

STUDENT MONITOR

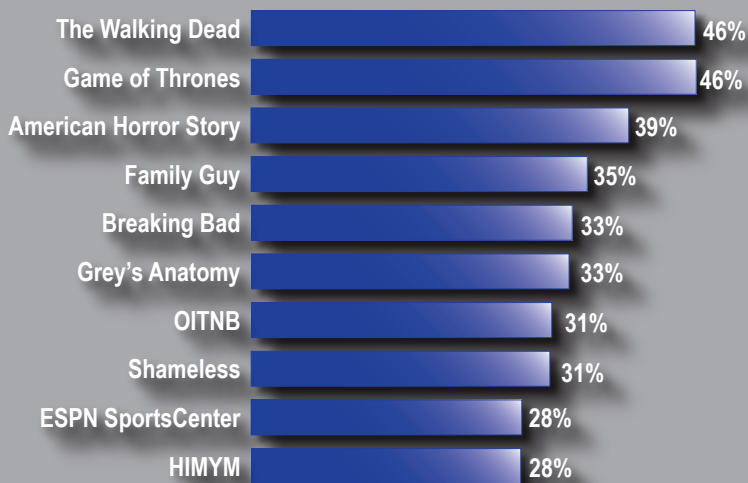
Selected LIFESTYLE & MEDIA Findings - Spring 2017

Drawn from the Spring 2017 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 interviews conducted during the week of March 6th among Four Year full time undergrads attending 86 representative colleges and universities throughout the country with a margin of error or +/-2.4%.



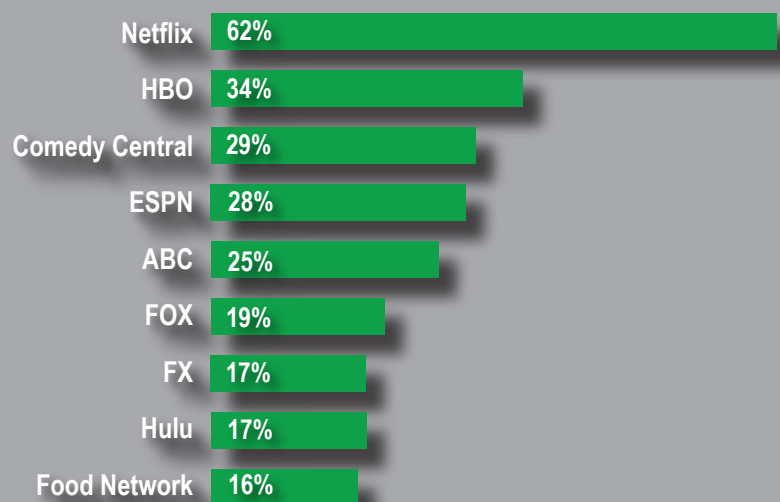
TV shows 'IN' on campus

THE WALKING DEAD AND GAME OF THRONES ARE THE MOST "IN" SHOWS ON CAMPUS - 46% of students report The Walking Dead or Game of Thrones as the most "IN" television program on campus. 39% mention American Horror Story.



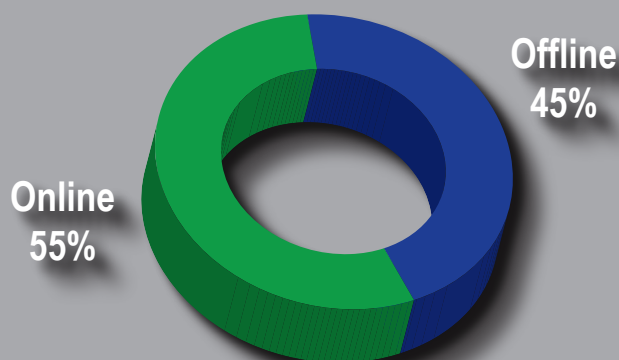
"What are your five favorite sources of video programming"

NETFLIX IS STUDENTS' "FAVORITE SOURCE OF VIDEO PROGRAMMING" - By a wide margin, Netflix is students' most favorite. 62% mention Netflix, 34% HBO, 29% Comedy Central, 28% ESPN and 25% ABC.



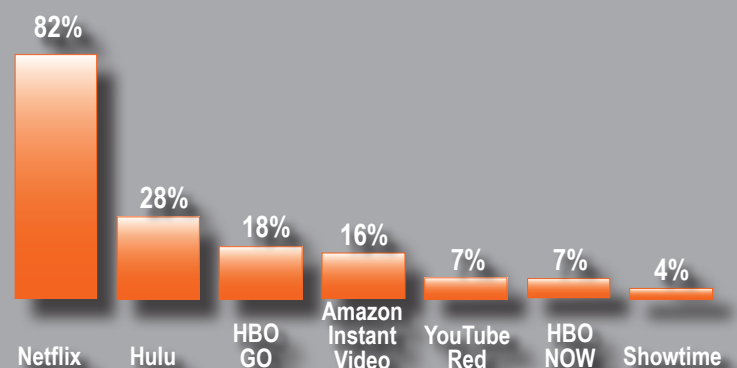
"How much of your television viewing is done online?"

55% OF WEEKLY VIEWING IS DONE ONLINE - 48% of online viewers use a laptop most often to watch television online, followed by 8% with a Smart TV.



