



Direct Access: Young Independents

Whether fresh out of college or used to life on their own, young independents comprise an active consumer group making important purchase decisions. Over 75% of this market is employed - and with an average income of over \$34,000 in personal income and over \$71,000 in household income, this group is not one to be passed over.

Need the details? CareersAndColleges.com, an Alloy-owned website, points out the advantage of an internship for college grads and young independents. The article also gives tips for success on the job and more. To read what's top of mind for young independents, check out this [article](#).

Direct Contact

Reach young independents - contact us at: dmsales@alloymarketing.com or 212.401.0066
Not signed up to receive Alloy Direct? [Contact us](#) today and we'll get you on the list.

Direct Download

Do you know any college students interested in developing a marketing campaign? For the second year in a row, we've partnered with the John Caples International Awards to sponsor the Student Campaign of the Year. The full entry kit can be downloaded [here](#).

Check out our website: www.alloydirectmarketing.com for rate cards, database information, contacts and more! Generate the strongest response through the most comprehensive, response driven database available. High school, college, young adults, and even Mom and Dad - 38+ million active consumers and growing.

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