

# STUDENT MONITOR®

## Selected LIFESTYLE & MEDIA Findings - Fall 2021

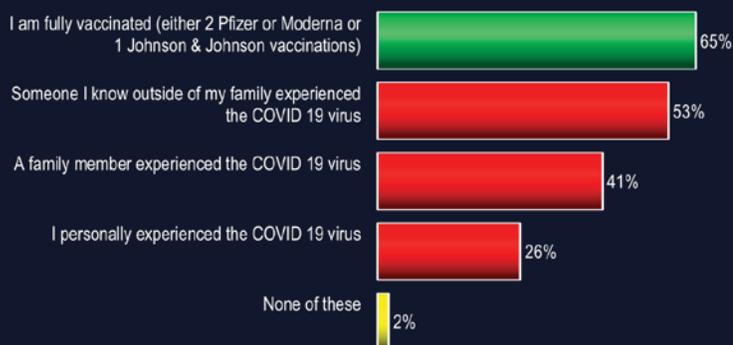
Drawn from the Fall 2021 edition of STUDENT MONITOR's twice annual LIFESTYLE & MEDIA Study, these findings are based on the results of hour-long, one on one, on campus and virtual interviews conducted during the three week beginning October 8th among 1,300 Four Year full time undergrads attending representative colleges and universities throughout the country with a margin of error of +/-2.4%.



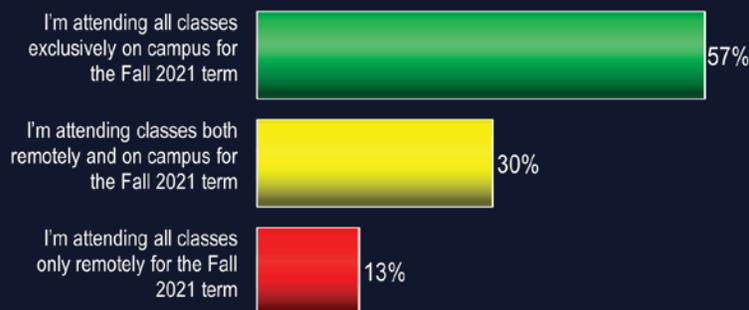
The COVID 19 pandemic had represented the most significant disruptor to higher education ever seen since the Spring of 1997, 23 years ago, when the very first edition of STUDENT MONITOR'S Lifestyle & Media market research study was published. Specifically, the COVID 19 pandemic had unprecedentedly changed where students learn, how they learn, their perception of their college and university and their lives and lifestyles resulting from their respective learning experiences. For the Fall of 2021, our findings indicate a return to near normalcy as seen by the following:

- 26% have personally experienced COVID 19, 41% had a family member who contracted the virus, an incidence higher than that of the reported population at large. 65% are vaccinated (not booster vaccinations)
- 57% are attending all classes exclusively on campus, 30% both remotely and on campus and only 13%, exclusively remotely
- Only 35% of exclusive on campus learners considered not returning to campus for the Fall 2021 term
- “Stress” and “Cost of education” (each 41%) rank higher than the “COVID 19 virus” (38%) as the “Biggest problems on campus”

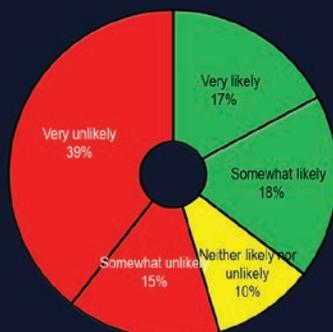
### EXPERIENCE WITH COVID 19



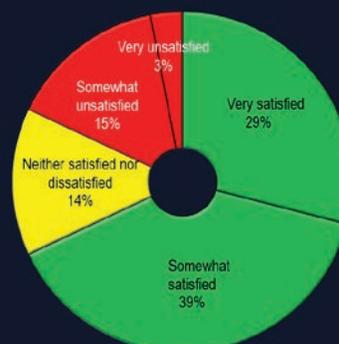
### COVID 19 RELATED ENROLLMENT STATUS



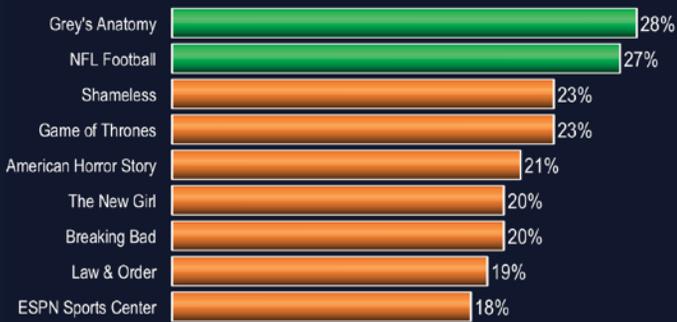
### LIKELIHOOD OF NOT RETURNING FOR THE FALL 2021 TERM



