with shared interests proved to be the most conducive environments for forging new friendships. Additionally, these events were preferred to be outside (if possible), scheduled on Friday, Saturday, or Sunday, and have people that are all of similar age. There were a couple of

people in our focus group who explained they already work with many people who are older than them and it would be nice to spend time with people their age. Our focus group participants voiced that awkward social interactions happen when there's a lack of common ground or relatable topics to engage in, making it challenging to sustain meaningful conversations. Our participants also highlighted that indoor events characterized by large crowds and loud music posed challenges in establishing authentic connections. It seemed that some kind of common ground was essential in creating an initial conversation.

We were then able to figure out what was keeping people from going to these events in the first place by answer this research question:

- “What specific challenges or obstacles do recent post-graduates face in their attempts to meet new people in San Diego?”

Through our survey, we were able to find that the top three reasons keeping people from going to social events were fear of going out alone, schedule conflicts, and traffic/parking, with fear of going out alone being at the top. This question in our survey was posed similarly to the one about the types of events mentioned above. Respondents were allowed to pick multiple obstacles that would prevent them from going to events, so their answers were not mutually exclusive.

Schedule conflicts were the top response with 54% of respondents choosing it as an obstacle.

Fear of going out alone and traffic/parking followed behind with 43% and 37% respectively. It

was also pointed out in our focus group by a couple of different women that safety was also a

barrier for them. They stressed that they would rarely go out alone and that the location of an

event was pivotal. Going out with friends was one suggestion that was made to help mitigate the

safety issue. Furthermore, our focus group revealed that males who have previously lived in San

Diego before graduating indicated that they encounter minimal challenges in finding community and maintaining close ties with their pre-existing social networks and relationships.

On the marketing side, we were able to answer the following question about potential channels we could reach our target audience with:

- What mobile apps do recent post-graduates use regularly, and to what extent would events posted on these apps influence their interest in joining a community of like-minded people?

We discovered that 42% of our surveyed population said they use mobile apps to discover events near them. Out of those who said they use mobile apps to discover events 68% use Instagram, Snapchat, and/or TikTok. Leveraging these social media platforms could definitely be a good way to reach these recent grads. Furthermore, with the insights gleaned from our six-person focus group, a notable trend emerged regarding event discovery preferences. Participants exclusively rely on social media platforms, specifically Instagram and TikTok, to explore and engage with upcoming events. This distinctive behavior underscores the centrality of these platforms in shaping their event-seeking habits, emphasizing the paramount importance of a robust and compelling social media presence for effective event promotion within this demographic. The exclusive reliance on Instagram and TikTok also highlights the need for event organizers to strategically leverage these platforms to ensure maximum visibility and resonance among the target audience.

In our focus group, we were also able to answer these questions, which were not directly answered in our survey:

- What factors or recommendations would encourage recent post-graduates to attend events with the primary goal of meeting new people? For example, how influential is word-of-mouth in motivating their participation?
- What would motivate you to go to an event to connect with people in the area?

One prominent element that consistently surfaced was the significance of word-of-mouth recommendations. Participants highlighted the compelling influence of personal recommendations from friends, acquaintances, or trusted individuals in encouraging their participation in events. The endorsement or positive experiences shared through word-of-mouth significantly motivated their willingness to attend.

Additionally, when probing further into individual motivations, diverse factors came to light that could stimulate attendance at networking events. Participants expressed that the relevance and appeal of the event's theme or purpose played a crucial role. A well-defined and engaging agenda or topic, aligned with their interests or career aspirations, was deemed highly motivating. Which is consistent with our findings above. Moreover, the prospect of engaging activities or interactive sessions designed to facilitate connections and conversations was seen as a strong motivator.

The convenience of location and accessibility of the event venue also emerged as influential factors. Participants expressed a greater willingness to attend events that were easily accessible, perhaps within their immediate area or well-connected via public transport. Moreover, incentives like discounted tickets, early-bird registrations, or exclusive offers tailored for recent graduates were identified as additional motivating factors driving their decision to attend networking events.

