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# STUDENT MONITOR®

## Selected LIFESTYLE & MEDIA Findings - Fall 2020

Drawn from the Fall 2020 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 1,276 Four Year full time undergrads attending representative colleges and universities throughout the country with a margin of error of +/-2.4%.



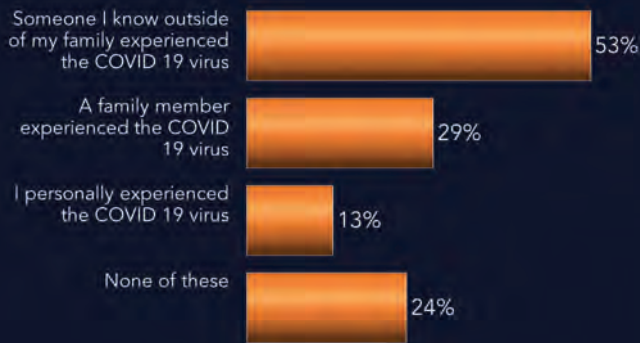
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The COVID 19 pandemic represents the most significant disruptor to higher education ever seen since the Spring of 1997, 23 years ago, when the very first edition of STUDENT MONITOR'S Lifestyle & Media market research study was published. Specifically, the COVID 19 pandemic has 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.

- 19% of students enrolled in the Fall 2020 term are attending classes on campus, 35% are full remote learners and 45% are both on campus and remote learners
- 49% of on campus learners considered not returning to campus for the Fall 2020 term
- 66% "The federal government could have done a better job of managing the virus"
- 53% agree "I feel more personal stress that I did before the virus"
- Among full or partial remote learners, only 43% are at least "Somewhat satisfied" with remote learning
- Among full or partial remote learners, 23% report their instructors are stricter with grading, 26% easier than usual and 51%, the majority, about the same
- Among on campus learners, 87% agree "The social aspect of traditional on campus classroom learning is very important to me"
- Among on campus learners, 82% agree "My school has a system of programs in place to protect students from the COVID 19 virus" and 72% agree "My peers could be more conscientious about following my school's programs and policies to protect myself and other from the COVID 19 virus"
- Among full partial remote learners, 66% agree "I'm not receiving the same value with remote learning"
- Among full and partial remote learners, 13% report the cost of tuition and fees were reduced (73% believe the cost of tuition and fees should have been reduced, 22% believe a reduction of more than 30% would have been appropriate)
- Among full and partial remote learners taking a science class this term, 46% are using 1 or more virtual labs tools (62% believe the virtual lab tool is not realistic, 52% rate the experience as not positive)
- By a wide margin, Zoom (87%) is the most commonly used app for remote learning, followed by Microsoft Teams (19%) and by an even wider margin, Zoom, 78%, is the one app used most commonly for remote learning followed by Microsoft Teams (9%)
- 72% of remote learners are satisfied with the one app they use most often
- The biggest problems on campus are COVID 19, 71%, Stress, 49%, Cost of education, 43%, Student loan debt, 29%, Sexual assault, 21%, Alcohol abuse/binge drinking, also 21%

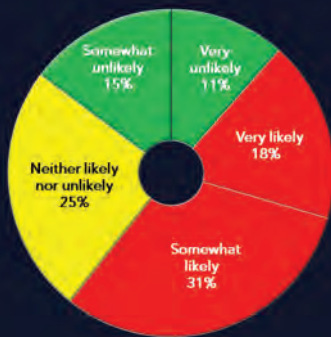
## Experience With COVID 19

42% have either personally experienced or have a family member who has experienced the COVID 19 virus.



## Likelihood Of Not Enrolling In The Fall Term Due To Remote Learning

49% were at least "Somewhat likely" to not enroll in the Fall 2020 term in view of their school's remote learning policy.



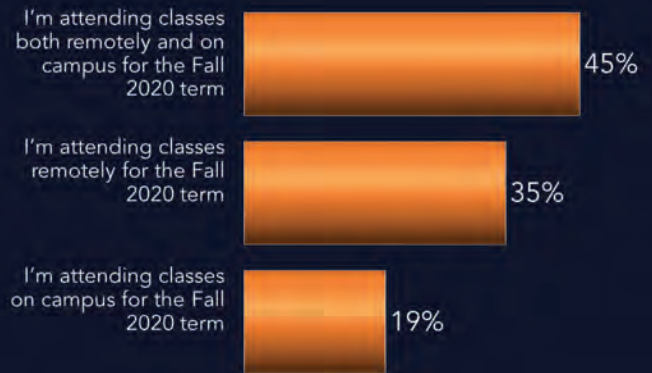
## School Should Have Reduced Tuition & Fees In View Of Remote Learning

73% of remote learners believe their school should have reduced the cost of tuition and fees in view of the remote learning policy.



## COVID 19 Related Enrollment Status

Only 19% are attending classes on campus for the Fall 2020 term, 81% are attending remotely (full or partial).



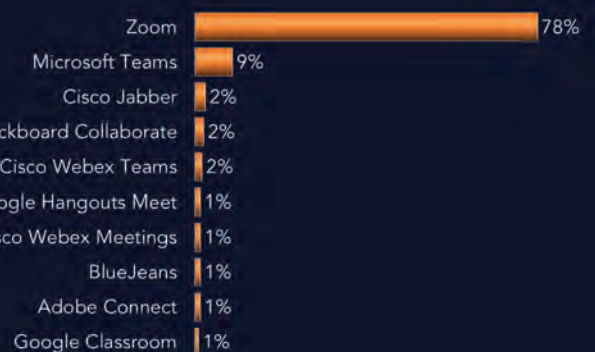
## Satisfaction With Remote Learning

Among the 80% attending all or some of their classes remotely, 36% are at least "Somewhat dissatisfied" with their experience.