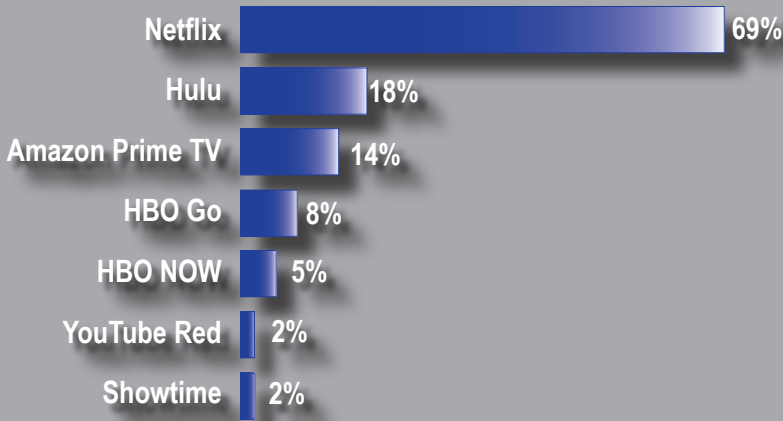
"Which sites do you use to watch television online?"

BY A WIDE MARGIN, NETFLIX IS THE TOP SITE ONLINE VIEWERS USE TO WATCH TELEVISION ONLINE - 82% of online viewers use Netflix, 28% Hulu, 25% HBO GO or HBO NOW, 16% Amazon Instant Video and 7% YouTube.



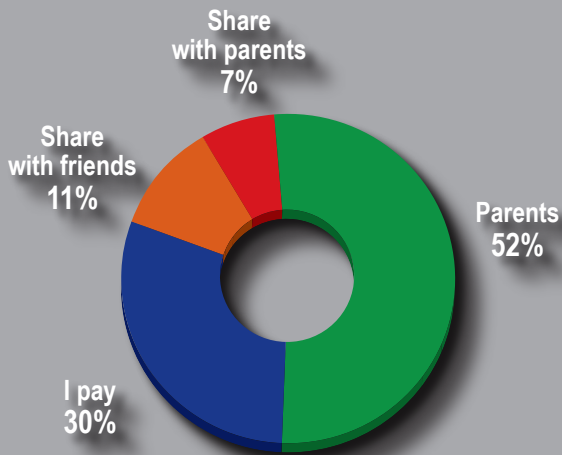
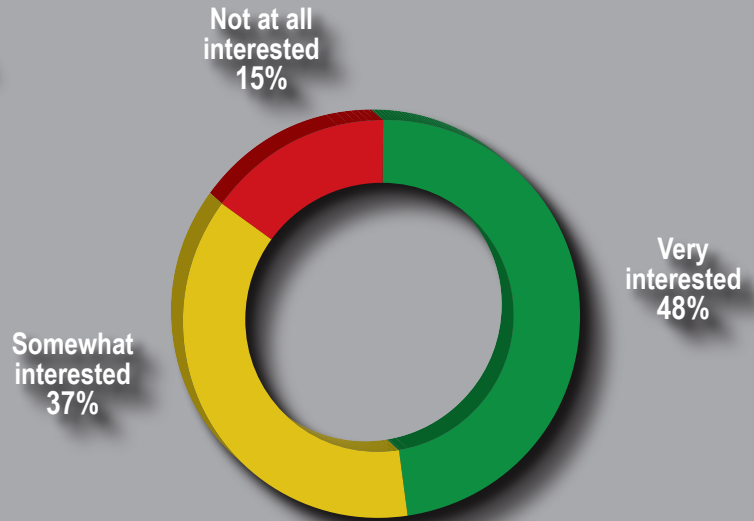
Subscriptions To Watch Television Online

BY A WIDE MARGIN, NETFLIX IS THE LEADING PAID SUBSCRIPTION SITE - Among online viewers, 72% of females and 66% of males have a paid Netflix subscription.



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

85% ARE AT LEAST SOMEWHAT INTERESTED IN WATCHING TELEVISION EXCLUSIVELY ONLINE

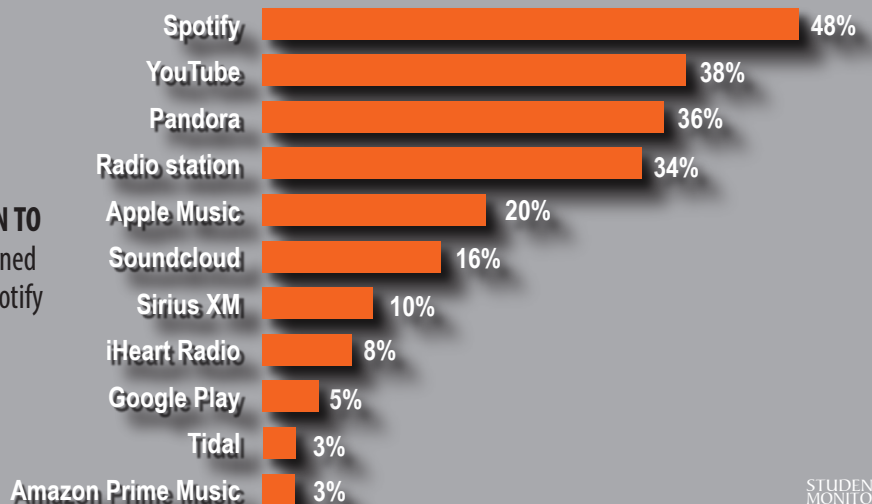


"How is your subscription paid for?"

