

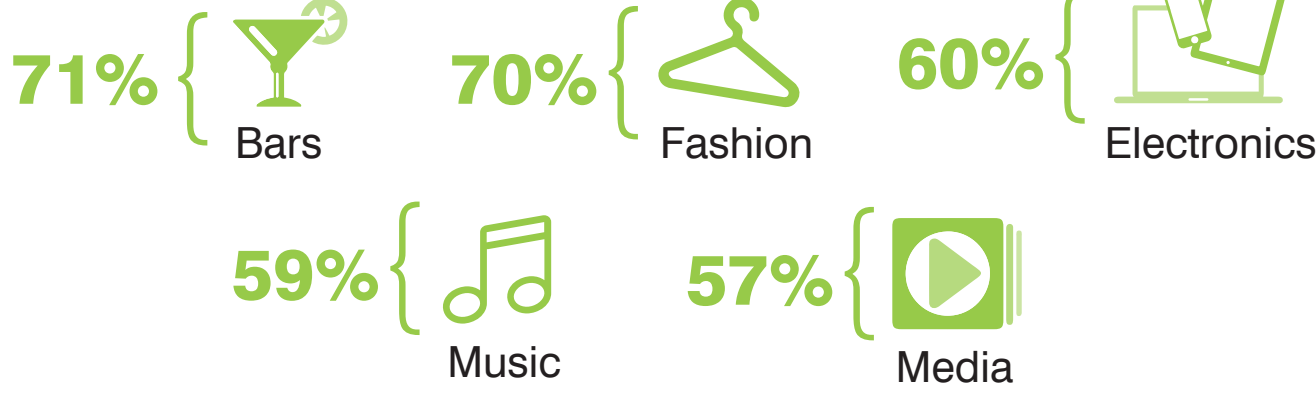
COLLEGE DATA

The College Market is Surprisingly Lucrative

\$1,200 monthly income  **&**  **\$365 Billion** in annual purchasing power

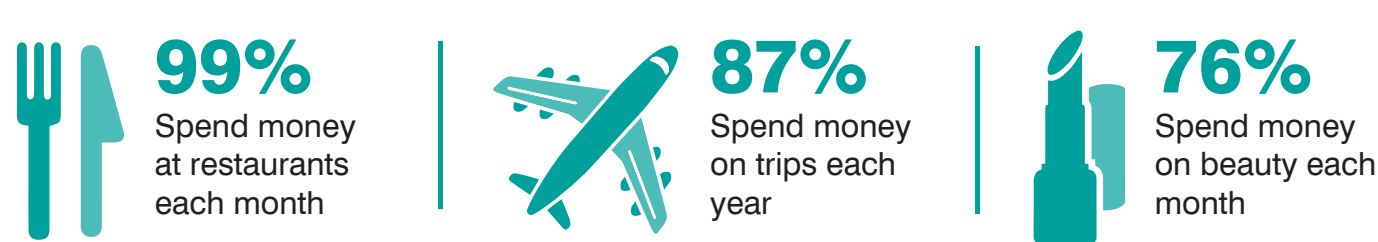
Where Students' Money Goes

The percentage of students that are spending money each month on:

