

STUDENT MONITOR

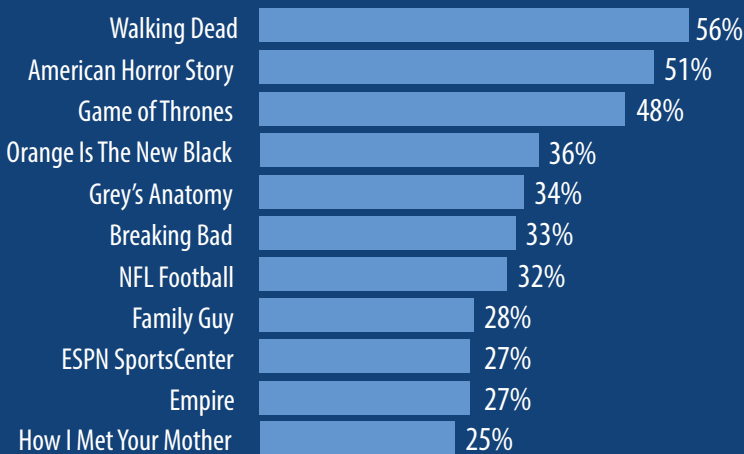
LIFESTYLE & MEDIA - Fall 2016

The following findings are drawn from the Spring 2016 edition of STUDENT MONITOR's twice annual LIFESTYLE & MEDIA Study and are based on the results of hour-long, one on one, on campus interviews conducted during the week of October 10th among Four Year full time undergrads attending 83 representative colleges and universities throughout the country with a margin of error or +/-2.4%.



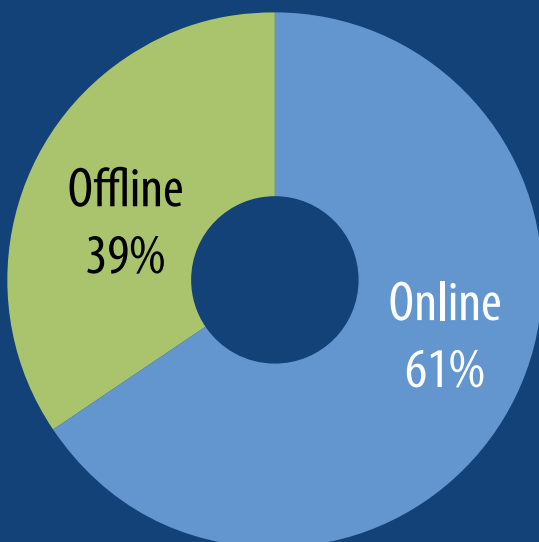
TV shows 'IN' on campus

WALKING DEAD IS THE MOST POPULAR SHOW ON CAMPUS - 56% of students report Walking Dead as the most "IN" television program on campus. 51% mention American Horror Story.



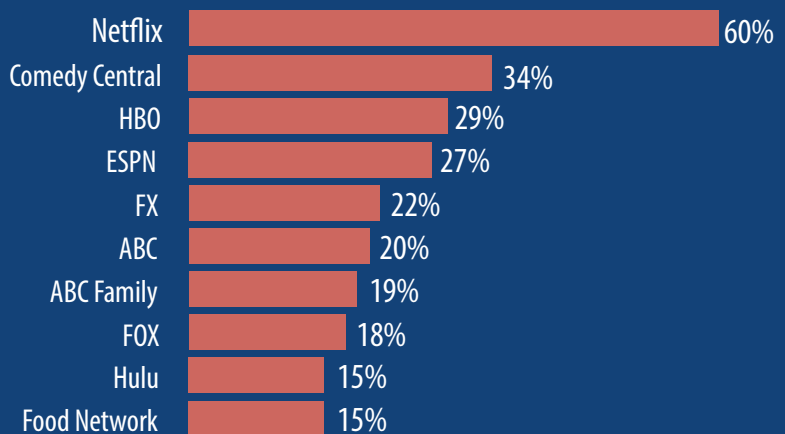
"Do you watch television online?"

61% OF STUDENTS WATCH TELEVISION ONLINE - Among this 61%, 49% of students who watch online use a laptop most often, followed by 9% a Smart TV.



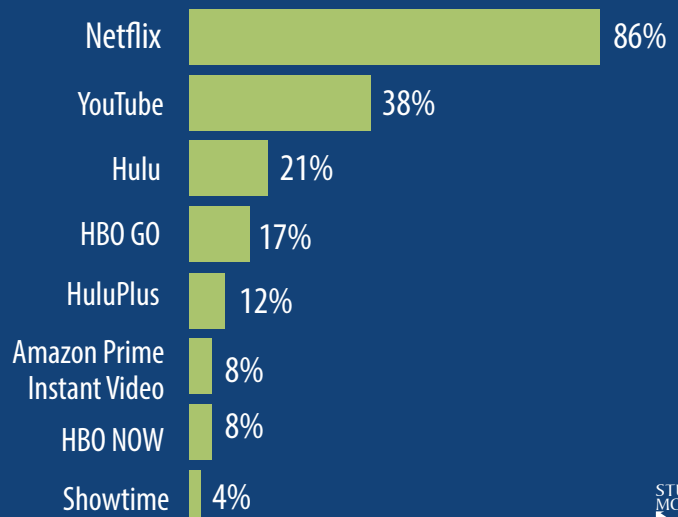
"What are your five favorite television networks?"