### SATISFACTION WITH REMOTE LEARNING

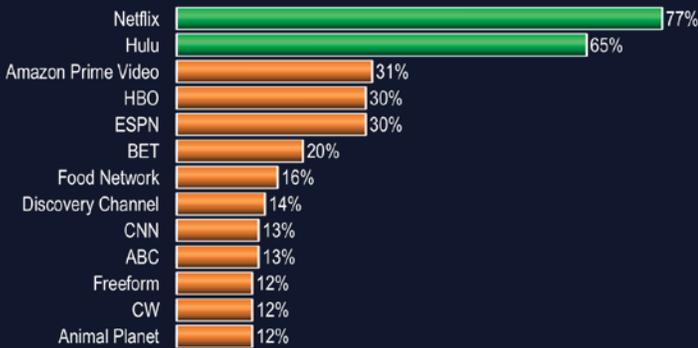


### TV PROGRAMS "IN" ON CAMPUS



"Grey's Anatomy" and "NFL Football" are the most commonly reported "IN" TV shows on campus. 23% mention "Shameless" or "Game of Thrones".

### 5 FAVORITE SOURCES OF VIDEO PROGRAMMING



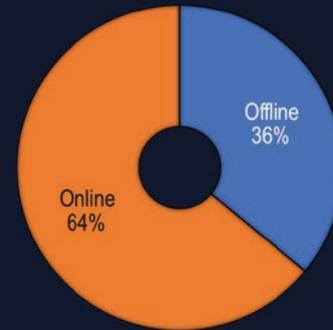
By a wide margin, Netflix and Hulu continue to be students' favorite sources of video programming. No other source is mentioned by more than 31%.

### WEEKLY HOURS WATCH TV BY METHOD



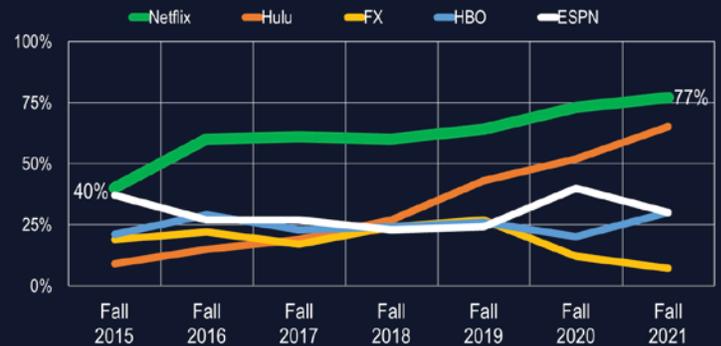
Consistent with the Netflix and Hulu finding, 55% of the 11.8 hours students spend viewing is reported as paid streaming, 34% is free streaming.

### SHARE OF HOURS VIEW ONLINE



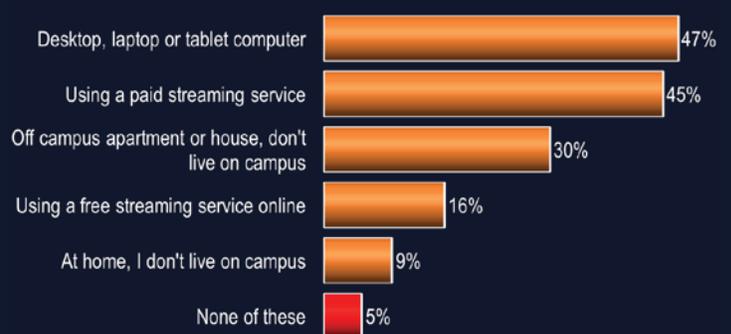
87% spend time viewing online. Including the 13% of students who don't view online, the average student spends 64% of viewing online.

### FAVORITE SOURCES OF VIDEO PROGRAMMING TRACKING



Over the longer term, Netflix and Hulu have steadily increased their popularity among student viewers. Netflix has grown from 40% in 2015 to 77% of student viewers this year as their favorite.

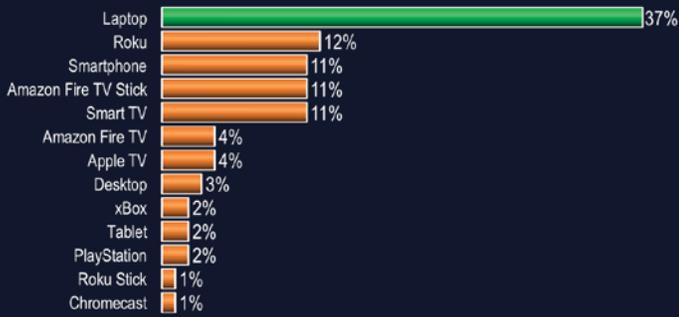
### METHODS USED TO WATCH TV



47% watch with a desktop, laptop or tablet computer. 45% use a paid streaming service while only 16% use a free streaming service.