## Apps Used Most Often For Remote Learning

At 78% and again by a wide margin, Zoom is the app used most often for remote learners.



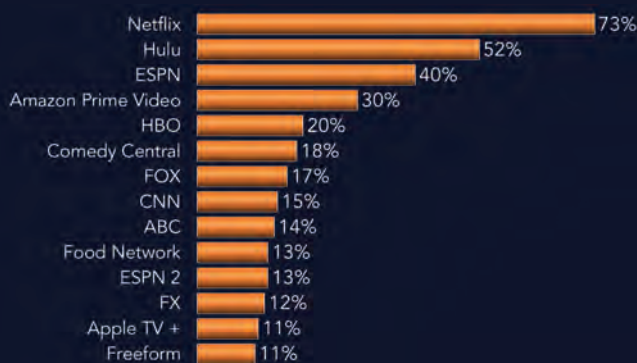
## TV Programs 'IN' On Campus

"American Horror Story" and "Game of Thrones" and "Family Guy" are the most "IN" TV shows on campus.



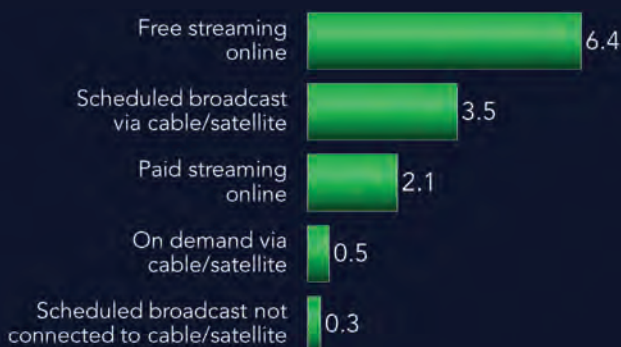
## Favorite Sources of Video Programming

At 73%, once again Netflix is students' favorite source of video programming. 52% mention Hulu, 40% ESPN, 30% Amazon Prime Video and 20% HBO.



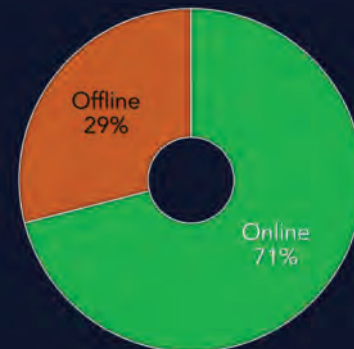
## Weekly Hours Watch TV By Method

Students watch TV 12.8 hours weekly (unchanged from last year). 50% of weekly viewing hours, and the largest share, is free streaming online.



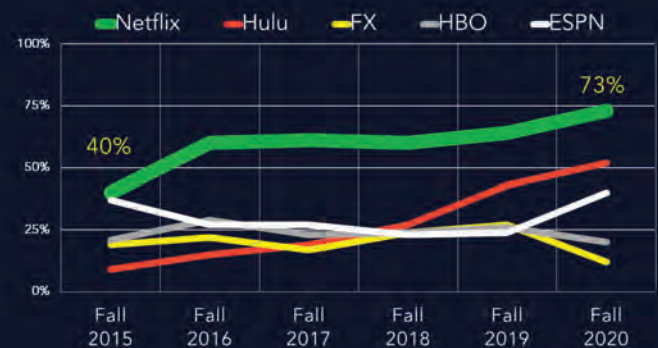
## Share of Viewing Online

THE MAJORITY OF STUDENT VIEWING IS ONLINE - 71% of viewing is online, 29% of-line. 31% of online viewers use a laptop most often to view online, followed by 12% an Amazon Fire Stick and 11% a Smart TV.



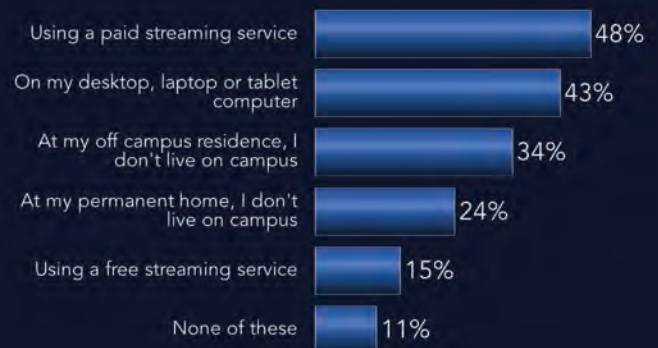
## Favorite Sources Of Video Programming

Compared to Fall 2015, the share of students identifying Netflix as a favorite source of video programming has increased by 83%.



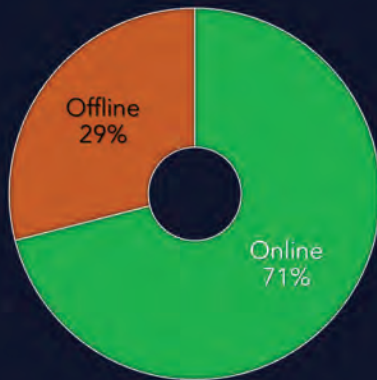
## Watching TV

More than three times as many students watch using a paid streaming service as watch using a free streaming service. Nearly half (48%) watch using a paid streaming service compared to 15% a free streaming service.