NETFLIX IS STUDENTS' "FAVORITE TELEVISION NETWORK" - Students perceive Netflix to be a television network and by a wide margin the most favorite. 60% mention Netflix, 34% Comedy Central, 29% HBO, 27% ESPN and 22% FX.



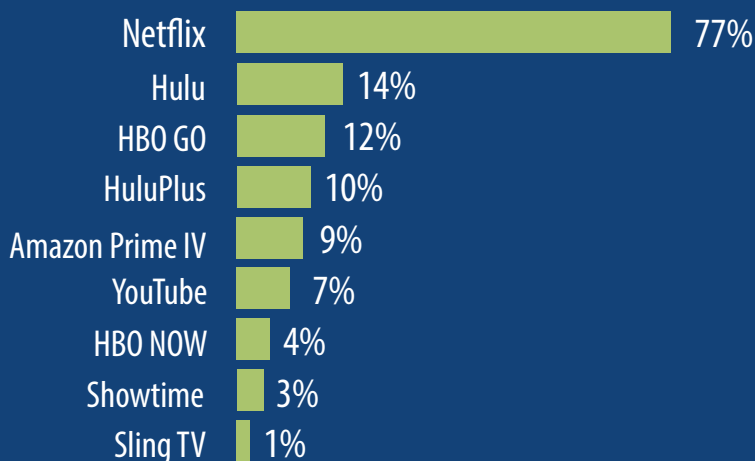
"Which sites do you use to watch television online?"

BY A WIDE MARGIN, NETFLIX IS THE TOP SITE ONLINE VIEWERS USE TO WATCH TELEVISION ONLINE - 86% of online viewers use Netflix, 38% YouTube, 33% Hulu/Hulu Plus, 25% HBO Go/Now and 8% Amazon Prime Instant Video.



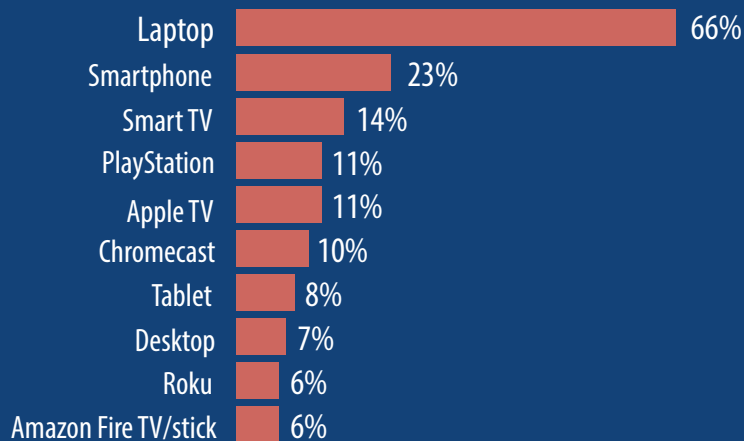
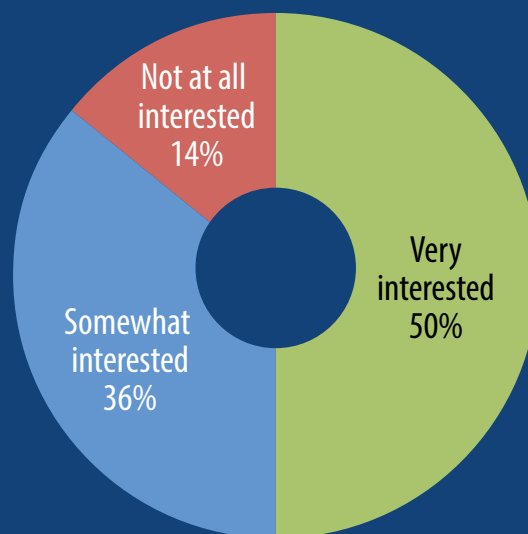
Subscriptions To Watch Television Online

BY A WIDE MARGIN, NETFLIX IS THE LEADING PAID SUBSCRIPTION OFFERING - Among the 61% who watch television online, 72% of males and 81% of females have a paid Netflix subscription.



"How interested are you in watching television exclusively online?"

86% ARE INTERESTED IN WATCHING TELEVISION EXCLUSIVELY ONLINE - 88% of students living on campus are interested in watching exclusively online compared to 75% of those living at home.

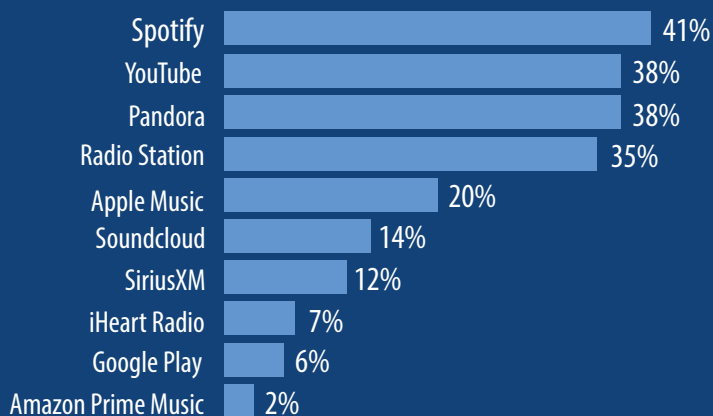


Devices used to watch TV online

ONLINE VIEWERS USE A LAPTOP MOST OFTEN TO WATCH TV - Among the 61% who watch television online, 66% use a laptop followed by 23% a Smartphone. 20% use a gaming console, 14% a Smart TV, 11% Apple TV, 10% a Chromecast and 8% a tablet.