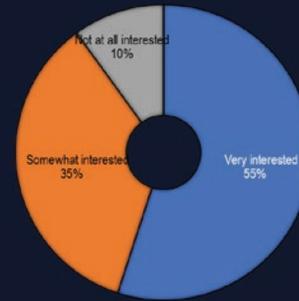


### DEVICE USED TO WATCH TV ONLINE MOST OFTEN



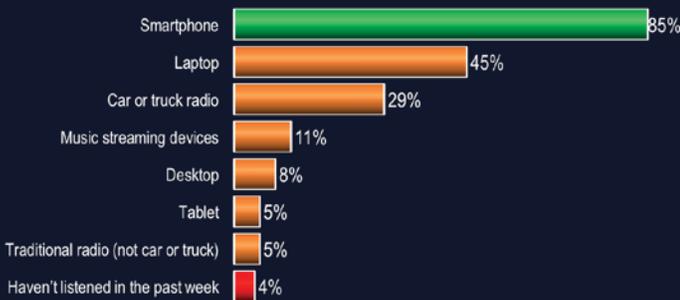
Consistent with the incidence of laptop owners, 37% use a laptop most often to watch TV. Far fewer use Roku, a Smartphone, an Amazon Fire TV Stick or Smart TV most often.

### INTEREST IN WATCHING TV EXCLUSIVELY ONLINE



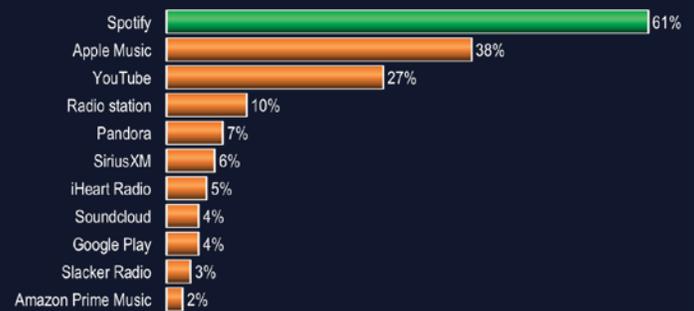
90% are at least "Somewhat interested" in watching TV exclusively online. 55% are "Very interested", 35% "Somewhat interested" and only 10% are "Not at all interested".

### DEVICES USED TO LISTEN TO STREAMING MUSIC IN THE PAST WEEK



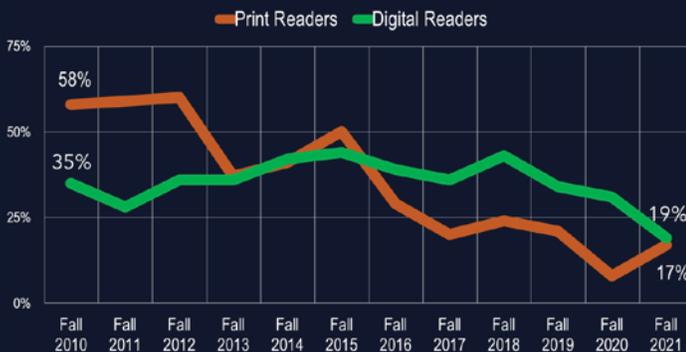
96% of all students have listened to streaming music in the past week. Compared to other devices, by a wide margin, streaming music listeners favor a Smartphone or a laptop to listen.

### SERVICES USED TO LISTEN TO STREAMING MUSIC IN THE PAST WEEK



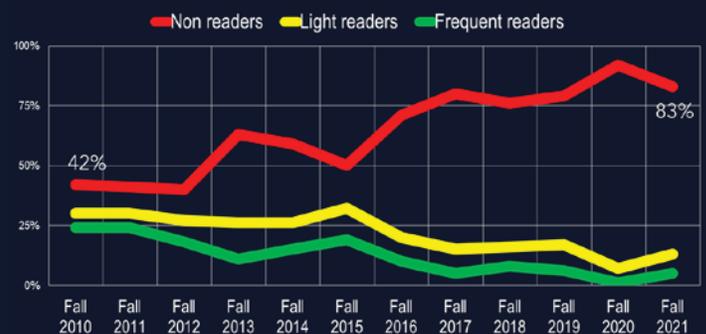
Spotify, 61% is by far the service used by students when listening to streaming music. 38% mention Apple Music, 27% YouTube. No other service is mentioned by more than 10%.

### CAMPUS NEWSPAPER READERSHIP TRACKING



Readership of both the print and digital edition of the campus newspaper continues to decline as more students rely on social media.

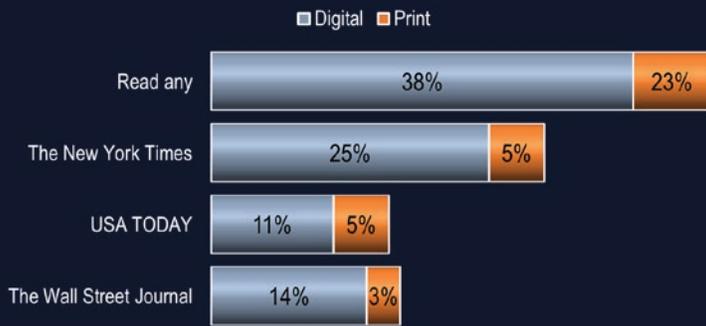
### CAMPUS NEWSPAPER PRINT EDITION READERSHIP TRACKING



Compared to the Fall of 2010, the incidence of non-readers of the print edition of the campus newspaper has increased from 42% of students to 83%, virtually doubling, this past Fall.

