

# STUDENT MONITOR



Converting data to insight  
**LIFESTYLE & MEDIA - Fall 2020**

**STUDENT MONITOR LLC**

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This study is based on campus, one-on-one interviewing conducted during the two week period beginning October 12<sup>th</sup>, 2020. The study explores the wide range of college students' activities and interests and is intended to help all college and young adult oriented marketers and advertisers better understand the full-time, Four Year college market.

Four STUDENT MONITOR studies are issued each year; in addition to the two LIFESTYLE & MEDIA studies (each Spring and each Fall), there are two, in-depth, industry-specific studies (COMPUTING & THE INTERNET and FINANCIAL SERVICES).

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The STUDENT MONITOR management team can be reached by telephone at (201) 612-8100, or you may e-mail, [question@studentmonitor.com](mailto:question@studentmonitor.com). The STUDENT MONITOR website is [www.studentmonitor.com](http://www.studentmonitor.com). We are available at any time to discuss study details or respond to any questions you may have. Please don't hesitate to call us. Thank you and welcome to STUDENT MONITOR!



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## Interview Questionnaire

## Data Tables



This provides a summary of the results of STUDENT MONITOR's Fall 2019 LIFESTYLE & MEDIA study, conducted during the three week period beginning October 8<sup>th</sup>, 2020 among a representative sample of 1,276 full-time undergrads at Four Year colleges and universities nationwide.

The findings yield important insights about the student market. We encourage all subscribers to read this comprehensive report in order to fully grasp the lifestyles, attitudes and consumer habits of this unique and valuable group. In addition to the detailed findings, we also like to present to subscribers the most relevant findings, a "top line" overview.

## The Topical

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.

- Only 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% 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%)
- 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%, **Lack of financial aid** and **Lack of adequate parking**, each 15%

Students find themselves confronting economic challenges -

- Students were provided with a list of 11 financial challenges and asked to identify which of these challenges they faced when they returned to school this term (Fall 2020).
- 61%, up sharply from 45% last year, report facing 1 or more challenges. “**Earned less working this summer than needed or expected to**” is the most commonly reported financial challenge reported, 23%, up from 14% last year and likely related to the impact of COVID 19.

- 22% mention "Increased college costs" while 18% mention "A loss or decline in family income" or "**Working fewer hours or lost job at school**", 62% believe they are receiving "**Fair value for cost**" from their school (higher among students enrolled in Public schools)

Most students believe financial stability is attainable (each of the following measures reflect and increase compared to last year):

- 70% believe they "will be financially stable in the next 10 years" compared to 57% who believe they "will be financially stable in the next 5 years"
- 38% believe "it is difficult to save money" compared to 27% who believe "it is difficult for me to pay off all my bills"

Most students demonstrate a responsible attitude about spending.

- 34%, down from 42% last year, believe "my current spending habits will not impact my future credit report" and 31% "don't worry about the way I spend or manage my money"
- 59% report they "like to save my money before I purchase anything" while 57% believe "Having credit helps me get the things I want now"
- 42% report "I know what my current credit score is" while 77%, up somewhat from 72%, report "I believe a good credit history or credit score is important"

### Student loans

- 31% expect to have student loan debt averaging \$46,000. Student loan debt among this group totals \$117 billion and is expected to require 7.7 years to repay.
- 76% of student loan borrowers "Don't know" the interest rate on their largest student loan

The following provides an overview of other relevant findings from the Fall 2020 study. Detailed findings and table-by-table analyses follow the Executive Summary.

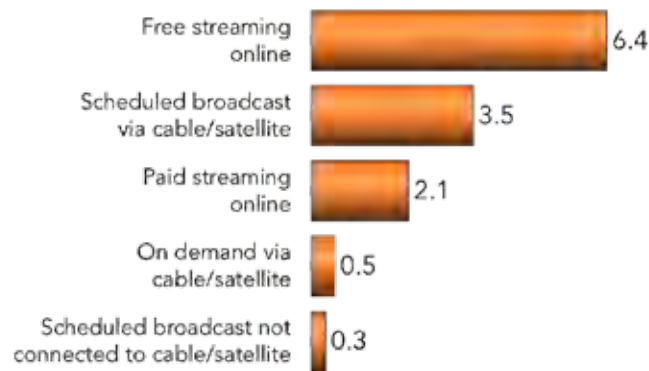
### Media

One of the most effective methods of reaching students is through the media. Students watch TV and movies, read newspapers, listen to the radio, and spend a significant amount of time online. Additionally, since students have such diverse interests, marketers have a broad range of options available to them which they can use to reach a dynamic segment of the population. The first step toward successful student marketing and advertising lies in understanding how students interact with each type of media.