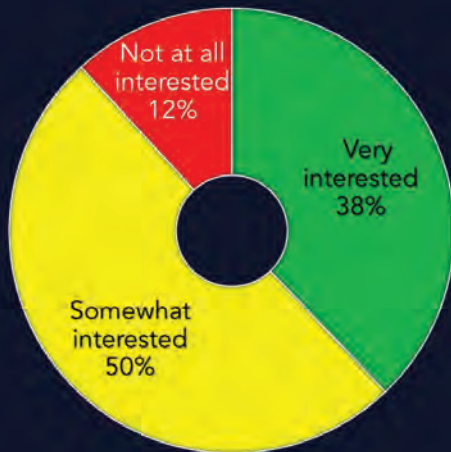
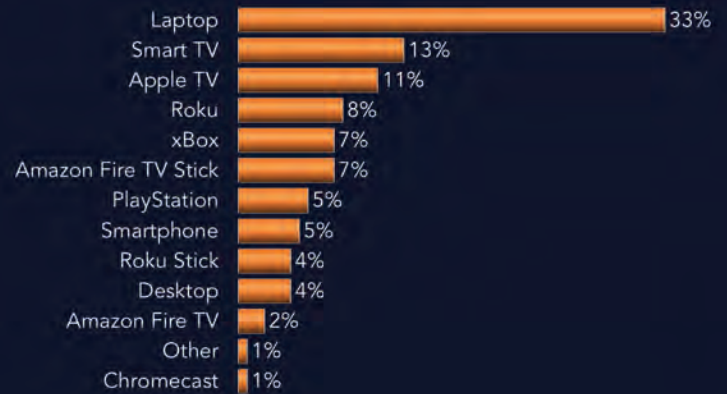
## Share Of Hours Viewed Online

More than two-thirds of viewing (71%, up from 64% last year) is done online.



## Device Used To Watch TV Most Often

57% of online viewers use a laptop to watch TV online and 33% use a laptop most often. 13% use a Smart TV most often and 11% use Apple TV most often. 8% use Roku most often and 7% use PlayStation most often and 11% use Apple TV most often.

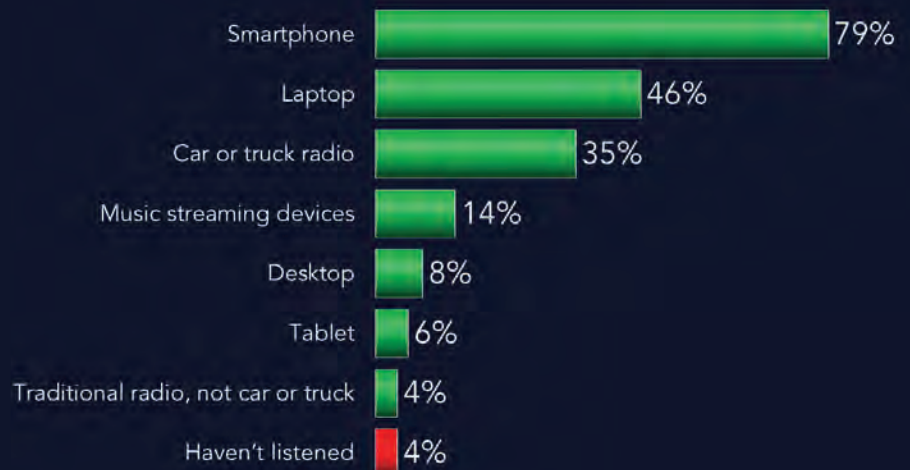


## Interest In Watching TV Exclusively Online

88%, up somewhat from 83% last year, are interested in watching television exclusively online.

## Devices Used To Listen To Streaming Music

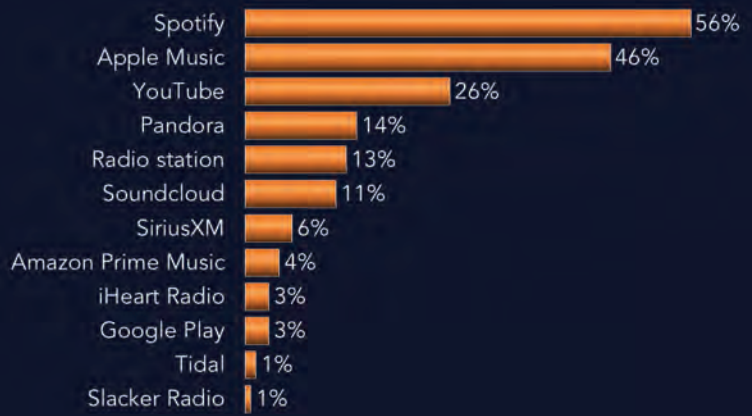
Among the 96% who listened to streaming music in the past week, 82% listened with a Smartphone, the most commonly mentioned device.



## Services Used To Listen To Streaming Music

More than half of all streamers (56%) used Spotify in the past week to listen to streaming music.

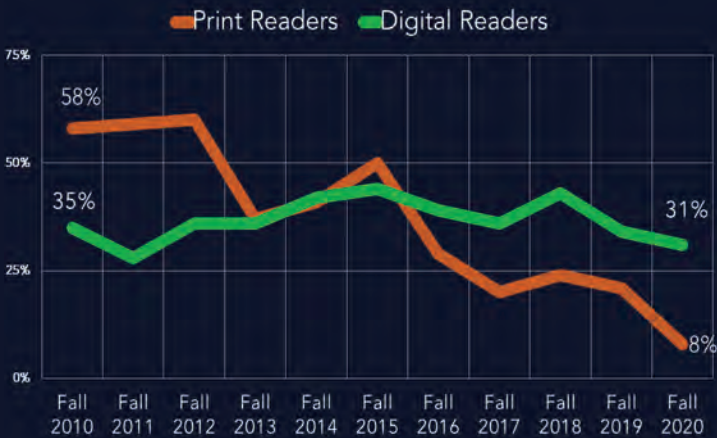
Apple Music, (46%) and YouTube (26%) follow.