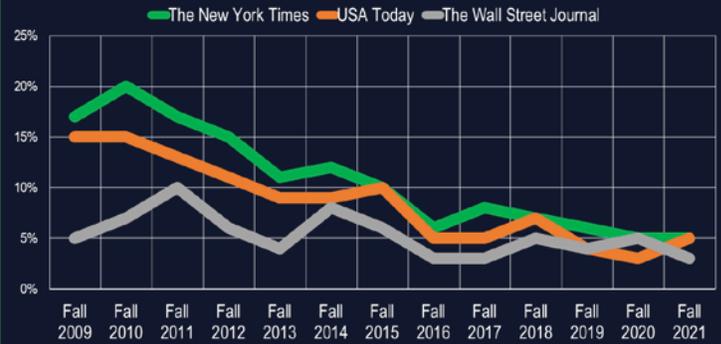


## NATIONAL NEWSPAPER READERSHIP



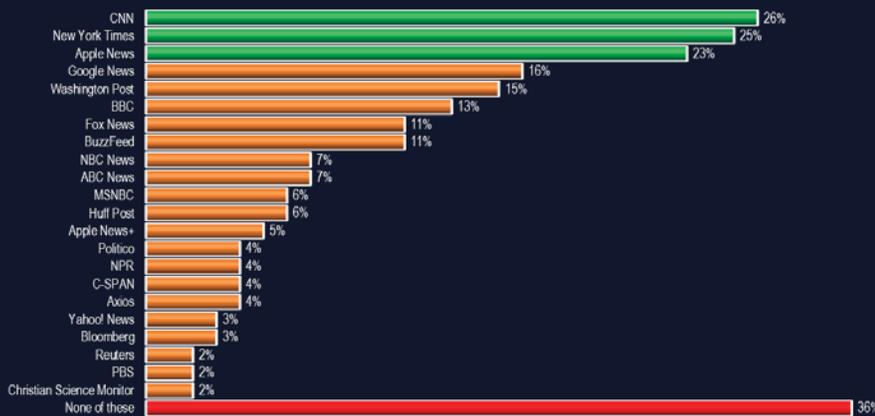
Students are more likely to read the digital edition of national newspapers, (38% compared to 23%). The New York Times has the most digital readers (25%) while The New York Times and USA Today print edition are each read by 5%.

## PRINT VERSIONS OF NATIONAL NEWSPAPERS READ TRACKING



Similar to what is seen with the decline of readership of the campus newspaper, over the longer term, print readership of national newspapers has also declined (particularly The New York Times and USA Today).

## ONLINE NEWS SOURCES USED



64% of students report using one or more online news sources in the past month.

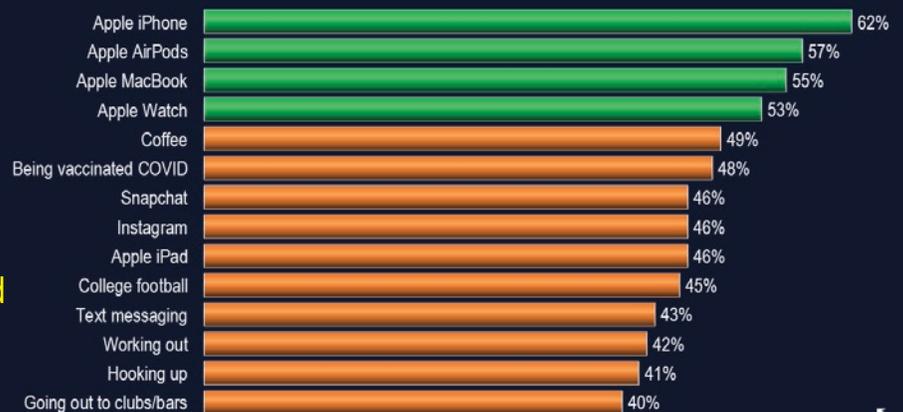
The most commonly reported online news sources used are CNN, (26%), The New York Times, (25%) and Apple News (23%).

## WHAT'S "IN" ON CAMPUS

We provided students with a list of 95 items or activities and asked them to identify which were "IN" on their campus.

Apple devices are the four most commonly mentioned items.

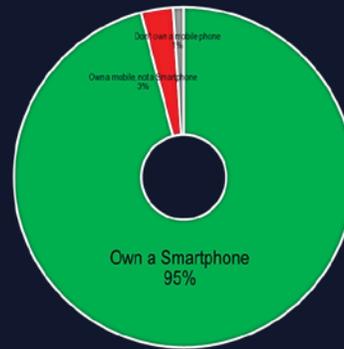
Nearly half, 48% report "Being vaccinated for COVID" was "IN" on their campus.