52% REPORT THEIR PARENTS PAY FOR THEIR ONLINE SUBSCRIPTION - More than half of online viewers who have a subscription report their parents pay for it. 30% report they pay for it, 11% share the cost with friends or roommates and the remaining 7% share the cost of their subscription with their parents.

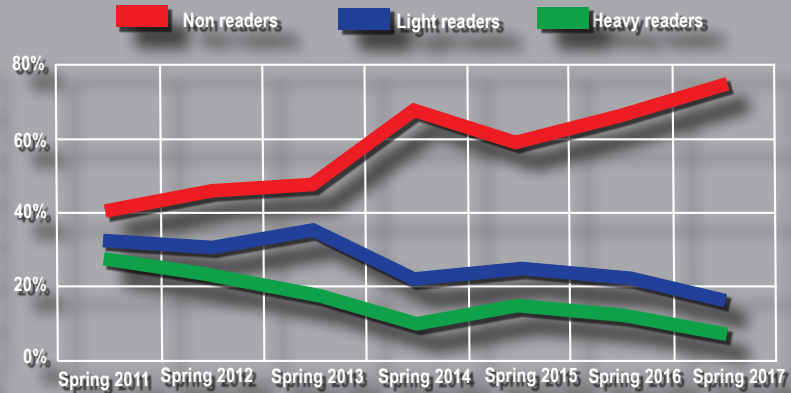
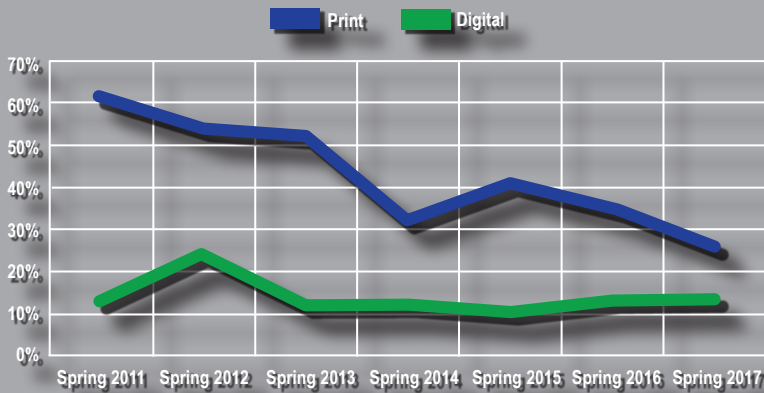
"How have you listened to streaming music in the past week?"

SPOTIFY IS THE MOST COMMON PLACE STUDENTS LISTEN TO STREAMING MUSIC - Among the 86% of students who listened to streaming music in the past week, 48% streamed from Spotify compared to 38% from YouTube and 36% Pandora.



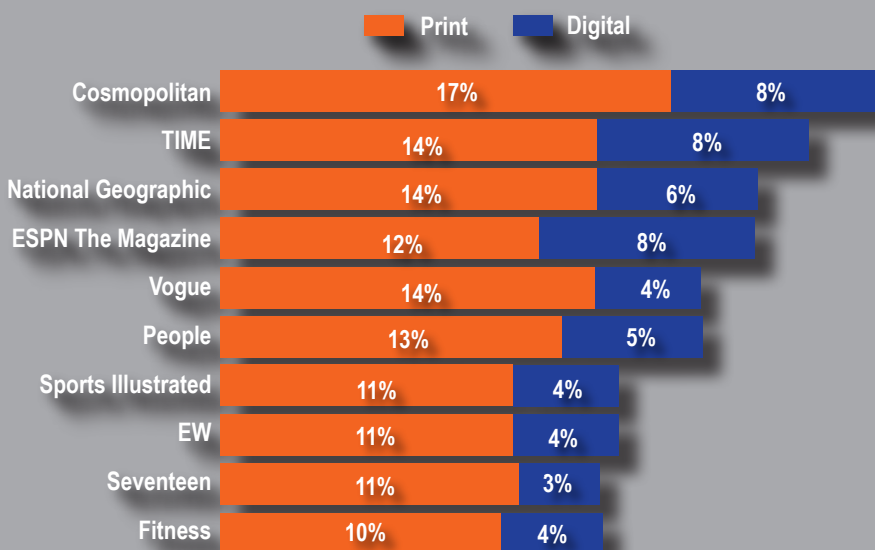
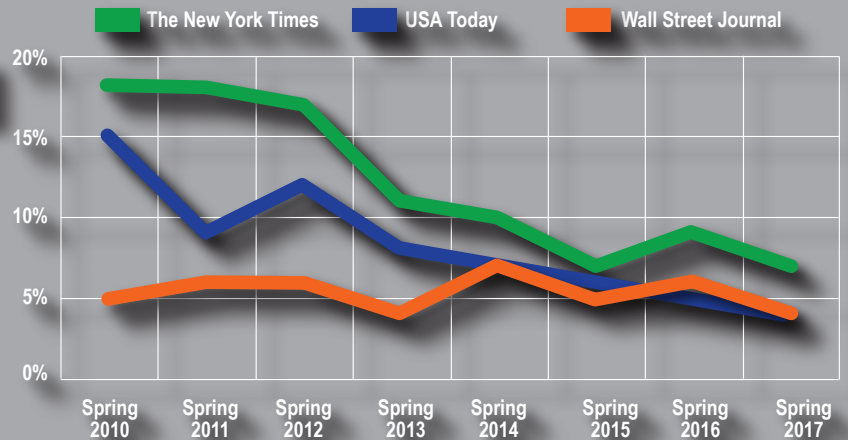
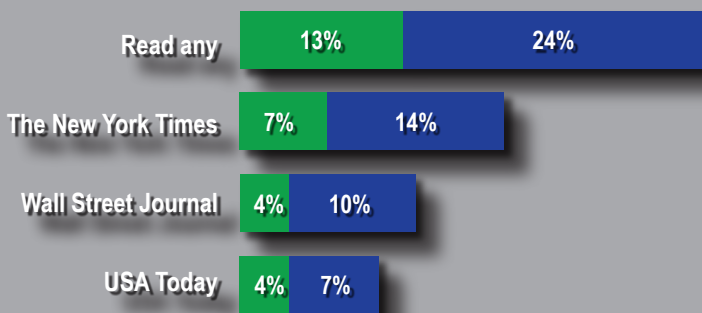
Campus Newspaper Readership