## TV Viewing

- Students' Top 5 favorite sources of video programming are **Netflix** 73%, **Hulu** 52%, **ESPN** 40%, **Amazon Prime Video** 30%, and **HBO** 20%
- 66% of the 12.8 hours students spend watching in a typical week is spent watching free or paid streaming online
- 71% of viewing is online (57% use a laptop, 22% a Smartphone 22% Smart TV, 20% **Roku**)
- 88% are at least **Somewhat interested** in watching TV exclusively online

### Weekly Hours Watch TV By Method



By a wide margin, **Netflix** continues to be students' favorite source of video programming. 73% mention **Netflix** first. 52% mention **Hulu**, 40% **ESPN**, 30% **Amazon Prime Video** and 20% **HBO**. No other source is mentioned by more than 18% of students. Among male respondents, the favorites are **Netflix** (71%) and **ESPN** (55%). Among female respondents the favorites are **Netflix** (76%) and **Hulu** (60%).

Favorite Sources Of Video Programming - Rank			
Base = All Students			
	Total %	Male %	Female %
Netflix	73	71	76
Hulu	52	45	60
ESPN	40	55	23
Amazon Prime Video	30	25	35
HBO	20	15	24
Comedy Central	18	23	13
FOX	17	21	12

Favorite Sources Of Video Programming - Rank			
	Base = All Students		
	Total %	Male %	Female %
CNN	15	14	15
ABC	14	11	18

### Streaming music

- 96%, virtually unchanged from last year, report listening to streaming music in the past week.
- Among this 96%, 82%, and the largest group, listened with a Smartphone, 48% a laptop and 36% a car or truck radio.
- Among services used to listen to streaming music, **Spotify, Apple Music, YouTube, and Pandora** have surpassed **radio stations**. As shown below, more than 10 times as many students report **Apple Music** as **Amazon Prime Music**.

### Campus newspapers

Readership of campus newspapers continues at modest levels. 8%, down from 21% last year and down from 24% two years ago, read at least 1 of the last 5 issues of their campus newspaper and only 1% are considered **Frequent readers** (read 3 or more of the last 5 issues). We attribute the loss in readership as students look to other sources such as social media to be informed about what's happening on campus.

Additionally and undoubtedly, the impact of the pandemic represented by the incidence of remote learners together with a modified publishing schedule of the campus newspaper have significantly added to the rate of decline in readership previously seen.

Readership Of The Last 5 Issues Of The Campus Newspaper									
	Base = All Students								
	Total			Male			Female		
	F18 %	F19 %	F20 %	F18 %	F19 %	F20 %	F18 %	F19 %	F20 %
<b>Frequent Readers (Net)</b>	<b>8</b>	<b>6</b>	<b>1</b>	12	9	<b>8</b>	4	2	<b>0</b>
5 Issues	4	3	1	6	5	8	2	1	0
4 Issues	2	1	0	4	1	0	0	0	0
3 Issues	2	2	0	2	3	0	2	1	0
<b>Light Readers (Net)</b>	<b>16</b>	<b>15</b>	<b>7</b>	16	15	<b>9</b>	15	12	<b>6</b>
2 Issues	9	5	2	11	4	2	6	6	3
1 Issue	7	10	5	5	11	7	9	9	3
Non Readers	<b>76</b>	<b>79</b>	<b>92</b>	72	75	<b>89</b>	81	83	<b>95</b>



- 42%, up from last year's 33%, report their campus newspaper is available online.
- More than half, 51%, compared to last year's 57% finding, "Don't know" if their campus newspaper is available online

Availability Of The Campus Newspaper Online												
Base = All Students												
	Total				Male				Female			
	F17 %	F18 %	F19 %	F20 %	F17 %	F18 %	F19 %	F20 %	F17 %	F18 %	F19 %	F20 %
Available	36	39	33	42	34	42	36	42	38	36	30	42
Not available	7	10	10	7	7	9	9	7	6	10	11	8
Don't know	57	51	57	51	50	49	55	52	56	51	59	50

- Among the 57% of students whose campus newspaper is available online, 31% down from 34% last year and down from 43% last year two years ago, report reading at least once in the past month.