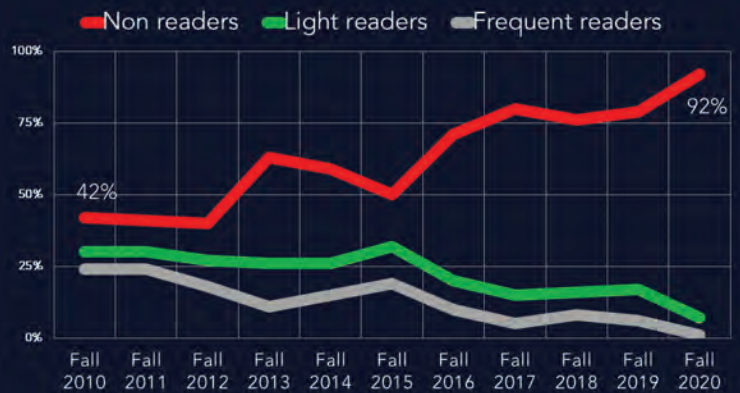
## Campus Newspaper Readership

8%, a record low, read at least 1 of the last 5 issues of the print edition of their campus newspaper. The decline in readership is largely attributed to the impact of COVID 19, as measured by the incidence of full and partial remote learners (81% of students) as well as students relying on social media, among other sources, to keep up with campus news.

Print, Online Readership Tracking



Print Edition Readership Tracking



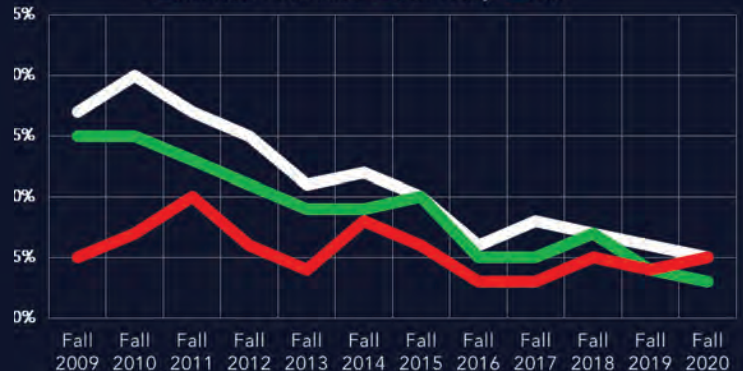
## National Newspaper Readership

13% read the print edition of a national newspaper in the past week. Over the longer term readership has sharply declined (5% read The New York Times, 5% WSJ and 3% USA TODAY). Readership of the print and digital editions of The New York Times continues to lead that of USA TODAY and WSJ.

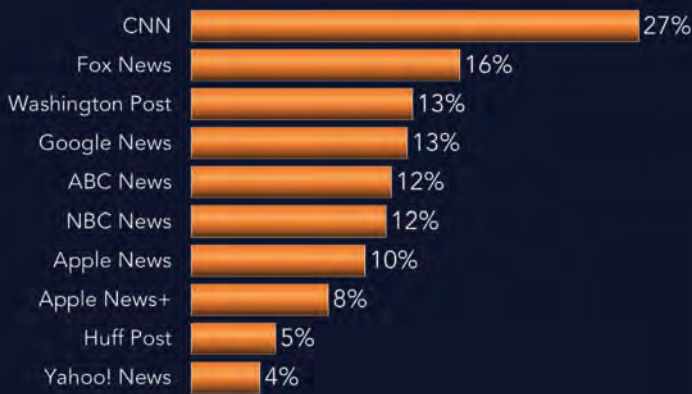
Digital Print



The New York Times USA Today WSJ



## Online News Sources Used

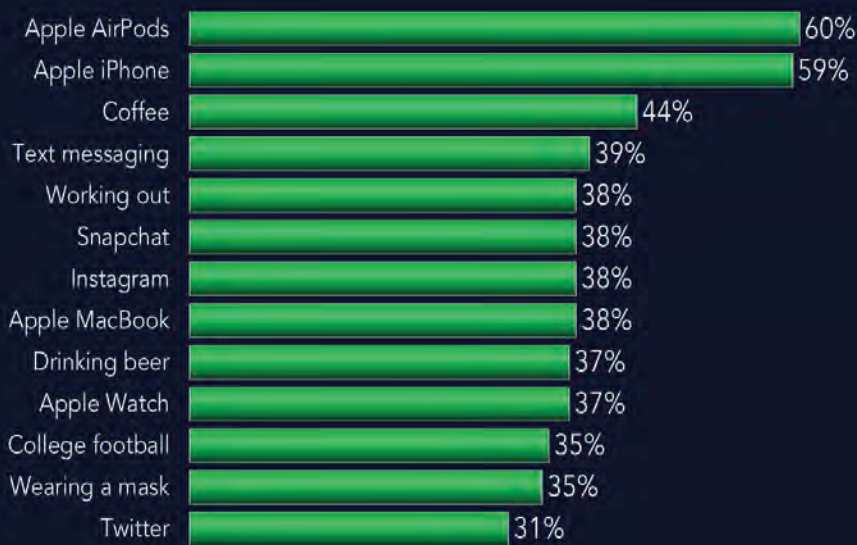


58% used 1 or more online news source in the past month.

By a wide margin, CNN is the most commonly used online news source.

The use of online news sources helps to understand, at least in part, the decline in readership of national newspapers.

## What's "IN" On Campus

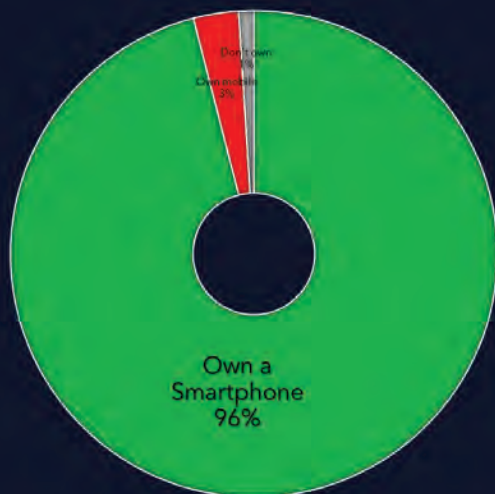


By a wide margin, "Apple Air Pods" and the "Apple iPhone" are the most "IN" items on campus.