Furthermore, our focus group findings indicated a significant inclination among individuals to attend events when presented with a "buy one get one free" ticket offer to accompany a friend. We also noticed that many people in our focus group said that they would not go to an event alone. This insight prompted us to incorporate a question asking about "buy one get one free" tickets into our survey, where unanimous participant responses affirmed a heightened likelihood to attend an event upon receiving a buy one get one free ticket.

Research Objective Conclusion:

Our research, centered on the objective of testing the potential benefits of events hosted by San Diego Magazine for post-graduates, has revealed compelling insights. Through a combination of primary research and secondary methods like focus groups and surveys, we gained an understanding of the challenges post-graduates encounter when attempting to form a community in a new area after graduating from college.

The findings clearly indicate that post-graduates universally face difficulties in creating a feasible community after college. During our research, we discovered that post-graduates are not extensively utilizing event apps to find local events in their area. This pattern was seen consistently across both survey responses and focus group discussions. Instead, a predominant method among postgraduates for event discovery is through popular social media platforms, particularly TikTok, Snapchat, and Instagram. This widespread reliance on social media platforms underscores the opportunity to strategically leverage these channels for event promotion and engagement within the post-graduate demographic.

Based on our data and all of our findings, which shows that post-graduates primarily utilize platforms like Instagram and TikTok for event information in San Diego, choosing social media over a separate app is a calculated decision. This choice ensures increased reach and

engagement because it flows naturally with the habits of our audience. The partnership with San Diego Magazine for event hosting is more than just a concept; it's a solid plan backed by our research findings. Post-graduates' reported needs for support and community are exactly in line with the advantages such events may have. We've developed efficient marketing plans that are suited to the social media environment to ensure the longevity and success of these events. Also, to continuously improve the event experience based on feedback from attendees, we've added feedback mechanisms. By engaging the post-graduate community where they are, both digitally and in terms of their goals, this strategy sets up our event effort for success.

Marketing Solutions:

Some ways our team would activate marketing solutions to launch this product would be to utilize digital marketing. We see through the insights collected from our focus group and survey that individuals like Michaela come home from a long day at work and scroll Instagram and TikTok and this is where our opportunities lie to grab the attention of those who are seeking community. We would create a section under San Diego Magazine's website that showcases our events, provides information about the unique experiences we offer, and allows for easy registration. We would also leverage social media platforms to create a strong online presence because according to our case study we see the impact social media has on bringing people together. Sharing engaging content, event highlights, and testimonials as our target audience shared with us that social media, specifically Instagram, Snapchat, and TikTok have a great impact on how they find out about events. We saw in our survey that there is a plethora of post-graduates who are unaware of any event applications, so they turn to Instagram, Snapchat, and TikTok. So, promoting through applications that post-graduates use every day, would grasp their attention. So we would leverage social media by creating reels to promote our events as

well as interactive stories that can poll our audience to see what we think they would be interested in seeing from us. We could also do social media giveaways that could include prizes or free entries to events to get people even more involved. Also, it would be beneficial for San Diego Magazine to create its own app as a way to promote these events held for post-graduates.

Another way we would implement this idea is through partnering with engaging influencers as we have seen a handful of influencers who have a niche of helping people navigate post-graduate life. We would identify and collaborate with local influencers or recent graduates who can promote our events. Some micro influencers we thought of are Kait McCarthy and Coral Peters who are young San Diego based influencers who we believe have a following that matches our target market therefore would be able to spread the word about these opportunities. Their endorsement can enhance credibility and reach a broader audience. We can also use community engagement through local college communities sharing our product's opportunities through campus events, alumni associations, and student organizations. Establishing a strong connection with the community can drive word-of-mouth marketing, even through undergraduate students sharing with them this resource that could help them find a post-graduation community.

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Appendix:

Survey Invitation:

Hi [Surveyee Name],

Greetings from The FUZZ Research Group!

Your insights are valuable to us. We kindly request your participation in our brief survey concerning the experiences of post-graduates in locating a community after their college journey.

We are committed to enhancing our understanding of the challenges and motivations for establishing a support network after graduation. Your confidential responses are important to us because it will help us further our research to improve the experiences for post-graduate students.

Thank you for taking the time to be a part of our research study!