Read The Campus Newspaper Online In The Past Month												
Base = Students Whose Campus Newspaper is Available Online												
	Total				Male				Female			
	F17 %	F18 %	F19 %	F20 %	F17 %	F18 %	F19 %	F20 %	F17 %	F18 %	F19 %	F20 %
Read	36	43	34	31	40	42	26	32	32	45	57	30
Didn't read	64	57	66	69	60	58	74	68	68	55	43	70

- The two most commonly reported reasons nonreaders report why they don't read their campus newspaper are "Get the info I want from conversation with friends or others", 38% and more significantly, "Get the info I want from social media", 50%.

## National newspapers

13% read the print edition of at least 1 national newspaper in the past week. Equal numbers of students, 5%, read the print edition of **The New York Times** or **The Wall Street Journal**.

Print National Newspapers Read Weekly			
Base = All Students			
	Total %	Male %	Female %
Read 1 or more	13	14	12
The New York Times	5	4	7
USA Today	3	4	3

Print National Newspapers Read Weekly			
Base = All Students			
	Total %	Male %	Female %
The Wall Street Journal	5	5	4
<b>Read none of these</b>	<b>87</b>	<b>86</b>	<b>88</b>

Readership of the digital edition is 130% greater than that of the print edition. 30% read the digital edition of at least 1 national newspaper (**The New York Times, USA Today and/or The Wall Street Journal**) in the past week. Readership of the digital edition of **The New York Times** is 64% greater than that of **USA Today**.

Digital National Newspapers Read Weekly			
Base = All Students			
	Total %	Male %	Female %
<b>Read 1 or more</b>	<b>30</b>	<b>28</b>	<b>32</b>
The New York Times	18	14	22
USA Today	11	10	12
The Wall Street Journal	12	12	11
<b>None of these</b>	<b>70</b>	<b>72</b>	<b>68</b>

- The increase in readership of both formats is attributed to the impact of student interest in the COVID 19 virus together with an unprecedented series of political events
- To help understand the longer term loss in readership of national newspapers and to some extent, campus newspapers as well, 58% used one or more online news sources in the past week. The Top 3 online news sources are **CNN**, 27%, **Fox News**, 16%, **Washington Post** and **Google News** (each 13%)

## Students and the Internet

STUDENT MONITOR® examines the Internet and the personal computing category in comprehensive detail in the annual COMPUTING & THE INTERNET study fielded every Fall. Given the impact of the Internet on students' day-to-day lives and activities, the LIFESTYLE & MEDIA study also includes select Internet-related findings from the Fall 2020 COMPUTING & THE INTERNET study.

- Students report spending an average of 26 hours, up 24% from 21 hours last year, online in a typical week (this increase is attributed to the 81% of students enrolled in full or partial remote learning) with the most common way of connecting to the Internet being **Wirelessly using a laptop** (68%)

- **“Check grades”** continues to top the list as the most common past month online activity along with **“Check the weather”** and **“Listened to a lecture”** (again evidence of the impact of remote learning)
- 69% report participating in 1 or more of 14 digital activities in the past 6 months, **“Downloaded or streamed TV shows”** most frequently mentioned by 39%
- 88%, up from 71% from last year, **“Watch video other than TV or movies”** using a laptop in a typical week
- 7%, down from 13% last year **“Downloaded/streamed unlicensed movies”** from a file sharing site in the past month with a user mean of 7.5 movies) up from 6.3)
- **Amazon** 63%, **Google** 57%, **YouTube** 55%, **Hulu** 39%, and **Quizlet** 38%, are most commonly sites visited this term
- 85% spend time with **Instagram** in a typical week, spending an average of 6.0 hours weekly with it (up from, 5.0)
- 75%, unchanged from last year, use social media to **“Connect with brands”**
- Up sharply from last year, 66% follow brands with **Instagram**, 40% **Twitter**, 23% **Facebook** and 20% **Snapchat**
- 77%, down from 84% last year, made an online purchase in the past year spending \$3.4 billion among 10 categories

