College Bound Student Database

Reach a highly responsive and motivated audience of college-bound students, a prime demographic for marketers targeting education, financial services, technology, and lifestyle products. These individuals are actively preparing for a pivotal stage in life, making them ideal for campaigns promoting college-related services, school supplies, student loans, banking products, and more. Our comprehensive list ensures accurate, up-to-date data, helping you engage with students who are eager to make informed decisions about their future.

Key Facts

- Typically 16–18 years old, with some older students planning to attend college.
- Likely to seek student loans, scholarships, and financial aid options.
- Heavy users of smartphones, laptops, and tablets.
- Moving away from home creates demand for dorm essentials, furniture, and home goods.
- Interested in personal finance tools, health insurance, and transportation solutions.
- Heavy users of platforms like Instagram, TikTok, and Snapchat for gathering information and making decisions.
- Heavy purchasers of school supplies, textbooks, and backpacks.

Popular Usage

- Insurance
- Educators
- Tutors
- Telecommunications Providers
- Financial Advisors and Credit Counseling Services
- Credit Counseling Services
- Retailers and E-Commerce Businesses
- Stores Selling School Supplies, Textbooks, and Dorm Furniture
- Banking and Financial Institutions
- Student Loan Providers and Financial Aid Services
- Healthcare Providers
- Travel and Transportation Services

Sources of Data

Online Registration | Lifestyle Surveys | Government Records | SEC Filings | Annual Reports | Occupant Data | Voter Registration | Telemarketing | Publication Subscribers | Purchase History | White pages | Associations

Products and Services

Direct Mail Marketing | Email Marketing | Geo-Targeting (Geo-Link) | Social Media Advertising | Digital Retargeting | Managed and Turn-Key Solutions

Total Universe

28,973,443

Base Rate

$180/M

Minimum Order

5,000

Data Type

Consumer Database

Recommended Selects

- Geography (i.e. state, city, etc.)
- Gender
- Education History
- Age of Children in Household
- Lifestyle Factors
- Marital Status
- Ethnicity
- Own vs. Rent

Data Profile

- Comprehensive
- Accurate
- Updated Monthly
- Ethically Compiled

High Volume Discounts Available

Call to Learn More

(888) 578-3282

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