Best,

The FUZZ Research Group

[Survey Link](#)

Survey Questions:

1. Have you experienced the struggle of fostering new relationships and finding your community since graduating from college?
 - a. Scale: Definitely yes → Definitely no
2. How important is it for you to build new relationships in San Diego after graduating?
 - a. Scale: Definitely important → Definitely unimportant
3. What types of events or activities would interest you to meet new people in San Diego?
 - a. Recreational activity events (i.e. hiking, sports, kayaking)
 - b. Food and beverage events (i.e. beer/wine tasting, happy hour)

- c. Music events (i.e. concerts, live music)
 - d. Craft events (i.e. pottery, planting, painting, cooking)
 - e. Games (i.e. Catan, poker, Super Smash Bros, cards, video games)
 - f. Other
4. Are you aware of any events specifically designed for recent post-graduates in San Diego?
- a. Yes or No
5. Which social media apps do you use daily?
- a. Instagram
 - b. Snapchat
 - c. Tik Tok
 - d. Other
6. Could seeing events hosted by San Diego Magazine on these apps influence your interest in attending them?
- a. Scale: Definitely yes → Definitely no
7. Have you used mobile apps to discover and participate in social events or to help you find your community?
- a. Yes or No
 - b. If yes, which apps?
8. What challenges, if any, have you faced in attending events or activities to meet new people in San Diego?
- a. Fear of going out alone
 - b. Driving distance

- c. Traffic & driving
 - d. Not enough event options
 - e. Social anxiety
 - f. Schedule conflicts
 - g. Safety precautions
9. Do you believe attending events hosted by San Diego Magazine can help you discover more about San Diego?
- a. Scale: Definitely yes → Definitely no
10. How important is it for you to attend events that align with your personal interests and hobbies in San Diego?
- a. Scale: Definitely important → Definitely unimportant
11. How important is it for you to attend events that help you discover more about San Diego?
- a. Scale: Definitely important → Definitely unimportant

Focus Group Invitation:

Focus Group Invitation

Hi [Potential Participant's Name],

We are reaching out to invite you to take part in an important research study focused on the struggle of fostering new connections for post-graduates, a topic that affects many individuals as they transition into life after graduation.

Study Overview:

- **Research Topic:** The Struggle of Fostering New Connections for Post-Graduates

- **Purpose:** To gain valuable insights into the experiences and challenges faced by recent post-graduates.
- **Method:** Focus Group Discussion
- **Duration:** Approximately 30 minutes
- **Location:** Point Loma Fermanian Building

What to Expect:

During the focus group, you will engage in open and respectful discussions with other participants guided by a facilitator. We will explore various aspects of post-graduate life, including challenges, aspirations, and potential solutions to combat the struggle of fostering new connections. Your responses will not be recorded by any audio or video recording devices.

RSVP:

To confirm your participation or if you have any questions, please reply to this email or contact us at [Your Contact Information].

Your voice is essential to our research, and we sincerely hope you can join us in this endeavor to make a positive impact on the lives of recent post-graduates.

Thank you for considering our invitation, and we look forward to your response.

Best,

The FUZZ Research Group

Focus Group Questions:

Introduction:

- a. Please tell us a bit about yourself, your academic background, and your current interests.

b. Have you participated in any events or communities in San Diego since graduating?

- If so, what motivated you to go to these events?
- If not, what prevented you from going to them?

Needs and Preferences:

- a. What kind of events or activities are you currently looking for in San Diego?
- b. Do you feel a need for a postgraduate community in the area? Why or why not?
- c. How do you typically find out about events and communities in San Diego?

San Diego Magazine:

- a. Are you familiar with San Diego Magazine? Have you read it or used it as a resource?
- b. How would you feel about events being hosted through San Diego Magazine?
- c. What types of events would you expect to see hosted by San Diego Magazine?

Event Preferences:

- a. What types of events would interest you the most as a post-graduate student in San Diego?
- b. How often would you like to see events or gatherings happening?
- c. Are you more inclined to attend in-person or virtual events? Why?
- d. Are there any specific platforms or channels where you'd prefer to hear about events targeting post-graduate students?
- e. Would you be open to sharing event information with your peers or on social media?

Closing

- a. Thank you for sharing your thoughts. Is there anything else you'd like to add or any final comments?