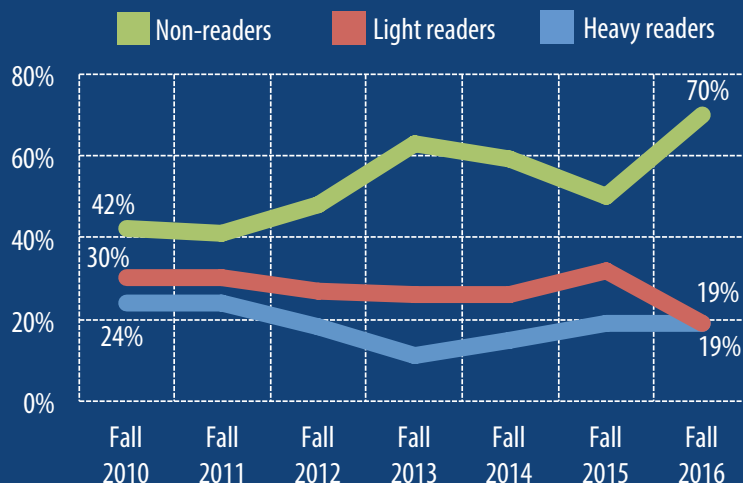
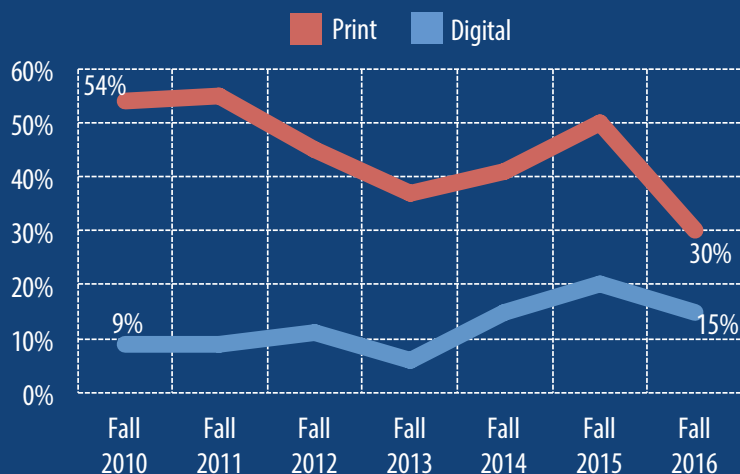
"How have you listened to streaming music in the past week?"

SPOTIFY IS MOST COMMON PLACE STUDENTS LISTEN TO RADIO STREAMING MUSIC - Among the 85% of students who listened to radio streaming music in the past week, 41% streamed from Spotify compared to 38% from YouTube or Pandora.



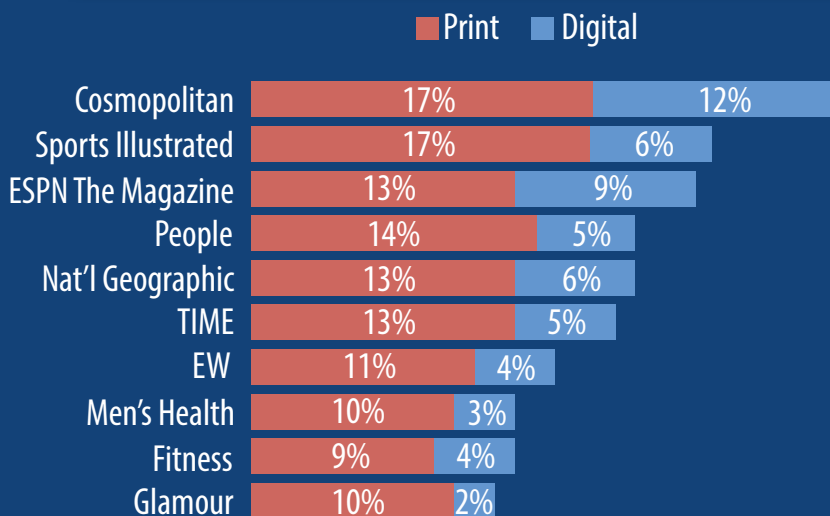
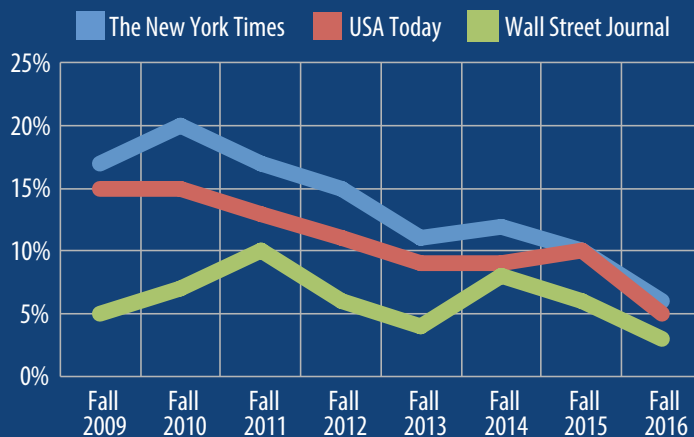
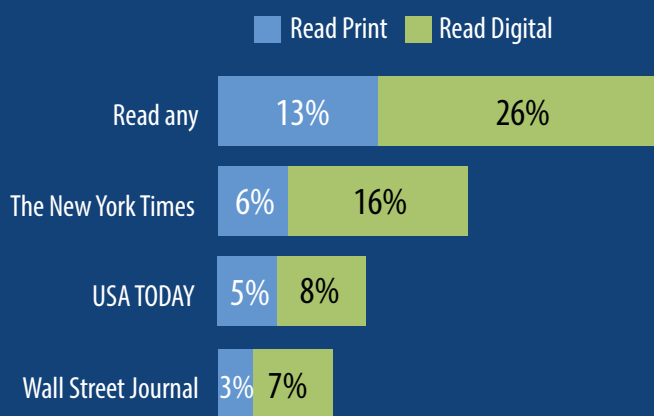
Campus Newspaper Readership

