



Direct Access: Parents of College Students Database

While children heavily influence spending decisions in the household, it is primarily the parent that makes the purchase. Parents are credit card holders, catalog requestors, homeowners and web surfers. Prior to sending their children off to college, they are busy scouring through college brochures and consumer catalogs.

It is estimated that students and their families spend \$4.74 billion on dorm and apartment furnishings. The top spending category for the 2009 back to school season was electronics. On average, parents spent \$266.08 on electronics, which includes cell phones, MP3 players and computers/computer accessories. Clothing came in second — parents spent over \$118 to send their students back to campus with new threads. Dorm furnishing was another top category — parents on average spent \$80 on new linens, storage systems, décor and more.

Need the details? CareersAndColleges.com, an Alloy Education owned website, lists what parents and students are packing before they ship out to college. This list includes a breakout of school supplies, electronics, personal supplies, linens, clothes and accessories, vital information, and other miscellaneous items. Click [here](#) to view the complete list.

Direct Endorsement

- Get the complete facts with Alloy College Explorer. This comprehensive survey is a marketing must to understand the spending habits of college students and their parents. To speak to a representative about the survey, click [here](#).
- DMNews Webcast: Lessons of student marketing: It's not just about digital. Wednesday, Sept. 30 at 1pm EST/10am PST, sponsored by Alloy Media + Marketing. [Free Registration Here](#)

Direct Contact

Reach parents of college students, contact us at: dmsales@alloymarketing.com or 212.401.0066

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Source: MRI Doublebase 2008, Alloy's College Explorer 2009