Base = All Students

Online Spending		
Category	Purchasers %	User Mean
Apparel	72	\$170
Printed textbooks	67	\$283
Footwear	61	\$171
Food	57	\$210
Kitchen, bed bath items	41	\$120
Books, not textbooks	37	\$114
eTextbooks	37	\$167
Downloadable music	35	\$50

Online Spending		
Category	Purchasers %	User Mean
Travel, airline tickets	25	\$295
Concert, sports tickets	19	\$104

Base = All Students

- **Spotify** is the most commonly visited music-related site and is also the most common site students download free and download paid music

## Activities & Interests

An understanding of students' activities and interests will reveal to marketers successful ways to reach this consumer group. Students participate in a wide variety of activities both on and off campus. Some activities are more passive, such as playing video games on a Smartphone, while others are more active, such as shopping at the mall.

### Top 5 Past Week Activities

- Ate at a fast food restaurant off campus, 65%, up from 60% last year
- Spoke to parents, 64%, down from 68% last year
- Texted parents, 63%, 65% last year
- Drank bottled water, 58%, down from 62% last year
- Used a debit card, 57%, down 67% last year

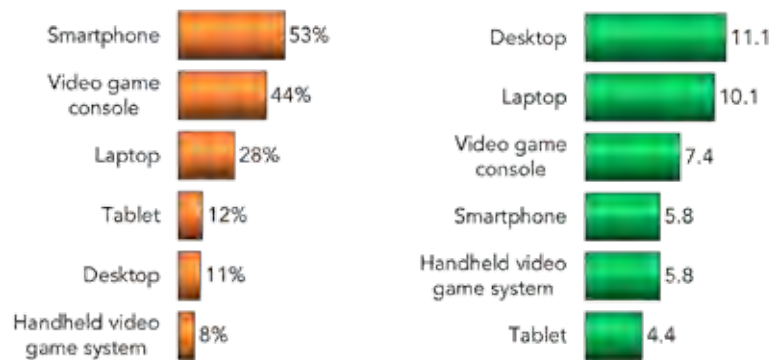
### Class-related Activities

- Students spend an average of 17.0 hours, up 25% from 13.6 hours per week on schoolwork outside of the classroom (attributed to the impact of full and partial remote learning)

### Non Class-related Activities

- **"Watch online through a paid membership site"**, 82% up from 69% last year, is the most commonly mentioned method of viewing movies averaging 7.4 monthly, up from 5.7 movies, monthly
- **"Watched TV for free"**, 45%, is the second most commonly reported method averaging 4.4 movies monthly
- **Netflix**, 83%, up from, 72% and **Hulu**, 58%, up from 42%, are the most commonly mentioned rental/streaming sources
- **"On a Smartphone"** is the most commonly reported method of video gaming, 53%, down from 63%, playing for an average of 5.3, down sharply from 10.4 hours weekly last year

## Weekly Hours Spent Playing Games



## What's "In" on Campus

### Items and Activities "In" on Campus

The most commonly reported items and activities "In" on campus include

What's "In" On Campus - Rank												
Base = All Students												
	TOTAL				MALE				FEMALE			
	F17 %	F18 %	F19 %	F20 %	F17 %	F18 %	F19 %	F20 %	F17 %	F18 %	F19 %	F20 %
Apple AirPods	15	51	64	60	16	47	63	56	13	55	65	64
Apple iPhone	60	67	64	59	60	67	62	53	60	66	68	65
Coffee	50	56	53	44	47	55	51	36	53	57	54	52
Text messaging	41	51	47	39	40	50	46	39	43	52	49	40
Snapchat	43	50	56	38	41	45	47	36	45	57	64	40
Instagram	42	52	46	38	36	49	40	36	47	55	51	40
Apple MacBook	42	52	42	38	39	49	37	35	44	55	46	41
Working out	41	42	34	38	41	44	32	37	41	40	36	39
Apple Watch	37	47	43	37	34	44	36	33	39	52	49	41
Drinking beer	40	53	43	37	41	58	41	39	38	47	45	36
Wearing a mask	N/A	N/A	N/A	35	N/A	N/A	N/A	33	N/A	N/A	N/A	36
College football	39	46	38	35	39	46	38	33	40	46	39	37
Twitter	31	38	40	31	28	34	33	28	35	43	47	35

### TV Programs "In" On Campus

The most commonly mentioned TV programs students said were "In" on campus are;