44% mention "Coffee", 39% "Text messaging" followed closely by "Working out", "Snapchat", "Instagram" and the "Apple MacBook", (each 38%).

37% cite "Drinking beer" or the "Apple Watch".

## Mobile Phone Ownership



99% own a mobile phone and among mobile owners, 97% own a Smartphone.

Given the merger of T-Mobile and Sprint, the new, combined provider, at 39%, is the most commonly mentioned provider followed by 33% for Verizon Wireless and 23% for AT&T.

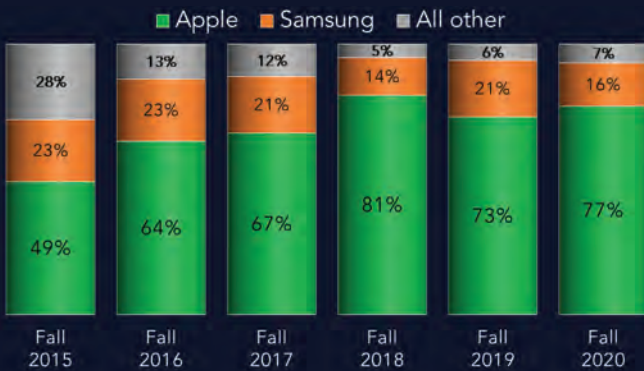
Students spend an average of \$72 monthly for their mobile service (translates to \$590 million monthly or \$7.1 billion annually (far more than student spending for learning materials).

50% report their parents pay their mobile service (likely due to a family plan for multiple devices).

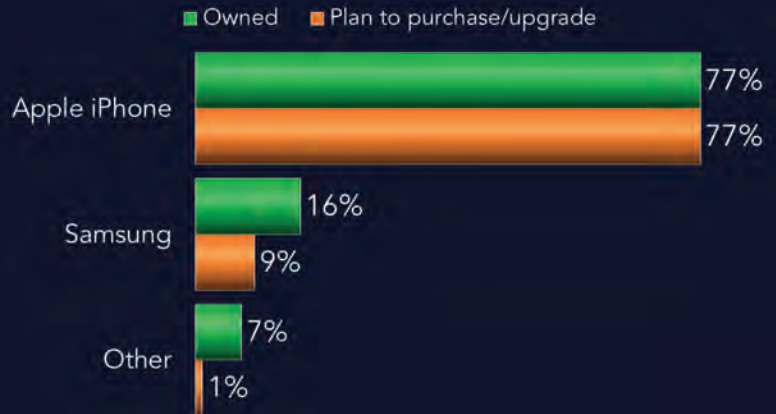
## Smartphone Owned

The Apple iPhone is the leading brand of Smartphone students own and plan to purchase. 77% own an iPhone while the share of Samsung owners continues to decline. Nearly five times as many own an iPhone as own Samsung. 77% of those who plan to upgrade/purchase a new Smartphone plan to upgrade/purchase an iPhone.

Brand Of Mobile Phone Owned Tracking



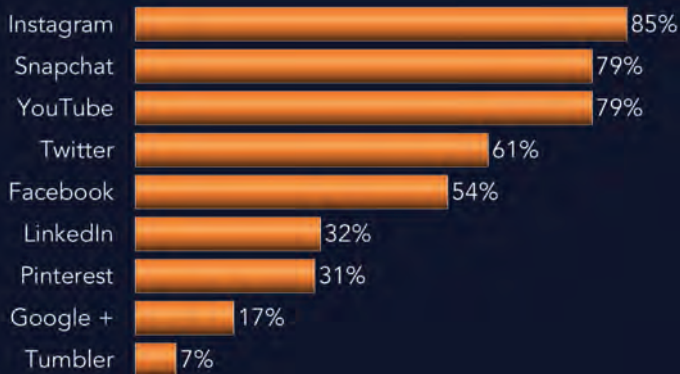
Brand Owned Compared To Brand Plan To Purchase



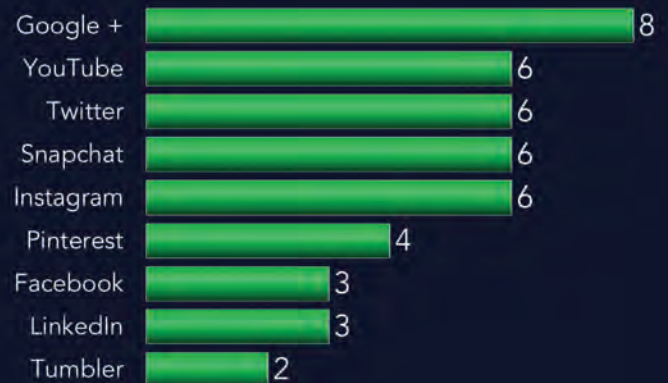
## Hours Spent Weekly With Social Media

Instagram is the leading social media students use. The leading social media sites include Instagram 85%, Snapchat, 79% and YouTube (also 79%). Google + users spend an average 8 hours weekly with the site, more than any other.