READERSHIP OF THE PRINT EDITION CONTINUES TO TREND DOWN - 30% read at least 1 of the last 5 issues of the print edition of their campus newspaper. Readership of the digital edition has not offset the loss in readership of the print edition. 39% report no interest in reading the print or digital edition. Over the longer term, the share of light readers (1 to 2 of the last 5) is equal to the share of heavy readers (3 or more of the last 5) of the print edition.



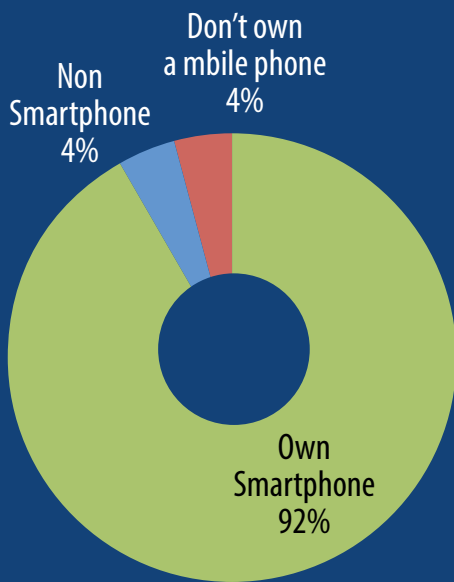
National Newspaper Readership

READERSHIP OF DIGITAL EDITIONS, 26%, IS TWICE THAT OF THE PRINT EDITIONS, 13% - The New York Times is both the best read print and digital national newspaper. Over the longer term, readership of the New York Times and the USA Today has declined to nearly the level of The Wall Street Journal.



Magazine Readership

READERSHIP OF THE PRINT EDITIONS OF MAGAZINES IS GREATER THAN THAT OF DIGITAL EDITION READERSHIP - Cosmopolitan 17%, and Sports Illustrated, 17%, are the most commonly read (subscribed to, read regularly or read occasionally) print edition magazines. Cosmopolitan, 12%, ESPN The Magazine, 9%, Sports Illustrated, 6% and National Geographic, 6%, have the highest levels of digital edition readership.

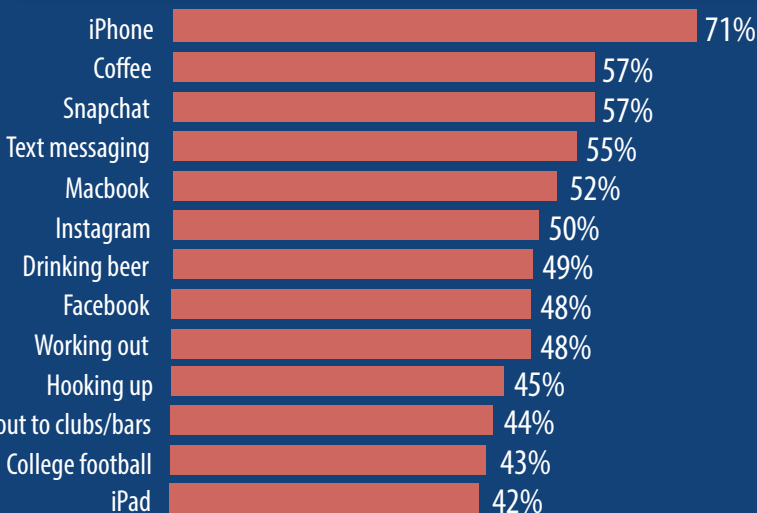
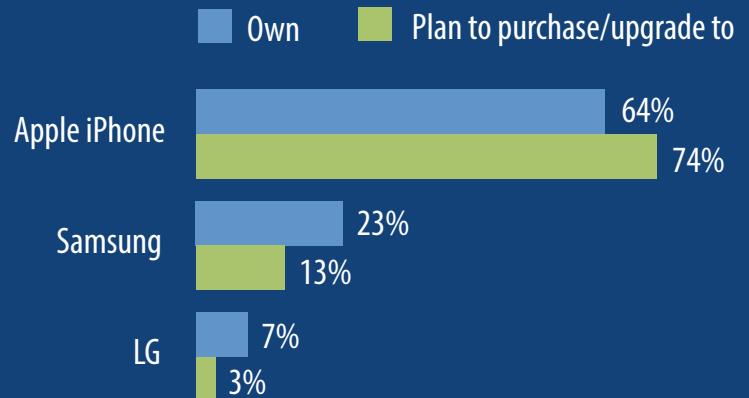
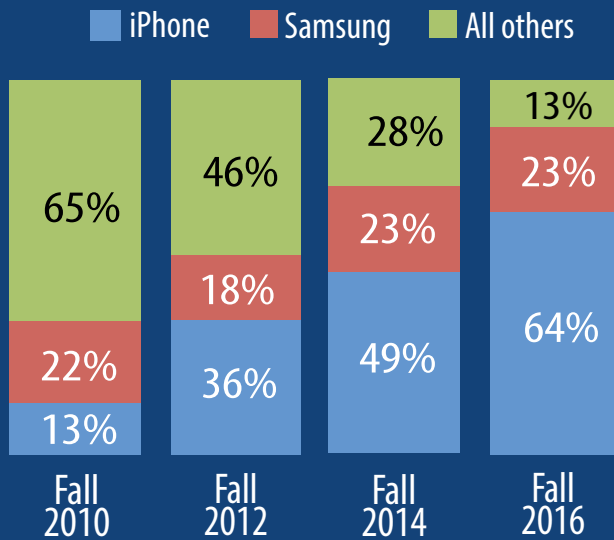