TV Programs "In" On Campus - Rank			
Base = All Students			
	Total %	Male %	Female %
Family Guy	35	39	32
Game of Thrones	34	27	40
Grey's Anatomy	32	20	44
NFL Football	30	34	26
Breaking Bad	28	26	30
ESPN SportsCenter	24	31	16
Shameless	22	17	27
The New Girl	22	17	26
The Walking Dead	22	21	22
American Horror Story	21	13	29
How I Met Your Mother	18	16	21
Ozarks	18	19	18

### The Mood on Campus—Attitudes, Timing, Concerns and Plans

College students are very much in touch with the world around them. From their media behaviors to their concern with national and world events, it is evident that students are an active part of society with valuable opinions and beliefs. Understanding this "mood on campus" is, without question, essential to creating programs and communications that demonstrate a complete understanding of the student experience.

**National issues are in the forefront of students' minds and influence their thinking and attitudes.**

#### COVID 19

- Only 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% 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%)
- 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

### School-related (Other than COVID 19)

- 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%, **Lack of financial aid** and **Lack of adequate parking**, each 15%

- The biggest problems facing the nation are **COVID 19**, 75%, **Political divide**, 31%, **Gun violence**, 25%, **Corruption/misconduct among gov't officials**, 24%, **U.S. economy**, 23% and **Fake news**, 21%
- 72% believe "**The cost of college is excessive**" and 70% believe "**The cost of textbooks is excessive**"
- 37%, down from 43% last year and down from 62% two years ago, believe their school is providing them "**Fair value for the cost**"
- Students believe they receive the **greatest value** from their school's Library, Campus Bookstore, Recreational Athletic Facilities and Dining Service and **least value** from Off Campus Housing, Student Union and the Financial Aid office

### Non-school related

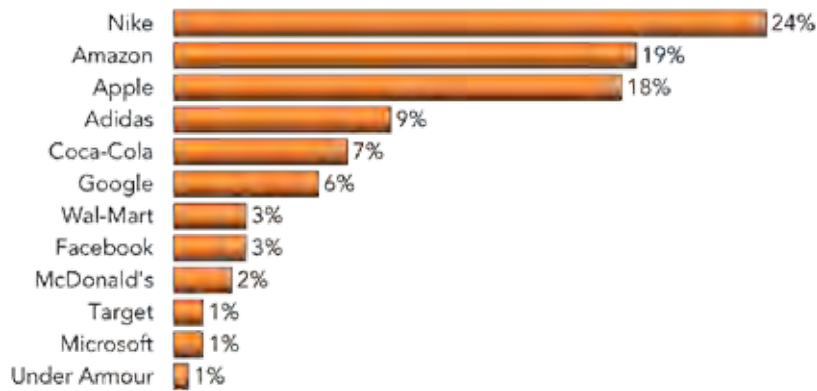
- At 22%, President Trump's approval rating is the **2<sup>nd</sup> lowest Presidential approval rating** ever compiled by Student Monitor
- 92% of all students report they are registered to vote.
- 80% are registered voters and planned to vote in the Presidential election, another 9% are registered but are uncertain if they will vote (the remaining 11% are either not registered and don't plan to (5%), plan to register and vote (3%), or are registered and don't plan to vote, also 3%)
- 49%, up from 39%, describe themselves as **Democrats**, 15%, 16% last year **Republican**, 17%, down from 23% **Independent** 13%, 15% last year, **None** (the balance is a combination of **Libertarian**, **Green** and **Tea Party**).
- 19%, down from 28%, describe their political philosophy as **Middle of the Road**, 33%, up from 28% **Progressive** and 22%, unchanged from last year, **Don't know**
- 80% are registered voters and plan to vote in the Presidential election, another 9% are registered but are uncertain if they will vote (the remaining 11% are either not registered and don't plan to, plan to register and vote or are registered and don't plan to vote)

### Top Of Mind Brand Awareness

- At 24%, **Nike** has the highest level of unaided brand awareness regardless of category. 19% mention **Amazon** followed by **Apple**, 18%