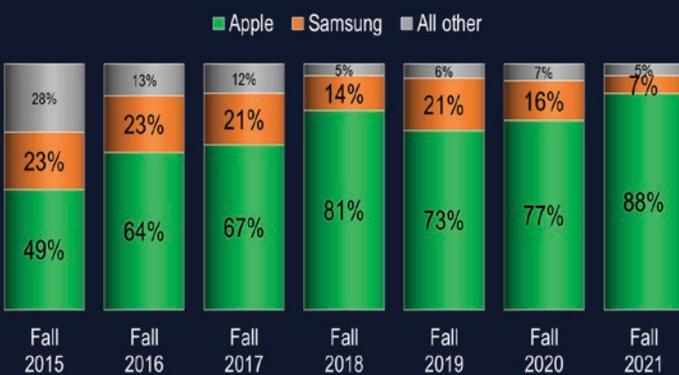
## SMARTPHONE OWNERSHIP

99% of students own a mobile phone.

Among this 99%, 96% own a Smartphone.

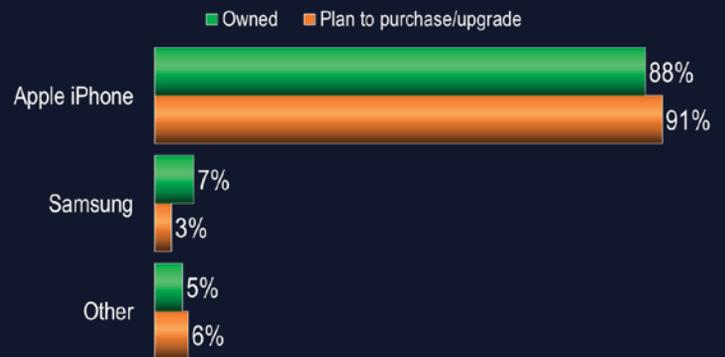


## BRAND OF SMARTPHONE OWNERSHIP TRACKING



Over the longer term, compared to the Fall of 2015, Apple's share of Smartphone owners has increased from 49% of Smartphone owners to 88% this Fall. Samsung's share has declined from 23% to 7% this year. All other brands have declined from 28% to just 5%.

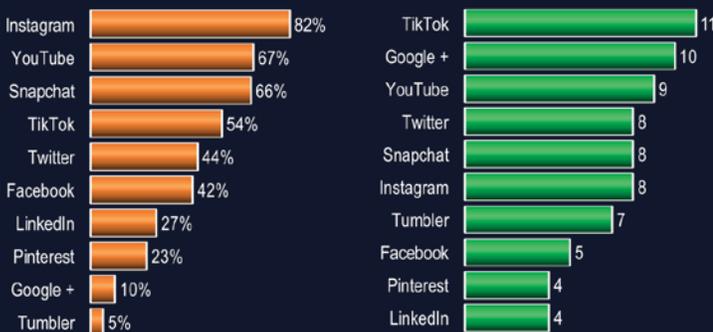
## BRAND OF SMARTPHONE OWNED, BRAND PLAN TO PURCHASE/UPGRADE



25% of all students plan to purchase or upgrade to a new Smartphone in the next 12 months.

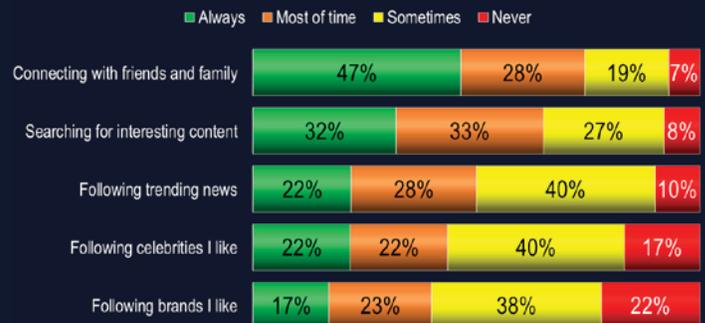
91% of purchase intenders/upgraders plan to purchase/upgrade to an Apple iPhone, up from the 88% of current iPhone owners.

## HOURS SPENT WITH SOCIAL NETWORKING SITES



Instagram is the most commonly used social networking site, (82%). Tiktok users spend the highest number of hours with weekly (11 hours).

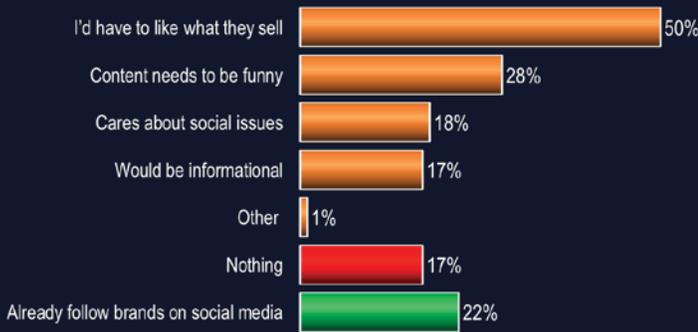
## FREQUENCY OF USING SOCIAL MEDIA FOR SPECIFIC ACTIVITIES



47% "Always" use social media to connect with family and friends compared to 17% to follow brands I like.