Mobile Phone Ownership

96% OF STUDENTS OWN A MOBILE PHONE - 95% of mobile phone owners own a Smartphone. Over the longer term, more students have selected Verizon as their carrier than any other service. 36% report Verizon is their mobile service provider compared to 25% AT&T, 18% T-Mobile and 12% Sprint.

"What brand is your mobile phone?"

THE iPHONE IS THE LEADING BRAND OF MOBILE PHONE STUDENTS OWN AND PLAN TO PURCHASE - For the Fall 2016 term, nearly 5 times as many own an iPhone as Fall 2010. 64% of mobile phone owners own an iPhone including 69% of females. Nearly 3 times as many own an iPhone as own a Samsung. 74% of those who plan to upgrade or buy a new mobile phone plan to upgrade to or buy an iPhone. Significantly less, 13%, plan to upgrade to or buy a Samsung.

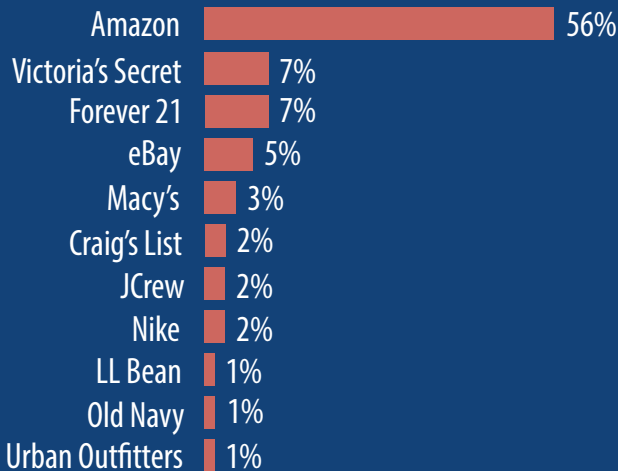
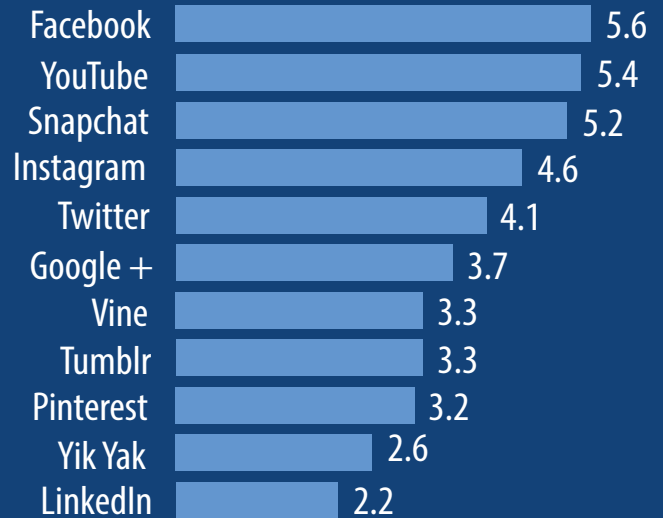
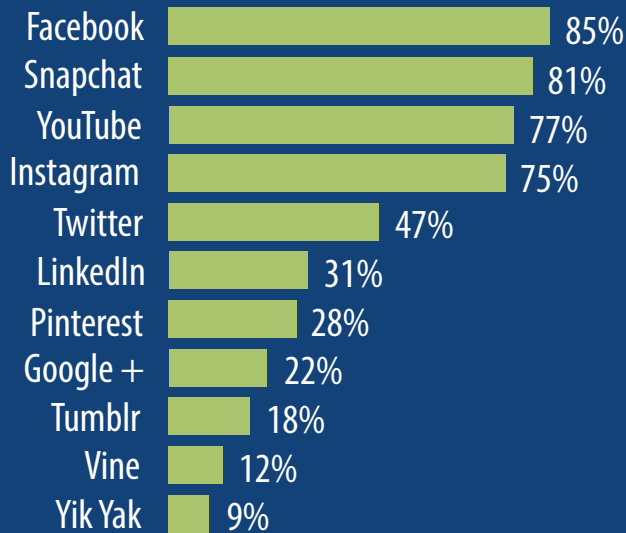


"Which of these are popular or 'IN' on your campus?"

BY A WIDE MARGIN, 71% MENTION THE iPHONE AS THE LEADING ITEM OR ACTIVITY "IN" ON CAMPUS - 57% mention coffee, 57% Snapchat, 55% Text messaging, 52% MacBook and 50% Instagram.

"How many hours do you spend weekly with each of these social networking sites?"

FACEBOOK IS THE LEADING SOCIAL NETWORK SITE - The leading social networking sites visited in a typical week are Facebook, 85%, Snapchat, 81%, YouTube, 77% and Instagram, 75%. 47% visit Twitter and 31% visit LinkedIn. Facebook users spend an average of 5.6 hours weekly compared to 5.4 for YouTube and 5.2 hours weekly for Snapchat.