## Top Of Mind Brands – All Categories



- **Technology** - 60% mention **Apple** followed by **Microsoft** at 11% and **Google** at 9%
- **Wearable Technology** - 57% mention **Apple** followed by **Fitbit**, 17% and **Nike**, 8%
- **Banks & Financial Services** - 18% mention **Bank of America** followed by **Wells Fargo** 17% and **Chase** 14%
- **Online Shopping** - 67% mention **Amazon** followed by **Forever 21**, 7%
- **Student loan providers** - 21% mention **Federal government** followed by **Sallie Mae**, 9%
- **School logo apparel** - 56% mention **On campus bookstore** followed by **Target**, 17%
- **Buying textbooks** – 34% mention **Amazon**, 32% **On campus bookstore**
- **Renting textbooks** - 30% mention **Amazon** followed by **On campus bookstore**, 26% and **Chegg**, 24%

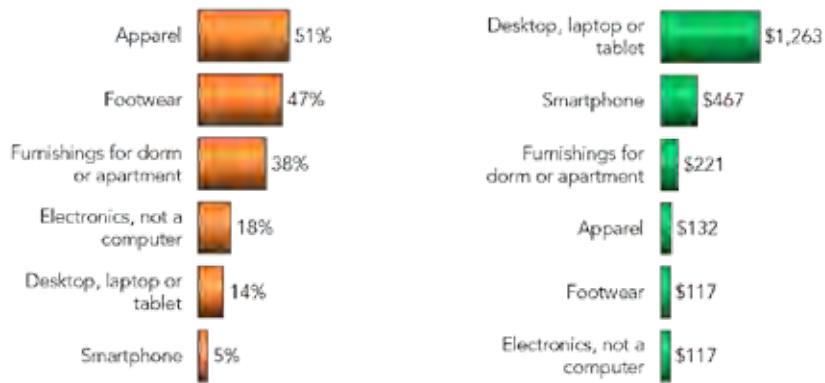
## Students as Active Consumers

Key findings regarding students' consumer activities and attitudes are as follows:

### Back To School Shopping

- Students report spending \$7 billion (\$425 per student) represented by 6 product categories.

## Back To School Shopping



## Credit Card Ownership

- Many believe that a credit card represents an essential step toward students' financial independence. When students own a credit card, they are agreeing to take greater responsibility for managing their own financial affairs
- 63% have a general purpose credit card (**VISA, MasterCard, Discover, Apple Card** or **American Express**) and 42% have a general purpose credit card in their own name. **VISA**, 33%, is the credit card students have most often in their own name
- 34% are interested in acquiring a credit card in their own name in the next 12 months. Students report a preference for a card consistent with each card's market share among current cardholders

## Students' Spending Habits

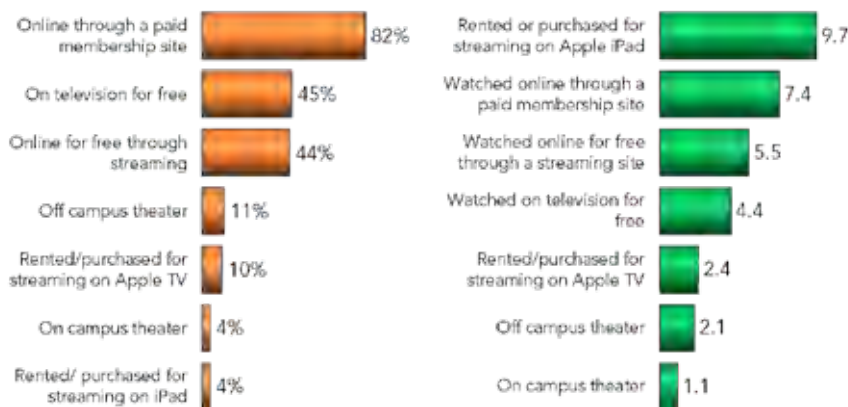
We asked students how much they spend in a typical month across 7 categories. Not surprisingly, eating on and off campus and entertainment top the list of students' spending.