## MOTIVATIONS TO FOLLOW A BRAND ON SOCIAL MEDIA



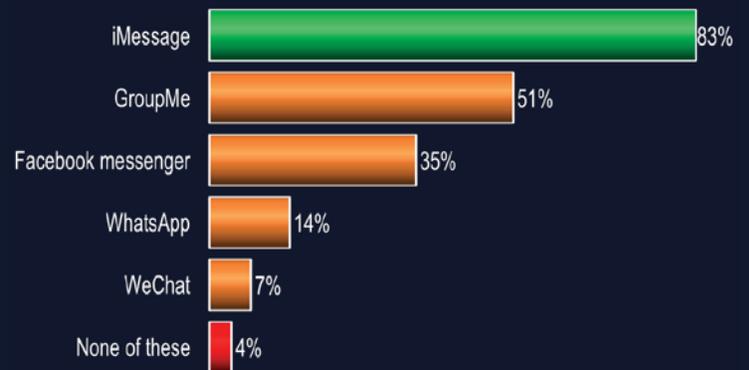
Among the 72% who don't follow a brand(s) on social media, 69% report "I would have to like what they sell" to do so.

39% mention the "Content needs to be funny" while 24% report "Nothing" would motivate them to follow a brand on social media.

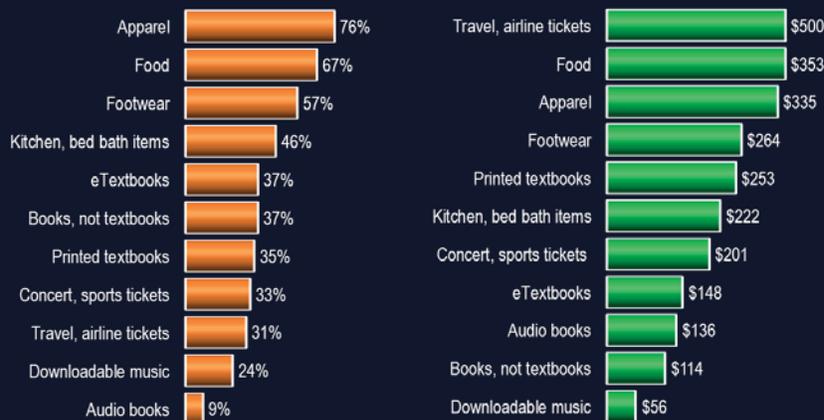
Among the 96% of users of messenger apps, and by a wide margin compared to other messenger apps, 86% use Apple's iMessage (available for both Mac and Windows users).

53% use Group Me, 36% use Facebook messenger, 15% WhatsApp and 7% use WeChat.

## MESSENGER APPS USED AMONG SMARTPHONE OWNERS



## PAST YEAR ONLINE SPENDING

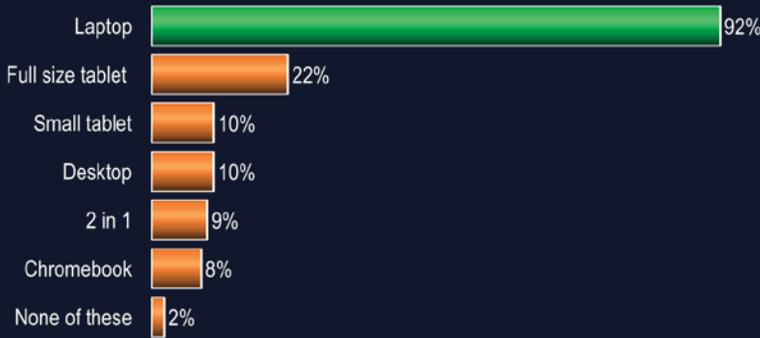


80% made an online purchase in the past year. Among this 80%, 24% made an online purchase weekly or more often.

Among online purchasers "Apparel" was the category most frequently purchased (spending an average of \$335). "Audio books" were the least common of 11 categories purchased online in the past year (spending an average of \$136). Online purchasers of "Travel, airline tickets" spent an average of \$500.



### COMPUTER OWNERSHIP



98% of all students own a laptop, desktop, tablet or Chromebook.

Among this 98%, 94% own a laptop, 22% a full size tablet, 10% a small tablet, 10% a desktop.

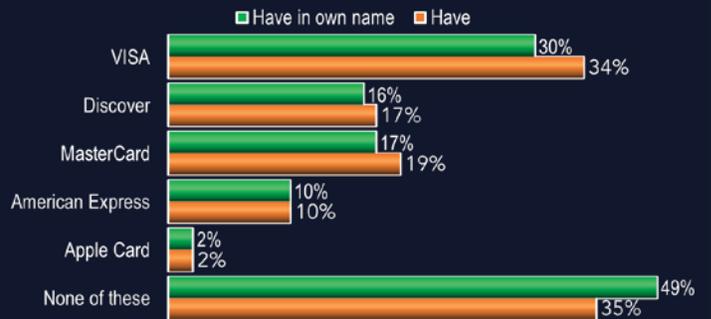
9% own in 2 in 1, 8% a Chromebook.

