



Direct Access: College Market Research

Our research team at Alloy partners with Harris Interactive every year to create the **Alloy College Explorer**: a research study to help us better understand the college market – their spending habits, media and technology consumption, brand awareness and family connection.

For this month's Alloy Direct newsletter, we would like to share some of our key findings:

- College students consume an average of 12 media hours every day thanks to their media-multitasking skills, with 5 hours devoted to their computer and 2.4 hours on their cell phone.
- Female college students continue to value brands that are socially conscious at rates higher than male college students. They are more likely to buy products that are environmentally friendly (40% vs. 26% of males) and buy organic food (36% vs. 24% of males).
- College students keep in touch with their parents regularly. Eight in 10 (83%) college students 18-24 talk with their parents at least a few times per week.

You can access the Alloy College Explorer whitepaper [here](#) or if you would like more info you can email us at CollegeExplorer@AlloyMarketing.com

Direct Contact

To reach the college market - contact us at: dmsales@alloymarketing.com or 212.401.0066

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Source: Alloy's College Explorer 2009

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