	Monthly Spending (Total Mean)					
	Base = All Students					
	TOTAL			2020		
	F17	F18	F19	Total	Male	Female
Eating off campus	\$86	\$94	\$86	<b>\$31</b>	\$33	\$39
Eating on campus	\$60	\$55	\$60	<b>\$32</b>	\$34	\$29
Entertainment	\$42	\$49	\$42	<b>\$9</b>	\$7	\$11
School supplies (not textbooks)	\$17	\$9	\$17	<b>\$10</b>	\$10	\$10
Video games	\$9	\$9	\$9	<b>\$9</b>	\$14	\$5
Books and magazines not for class	\$7	\$3	\$7	<b>\$2</b>	\$1	\$3

Monthly Spending (Total Mean)						
	Base = All Students					
	TOTAL				2020	
	F17	F18	F19	Total	Male	Female
Music (Downloadable music, CDs	\$4	\$2	\$4	<b>\$3</b>	\$4	\$2

- Renting or streaming movies is a popular form of entertainment. In a typical month, 82% report renting or streaming an average of 7.4 movies a month from **Paid Membership site**

### Number Of Movies Watched In A Typical Month

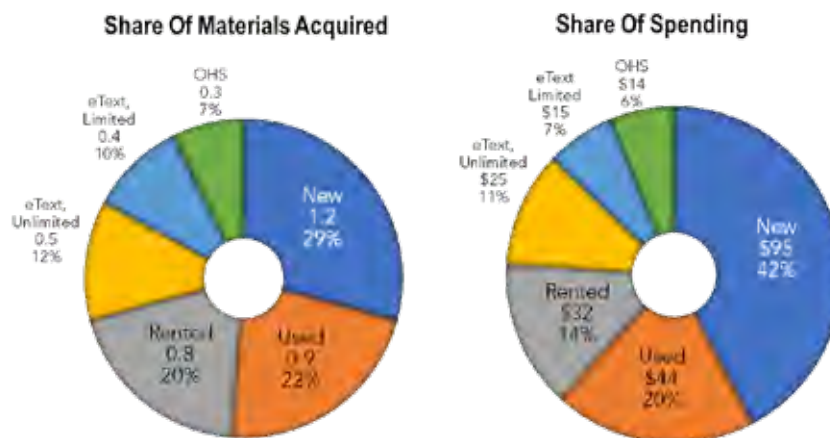


### Students and Learning Materials

To place in context the number of textbooks students purchased or rented, where students purchased or rented their textbooks and what format students purchased, students took an average of 4.6 courses during the Fall 2020 term. These courses required an average of 4.0 course materials and students acquired 2.6 or 65% of their required course materials

- Students purchase or rent a variety of textbook formats from a variety of online and offline sources or channels
- Since some students rent printed textbooks and purchase eTextbooks for unlimited or limited time use, students are purchasing fewer new and used printed textbooks
- 30% rented 1 or more printed textbooks this term. Fewer purchased or rented an eTextbook with unlimited or limited time use (25% and 18% respectively and an incidence far lower than the share of laptop or tablet owners)
- For the Fall 2020 term, the average student purchased or rented 3.8 printed or eTextbooks spending \$211. Students spent \$95 for new textbooks, \$44 for used textbooks, \$32 for rented textbooks, \$25 for eTextbooks for unlimited use and \$15 for eTextbooks for limited time use

Per Capita Textbook Units Acquired, Spending					
Base = All Students					
Format	Purchasers/ Acquirers	< - - - Units - - - >		< - - - Spending - - - >	
		User Mean	Total Mean	User Mean	Total Mean
New	43%	2.7	1.2	\$220	\$95
Used	35%	2.5	.9	\$125	\$44
Rented	30%	2.7	.8	\$106	\$32
eTextbooks (unlimited use)	25%	1.9	.5	\$110	\$25
eTextbooks (limited use)	18%	2.0	.4	\$89	\$15
OHS	14%	2.0	.3	\$103	\$14
<b>Total</b>			<b>4.1</b>		<b>\$225</b>



- While the **on campus bookstore** remains the primary source for the lion's share of textbook purchases, **Amazon** continues to capture a large share of student spending
- 36%, down somewhat from 39% last year, go to **Amazon** first to buy or rent course materials compared to 41%, up from 35% who mention the **On campus bookstore/bookstore's website**
- **Amazon** captures the 2<sup>nd</sup> largest share of purchasers and renters of printed textbooks and student shoppers for eTextbooks with the **On campus bookstore** capturing the largest share of student shoppers for each format

Comparison Of Shoppers By Format, Amazon Versus On Campus Bookstore			
Base = Purchasers Of Each Format			
Format	Share of shoppers purchased at Amazon	Share of shoppers purchased at On Campus Bookstore	Amazon Share Indexed to On Campus Bookstore Share
New textbooks	39	60	65
Used textbooks	37	55	67
Rented, printed textbooks	27	36	75
eTextbooks (unlimited use)	22	39	56
eTextbooks (limited time use)	14	25	56