Apple is the leading brand of the device used most often.

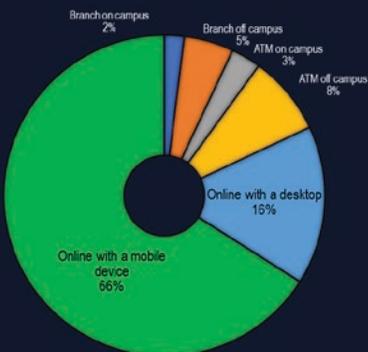
65% of students have a credit card as an authorized user of someone else's credit card account or a credit card in their own name. 51% have a credit card in their own name.

VISA is the leading card students have, (34%), and is also the leading credit card students have in their own name (30%).

### CREDIT CARDS HAVE/HAVE IN OWN NAME



### SHARE OF MONTHLY BANKING BY METHOD



66% of students' monthly banking is done online with a mobile device (with a laptop, tablet or Smartphone).

Another 16% is done online with a desktop. 11% is done at an ATM (on and/or off campus). The remaining 7% is done at their bank's branch (on and/or campus).

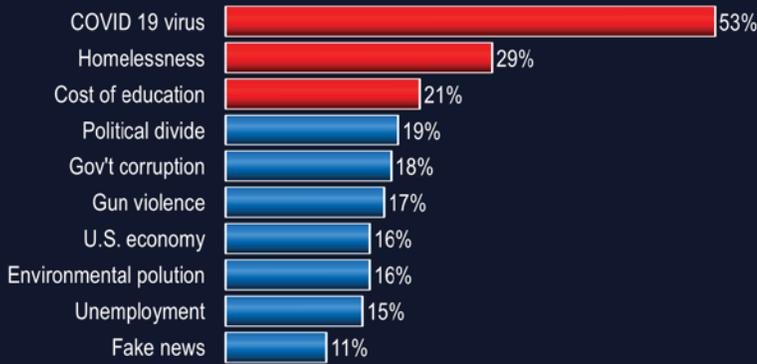
"Stress", (41%), "Cost of education", (also 41%), and the "COVID 19 virus", (38%), are the most commonly reported problems on campus.

The return of "Cost of education" as a highly rated problem is another indication of a return to some degree of normalcy. 30% mention "Sexual assault".

### BIGGEST PROBLEMS ON CAMPUS



### BIGGEST PROBLEMS FACING THE U.S.



By a wide margin, 53%, believe the “COVID 19 virus” is the most commonly reported problem facing the nation.

29% mention “Homelessness” while 21% cite “Cost of education”.

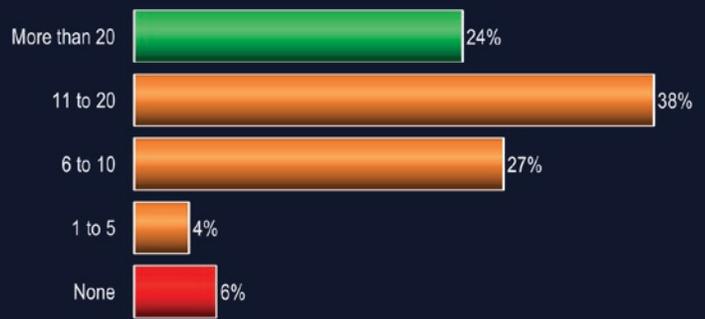
19% identify “Political divide” followed by 18% “Government corruption” and 17% “Gun violence”.

Unchanged from last year, students spend an average of 17 hours weekly on schoolwork outside of the classroom.

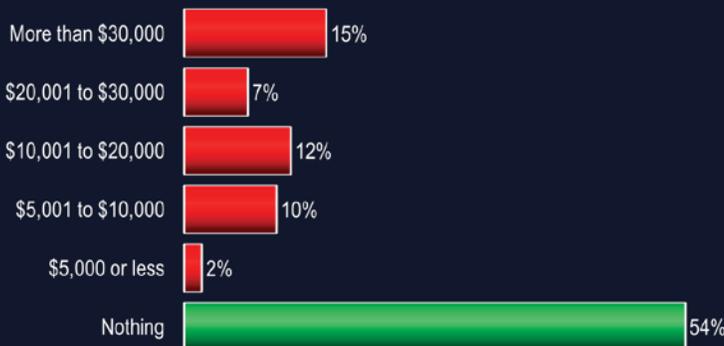
38%, and the largest share, spend between 11 and 20 hours weekly.

Curiously, 6% of students report spending “0” hours on schoolwork outside of the classroom.