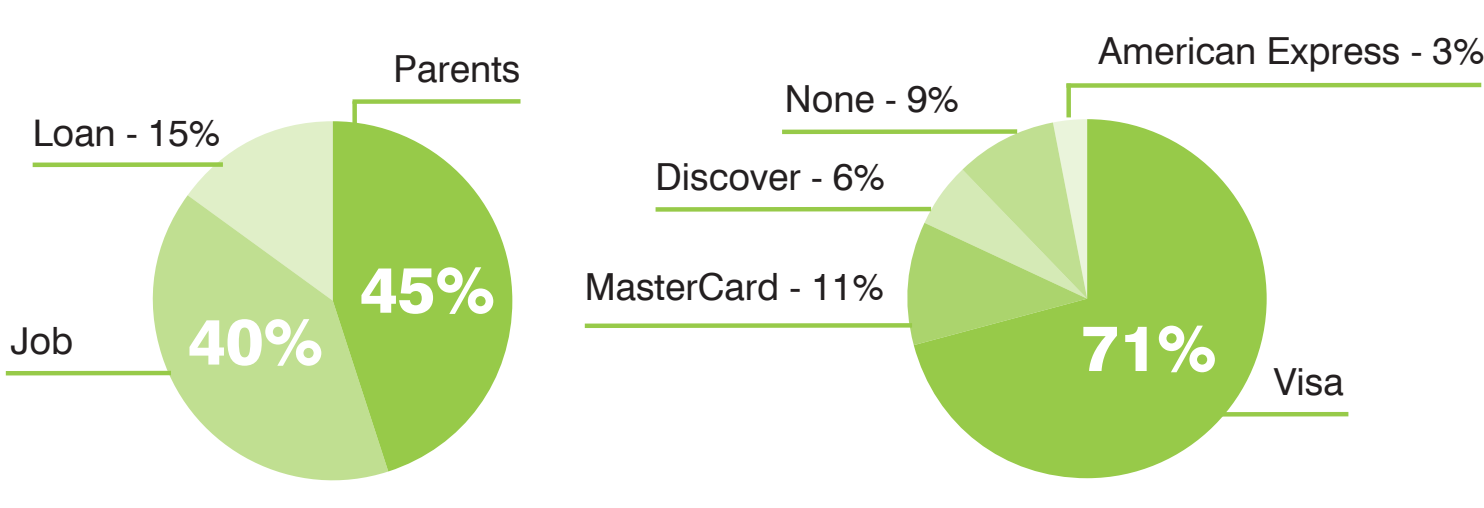


Survey Says...

Students surveyed reported the following:



Income & Credit Cards



 **84%** of undergrads have one credit card &  **90%** use their cards for education purposes

The Digitally Connected Coed

College students love their gadgets...



 **71%** find out about companies or products on the Internet &  **84%** have made an online purchase in the last year

They Work Hard for Their Money

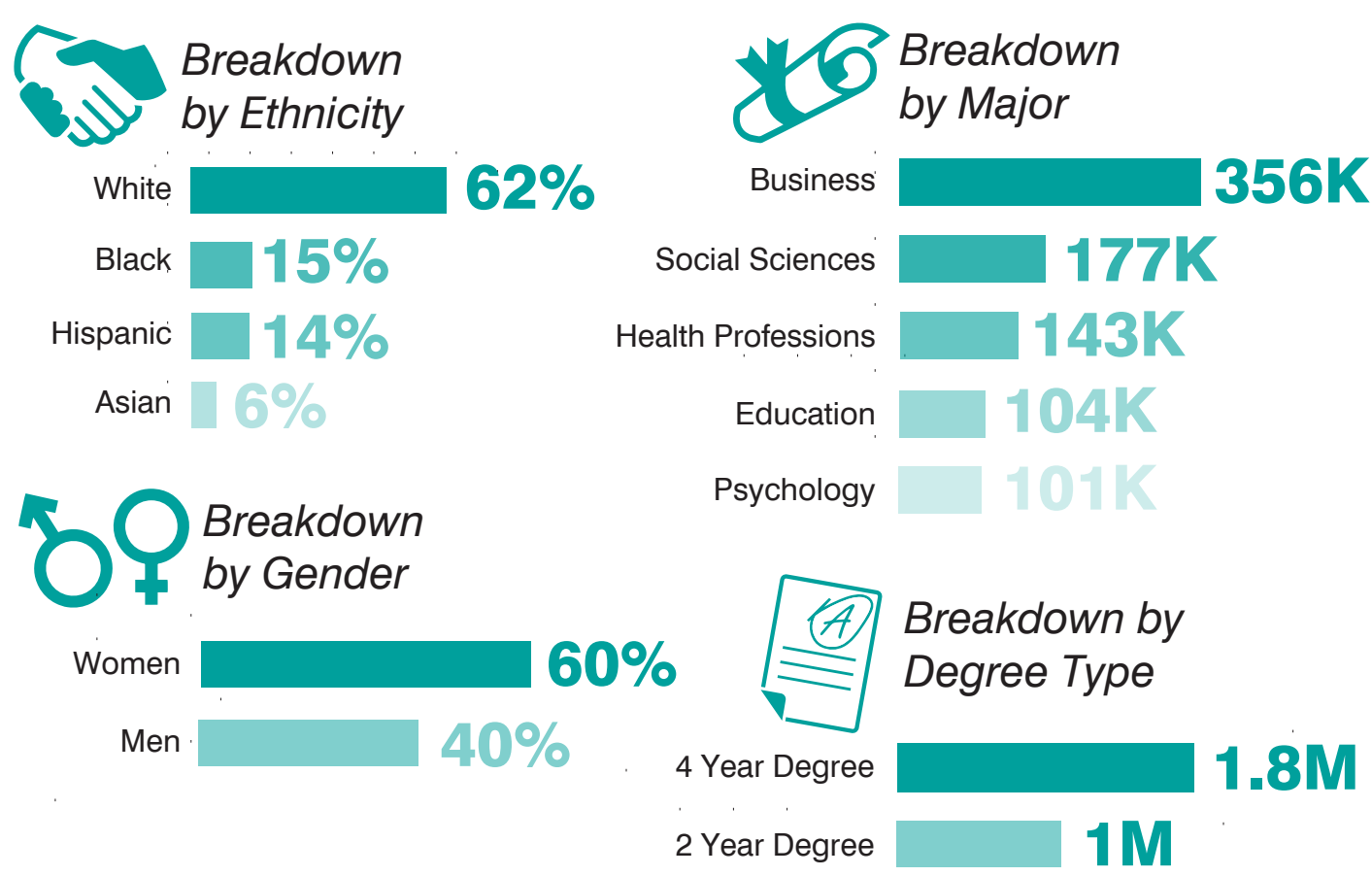
46% have part time jobs

The 4 most common jobs they hold are:



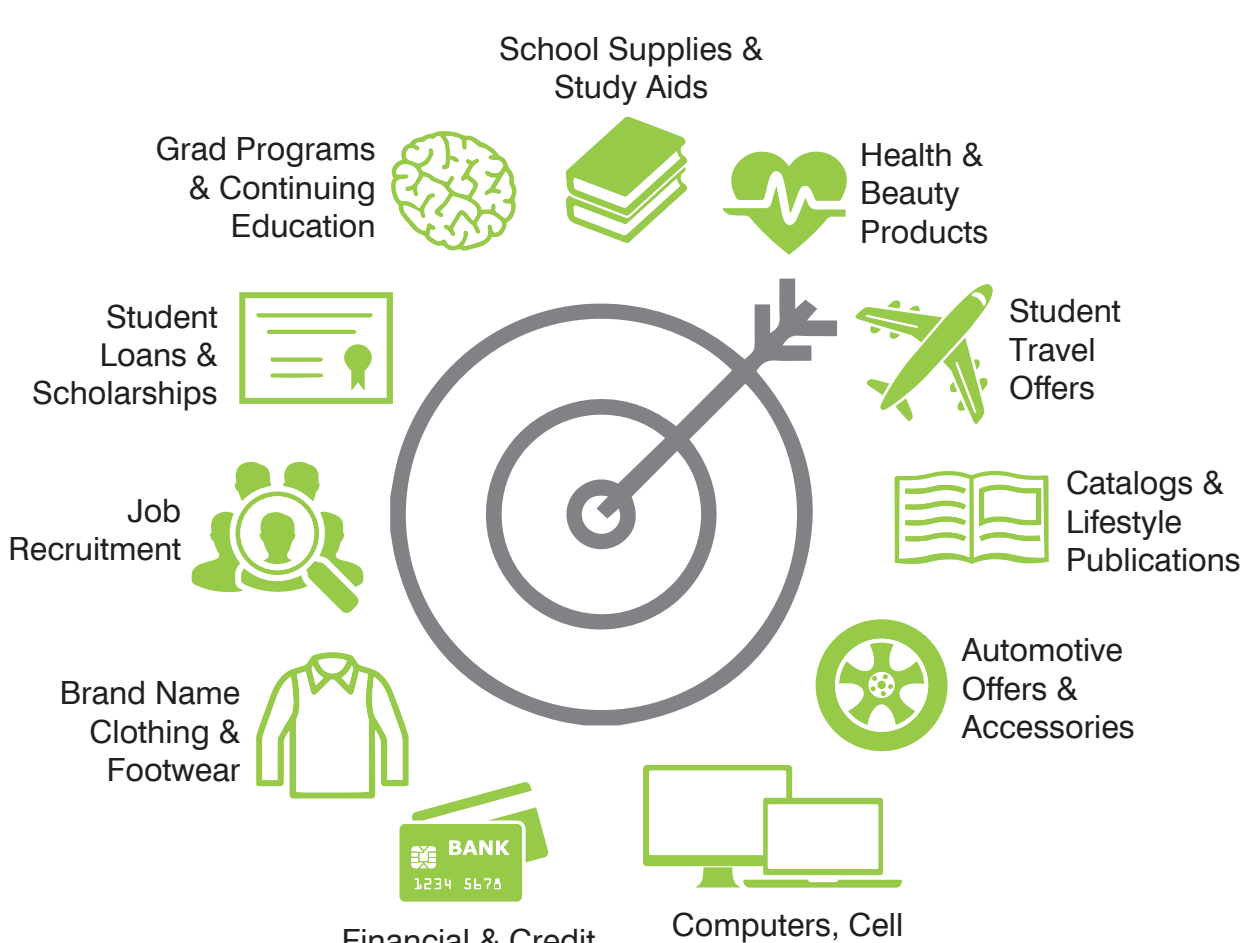
Student Body Breakdown

21 million students are enrolled in college throughout the U.S.



Target by Product Type

The following industries should pay attention in class:



 Your Success. Data Driven.™

Sources:
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