READERSHIP OF THE PRINT EDITION OF THE CAMPUS NEWSPAPER CONTINUES TO DECLINE - 26% 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. 41% report no interest in reading the print or digital edition. The share of light readers of the print edition, (1 or 2 of the last 5) is greater than the share of heavy readers (3 or more of the last 5).



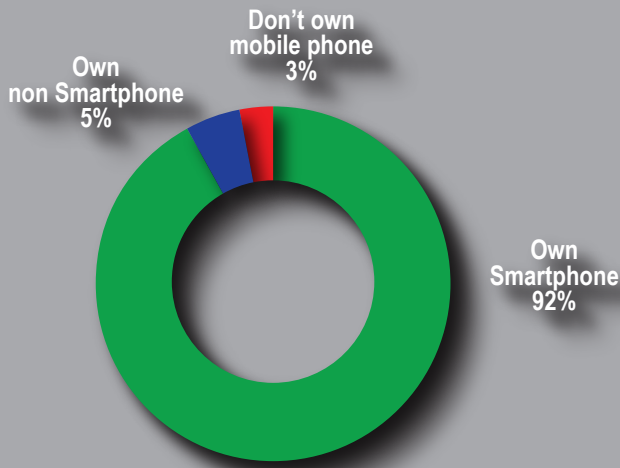
National Newspaper Readership

READERSHIP OF THE DIGITAL EDITION OF A NATIONAL NEWSPAPER IS NEARLY TWICE THAT OF THE PRINT EDITION (24% COMPARED TO 13%) - The New York Times is both the best read print and digital national newspaper. Over the longer term, readership of both The New York Times and USA Today have significantly declined.



Magazine Readership

READERSHIP OF PRINT EDITIONS OF MAGAZINES IS GREATER THAN THAT OF DIGITAL EDITIONS - Cosmopolitan, 17%, TIME, 14%, National Geographic, 14% and Vogue, 14%, are the most commonly read (subscribed to, read regularly or read occasionally) print edition magazines. Cosmopolitan, 8%, TIME, 8% and ESPN The Magazine, 8%, have the highest levels of digital readership.

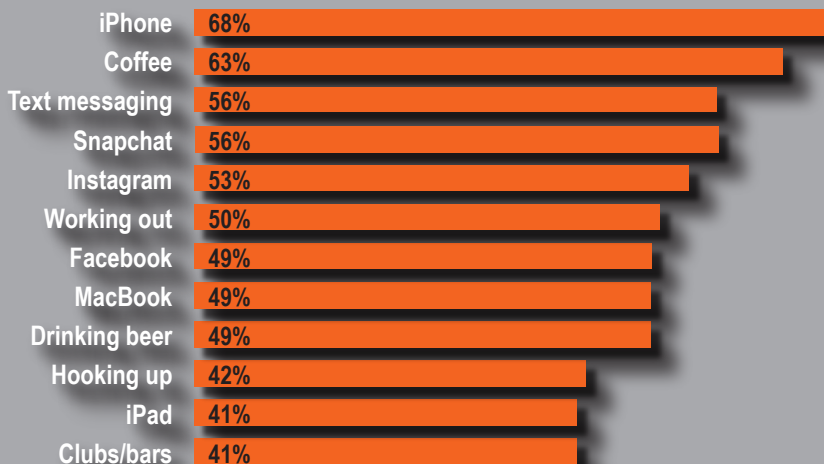
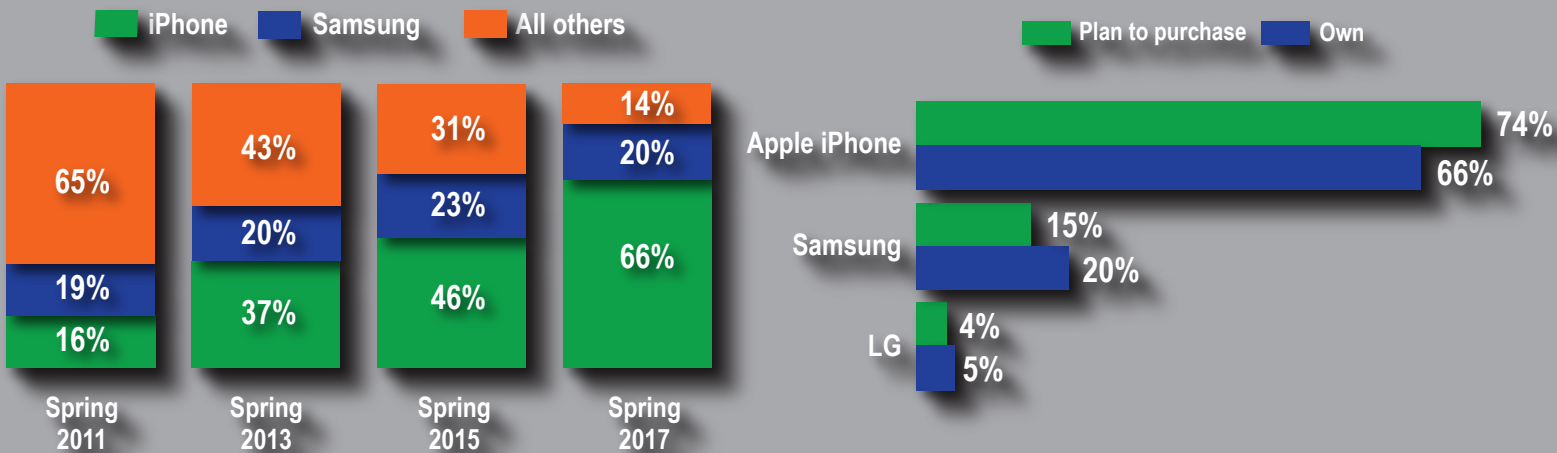