### HOURS SPENT ON SCHOOLWORK OUTSIDE OF CLASS



### STUDENT LOAN DEBT EXPECT TO OWE



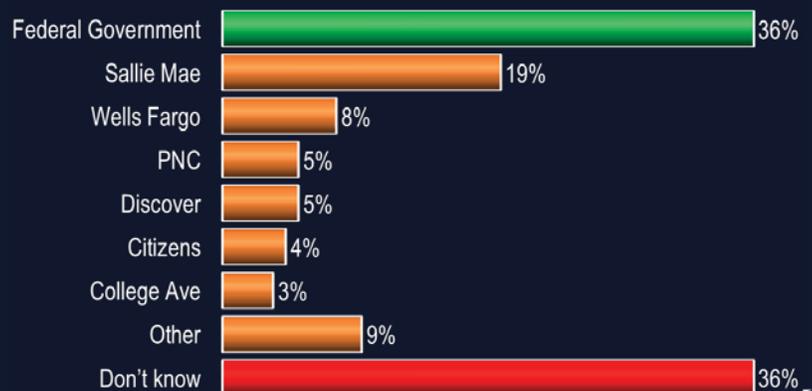
46% of students expect to have an average of \$37,000 in undergraduate student loan debt when they graduate. Among this group, 33% expect to have more than \$30,000 of student loan debt.

86% of borrowers “Don’t know” the interest rate for their largest loan.

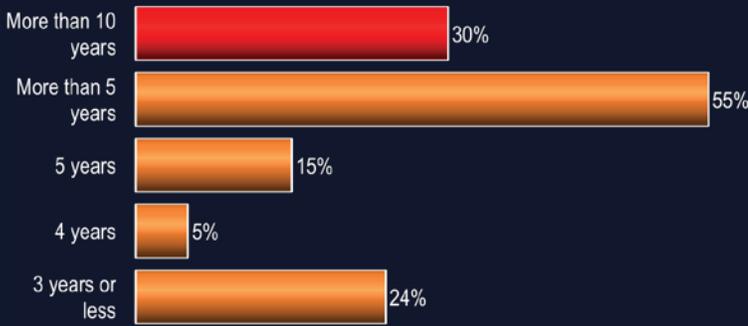
36% of borrowers identify the Federal Government as 1 or more of their lenders.

Surprisingly and likely consistent with the 86% who “Don’t know” their loan’s interest rate, another 36% of borrowers “Don’t know” who their lender is. 19% mention Sallie Mae and 8% Wells Fargo. No other lender is mentioned by more than 5%.

### PROVIDERS OF STUDENT LOAN



### YEARS REQUIRED TO REPAY STUDENT LOAN



Borrowers believe it will take an average of 9.3 years to payoff their student loan.

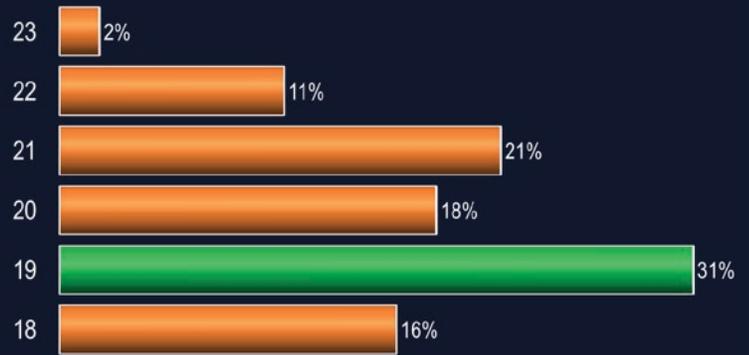
55%, down from 70% last year, believe they will need more than 5 years.

These findings translate to an average monthly payment of \$330 plus interest (\$37,000/119 months).

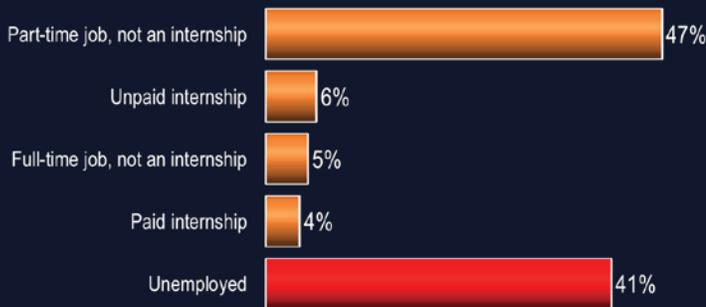
Consistent with previous findings, the average age of a Four Year full-time undergrad is 19.9 years of age.

34% of students are of legal age (21 or older) while the remainder and the majority are under 21 years of age.

### AGE



### STUDENT EMPLOYMENT



59% of students are employed during the school year with a full or part-time job or an internship (paid or unpaid).

The largest share of students, 47% are employed at a part-time job. 5% are employed at a full-time job. 9% have a paid or unpaid internship.

Together with money students receive from home and their personal earnings, after paying for their expenses, students report they have an average of \$120 in discretionary spending power.

Particularly over the last two years the amount reported has declined sharply likely due to a decline in earnings and money received from home together with higher costs experienced.

### MONTHLY DISCRETIONARY SPENDING TRACKING