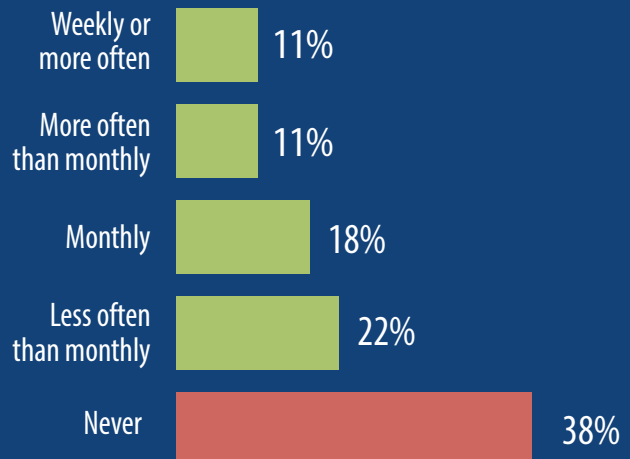


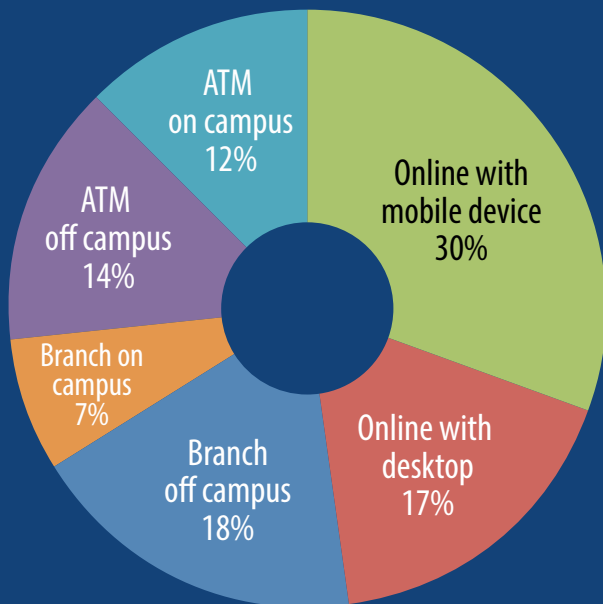
Top Of Mind Online Shopping Brands

WHEN THINKING ABOUT ONLINE SHOPPING BRANDS, MORE STUDENTS MENTION AMAZON THAN ALL OTHER ONLINE SHOPPING BRANDS COMBINED - 56% mention Amazon, 7% Victoria's Secret, 7% Forever 21 and 5% eBay. No other brand is mentioned by more than 3%.

"How frequently do you make purchases online?"

62% OF STUDENTS MADE 1 OR MORE PURCHASES ONLINE IN THE PAST YEAR - Among those who make online purchases, 18% did so weekly or more often compared to 35% who did so less often than monthly.



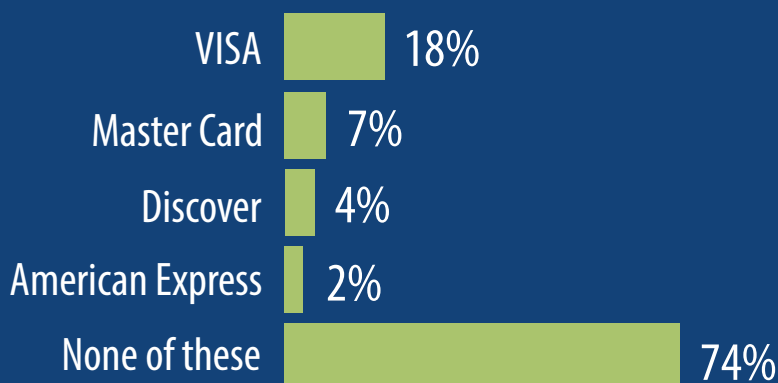


“What percent of your monthly banking do you do with the following methods?”

THE LARGEST SHARE OF BANKING IS DONE WITH ONLINE WITH A MOBILE DEVICE OR DESKTOP - 47% of students' banking is done online (with a mobile device or desktop), 26% at an ATM (on or off campus) and 25% at a bank's branch location (on or off campus).