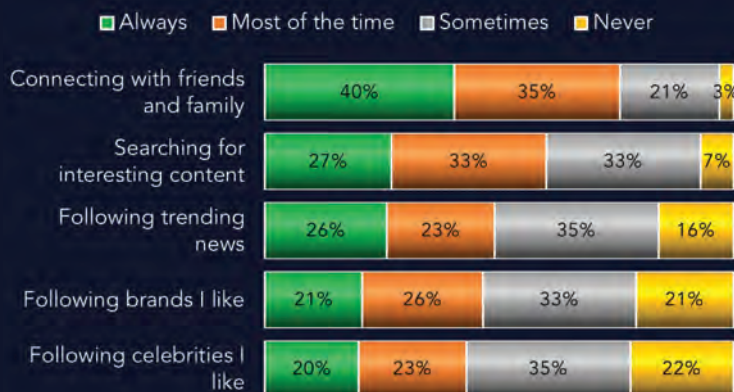
Social Media Sites Used Weekly



Number Of Hours Spent Weekly With Social Media Sites



## Frequency Of Using Social Media For Specific Activities



Among 5 activities, 75% "Always" or "Most of the time" use social media to "Connect with friends/family".

Fewer (60%), "Always" or "Most of the time" use social media to "Search for interesting content".

47% "Always" or "Most of the time" to "Follow brands I like".



## Motivations To Follow A Brand On Social Media

Students have mixed feelings about following a brand on social media. As shown to the right, excluding the 27% of students who report "Already follow brands on social media", not surprisingly, 47% mention "Have to like what they sell".

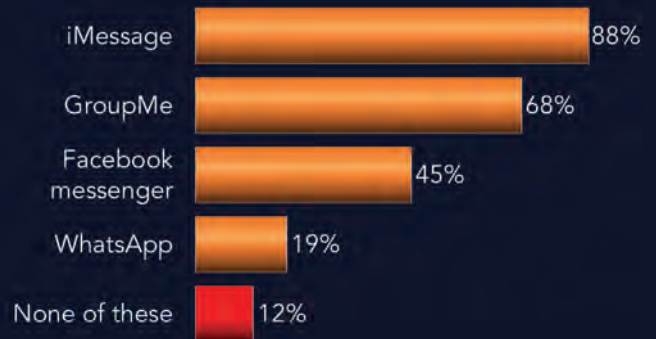
22% are motivated by humor, reporting "Content needs to be funny". 27% report "Nothing" would convince them.



## Messenger Apps Used

94% of students use one or more messenger apps and the messenger category is dominated by 3 apps; iMessage, GroupMe and Facebook messenger.

79% of all students use iMessage, 60% GroupMe and 44% use Facebook messenger.

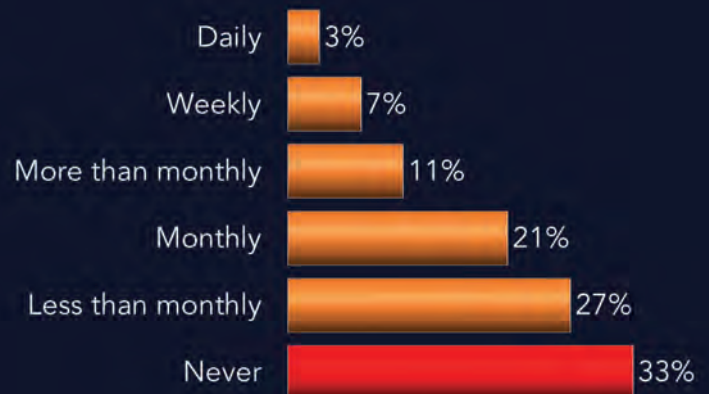


## Frequency Of Making Online Purchases

77% made 1 or more online purchases in the past year. Among purchasers, 13% do so weekly or more often compared to 36% of purchasers less often than monthly.

"Apparel" is the most often purchased of 10 categories, Travel/airline tickets represents the category with the highest level of online spending. 67% purchased printed textbooks spending an average of \$283.

When asked what online shopping brand comes to mind first, 67% mention Amazon. No other brand was mentioned by more than 7%.



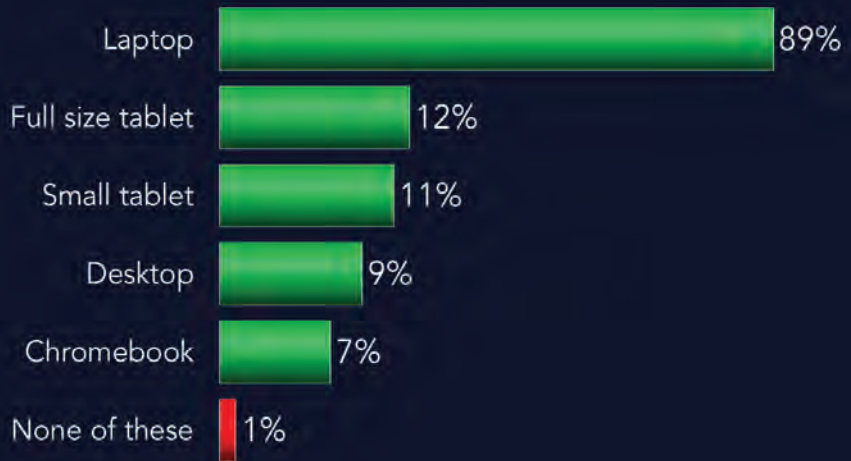


## Device Ownership

99% own a computer or tablet. 89% own a laptop, 12% a full size tablet and 11% a small tablet. 9% own a desktop, 7% a Chromebook.

Not surprisingly, 88% use a laptop most often while 3% use a Chromebook most often. Tablets supplement laptop ownership since only 5% use a full size or small tablet most often.

Among the various brands of laptops, desktop and tablets used most often, 70% are Apple devices compared to 11% for Dell and 9% HP. 4% mention Acer, 3% Lenovo and all others 12%.