Mobile Phone Ownership

97% OF STUDENTS OWN A MOBILE PHONE - 95% of mobile phone owners own a Smartphone. By a small margin, more students choose AT&T as their provider than any other. 29% report AT&T is their provider compared to 27% Verizon, 21% T-Mobile and 14% Sprint.

"What brand is your Smartphone?"

IPHONE IS THE LEADING BRAND OF SMARTPHONE STUDENTS OWN AND PLAN TO PURCHASE - Compared to Spring 2011, more than 4 times as many own an iPhone while the share of Samsung owners remains virtually unchanged. 66% of mobile phone owners own an iPhone including 75% of females. More than 3 times as many own an iPhone as own a Samsung. 74% of those who plan to upgrade or purchase a new Smartphone plan to upgrade or buy an iPhone. Significantly less, 15%, plan to upgrade to or purchase a Samsung.

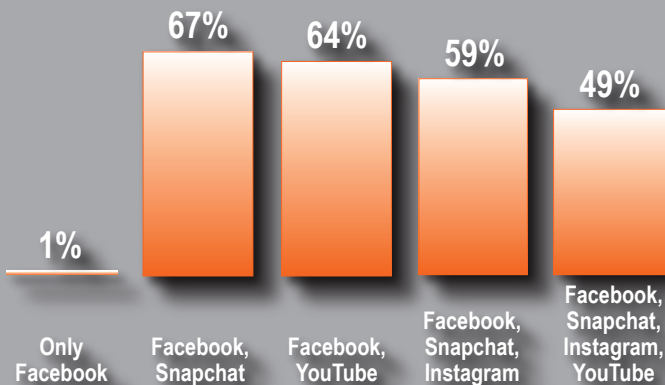
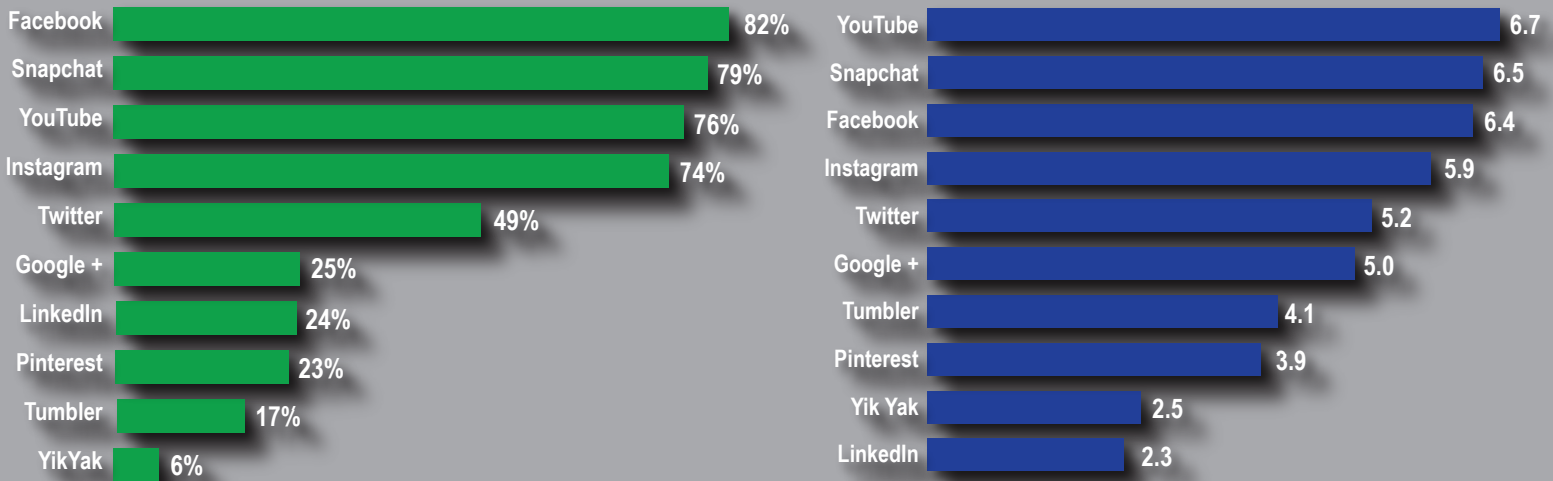


"What's 'IN' on your campus?"