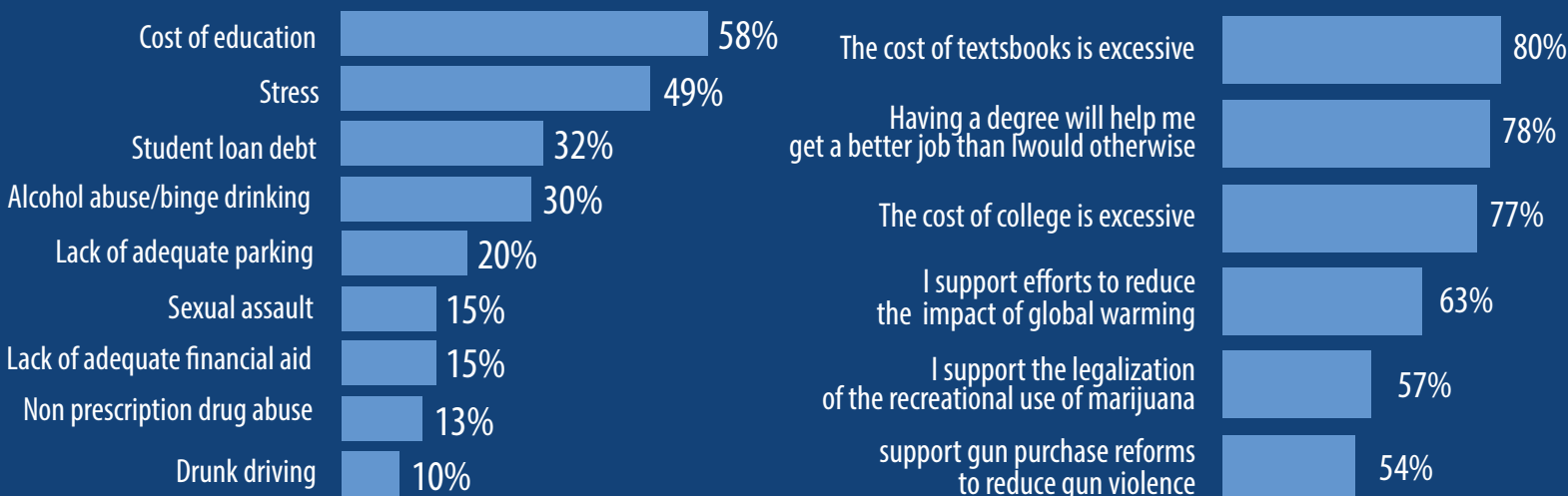
Credit Card Ownership

26% HAVE A CREDIT CARD IN THEIR OWN NAME - 18% have a VISA card, 7% MasterCard, 4% Discover and 2% American Express.



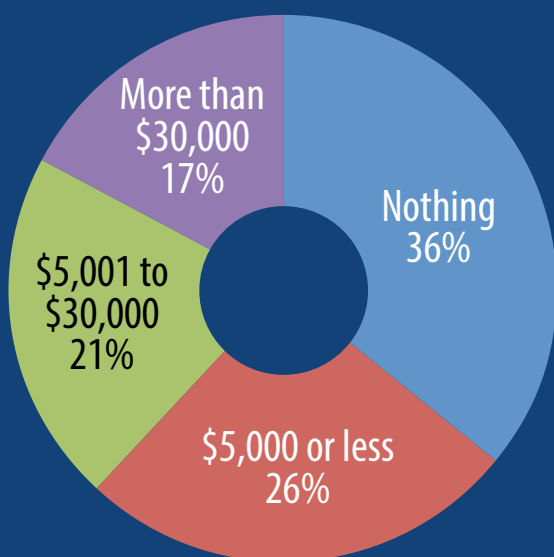
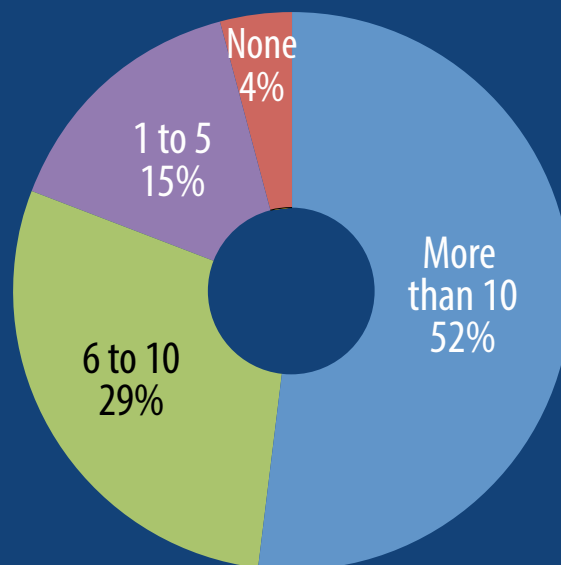
Student Attitudes

THE “COST OF EDUCATION” TOPS THE LIST OF PROBLEMS FACED ON CAMPUS. - The “Cost of Education”, 58%, “Stress”, 49%, and the “Student loan debt”, 32%, are the Top 3 problems seen on campus. 80% agree the cost of textbooks is excessive and a similar number, 77%, agree the cost of college is excessive.



"How many hours a week do you spend on schoolwork?"

THE AVERAGE STUDENT SPENDS 14.8 HOURS WEEKLY ON SCHOOLWORK - 52% spend more than 10 hours. 4% report none, 15% spend 1 to 5 hours and 29% spend 6 to 10 hours. Students report taking an average of 4.5 academic courses this term.

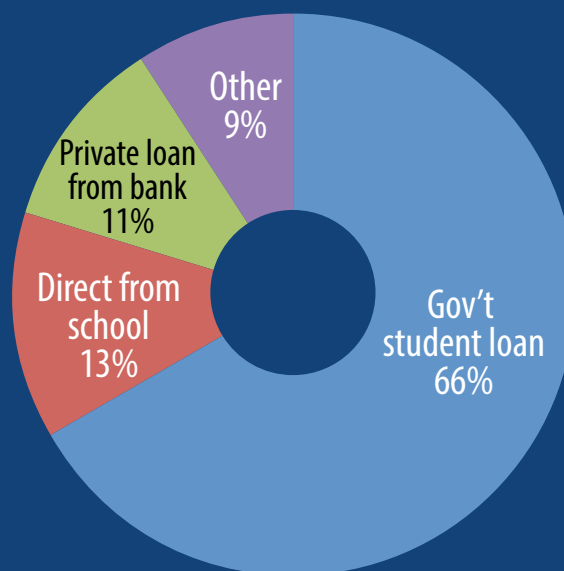


"How much do you expect to owe in undergraduate student loan debt?"

