

Top Spots for College Grads¹

(Percent of people who have completed a bachelor's degree in United States, 25 years and older)

- 48.5% District of Columbia
- 38.2% Massachusetts
- 35.9% Colorado
- 35.7% Maryland
- 35.6% Connecticut
- 34.5% New Jersey
- 34.0% Virginia
- 33.1% Vermont
- 32.4% New York
- 32.0% New Hampshire



A DEGREE OF DIFFERENCE

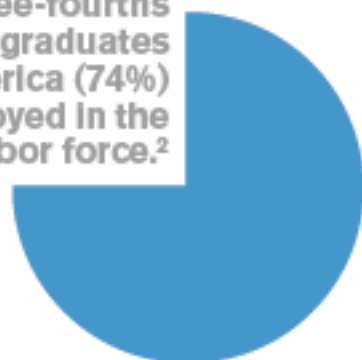
68%

of college-educated Americans are married. 17% are single. Just 9% are divorced.²

12%

of college graduates believe direct mail is the place to look for a bargain.³

Nearly three-fourths of college graduates in America (74%) are employed in the civil labor force.²



More than a quarter of all Americans 25 years old and older (28 percent) have at least a bachelor's degree, according to the latest Census. But in spite of its relatively small size, this market segment is ripe for direct marketing appeals, especially through mail.

"College graduates are known in the advertising world as print imperatives," says Peter Francese, demographic trends analyst for Ogilvy & Mather Worldwide. "Printed material has more credibility with them [than other types of media]. They are more likely to absorb and pay attention to it — like a well-designed and well-crafted direct mail piece. Direct mail is seen as a form of printed media to them."

Bottom line: College grads are a trifecta in the world of direct mail: They are amenable to it, have more discretionary income, and are more likely to be employed. — Vicki Powers

51%

of college-educated Americans are women.²

Magazine readers are typically more college educated, says Rob Roosa, director of research at Targeted Media Inc. His clients mail relevant magazines to professionals with ads wrapping the cover. More than 7 of 10 recipients value the wrap, Roosa says.

1 U.S. Census Bureau, American Community Survey, 2008. 2 U.S. Census Bureau, Current Population Survey, 2009 Annual Social and Economic Supplement. 3 Adweek Media/Harris Poll, December 2009.