

# College Students of 2012

CAN **YOU** PICK THEM OUT OF A CROWD?



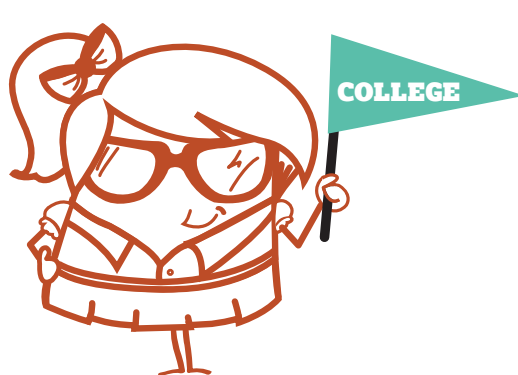
IN 2012 THERE WILL BE

# 19.7 million

college students.

**Only 15%**

of college students attend four year schools and live on campus.



**Wait, what?!**



If you are reaching college students with your back-to-school messages, make sure you know who they are.

**After all...**

IN 2011, COLLEGE STUDENTS SPENT

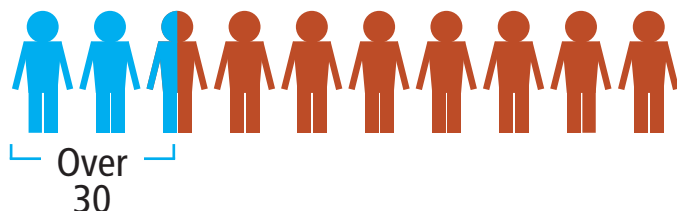
# \$16 billion

ONLINE.

**so pay attention:**

**25%** of college students are over the age of 30

Mature, worldly, and may not know who they want to be when they grow up, but are a little closer to figuring it out.



**27%** of college students have children

They have the biggest of responsibilities and take their education seriously. Zebra striped tasseled lamp shade for their dorm room? No, but maybe for their daughter's room.



In 2011 **900k** college students used post-military service tuition benefits.

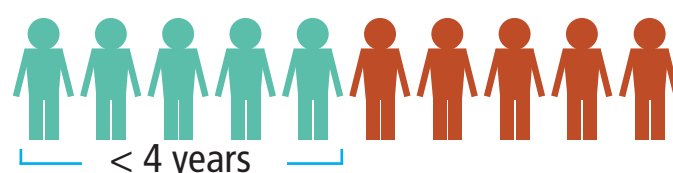
Independent, loyal and worthy of our respect and a big thank you. Plus, the apparel market alone for recently discharged military is \$700 million per year, just sayin.



Over **half** of students are seeking a shorter-than-4 year degree.

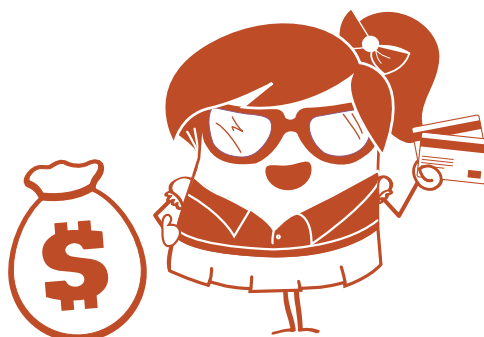
Trade or Associate's degrees for example.

They know the value of an education is only as big as the value of the career that comes from it. They are salary driven and are primed to be a loyal customer of yours.



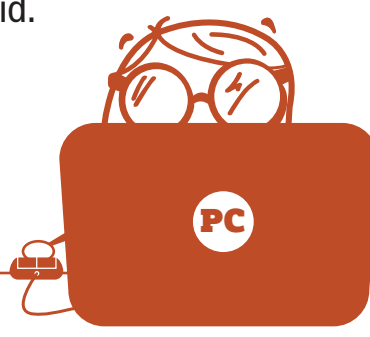
**50%** of students are financially independent.

Half of your market isn't going to ask mom for her credit card to buy the leopard print spiral notebook.



Over **6 million** students will take at least one online course.

You better offer your student discount online. Enough said.



**34%** of students do not have a .edu email address.

You better not verify that online student discount by asking for a .edu email address. That would just be embarrassing.



**66%** of all students are not aware they are eligible for student discounts.

Still think you are reaching college students? Are you sure?



**Now can you pick college students out of a crowd?**

No? That's **kind of** the point.

## BAD NEWS



College students can't be put into A NEAT LITTLE **DEMOGRAPHIC bucket.**

## GOOD NEWS

They have more money, are making more decisions AND need **MORE STUFF** than ever before.

Brought to you by SheerID.com

SheerID is the only company that allows you to offer your college student discount to ALL college students by verifying their "enrolled" status instantly on your website.

No fraud • Easy installation • Instant, seamless verification

Have your cake and eat it too? Yep, you'll love us that much.



Sources:

Surveys conducted by SheerID in 2011 & 2012

Census.gov

www.post-gazette.com

The National Center for Education Statistics

Reach SheerID for complete survey results at:

SheerID.com

info@SheerID.com

or by calling 855-SheerID

SheerID