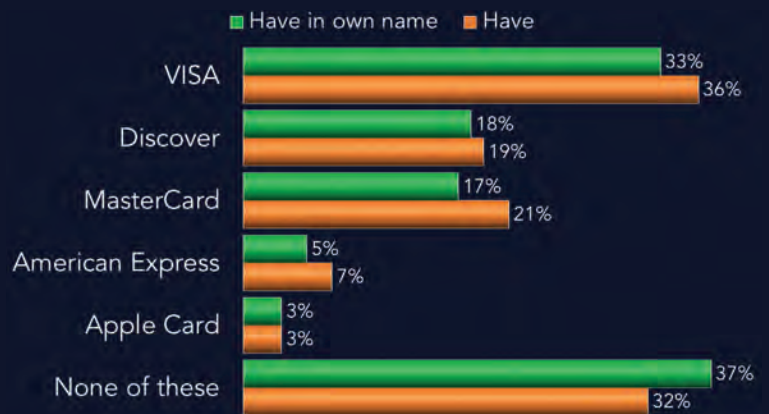


## Credit Card Ownership

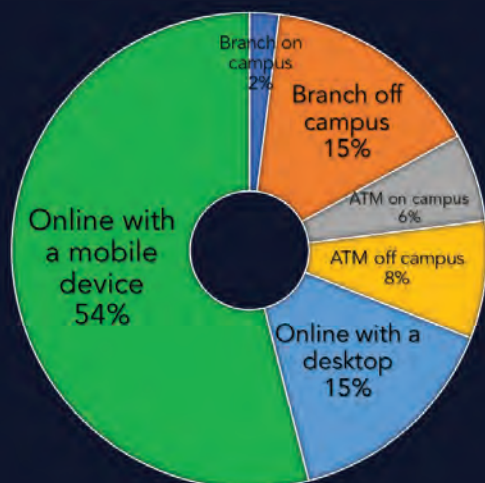
68% have a credit card and 63% of students have a credit card in their own name, up from the 37% reported in 2017. 33% have VISA, 18% Discover, 17% MasterCard, 5% American Express and 3% an Apple Card in their own name.

42% of Freshmen have a credit card in their own name compared to 83% of Seniors.

66% are interested in acquiring a credit card in their own name in the next 12 months. Among those with an interest, 44% are interested in VISA, 26% Discover, 24% MasterCard, 21% American Express and 9% Apple Card.



## Share Of Monthly Banking By Method



Only 17% of monthly banking is conducted at an off or on campus branch. In a typical month, 54% of banking is done online with a mobile device, 14% at an ATM, 15% online with a desktop.

Given that convenience motivates much of students' consumer behavior together with the nearly universal ownership of a Smartphone, it is not surprising that branch banking represents a comparatively small share of students' monthly banking.



## Student Concerns & Attitudes

"COVID 19 virus" and "Stress", 71% and 49% respectively, top list of the "Biggest Problems On Campus" followed by "Cost of education". Not surprisingly, "COVID 19 virus", mentioned by 75%, is the most commonly reported "Biggest Problems Facing The U.S.".

Biggest Problems On Campus



Biggest Problems Facing The U.S.

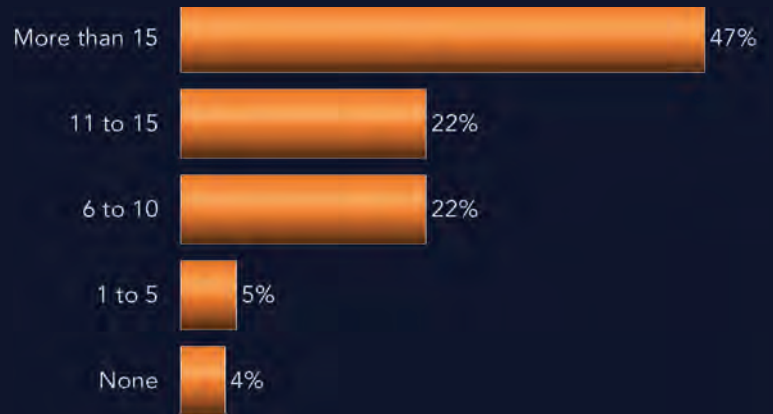


## Weekly Hours Spent On Schoolwork Outside Of The Classroom

Students spend an average of 17 hours weekly on schoolwork outside of the classroom.

Down from 15 hours last year's 69%, and likely attributed to the 81% of full or partial remote learners.

Females spend 29% more time than males (an average of 18 hours compared to 16 hours among males).



## Undergrad Student Loan Debt



58% expect to graduate with an average of \$29,000 in student loan debt. Among borrowers, 27% expect to owe more than \$30,000.

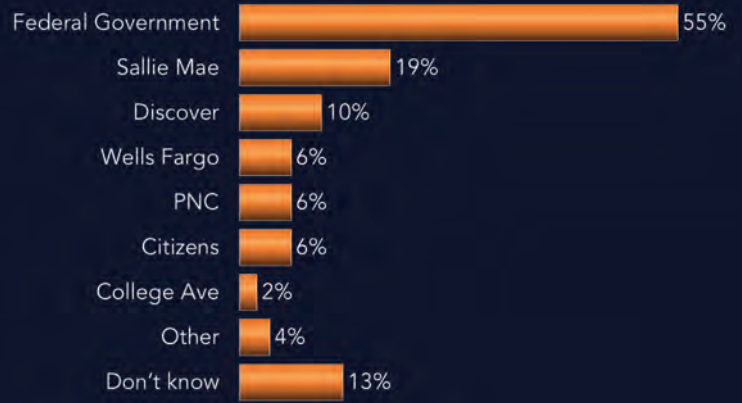
This 58% incidence projects to \$137 billion nationally based on the \$29,000 average.

While the cost of attending a Public college or university is typically less costly than Private schools, students attending Private schools report an average of \$26,000 compared to \$30,000 among students attending Public schools.