68% MENTION IPHONE AS THE LEADING ITEM OR ACTIVITY 'IN' ON CAMPUS - 63% mention coffee, 56% text messaging, 56% Snapchat, 53% Instagram and 50% working out.

"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 used in a typical week include Facebook 82%, Snapchat 79%, YouTube 76% and Instagram 74%. 49% use Twitter and 25% use Google+. Facebook users spend an average of 6.4 hours weekly compared to 6.7 for YouTube and 6.5 for Snapchat.



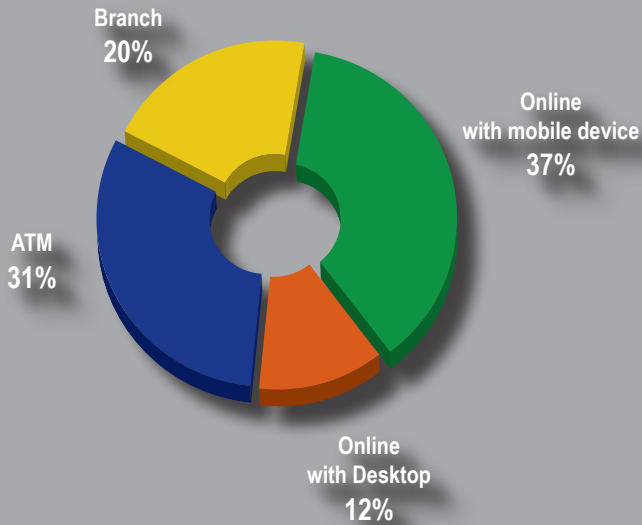
Use of Multiple Social Media Sites

ONLY 1% USE FACEBOOK EXCLUSIVELY - In a typical week, 67% use both Facebook and Snapchat, 64% Facebook and YouTube, 59% Facebook, Snapchat and Instagram and 49% report using Facebook, Snapchat, Instagram and YouTube in a typical week.

"How frequently do you make purchases online?"

84% MADE 1 OR MORE PURCHASES ONLINE IN THE PAST YEAR - Among those who make online purchases, 12% did so weekly or more often compared to 38%, less often than monthly.



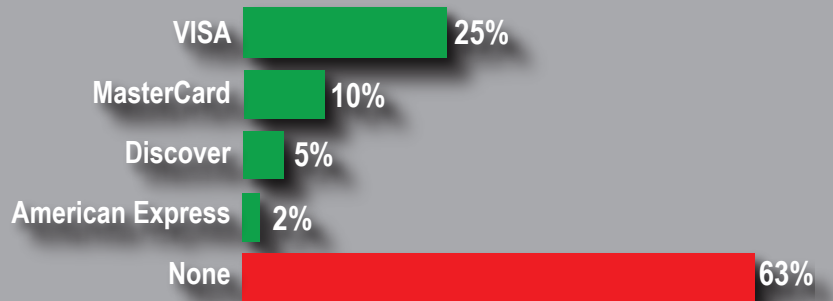


“What percent of your monthly banking do you do with the following methods?”

18% 16%

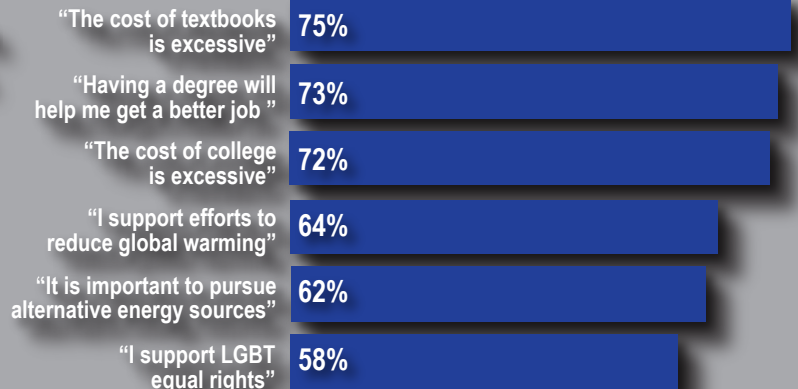
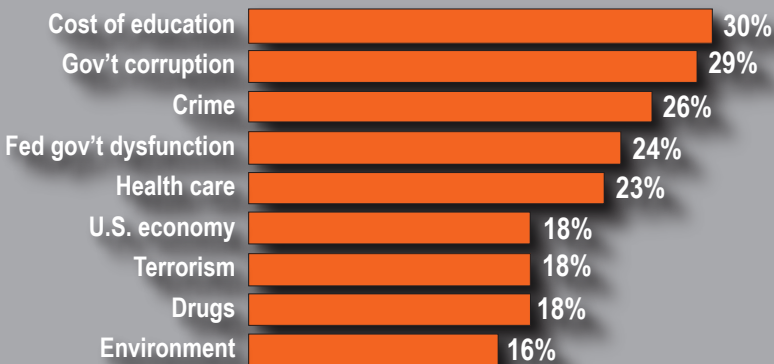
Credit Card Ownership

37% HAVE A CREDIT CARD IN THEIR OWN NAME - 25% have a VISA card, 10% MasterCard, 5% Discover and 2% American Express.