64% EXPECT TO OWE AN AVERAGE OF \$24,254 IN UNDERGRADUATE STUDENT LOAN DEBT - 26% expect to owe less than \$5,000, 21% expect to owe \$5,001 to \$30,000 and 17% expect to owe more than \$30,000.

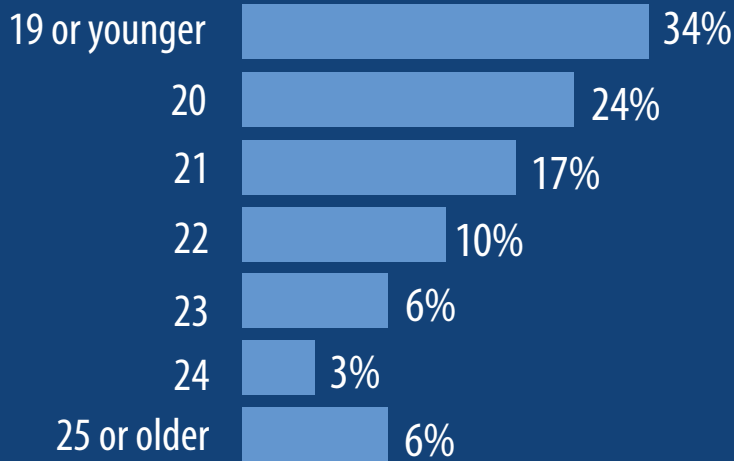
"Who do you expect to owe student loan debt to?"

66% OF UNDERGRADUATE STUDENT LOAN DEBT IS OWED TO GOVERNMENT SOURCES - 66% of student loan debt are government student loans, 13% direct from school, 11% private loans from a bank, 5% from relatives and 4% from other sources.



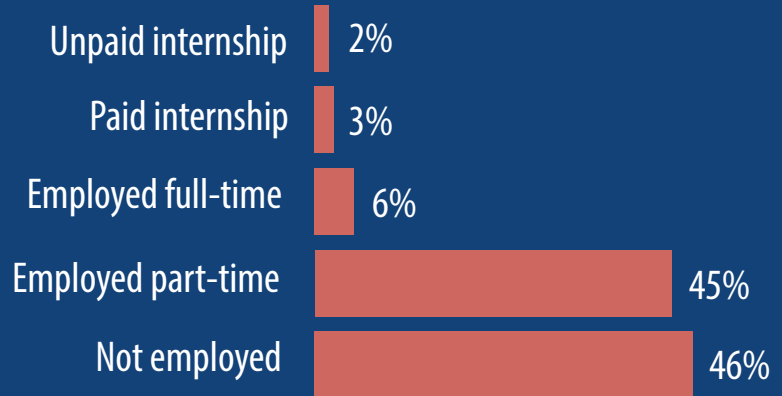
"How old are you?"

THE AVERAGE STUDENT IS 20.6 - The majority of students, 58%, are under the age of 21. A small number of undergrads, 6%, are 25 or older.



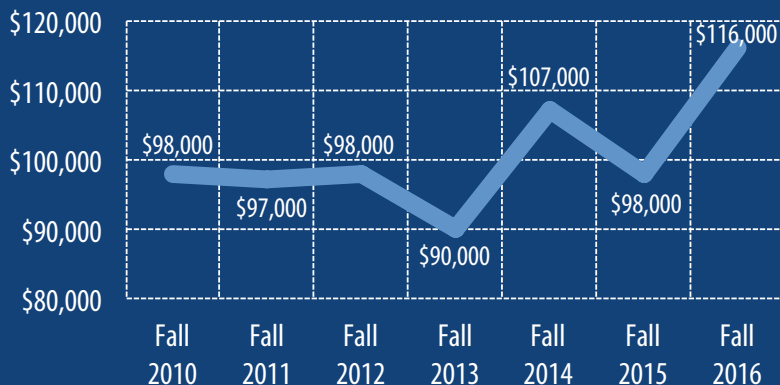
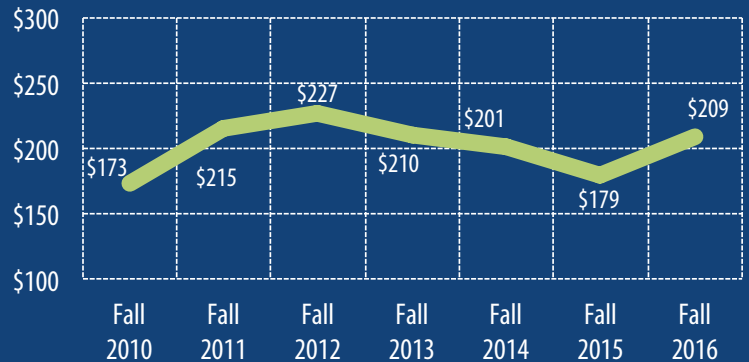
School Year Employment

ADDING TO THEIR SPENDING POWER, 54% ARE EMPLOYED OR HAVE A PAID INTERNSHIP - The largest share of students, 45%, are employed part time while 6% are employed full time. 5% have a full or part-time internship.



Monthly Discretionary Spending

STUDENTS HAVE \$1.4 BILLION IN DISCRETIONARY SPENDING POWER MONTHLY - The average student reports \$209 in discretionary spending in a typical month. 44% report having more than \$200 in monthly discretionary spending power.



Annual Household Income

THE AVERAGE HOUSEHOLD INCOME IS \$115,886 - Students attending private schools report a 24% greater household income, \$136,000, than those attending public schools, \$110,000.