- 14% purchased an average of 2.0 Online Homework Solutions, (OHS) for the Fall 2020 term spending an average of \$103
- Among the 14% who purchased an OHS this term, 28%, compared to 24% last year, and the largest share, purchased a Pearson MyLab OHS. 27%, (20% last year) 27% also mention Pearson Mastering, or McGraw-Hill Connect and 18% Cengage MindTap (no other OHS was mentioned by more than 13%)
- 58%, up from 56% last year, of OHS users believe the OHS “**Helped to get a better grade**”
- 78%, up sharply from 31% last year, are at least “**Somewhat likely**” to purchase an online homework solution for the Spring 2021 term
- 51% paid 100% of the cost of their textbooks. Parents, Financial Aid and scholarship are mentioned most often as sources of help students received to pay for their textbooks
- 44% (52% last year) are at least “**Somewhat likely**” to rent 1 or more of their textbooks for the Spring 2021 term
- Purchasers or renters of an eTextbook are most likely to use a **laptop**, 87%, to read their eTextbook

## Demographics

The demographic profile of the average respondent in this study includes:

- Average age is 20.4 (58% are younger than 21)
- 10% are first in their family to attend college, 1% were in the military (not ROTC), 4% are or were enrolled in ROTC, none are married but 3% have one or more children
- 44% have one or more siblings currently enrolled in a Four Year school and 11% have a sibling currently enrolled in a Two Year school

- 27% live on campus, 50% off campus and the remaining 23% live at home (attributed to COVID19) and commute to school each day
- 77% attend a school in the same state as their permanent home, average student's school is 158 miles from their permanent home
- 7% are employed full-time, 40% part-time and 7% have a paid or unpaid internship
- Students employed full-time work an average of 36 hours weekly compared to 19 hours for those employed part-time (less for internships)
- Annual personal earnings average \$4,511. 49% get money from home averaging \$388 monthly
- Monthly discretionary spending averages \$147, Family HH income averages \$111,000.
- "Business" is the most common major, 15%, 38% have changed their major at least once and the average GPA is 3.4
- 65% are Caucasian, 12% Latino, 10% Asian American, 9% African-American

The remainder of this volume includes detailed, table by table analyses of our findings and explores the implications of each question. There are eight chapters:

1. Media
2. The Internet
3. Activities & Interests
4. What's In & Who's In on Campus
5. The Mood on Campus
6. Students as Active Consumers
7. Textbooks & Learning Materials
8. Demographics

A copy of the survey questionnaire, as well as the full tabular results of the study are provided at the back of this volume. Subscribers are urged to review our findings and participate in on-site presentations. The research team welcomes your feedback, whether in terms of alternative interpretations of results, new question areas or other ways we can make STUDENT MONITOR work harder for you. Welcome to STUDENT MONITOR Fall 2020 LIFESTYLE & MEDIA!



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In person, one-on-one, intercept based interviewing for the Fall 2020 LIFESTYLE & MEDIA study was conducted during the three week period beginning October 8<sup>th</sup>, 2012 among 1,276 college students enrolled in Four Year colleges and universities throughout the United States. All interviewing was conducted on campus by survey researchers.

Respondents were qualified as undergraduate full-time students. Quotas were established to insure equal numbers of males and females within each graduating class. The actual number of interviews completed is as follows:

Completed Interviews by Gender and Year in School			
	Male	Female	Total
Freshman	144	144	288
Sophomore	168	152	320
Junior	172	148	320
Senior	180	168	348
<b>Total</b>	<b>664</b>	<b>612</b>	<b>1,276</b>

Quotas were also established to ensure adequate representation based on school location (North, South, Midwest and West), type of school (Public or Private), and enrollment size.

Completed Interviews by Region, School Type and School Size			
	Under 5,000	5,000 or more	Total
North	136	172	308
South	168	208	372
Midwest	160	164	324
West	124	148	272
<b>Total</b>	<b>584</b>	<b>692</b>	<b>1,276</b>
Public	584	288	872
Private	0	404	404
<b>Total</b>	<b>720</b>	<b>470</b>	<b>1,276</b>