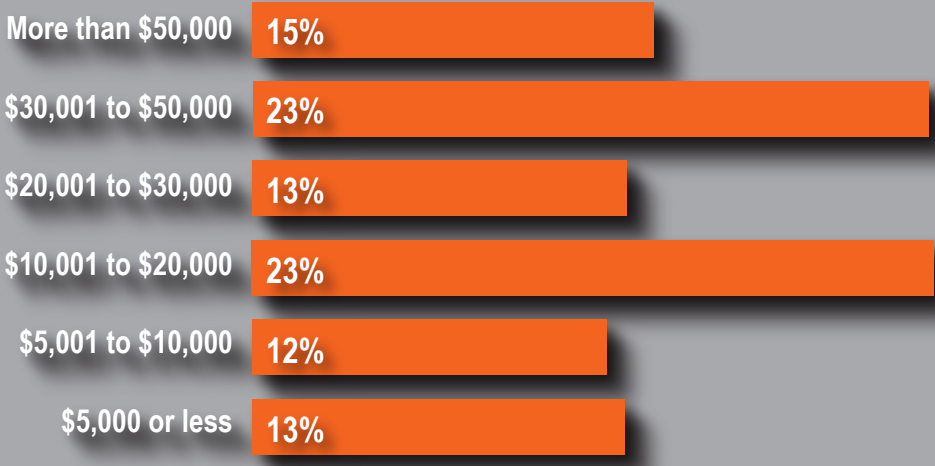
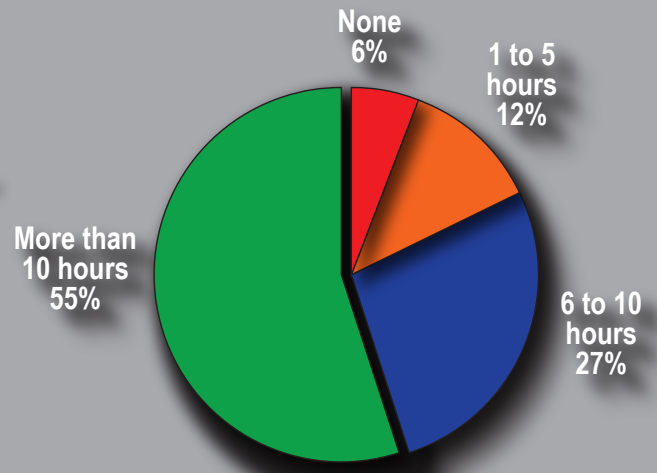
Student Attitudes

THE “COST OF EDUCATION” TOPS THE LIST OF ISSUES FACING THE NATION - Students identify “Cost of Education”, 30%, “Gov’t corruption”, 29%, and “Crime”, 26% as the Top 3 issues facing the nation. 75% believe the cost of textbooks is excessive and a similar number, 72%, believe the cost of college is excessive.



“How many hours a week do you spend on schoolwork?”

STUDENTS SPEND AN AVERAGE OF 15 HOURS WEEKLY ON SCHOOLWORK OUTSIDE THE CLASSROOM - 55% spend more than 10 hours. 27% spend 6 to 10 hours, 12% spend 1 to 5 hours and 6% none. Students report taking an average of 4.6 academic courses this term representing 3.3 hours per course spent outside the classroom.

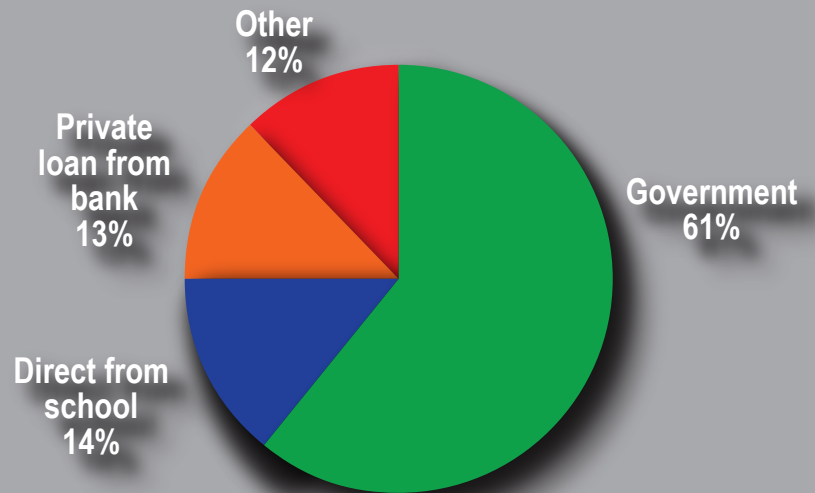


“How much do you expect to owe in undergraduate student loan debt?”

52% EXPECT TO OWE AN AVERAGE OF \$31,783 IN UNDERGRADUATE STUDENT LOAN DEBT - Among borrowers, 25% expect to owe \$10,000 or less and 38% expect to owe more than \$30,000.