## Providers Of Student Loans

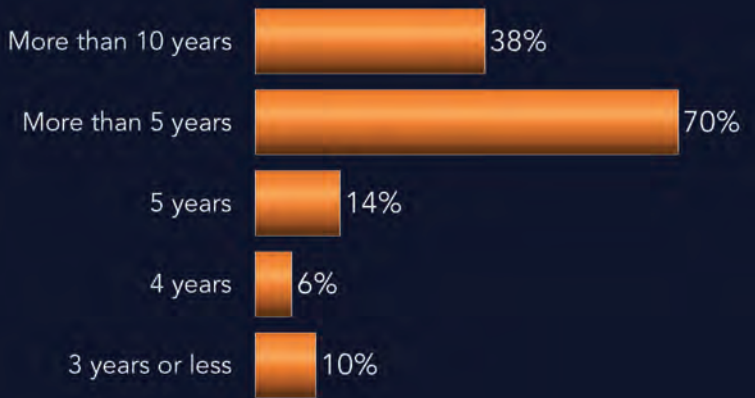
55% of borrowers have a student loan from the Federal government, the largest provider of student loans. 19% of borrowers mention Sallie Mae and 10% mention Discover. 6% of borrowers mention Wells Fargo, PNC or Citizens.



74% of borrowers "Don't know" the interest rate for their largest student loan. An average interest rate of 4.7% is reported among the 26% aware of their interest rate.

## Years Required To Payoff Student Loans

Borrowers expect it will take 11.2 years, to pay off their student loans. 70% believe they will need more than 5 years to pay off their student loan.

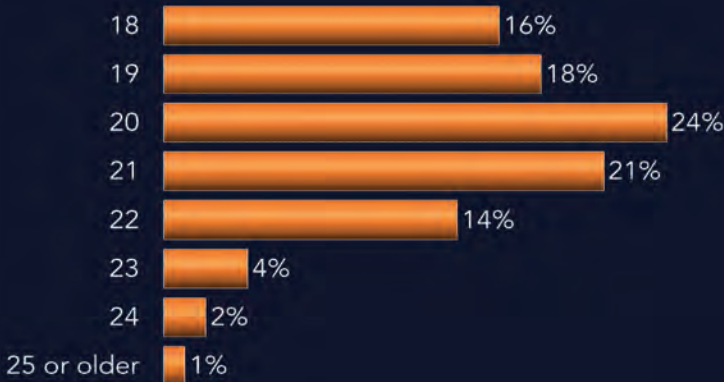


Using an average student loan debt of \$29,000 together with an average of 11.2 years to repay their student loan translates to an average monthly loan payoff payment of approximately \$216 plus interest (\$29,000/134 months).

13% of borrowers "Don't know" who the provider of their student loan lender is.

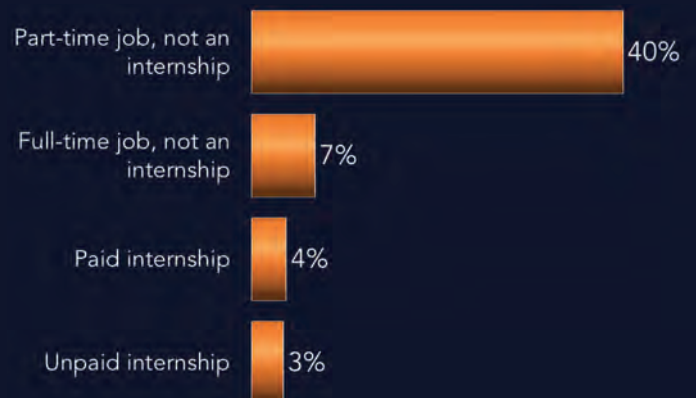
### Age

The age of the average Four Year full-time undergrad is 20.4. The majority of students, 58%, are under the age of 21. A small number of undergrads, 7%, are 23 or older.



### School Year Employment

Adding to students' spending power, 51% are employed or have a paid internship during the school year. 40% are employed part-time while 7% are employed full time. 4% have a paid or unpaid internship. The decline in student employment compared to last year is attributed to the impact of the COVID 19 virus.



## Monthly Discretionary Spending

Students report an average of \$147, down 25% from last year's \$196, available for discretionary purchases each month.

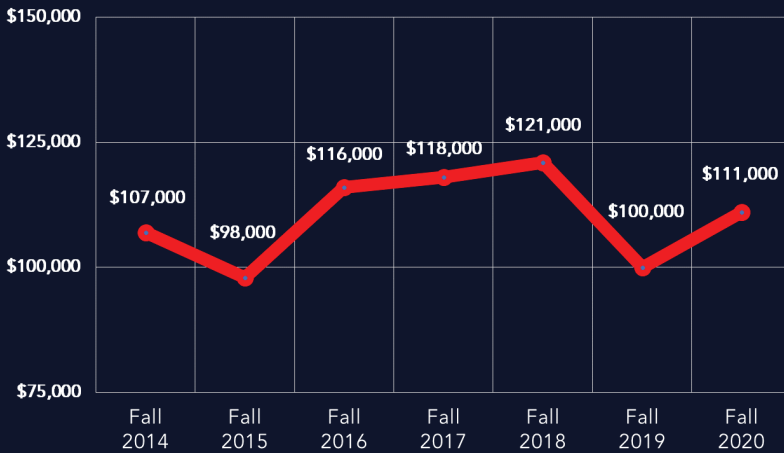
Projected to the full-time, Four Year undergrad universe nationwide, these findings suggest students have discretionary spending power of more than \$1.2 billion monthly.

## Monthly Discretionary Spending Tracking



## Annual Household Income

### Annual Household Income Tracking



Among the 57% of students reporting a HH income, on average students report a HH income of \$111,000.

8% report a HH income of greater than \$150,000, 21% greater than \$100,000.

6% report a HH income of less than \$50,000.