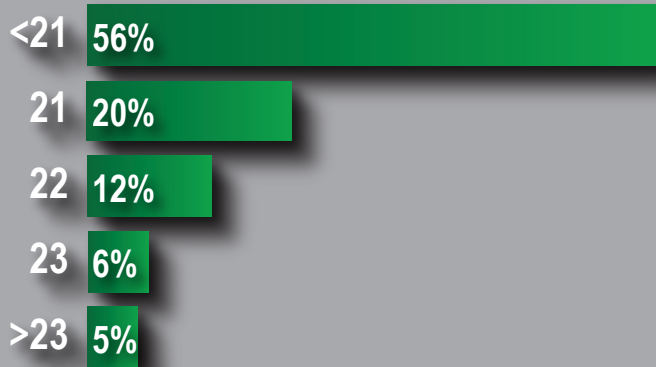
“Who do you expect to owe student loan debt to?”

61% OF UNDERGRADUATE STUDENT LOAN DEBT IS OWED TO THE GOVERNMENT - 61% of student loan debt are government student loans, 14% direct from school, 13% private loans from a bank, 8% from relatives and 4% from other sources.



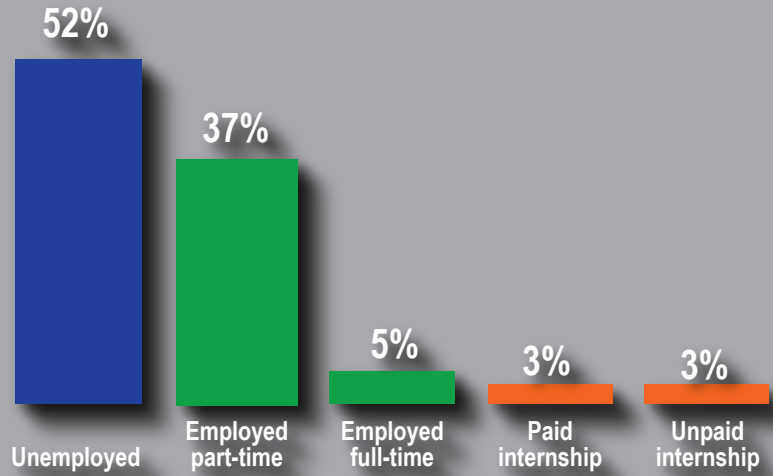
“How old are you?”

THE AVERAGE STUDENT IS 20.5 YEARS OLD - The majority of students, 56%, are under the age of 21. A small number of undergrads, 11%, are 23 or older.



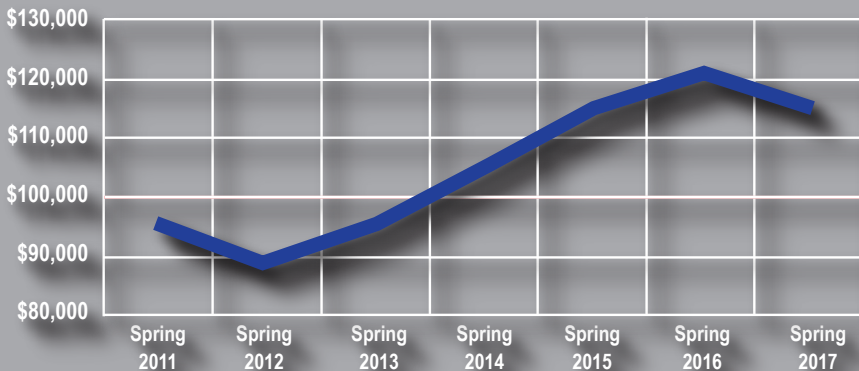
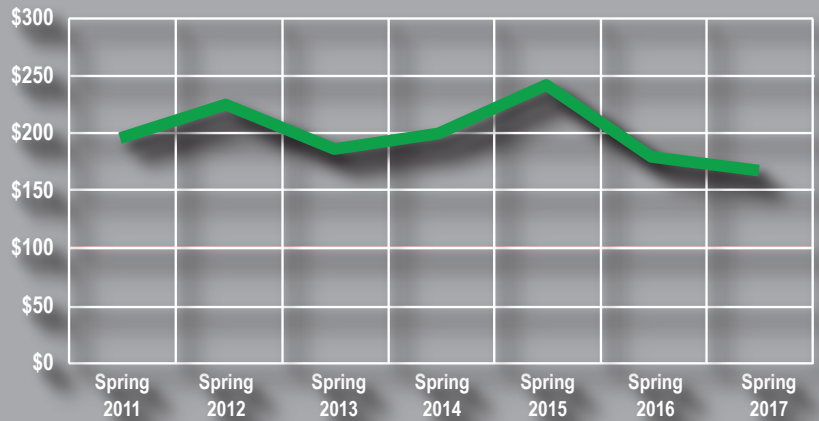
School Year Employment

ADDING TO THEIR SPENDING POWER, 45% ARE EMPLOYED OR HAVE A PAID INTERNSHIP - 37% are employed part-time while 5% are employed full-time. 6% have a paid or unpaid internship.



Monthly Discretionary Spending

STUDENTS HAVE \$1.2 BILLION IN MONTHLY DISCRETIONARY SPENDING POWER - Students report an average of \$155 in monthly discretionary spending. 38% report having more than \$200 compared to 21% \$300 or more.



Annual Household Income

THE AVERAGE HH INCOME IS \$113,664 - Students attending Private schools report a 12% higher household income, \$121,700, than those attending Public schools, \$108,900.